



Annual Review

2015/16



No matter where you are in the UK, there is a Wildlife Trust inspiring people about the natural world and saving, protecting and standing up for wildlife and wild places near you.

Our work is returning wildlife to our towns and fields and is touching the lives of millions of people, young and old, from a wide range of backgrounds and all walks of life.

Together, The Wildlife Trusts care for 2,300 diverse and beautiful nature reserves, from remote woods and rivers to inner city nature parks, and most people live within a few miles of one of these special places. We run marine conservation projects around the coast and campaign for protection of our seas.

Our roots are local. Each of the 47 Wildlife Trusts has been formed by groups of active and motivated people getting together to make a difference where they live. We believe that everyone can make a positive difference to their local environment – whether schools, Councils, farmers, businesses or individuals – and that by working together we can achieve nature's recovery on land and at sea, and bring people closer to wildlife.

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The statistics in this Annual Review cover the period April 1 2015 - March 31 2016. The projects and work covered here broadly run from Spring 2015 to Spring 2016. To download a pdf version go to wildlifetrusts.org/annualreview

To order a paper copy please contact enquiries@wildlifetrusts.org
 The Wildlife Trusts. Registered Charity No 207238

Your Wild Life. Your Wildlife Trusts.

our land



we manage over **99,000** hectares of land



over **2,300** nature reserves



107 visitor and education centres

our people



45,000 volunteers



c.1.4 million hours contributed by our volunteers



over **800,000** members



over **2,600** staff



c.600 trustees

our impact



208,000 hectares of land advised on



we advised over **3,100** landowners on managing their land for wildlife



17,650 km of watercourses advised on



over **7,600** planning applications responded to



330 politicians meaningfully engaged with wildlife and The Wildlife Trusts

our reach



over **12 million** visits to our nature reserves



nearly **160,000** young people engaged through outreach visits



c.395,000 people attending our walks, talks and other events



nearly **194,000** people visited our nature reserves and education centres with school, college and group visits



nearly **6,000** people took part in corporate volunteering days



over **10,000** children engaged across 215 Wildlife Watch Groups

2015-16 was an exciting year for us in taking forward our vision of Living Landscapes and Living Seas, and in demonstrating how much nature matters to society.

June 2015 saw the launch of 30 Days Wild, the UK's first month-long nature challenge. Across the UK people signed up to go wild with their Wildlife Trust and we were blown away by the creative ways that people shared their love of nature. This included a moving story about a little girl in Derbyshire who left packets of seeds and a 30 Days Wild sticker in parks for people to find. One was found by a little boy with autism, and using our Facebook group, the two families were introduced and were able to share their love of nature. This is a truly inspiring example of the Random Acts of Wildness that we encouraged.

In November, we launched our campaign to make Every Child Wild. A 'wild' childhood is good for health and development, and your Wildlife Trust is working with as many children as it can to empower the next generation. Thanks to players of People's Postcode Lottery, we are delivering Forest School programmes to hundreds of schoolchildren in Leicester, Manchester, London, Bristol, Nottingham and Birmingham.

National Lottery players continue to make a big difference to the work of The Wildlife Trusts as well. Trusts are running a whole range of amazing projects to restore wildlife habitats and inspire people with support from the Heritage Lottery Fund. And the Big Lottery Fund has channelled £33 million into supporting young people to lead progressive change in their communities and local environment in a new and exciting programme, Our Bright Future, which we have the honour of coordinating.

The appointment of Tony Juniper as our President in November was very timely as our campaigning

work stepped up a pace. Following our 2015 General Election campaign for a Nature and Wellbeing Act, the new government committed to producing a 25-year plan for nature's recovery. In the light of the subsequent Referendum this takes on even greater significance. It will need to be far-reaching, ambitious and forward-thinking, and lead to domestic legislation if wildlife populations are to recover and thrive.

In January 2016, following years of campaigning to protect marine wildlife we were delighted that 23 new Marine Conservation Zones were designated in English waters, taking the total up to 50.

Trusts around the UK continue to make amazing things happen, not least with the extraordinary people power of our 45,000 volunteers; but financing is critical to releasing our potential to change the world for the better. We are inspired by the number of people who remember their Trust in their will and will be seeking to grow legacy giving to the movement over the coming years.



