



Warwickshire
Wildlife Trust

Bringing Wildlife Back
Warwickshire Wildlife Trust's Strategy

2030

Bringing wildlife back

Warwickshire Wildlife Trust's 2030 Strategy – more space for nature, with more people on nature's side



We are living in a climate and ecological emergency.

Year after year we see and feel the growing disruption this is causing in extreme weather events, declining populations of familiar species and the deterioration in the services which nature

provides us ... pollination, flood management, soil fertility, beauty, serenity and relaxation.

Adding sad irony to this stark crisis by distancing ourselves from nature and treating wildlife as a disposable commodity, we are making ourselves more and more unhealthy. Is it a wonder that levels of disease related to obesity and poor mental health are higher than ever before when fewer people spend less time outdoors enjoying the free benefits nature provides to mind and body? Nature's recovery is the only way to solve the climate and ecological emergency, which in turn will help to improve our health and well-being.

So, we must no longer just think about slowing the loss and protecting what remains. We need to stop and reverse the declines and bring wildlife back at scale and at pace, to help restore biodiversity, stabilise the climate, ensure food security, improve health and wellbeing, and protect our economy which depends on nature and not the other way around. It is time humanity started nurturing rather than eroding the very fundamentals of human progress and welfare.

The UN Decade on Ecosystem Restoration is an international rallying call for the revival of nature all around the world. We need to do it now and we need to do it here.

Our strategy describes what we will do in Warwickshire, Coventry and Solihull. This is our unique contribution. Local action, collective impact, global change.

Ed Green

Ed Green, Chief Executive



What we stand for

How people power can piece together the jigsaw that is our natural world

Our Vision

Our vision is of a thriving natural world where wildlife plays a valued role in addressing the climate, ecological and human health emergencies.

Our Purpose

Our purpose is to bring wildlife back, and to help people act for nature.

Our Approach

We are ambitious in our desire to reverse the decline in nature. We speak with a bold and confident voice, telling the truth about the state of nature and what needs to be done to put it in recovery.

As part of a grassroots movement we are firmly rooted in our local communities where we look after wild places and increase people's experience of the natural world.

We look to establish common cause and work in partnership with others, to develop new ways to do what's right for nature and deliver impact in support of our vision.

We demonstrate what is possible, and inspire, empower, and enable people from all backgrounds to bring about our vision with us, embracing the diversity of our society to change the natural world for the better.

As part of the UK network of Wildlife Trusts we work to ensure that our local actions add up to have a collective impact and help address global issues.



THE WILKINS

TOM MARSHALL

STEPHEN CHESHIRE

THE COACH

KIMAN BOSMAN

More space for nature

We will work for 30% of land in recovery, protected and connected for nature by 2030.



Success will be when nature is in recovery with abundant, diverse wildlife and natural processes creating wilder landscapes where people and wildlife thrive.

But at the moment the UK is one of the most nature depleted countries in the world, with increasingly fragmented and isolated remnants of natural habitat across our land. We know that 41% percent of our wildlife species have declined in

“We will put nature firmly in recovery by making more space for nature, creating and connecting habitats at a landscape scale”

abundance since the early 1970s, and 15% of our species are threatened with extinction, and that this situation is getting worse, not better.

In Warwickshire, symptoms of this national picture include the loss of 11% of our ancient woodland in the past century, the extinction of one species of wildflower every three years, no sightings of adders

since 2004 and no breeding nightingales in the past seven years.

Given these historic and more recent losses, it is no longer enough just to protect the wildlife that remains. Together with others we will be at the forefront of reversing the decline.

We will put nature firmly in recovery by making more space for nature, creating and connecting habitats at a landscape scale, restoring the abundance of nature,

and getting nature working again, by making sure our wetlands are wet, our woodlands are in good ecological condition and reintroducing missing keystone species such as beavers.

We will do this across our own estate. We will actively seek to expand the land we manage for wildlife but it will be the right land in the right place and it will be

land which has low value for wildlife at the moment, which we will improve by creating new habitats.

We will double our estate in ten years by adding 1,000 ha to our existing nature reserves.

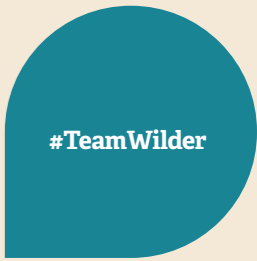
But this alone will not be enough. Wilder Warwickshire requires action at a much greater scale, so we will work with partners to influence others, farmers and foresters, businesses and politicians, to restore natural processes and reconnect wilder land to bring our wildlife back and create places where people and nature can thrive together.

