

Strategy 2030 Impact Measures Report

The Wildlife Trusts
2022/2023 Financial Year



Introduction

We need to restore nature at a global scale, on land and at sea. And it needs to happen now. The Wildlife Trusts' Strategy 2030 provides the high-level framework of how we intend to go about it.

But setting goals and actions isn't sufficient on its own; we also need to measure our progress, and wider progress across the country, on how well we are doing to meet our three goals:

- **Goal 1:** Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.
- **Goal 2:** People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.
- **Goal 3:** Nature is playing a central and valued role in helping to address local and global problems.

This report sets out the indicators we are using to assess progress against ten impact measures, which sit under our three strategic goals. For each goal, we show progress within The Wildlife Trusts, alongside national trends in indicators of interest.

The data we are able to collect is partial, and does not give a full picture of our work or trends related to nature nationally or globally. Nevertheless, it gives us an indication of progress and a basis on which to identify priorities for further work as we move towards 2030. Our impact measures will be updated annually.



Goal 1

Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	21/22 VALUE	22/23 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Area of land improved for nature after Wildlife Trusts' advice on planning applications	Area (Hectares)	N/A	244.5	2,676	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total number of staff days used to support Marine Protected Area designation, management or monitoring	Number of days	N/A	1,308	6,129	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Number of Wildlife Trusts nature reserves	Number	1 (1919)	2,600	Not yet available	Trend cannot be determined	Increase	RSWT GIS maps
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Area of Wildlife Trusts nature reserves	Area (Hectares)	138 (1919)	97,000	Not yet available	Trend cannot be determined	Increase	RSWT GIS maps
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Length of watercourses managed by Wildlife Trusts	Length in km	N/A	795	No data	Trend cannot be determined	Trend cannot be determined	RSWT GIS maps

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1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of Sites of Special Scientific Interest (SSSIs) nationally	Area of SSSIs (England) (Ha)	N/A	1.02 million	Delayed - Defra and Natural England reviewing methodology for England, trend data not available for the devolved administrations	Trend cannot be determined	Trend cannot be determined	Defra England biodiversity indicators
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of MPAs nationally	Area around UK (km ²)	N/A	338,545	338,729	Small increase	Trend cannot be determined	JNCC
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Condition of SSSIs nationally	Percentage of SSSIs in favourable condition (England)	44.6% (2003)	38.4%	38.2%	Small decrease	Decrease	Defra 25 Year Environment Plan indicators
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in overall species abundance	% change in abundance index for named terrestrial and freshwater species since 1970 (UK)	Index score of 100 (1970)	19% decline	No data	Trend cannot be determined	Decrease	State of Nature

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2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in abundance of priority species	% change in abundance index for named priority species since 1970 (UK)	Index score of 100 (1970)	63% decline	No data	Trend cannot be determined	Decrease	JNCC
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in species distribution	% change in average species distribution index since 1970 (UK)	Index score of 100 (1970)	5% decline	No data	Trend cannot be determined	Small decrease	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in distribution of priority species	% change in distribution index of priority species since 1970 (UK)	Index score of 100 (1970)	4% decline	No data	Trend cannot be determined	Small decrease	JNCC
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in % of species threatened with extinction	% species threatened with extinction (UK)	N/A	N/A	16% (2023)	Trend cannot be determined	Trend cannot be determined	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Number of critically endangered species	Number of critically endangered species in IUCN red list (UK)	N/A	226	235	Increase	Trend cannot be determined	JNCC

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3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Biodiversity intactness	Biodiversity intactness index (%) (UK)	38% (1970)	42.3%	No data	Trend cannot be determined	Increase	Natural History Museum
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Ecological status of freshwater bodies (UK)	% of water bodies in good or high status (UK)	36% (2009)	36% (2020)	No data	Trend cannot be determined	Static	JNCC
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Ecological status of surface water bodies (England)	% of surface waters meeting good or high status (England)	16% (2019)	N/A	No data	Trend cannot be determined	Trend cannot be determined	Defra

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3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Environmental status of UK marine waters	Number of indicator groups that are meeting good environmental status for UK marine waters (UK)	N/A	4 out of 15 (2019)	No data	Trend cannot be determined	Trend cannot be determined	Defra/Cefas

Goal 2

People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.