René Olivieri
Chair



Stephanie Hilborne OBE
Chief Executive



Children at a Wildlife Trust Forest School in Leicester City Centre

Trusts around the UK continue to make amazing things happen

Our projects engage thousands of people with nature every day, enabling people from all backgrounds and of all ages to get close to nature, explore beautiful wild places, learn about their local patches and help wildlife in their area.



This year, millions of visits were made to our nature reserves and over 396,000 people attended local events, walks and talks. From church halls to libraries, county shows to school assemblies – we bring wildlife into local communities.

We help people to get outdoors and active. Working with more than 45,000 volunteers means that we can manage our nature reserves efficiently and effectively. This helps our volunteers stay healthy and socialise too – whether it's hands-on work outside or helping in our busy visitor centres.

In 2015, we worked with the University of Essex to evaluate the direct impact of what we do on the health and wellbeing of participants and the wider public. From the 'Wild Steps' project, which promoted good health and fitness for people in Staffordshire using conservation skills and wildlife walks, to the Natural World Challenge programme in Ulster, which provided respite to carers, we seek to actively and positively impact the health and happiness of everyone we meet. Trusts including Herefordshire, Avon, Cornwall, Devon, Hampshire and the Isle of Wight, Lancashire, London, Shropshire, Cumbria, Suffolk, Hertfordshire & Middlesex, Tees Valley, Warwickshire and Yorkshire are all carrying out innovative projects that use nature to help people manage and recover from illness, develop new skills and socialise.



Inspiring an early love of wildlife in children has been a central part of our work for decades. Our junior membership, Wildlife Watch, has more than 150,000 members and we run over 200 children's nature clubs. These range from Nature Tots sessions for under-3s to programmes like Lincolnshire Wildlife Trust's Junior Rangers and Bushcraft programmes, which engage young people with nature through their teenage years. This year support from players of People's Postcode Lottery has given hundreds of city-dwelling schoolchildren regular access to nature with new Forest Schools.



Case Study | 30 Days Wild

In June 2015, our new campaign 30 Days Wild encouraged thousands of people to make time in their life for nature every day, for 30 days: 30 Random Acts of Wildness.

30 Days Wild is the UK's first month long nature engagement campaign. Across the UK thousands of people took part, undertaking simple actions to help wildlife or connect with nature every day. Some people created space for wildlife in their gardens; others got involved through art and photography; work meetings were held outdoors and families explored local nature reserves. By helping to make these daily connections, we wanted to start thousands of people on a journey towards falling in love with nature. To help us understand the impact of 30 Days Wild on people's lives, the University of Derby measured participant's 'wildness', health and wellbeing before they started 30 Days Wild, when they had finished and again two months later. The results were amazing.¹ Participants, reported feeling significantly healthier and happier for months after the challenge had finished. Taking part led to a sustained increase in connection to nature and more pro-nature behaviours, too.

"My family and I are having such a great time connecting with nature. We have planted a bee friendly area in our garden and been on a mini beast hunt to name just two of the activities. We have many more adventures planned both this month and beyond. My three-year-old is now obsessed with the local wildlife and both children are learning so much. Thank you for bringing our family together for fun times."

Annie Vincent, participant in 30 Days Wild

our impact

12,400 people signed up for 30 Days Wild



over **300,000** Random Acts of Wildness carried out



#30DaysWild used 53,000 times in social media



On average, participants completed **25** out of **30** days



180,000 people viewed our 30 Days Wild video



¹ Richardson, M., Cormack, A., McRobert, L., & Underhill, R. (2016). 30 Days Wild: Development and evaluation of a large-scale nature engagement campaign to improve human and nature's well-being. PloS one.

Across the UK, The Wildlife Trusts are creating wildlife-rich landscapes that are bigger, better and more joined-up for both wildlife and people.

We create, restore and connect habitats so that natural processes can function, and which support a range of wildlife species.

Collectively, The Wildlife Trusts manage over 2,300 nature reserves. From ancient woodlands to thriving wildflower meadows, inner-city sanctuaries to vast wetlands. Independently these areas are havens for wildlife and for people; but collectively, joined together by wildlife-friendly gardens, green cities, farmland teeming with species and healthy rivers, they have the potential to form vast Living Landscapes.