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More people on nature's side

We will help 1 in 4 people in Warwickshire, Coventry and Solihull take action for wildlife.



Everyone needs nature yet we are increasingly disconnected from our natural environment. Without many more people on nature's side we cannot hope to put nature into recovery, create more space for wildlife to thrive or reduce pressure on the environment.

Our members, staff, volunteers, champions, supporters, visitors and advocates are already part of a growing movement of individuals standing up for nature: #TeamWilder. We know though, that for the scales to shift further, wildlife needs even more people to be acting in support of nature because while public concern about the environment is at an all-time high, behaviour change is lagging far behind. Science shows that when 25% of people act, this is enough to change the minds and behaviour of the majority. That is what success will look like.

Everyone has an important role to play. People have the power to make decisions in their own lives and those choices will make a difference to what the future looks like for nature. Every action

“By talking to friends, neighbours, teachers, work mates and politicians, people can pass on their passion for nature's recovery”

has ripple effects and adds to a building wave of support for wildlife. Everyone has choices, some more than others but we can all decide to share our space with wildlife whether that's a window box in Coventry, a garden in Solihull or a farm estate in rural Warwickshire. By talking to friends, neighbours, teachers, work mates and politicians, people can pass on their passion for nature's recovery and encourage others to do the same.

Our part will be to do what we can to help people act for nature. We will work with people of all identities, cultures, backgrounds and abilities, and where we can we will help support them to value,

enjoy, speak up and act for wildlife. If barriers exist which prevent anyone doing this as much or as well as they would like, then we will do what we can to remove them. Where we may have created those barriers ourselves, we will eliminate them entirely.

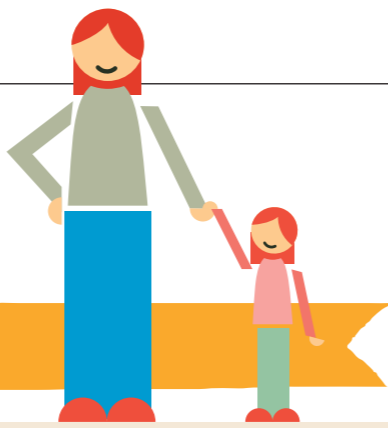
In this way we will help to connect everyone with natural spaces and nurture their sense of belonging there through improved community engagement and organising, creating safe and inclusive wild places close to where people live, work, and play.



#TeamWilder
#TeamWilder will be a support community for nature which properly reflects our society.
In local wildlife and green places residents of Warwickshire, Coventry and Solihull have one of the most powerful tools for fighting climate change right here on our doorsteps: healthy natural systems, which can provide one-third of the cost-effective climate mitigation needed between now and 2030. Our role is to inspire and support community action through #TeamWilder; a people powered movement that will create a Wilder Warwickshire
We will help 1 in 4 people in Warwickshire, Coventry and Solihull act for wildlife.

Achieving change

#TeamWildier: More People on Nature's Side



Wildier Lives

Nature embedded into the fabric of life

- Embed 'Five Ways to Natural Wellbeing' in our work
- Inspire a lifelong love of nature through learning
- Make nature accessible for everyone
- Diversify our volunteer opportunities

Wildier Communities

Mobilising people to act

- Identify barriers stopping people acting for nature by understanding and learn if anything is stopping people taking action
- Facilitate action for wildlife on other people's land



Wildlife Champions

Influencing and partnerships

- Give people the skills required to act for wildlife
- Empower people to influence their own networks and communities
- Work in partnership with others to achieve shared goals

Wildier Warwickshire: More Space for Nature

Wildier Warwickshire

Our existing assets

- Enable our reserves to be catalysts for nature's recovery
- Restore the abundance of nature in our woodlands
- Ensure our visitor centres support nature's recovery
- Reduce our organisational carbon footprint

Wildier Warwickshire

Our new land

- Buy the right land in the right places
- Improve this land by restoring lost habitats
- Demonstrate best practice in habitat creation
- Use new funding opportunities to support land management

Wildier Warwickshire

Other people's land

- Guide landowners in acting for wildlife
- Deliver programmes of work that will support nature's recovery
- Help wildlife by influencing policy at all levels



Changing ourselves

To help us achieve more space for nature, with more people on nature's side we will undertake five transformative actions which will result in a stronger and more effective organisation. We will also work to five enabling priorities that are the most important foundations we need in place to achieve our goal of bringing wildlife back.