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4. We will create a ripple effect of people and communities led by The Wildlife Trusts, to achieve 1 in 4 people taking action for nature and climate	Total number of people taking part in 30 Days Wild campaign	Number	359,000 (2018)	763,613	515,610	Decrease	Increase	RSWT Impact monitoring
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of new supporters via campaign actions	Number	N/A	18,899	9,297	Decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of people taking Wildlife Trusts campaign actions	Number	N/A	214,512	298,447	Increase	Trend cannot be determined	RSWT CRM
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of Wildlife Trusts campaign actions taken overall	Number	N/A	190,710	298,889	Increase	Trend cannot be determined	RSWT CRM

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5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Conversion rates % of reaching campaign page to taking action	Percentage	N/A	27.9%	43.9%	Increase	Trend cannot be determined	RSWT CRM
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of people taking more than one Wildlife Trusts campaign action	Number	N/A	12,050	19,588	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of people sharing personal views with targets e.g. MPs	Number of people sharing their views through e.g. petitions, consultations led by Wildlife Trusts	N/A	37,109	153,413	Increase	Trend cannot be determined	RSWT CRM
6. We will become the leading movement in organising and empowering people and communities to take meaningful action for the nature they love	Ethnic diversity of Wildlife Trusts staff	Percentage of staff identifying as from an Ethnic Minority background	N/A	5%	9%	Increase	Trend cannot be determined	Wildlife Trusts Diversity Survey

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6. We will become the leading movement in organising and empowering people and communities to take meaningful action for the nature they love	Number of local partnerships and coalitions being led by Wildlife Trust staff around organising/campaigning activity	Number of local partnerships and coalitions being led by Wildlife Trust staff around organising/campaigning activity	N/A	40	142	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

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4. We will create a ripple effect of people and communities led by The Wildlife Trusts, to achieve 1 in 4 people taking action for nature and climate	Percentage of adults taking at least one action that is beneficial for nature (directly or indirectly) (England)	Percentage of respondents	N/A	77.6%	81%	Increase	Trend cannot be determined	People and Nature Survey (Natural England)

Goal 3

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7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Numbers of volunteers in Wildlife Trusts	Number	N/A	37,714	39,776	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Visits by members of the public to Wildlife Trusts sites	Number	N/A	14,816,800	15,717,600	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of volunteers on corporate volunteering days	Number	N/A	5,908	7,196	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

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7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of participants on Wildlife Trust-led health and well-being programmes	Number	N/A	4,586	6,911	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	Wildlife Trusts' annual greenhouse gas emissions	Total greenhouse gas emissions (tCO ₂ e)	25,956 (2019/20)	23,292	Not yet available	Decrease	Trend cannot be determined	Wildlife Trusts Annual GHG Inventory
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Amount spent by Wildlife Trusts on natural flood management activity	Amount spent (£)	N/A	£2.1 million	£2.6 million	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

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9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Number of planning applications with sustainable urban drainage improved following Wildlife Trust advice	Number	N/A	738	713	Small decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Amount spent on water quality improvements by Wildlife Trusts	Amount spent (£)	N/A	£2.3 million	£2.6 million	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

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7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of visits to high quality greenspaces nationally	People visiting a high quality, accessible greenspace within 10 miles of their home at least once per month (England)	4.2 million (2020)	7.8 million (2021)	8.1 million (2022)	Increase	Increase	People and Nature Survey (Natural England)
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of visits to high quality greenspaces nationally	% of people who have visited a green or natural space at least once in the past 14 days (England)	62% (20-21)	63%	Not yet available	Small increase	Trend cannot be determined	People and Nature Survey (Natural England)

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8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	National greenhouse gas emissions	Total UK GHG emissions (MtCO ₂ e) (UK)	813.4 (1990)	424.5	417.1	Small decrease	Decrease	DESNZ
8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	National net land-based greenhouse gas emissions	Net annual emissions from the land use, land use change and forestry sector (MtCO ₂ e) (UK)	11.1 (1990)	1.1	Not yet available	Trend cannot be determined	Decrease	DESNZ
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	% of urban greenspace as a total of urban area nationally	% of urban area which is greenspace (England)	63% or 821,000 hectares (2001)	55% or 763,000 hectares (2020 value)	54% or 751,000 hectares (2022 value)	Decrease	Decrease	Climate Change Committee

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10. Nature will be playing a more significant role in increasing food security; the abundance of pollinating insects will have increased by at least 10%, soils will be recovering and all fish stocks will be growing	Change in distribution of pollinators	% change in distribution of pollinating insects (bees and hoverflies) since 1980 (UK)	Index score of 100 (1980)	21% decline, index level of 79 (2019 value)	Not yet available	Decrease	Decrease	JNCC
10. Nature will be playing a more significant role in increasing food security; the abundance of pollinating insects will have increased by at least 10%, soils will be recovering and all fish stocks will be growing	Health of UK fish stocks	% of fish stocks subject to quota management which are achieving stock spawning biomass at or above the maximum sustainable yield trigger (UK)	30% (1990)	58% (2019)	Not yet available	Trend cannot be determined	Increase	JNCC