We have over 150 Living Landscape schemes around the UK. These are areas where we focus conservation efforts to create change over wider areas of land. By investing in nature, and working with key local and national stakeholders, like community groups, landowners, farmers and businesses, we are finding long-term sustainable solutions to issues like climate change and habitat loss and fragmentation.

The Wildlife Trusts are championing ecological network mapping, which provides a strategic overview of where conservation actions will deliver benefits for both nature and people. This allows us to re-establish healthy, functional landscapes. For instance, we are helping manage floods using natural processes and Trusts like Cumbria Wildlife Trust have pioneered new approaches in response to the devastating 2015-16 winter floods. The Wildlife Trusts continue to champion the importance of a healthy network of Local Wildlife Sites, and our campaign to raise awareness of the loss and degradation of these special places for wildlife stepped up in this year; with over 52,000 sites across the UK, these precious places are often overlooked and neglected, and yet they are the places where most of our wildlife lives.

We are also supporting local action for wildlife in cities, where healthy greenspaces can touch the lives of millions. For example, Avon Wildlife Trust has identified the best places in Bristol to connect wildlife habitats by linking up gardens and other green spaces. We are making planning and housing work better for wildlife. By identifying where investment can be targeted for social, environmental and economic benefits, we can secure beautiful and functional landscapes for everyone to enjoy.



Case Study | Woodberry Wetlands

Woodberry Wetlands is a fabulous new nature reserve in the heart of high-rise London, connecting city dwellers with wildlife on their doorstep.

In April 2016, Sir David Attenborough opened Woodberry Wetlands, a stunning new wildlife oasis in Stoke Newington. The nature reserve has been created by London Wildlife Trust around a working freshwater reservoir, in association with Thames Water, Heritage Lottery Fund and Berkeley Homes.

Spanning 11 hectares (the equivalent of 13 football pitches), it's a free and inspirational place for people to connect with nature in central London. The protected waters and reedbeds are alive with wildlife. Birds such as reed bunting, chiffchaff, kingfisher and Cetti's warbler breed here, alongside a rich assortment of inner city wildlife including bats, butterflies and over 100 species of moth.

Surrounded by a mix of social housing estates, terraces and new development, the Wetlands allow local residents to freely enjoy nature and wildlife and have attracted hundreds of young, urban, conservation volunteers.

"I've found volunteering at Woodberry Wetlands very rewarding, it's a wonderful way to get closer to nature and spend time immersed in this special site and get away from the stresses of everyday life. It's also very special seeing how much the site means to the local community, and helping them to appreciate nature more."

Charlie Phillips, practical volunteer



The Wetlands allow local residents to freely enjoy nature and wildlife

Our impact

over **13,000m²** of reedbed created



over **3,000** visitors on the first opening weekend

101 bird species recorded in 2016



207 volunteers registered to help at Woodberry Wetlands

Our oceans have suffered from many years of over-fishing and neglect. We are working to help our seas recover from this damage, restoring their wildlife and seabed habitats and increasing their resilience to climate change.

We believe that a full and properly protected network of Marine Protected Areas is essential for conserving wildlife in our seas. This has been the focus of a long-running campaign, submitting data from survey work and influencing stakeholders, managers and legislators for more than a decade.

In 2015 our Ocean Giants campaign handed 10,000 signatures to the Fisheries Minister, George Eustice MP in support of protected areas for mobile species like porpoises, dolphins and whales. We successfully influenced progress towards designation of Special Areas of Conservation (SACs) for harbour porpoise.