Transformations

- Aligning our charitable and commercial interests. We will work collaboratively with Middlemarch Environmental to build joint organisational capabilities and maximise our impact by developing our people, ensuring we are all #TeamWildier, working in different ways towards the same goals.
- Working effectively as a part of the distributed Wildlife Trust movement. We will engage with a wider and more diverse range of partners within our communities, developing and embracing new models of collaboration that are transparent, direct, and agile and enable us to address common causes and achieve greater impact.
- Inspiring community and mobilising organisations. We are committed to re-imagining volunteering and community action, to become more open and inclusive, and to be led by our supporters. We will provide a platform that can inform, connect, and support community efforts to restore nature, creating opportunities for them to step into the space of community action and campaigning.
- Undergoing a thorough digital transformation. Rapid advances in digital technologies have revolutionised the concept of community, and the way in which people connect, organise and mobilise to bring about change is continuously evolving. We are committed to experimenting with new technologies to maximise our impact, promoting knowledge sharing and collaboration across our movement.
- Delivering a step-change in the scale and diversity of funding. As the scale of our ambition for nature's recovery expands, so too must the scale of the funding we secure. We will develop new approaches to fundraising, horizon scanning for significant funding and investment opportunities and exploring new business models, whilst preserving the bedrock of our traditional financial support.

Enabling Priorities

- Get our own house in order by ensuring our nature reserves are in good condition, able to be the foundation for nature's recovery, reduce our environmental footprint and contribute to new models of collaboration to enable greater alignment and consistency on our approach to key issues.
- Communicate so that people hear and change their behaviour. Listen to how people in Warwickshire, Coventry and Solihull want to act for wildlife, identify how we are best placed to help and celebrate the success of others in bringing about nature's recovery.
- Develop clear and consistent evidence-based policies and invest in citizen science which supports the recovery of nature in Warwickshire, Coventry and Solihull.
- Invest in our staff and volunteers, building a culture of learning and development, being guided by diverse, inclusive, and effective leaders.
- Speak with a bold confident voice, adapting the tone and timing of our communications to fit the challenges faced by people and nature.

Our shared values

WWT shares the following fundamental values and beliefs with all other Wildlife Trusts which underpin all our work.

Love for Nature

Our love and respect for the intrinsic value of nature sits at the core of our skilled, motivated, and dedicated team. We will always ensure that our work and partnerships are driven by what's right for nature.

Evidence-led innovation

We are evidence-based and solution-focused, working with partners and communities seeking innovative solutions to maximise our contribution and impact for nature.

Strength in diversity

We are one movement, comprised of 46 independent and unique Wildlife Trusts who hold unparalleled knowledge of the wildlife and natural systems within their local communities.

Enthusiasm

A focused passion steers us to where we are uniquely placed to deliver the most impact for wildlife, enabling us to work enthusiastically with purpose and focus.

Integrity

We are committed to transparency and inclusivity within our actions and projects, co-designing to deliver the greatest impact for nature. We will always uphold our values and beliefs and speak truth to power.

Respect

We work with respect for nature, respect for people, and respect for diversity. We work collaboratively and champion inclusion and diversity within our communities, being locally sensitive whilst ensuring that we have impact beyond our borders.

New strategy, new look!

As we modernise the way we work and the channels we use, we've modernised our logo too.

Over the past few years, consultation has taken place with members and supporters from across the Wildlife Trust movement on our brand and logo. The feedback showed widespread support for retaining our iconic and well recognised badger, but with conversations indicating that it could do with a refresh to bring it up to date.

Our in-house designers got to work on the challenge, and we're delighted to announce that our logo is now ready for the digital age and is flexible enough to be instantly recognised across all the online channels that didn't exist when it was originally designed. These channels are vital in helping us to deliver our message, communicate our campaigns and reach new audiences, meaning more and more people can join us in taking positive action for wildlife.

It also means we'll have an important sense of consistency with The Wildlife Trust movement as a whole, allowing recognition and strength on a wider scale.

Our fresh new look was created by our talented in-house design team, so costs were kept to a minimum. We'll be updating our physical assets over the next few years, as and when they need, meaning we'll be avoiding wastage and unnecessary spend.

We hope you like the new look!



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