



# my lifesaver

— MY WILD LIFE —

Nicki, Redditch, Worcestershire



Worcestershire



# my eden

— MY WILD LIFE —

Michael, Piddle Brook Meadows, Worcestershire

Worcestershire Wildlife Trust

# Development Strategy 2017-22

Summary for general circulation



# my stress relief

— MY WILD LIFE —

Mervyn, Chaddesley Corbett, Worcestershire

Protecting **wildlife** where we live







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## Worcestershire Wildlife Trust is the county's leading local charity working towards a county rich in wildlife.

From **restoration** to **re-creation**, Worcestershire Wildlife Trust has been working towards a county where wildlife flourishes in our countryside, towns and villages since its foundation in 1968. We now have almost 23,000 members and supporters, including 2500 children and young people, and support around 500 regular volunteers.

With **local** knowledge and expertise, our staff and volunteers are constantly working to protect habitats and species across Worcestershire.

We care for **80 nature reserves** and work with landowners, local authorities, organisations, communities and individuals to advise on how to protect and create places for our wildlife.

Through monitoring and data collection we can demonstrate an accurate picture of habitats and species that need our protection and we've developed a reputation for our objectivity and knowledge.

We're one of 47 Wildlife Trusts across the UK and together with the specialist skills and enthusiasm of our volunteers, our vast experience enables The Wildlife Trusts to manage hundreds of projects, campaigns and organise thousands of activities.



## A Living Landscape

The protection of places for wildlife is the founding principle of The Wildlife Trusts.

Wildlife needs space to adapt and move to cope with the consequences of climate change. Practically, this means that to deliver on our biodiversity vision, we need to develop a coherent network of large areas linked by corridors that can provide benefits for people as well as for biodiversity.

## Our nature reserves

Our nature reserves include many of the most important areas for wildlife in Worcestershire and act as a network of core habitats. We use our reserves to apply and demonstrate best practice and to work with other landowners to develop innovative approaches that can benefit both wildlife and the local economy.

We recognise that everyone who lives and works in Worcestershire has a stake in the county's environment and wildlife and we shall build on our successful education programmes through new initiatives to actively involve local people in their local environment.

Our reserves are an important network of green-spaces for people to visit and enjoy and we operate an open access policy wherever possible. More than 100,000 people visit and enjoy our nature reserves, tens of thousands attend our events and we engage with around 5,000 schoolchildren each year.





## This document has been developed through a consultative process involving trustees and staff.

The Trust is a relatively complex organisation for its size and turnover, operating a wide range of activities and programmes across many themes and working with a great many partners and funders. Many factors, internal and external, can affect how the work programmes are shaped each year.

This plan provides the strategic context through seven key strategic areas that will inform the preparation of detailed annual operational plans and budgets, alongside specific project plans. This approach allows the Trust to set an overall direction, with clear priorities, but to respond to changing circumstances.

The plan provides strategic objectives against which targets and goals can be set and performance can be measured. It will be reviewed annually, which will serve to keep it a living document that drives the Trust's work and will ensure that annual work programmes and new projects respond to changing circumstances.

The plan will inform the Trust's development programme. A section that sets out where the greatest organisational development needs lie also identifies how we will meet these through developing and strengthening the seven pillars upon which we operate: our people, our knowledge, our land and building, our communications, our external relationships, our decision-making, our income. We recognise the

importance of effective governance and management.

Collaboration is the key to everything the Trust does and we place the highest value on our collaborative relationships. Our partners range from individuals to major corporations or statutory authorities, from small community groups to universities, from individual donors to major grant providers.

To bring this plan to life we will use case studies about projects, sites, people and partners to showcase the themes and objectives in ways and through media that will engage and inspire a wide range of audiences.

During 2018 the Trust reaches its 50th Anniversary and this provides an opportunity to celebrate how much has been achieved for both wildlife and people in over that period. Whilst this plan sets out a direction for the next 50 years, it very much builds upon our existing programme and reflects the commitments we have already made. At the same time it identifies how we can develop our work to achieve even more for the wildlife and people of Worcestershire.

## Worcestershire: a landscape where **wildlife** can flourish & **people** can live healthier lives





# The strategy in context

This Strategic Plan has been developed for 2017 to 2022.

It is based on the 2017-2022 development strategy for The Wildlife Trusts, a partnership of 47 local wildlife trusts alongside Royal Society of Wildlife Trusts, which operates at UK level. This strategy sets out the context for our work and assesses how we need to

respond to the challenges that face wildlife and people over the coming decades.

We are strongly supportive of the principles and priorities set out in the national strategy, the key elements of which are equally relevant to Worcestershire Wildlife Trust locally as summarised below.

## Our core beliefs

The Wildlife Trusts believe that people are part of nature; everything we value ultimately comes from it and everything we do has an impact on it.

## Our values

We approach everything we do with courage and integrity. We aim to establish common cause with others, to develop mutual trusting relationships and build lasting partnerships based on mutual respect and shared responsibility.

## How we achieve change

Our work to save wild places, manage land for wildlife and engage people with the natural world is vitally important. For decades, The Wildlife Trusts movement has demonstrated clearly what can be achieved whether directly or by influencing the actions of others.