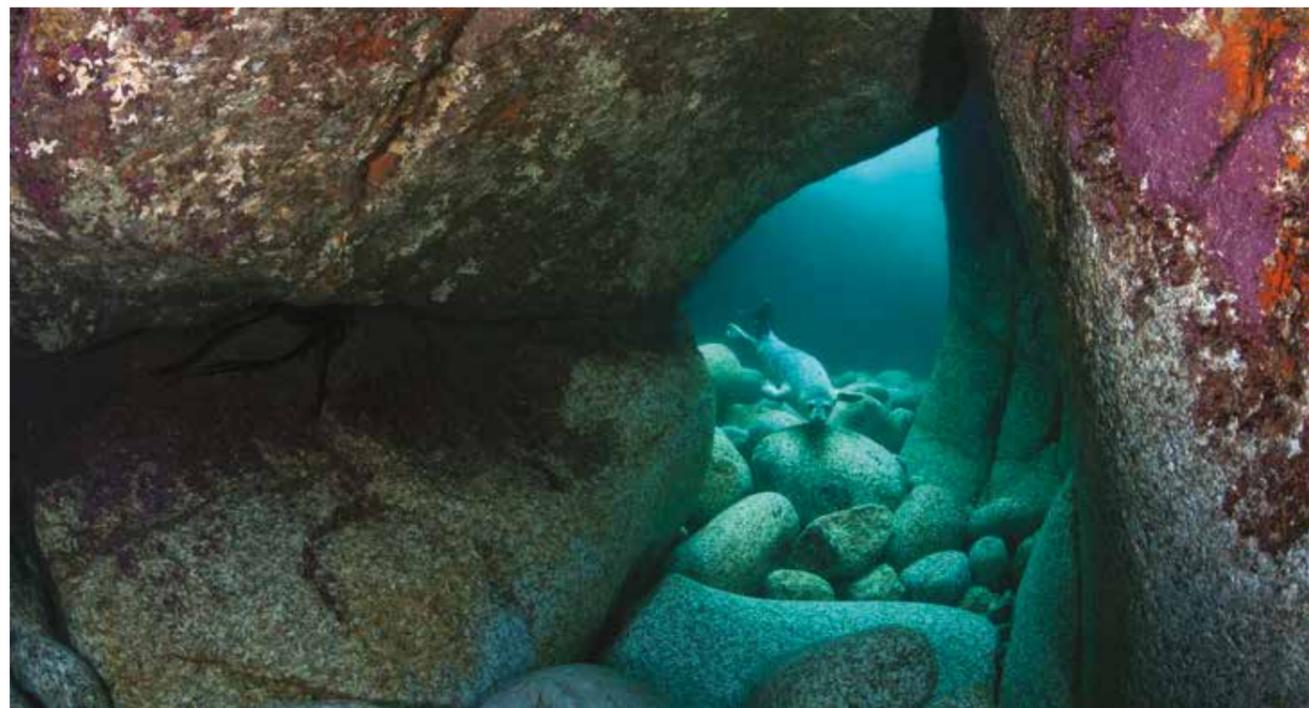
Together with other charities we helped to generate 9,170 individual consultation responses supporting the second tranche of MCZ designations. As a result of this, the start of 2016 saw the creation of 23 new Marine Conservation Zones in English waters, which add to the 27 created in 2013.

We have worked with the fishing industry and regulators to introduce byelaws to reduce and manage the impact of

damaging fishing activities like clam dredging on sensitive protected species and seabed habitats. These changes are helping to reduce impacts in our inshore waters and offshore in places like Dogger Bank far out in the North Sea, where management can only be achieved with international agreement.

Offshore renewable energy offers the potential for sources of power which will reduce our reliance on fossil fuels. The Wildlife Trusts have played a key role in evaluating and influencing developments to ensure they are well planned and installed with the minimum of impact on sea life.

For many people the bottom of the sea is out of sight and out of mind. We have worked to inspire people about the importance and value of our marine life and the many benefits of Living Seas. For instance, Dorset Wildlife Trust's Marine Champions project visited 11 schools reaching 1,592 children. Trusts have run hundreds of Shoresearch and Seasearch surveys around the coast, recording data and engaging volunteers in our marine work.



Case Study | Cornwall

Cornwall Good Seafood Guide

The Cornwall Good Seafood Guide is helping people to choose sustainable fish and seafood, supporting both the marine environment and local fishermen and small businesses.

Cornwall Wildlife Trust's new Cornwall Good Seafood Guide was launched in April 2015, a web based resource which provides clear and simple information that helps people to make environmentally-informed choices about which fish to buy, supporting and promoting locally-caught, sustainable, Cornish seafood.

