



**Worcestershire**  
Wildlife Trust

A Wilder Worcestershire  
Worcestershire Wildlife Trust's Strategy

**2030**





# About Worcestershire Wildlife Trust

Worcestershire Wildlife Trust is the county's leading local charity working to achieve a Wilder Worcestershire for over 60 years. It is one of 46 Wildlife Trusts working across the UK.

With the support of our 500 volunteers and 23,000 members, we manage over 3,000 acres of land across Worcestershire as nature reserves to protect wildlife and for people to enjoy visiting. We work with other organisations and landowners to create, protect and connect habitats across the county. We also work with and inspire local communities and young people to care for wildlife where they live.

## Worcestershire's wildlife

From the iconic Malvern Hills to a rich mosaic of woodlands, meadows and streams; from the Wyre Forest heaths in the north to the Severn and Avon vales in the south, Worcestershire has some fantastic landscapes and townscapes, many containing nationally important species and habitats.

Worcestershire's orchards are internationally important for the noble chafer beetle, our ponds have important populations of great crested newt, the city of Worcester is slow-worm central, we have the most northerly breeding populations of Bechstein's bats, the UK's first

inland breeding avocets and the centre of the only population of brown hairstreak butterflies in the West Midlands.

## Worcestershire's wildlife is in crisis - the time to act is now

We have reached a tipping point. We are living in a climate and ecological emergency. The UK is one of the most nature-depleted countries in the world and Worcestershire's wildlife continues to decline in abundance and diversity as habitats continue to become damaged, fragmented and destroyed.

Nature's recovery is the only way to solve the climate and ecological emergency, which in turn will help our own health and wellbeing.

By 2030, we must see nature recovering, wildlife returning and ecosystems restored. We can't defer, we can't wait for more data or better reasons to act. The evidence is already there and we know what to do. If we delay, the damage will be irreversible. If we wait until the impacts of environmental breakdown are upon us – that is, until we witness the rising sea levels or notice the lack of birdsong – it will be too late.

*Putting nature into recovery must be what we turn all our efforts to now – it has to be the priority.*

*It won't be easy. This is a complex challenge and the next seven years will be just the start but we can do it.*

## **Our Vision:**

*A wilder Worcestershire –  
more nature everywhere,  
for everyone.*

## **Our Mission:**

*To lead nature's recovery  
through community  
action.*







# Strategy summary

This document outlines Worcestershire Wildlife Trust's strategic direction for 2023-2030. We have considered the external environment in which we operate, reflected on where the Trust is now and identified the strategic goals that will enable us to become more effective in tackling the twin crises of biodiversity loss and climate change.

The strategy is sketched out with a broad brush, so we will deliver through detailed annual work programmes based on the strategy. We will review the strategy annually to adapt to the world around us, learn from our work and respond to longer term changes.

Some elements of this strategy we already deliver, some are evolving and some are brand new. We are part of The Wildlife Trusts, a national movement of local Wildlife Trusts like our own and together we share a national 2030 Strategy called 'Bringing Nature Back' with which this document is aligned.

Crucially, the strategy will only be effective if we can work in collaboration with others - partners, individuals, communities, land managers, educators, decision makers ... in fact, everyone who could help nature's recovery, so this is a theme that runs throughout.

Putting nature into recovery must be what we turn all our efforts to now - it has to be the priority.

It won't be easy. This is a complex challenge and the next seven years will be just the start but we can do it.





# Our 10 point plan to achieve nature's recovery and a Wilder Worcestershire

The strategy identifies the priorities for action between 2023 and 2026 for each element of the 10 point plan and for which we shall establish a monitoring programme to inform the annual strategy review process.

## 1. Nature in recovery

30% of land in recovery for nature by 2030.

## 2. Action for nature

One in four people taking action for nature by 2030.

## 3. Sustaining our future

More diversity, more funding, carbon zero by 2030.





## Nature in recovery

1

Ensure our nature reserves are places where wildlife thrives.

2

Build bigger, wilder, connected landscapes and townscapes for wildlife and for people.

3

Demonstrate how restoring nature can deliver broader environmental and other benefits.

## Action for nature

4

Connect people with nature.

5

Engage and support diverse local communities to lead action for nature.

6

Develop communications to be bolder and transformational.

7

Influence decision making to prioritise nature.

## Sustaining our future

8

Continue to grow and diversify funding streams and other resources for our work.

9

Ensure we are a values-led, inclusive organisation, where all achieve their potential.

10

Develop clear and consistent evidence-based policies.

# Three Strategic Goals





# Nature in recovery

*30% of land in recovery for nature by 2030*

## How we'll achieve it:

- Ensure our nature reserves are places where wildlife thrives.
- Build bigger, wilder, connected landscapes/townscapes for wildlife and for people.
- Demonstrate how restoring nature can deliver broader environmental, and other benefits.

## Priorities for action by 2026:

- Focus land acquisition on strategically important areas and integrate climate change adaptation measures into land management planning.
- Play a lead role to develop and deliver the county's Nature Recovery Strategies.
- Extend collaborative, landscape-scale and species-focused nature recovery projects, including rewilding within the county and across borders.
- Contribute to wildlife monitoring through targeted programmes for key sites and species.
- Extend advisory services for anyone who wants to help nature's recovery.
- Develop our network of Flagship Reserves as easily accessible places that people can visit and become inspired without detriment to wildlife.



30% of land in recovery for nature

2030

# Action for nature

*One in four people taking action for nature by 2030.*

## How we'll achieve it:

- Connect people with nature.
- Engage and support diverse local communities to lead action for nature.
- Develop communications to be bolder and transformational.
- Influence decision making to prioritise nature.

## Priorities for action by 2026:

- Build Team Wilder - a nature action network for the county.
- Targeted programmes to inspire and help communities and other partners to act.
- A diverse, outward-facing education programme to broaden and deepen reach, especially with young people.
- Broaden and deepen the effectiveness of our communications.
- A programme of experiences and events for diverse audiences.
- At least two campaigns annually, focused on the highest priority needs locally or nationally.
- Stand up for wildlife through the planning system and other routes.



One in four people taking action for nature

2030



# Sustaining our future

*More diversity, more funding, carbon zero by 2030.*

## How we'll achieve it:

- Continue to grow and diversify funding streams and other resources for our work.
- Ensure we are a values-led, inclusive organisation where all achieve their potential.
- Implementing our agreed plan to reach at least net zero carbon operationally

## Priorities for action by 2026:

- Grow income from traditional sources (individual giving, legacies, commerce, grants etc.).
- Secure income from new sources (carbon, green finance, corporates etc.).
- Collaborate with partners to secure resources/share costs.
- Invest in our staff, trustees and volunteers through training, personal development and support.
- Implement our agreed Equality, Diversity and Inclusion Plan for all aspects of our work.
- Reduce our operational carbon footprint to the minimum and enhance carbon literacy throughout the organisation.
- Mitigate any residual footprint through the creation of new wildlife habitats on our own land to sequester carbon.



More diversity, more  
funding, carbon zero  
by 2030

2030

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Wildlife Trust

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