**We:**

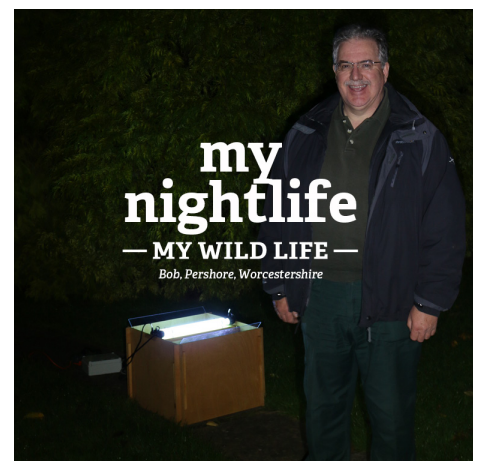
**Inspire people to connect with** wildlife, wild places and the natural world

**Empower people to champion** wildlife, wild places and the natural world

**Enable people to act for** wildlife, wild places and the natural world

**Demonstrate the value of** wildlife, wild places, and the natural world

- **Our Vision**  
**People closer to nature with land and seas rich in wildlife.**
- **Our Mission**  
**To bring about living landscapes, living seas and a society where nature matters.**









# Strategic objectives for 2017-2022

**In Worcestershire our work will focus on seven strategic objectives designed to deliver our shared mission to bring about living landscapes, living seas and a society where nature matters.**

This list is not exhaustive but seeks to provide a focus for developing existing programmes and activities and identifies where new opportunities might be progressed to best effect.



## Health & Wellbeing

Ensure a wildlife-rich natural world contributes to the **health and wellbeing** of our society with a focus on...

**Volunteering**

**Community Engagement**

**Corporate Partners**

**Wildlife gardening**

**Access to reserves**

**Partnerships**



## Education & Learning

Put a wildlife-rich natural world at the heart of **education and learning** for all with a focus on...

**Schools**

**Apprenticeships**

**Colleges & Universities**

**Wildlife Information Service**

**Training & Courses**

**Partnerships**



## Housing & Development

Make it normal for all housing and development to contribute positively to nature's recovery on land and at sea with a focus on...

**Strategic Plans & Policies**

**Partnerships**

**Advocacy**

**Key Developments**

**Local Wildlife Sites**

**Community Planning**







## Farming & Fisheries

Make **farming and fisheries** management positive forces for nature's recovery with a focus on...

**Supporting landowners**

**Pollinators**

**Advocacy**

**Our land**

**Grasslands**

**Themed projects**



## Flood-risk & Drought

Place wildlife-rich catchments and ecological solutions centre-stage in **flood risk and drought** management and in water purification with a focus on...

**Partnerships**

**Natural Solutions**

**Supporting Landowners**

**Awareness/Action Campaigns**

**Our Land**

**Themed Projects**



## Soils & Carbon

Restore and maintain our **soils** as the foundation of sustainable food production and long-term **carbon storage** with a focus on...

**Lower Smite Farm**

**Our Reserves**

**Partnerships**

**Supporting Landowners**

**Advocacy**

**Research**



## Natural Economy

Shift the basis of the **economy** so that it fully reflects the true value of a healthy **natural** environment with a focus on...

**Our Land**

**Awareness Campaign**

**Landowner Support**

**Partners**



# Organisational Objectives

Accompanying these seven strategic objectives are seven organisational objectives that underpin the Trust's day to day operations:



## Developing Our People

Our people are fundamental to our success. We aim to empower them to maximise their abilities in...

**Communications**

**Managing Change**

**IT & Digital Media**

**Natural Capital & Ecosystem Services**

**Safeguarding**

**Specialist volunteers**



## Developing Knowledge & Evidence

We're an evidence-based organisation, working to collate evidence for and demonstrate the benefits of the natural world...

**Benefits of Nature**

**Collaborating & Partnerships**

**State of Worcestershire**

**Health & Wellbeing**

**Our Supporters**

**Research & Monitoring**



## Optimising the Impact of Our Land & Buildings

As a major landowner, we have responsibilities and opportunities to deliver for wildlife as well as engage, inspire and advocate...

**Our Reserves**

**Developing Access**

**Interpretation**

**Our Buildings**

**Land Acquisition**

**Collaborating with Partners**



## Enhancing our communications

Communicating our key messages to a diverse range of audiences and we will do so through effective use of a variety of channels...

**Communications Strategy**

**Digital & Social Media**

**Traditional Media**

**Partnerships**

**Face-to-Face Events Programme**

**Campaigns**





## Developing Our External Relationships

Developing, consolidating and establishing new working relationships and partnerships will strengthen our ability to make a difference...

**Existing Relationships**

**Project Partners**

**Ambassadors**

**Cross-border Partnerships**

**New Sectors**

**Local Groups Development**



## Strengthening our Decision-Making

As a relatively small organisation, it is critical that all staff, trustees and volunteers are involved and empowered...

**Internal Communications**

**Succession Planning**

**Diversity**

**Staff/Trustee Collaboration**

**Empowering Individuals**

**Strategic Planning**



## Maximising Income Generation

Our ability to deliver our long-term goals relies not just on our skills and expertise but also our capacity to fund our work...

**Membership**

**Commercial Enterprises**

**Grants, Sponsorship, Other Funding**

**Legacies & Giving**

**Innovative Fundraising**

**In Kind**







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