Many people are concerned about the impact of fishing on the marine environment and fish stocks. The Cornwall Good Seafood Guide uses the best available data on local fish and shellfish stocks, fisheries management and methods to score each species from 1 to 5, with 1 being, "good". The Guide also includes video profiles of local fishermen and great recipes for local seafood.

Working with local businesses and restaurateurs, the guide is helping market sustainable seafood direct to the public and we hope this will result in fishermen getting better prices, increased local sales and improved fishing practices for the long-term sustainability of both their business and the marine environment.

"The introduction of the Cornwall Good Seafood Guide has been invaluable as it offers advice about what's happening in our local waters rather than a blanket view. It's a great project and we would recommend it to other local businesses looking to source their seafood responsibly."

Nathan Outlaw, one of the top restaurateurs in Cornwall and the UK

cornwallgoodseafoodguide.org.uk



Our impact



70 businesses have signed up to supply seafood from the Guides "recommended" list

44,000 people visited the Guide site in the first year



97.2% of consumers said they would be more likely to buy fish labelled as "recommended" by the Guide

13.6% increase in supply from local fishmongers



3.6% increase in direct sales from fishermen

Our Bright Future is building a movement supporting young people to become an unstoppable force for positive change.

Through a portfolio of 31 projects, young people are being supported to step up and take what is rightfully theirs: a healthy planet, a thriving economy, a brighter future.

Working with more than 100 organisations, we are supporting young people to lead progressive change in their communities and local environment. Over the length of the programme 100,000 young people will be involved.

Milestones is one of the 31 Our Bright Future projects. It is run by Wiltshire Wildlife Trust, connecting young people to their local environment and widening their knowledge and appreciation of local green spaces. Vulnerable and marginalised young people are offered opportunities to participate in activities such as bushcraft, conservation surveys, river restoration work, raft building and cooking on campfires.

Milestones has already had a significant impact on the 582 individuals involved, who have seen improvements in their behaviour and social integration, as well as gaining formal training and future job skills. Between them they have achieved 124 accreditations, as well as improving or maintaining nearly 20,000m² of land.

Of the young people taking part, 95% have said that they now appreciate nature and the environment more. Their parents and carers have reported huge increases in their children's wellbeing, too: 96% are benefiting from improved communication and interaction skills; 96% have demonstrated improved self-confidence; and 96% have shown improved self-worth and pride in their accomplishments.

"I want my first job to be working for The Wildlife Trusts, or even to just be a helper."

Young person, Milestones

Our Bright Future is funded by the Big Lottery Fund and run by a consortium of eight organisations which is led by The Wildlife Trusts.

Find out more at OurBrightFuture.co.uk



Our impact

over **10,000** young people engaged

over **4,000** young people gaining new skills and knowledge

almost **5,000** young people gaining soft outcomes such as confidence, self-esteem and wellbeing



This map is indicative and uses data for Wildlife Trust nature reserves, visitor centres and projects from the past few years.

KEY

- Marine Conservation Projects
- Living Landscape Areas
- Visitor and Education Centres
- Nature Reserves



Biodiversity Benchmark

Biodiversity Benchmark was achieved by: Heathrow Airport - Princes Lake; Viridor UK - Wootton and Dimmer Closed Landfill Sites; Green Park, Reading; Peel Energy – Frodsham Wind Farm (Biodiversity Benchmark Construction Design).

Sites belonging to the following organisation retained their certification following an annual assessment: Aggregate Industries UK, Center Parcs UK, Heathrow Airport Ltd, Tarmac Ltd, EDF Nuclear Generation, Lilly UK, Viridor UK, Veolia, Met Office, Network Rail HS1, NATS, Wrigley, Gatwick Airport.

The following sites were undergoing assessment as at 31 March 2016: Anglia Ruskin University (all campuses), Mars UK Kings Lynn.

Partnerships



Aggregate Industries UK Ltd Aggregate Industries has been a staunch and committed supporter for many years. The company has continued to fund some key conferences and supports individual Wildlife Trusts to create Living Landscapes.



Bear Nibbles We started a new partnership with Bear Nibbles through which we will inspire and enable 'little cubs' to get outside and enjoy the natural world. Bear Nibbles packaging will carry The Wildlife Trusts logo and information to help parents and children engage with nature.



Busy Bees Childcare We work with Busy Bees Childcare to help the 25,000 children who attend their nurseries and their parents to enjoy nature and wildlife.



Center Parcs UK We are proud to be one of Center Parcs' two charity partners and work with the company to help guests enjoy nature before, during and after their holiday.



Costain Costain chose us as one of their four charity partners for 2016 and we will benefit from the generosity of employees' fundraising efforts. This complements our wider partnership through which Costain seeks ecological advice from local Wildlife Trusts.



Jordans Cereals We were delighted to launch the Jordans Farm Partnership, a unique collaboration between The Wildlife Trusts, Jordans Cereals, Linking Environment & Farming and the Princes Countryside Fund. Through the partnership farmers supplying Jordans will work with expert advisors from their local Wildlife Trusts to develop and implement a plan to manage 10% of their land, an area of 4,400 acres, for wildlife.



The Crown Estate During the year, we worked with The Crown Estate to assess the biodiversity related opportunities and risks across the rural estate.



Vine House Farm Our partnership with Vine House Farm raised further significant funds for Wildlife Trusts across the UK. This year we were delighted when the partnership won the Small Business Category at the Third Sector Business Charity Awards.



Waitrose Waitrose donates 10% of the sale price of re-usable cups to complement its free tea and coffee offer. This is raising funds to support our work with children.



Willmott Dixon Willmott Dixon has committed to obtaining advice from The Wildlife Trusts in relation to the developments it is involved with. This will ensure wildlife is protected and enhanced on developments where possible.

Our people...

Patron
HRH The Prince of Wales

President
Tony Juniper

Presidents Emeritus
Simon King OBE
Sir David Attenborough OM CH CVO CBE FRS
Prof Aubrey Manning OBE

Chair
René Olivieri

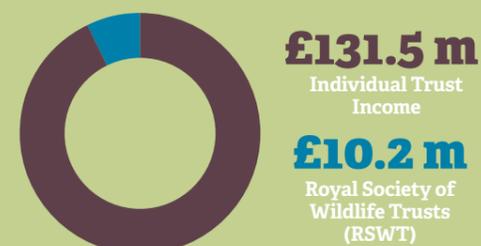
Vice Presidents
Professor Chris Baines
Nick Baker
Professor David Macdonald CBE DSc FRS
Bill Oddie OBE
Julian Pettifer OBE
Prof Sir Robert Worcester KBE DL

Chief Executive
Stephanie Hilborne OBE

■ Wildlife Trusts ■ RSWT*

*RSWT income for 2015-16 includes £6.1m from Biffa for Biffa Award.
*Figures exclude inter-Trust grants and contributions

Our collective income for The Wildlife Trusts movement



Where we spend our money



How we spend our money (England only)



These figures reflect the average mean expenditure of all English Wildlife Trusts using the latest data from the Charity Commission England. They don't reflect a set financial year. It is provided as a guide and does not show the expenditure of a single Wildlife Trust.



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The Wildlife Trusts

The Kiln, Waterside, Mather Road, Newark, Notts NG24 1WT
t 01636 677 711 f 01636 670 001 e info@wildlifetrusts.org
Registered Charity No 207238 wildlifetrusts.org @wildlifetrusts



A photograph of two women, Juliet and Amy, sitting on a large, weathered log in a lush, green forest. Juliet, on the left, has curly hair and is wearing a striped long-sleeved shirt and purple leggings. Amy, on the right, has her hair pulled back and is wearing a blue button-down shirt and dark jeans. They are both smiling warmly at the camera. The background is filled with dense foliage and trees, creating a vibrant, natural setting.

my homecoming

— MY WILD LIFE —

Juliet & Amy, Chaworth Woods, Ottershaw, Surrey

Juliet Sargeant was first inspired by nature as a child; when she's working, her mind often wanders back to playing in the woods with her friends. She left a career in medicine to train as a Garden Designer. She believes that spending time in nature is good for us and designs gardens where people feel well and happy and where children can indulge their natural curiosity. Now, she's returned to her childhood woodland with her daughter, Amy, to remind herself of her first special wild place and the inspiration that it has provided throughout her life.

Wild places connect us to our pasts, presents and futures.

Discover your wild life with your Wildlife Trust.

mywildlife.org.uk

