



The
Wildlife
Trusts



Strategy 2030 Impact Measures Report

The Wildlife Trusts
2024/2025 Financial Year

General Trends in 24-25

In 2024-25, there have been improvements in short term trends across a range of Wildlife Trust-relevant indicators:

- The area of land improved for nature, and the number of planning applications enhanced following Wildlife Trusts' advice (Goal 1)
- The area covered by Wildlife Trust nature reserves, and the lengths of watercourses managed by Wildlife Trusts (Goal 1)
- The number of campaigns run (Goal 2)
- Public engagement, including visits to reserves, participation in corporate volunteering days, and involvement in health and wellbeing programmes (Goal 3)
- The amount spent on natural flood management activity and water quality improvements (Goal 3)

Some trends in Wildlife Trust-relevant indicators have fluctuated or declined over the past year:

- The number of campaign actions being taken, and percentage of people reaching campaign pages that take action (Goal 2)
- The number of people taking part in 30 Days Wild (Goal 3)
- The number of volunteers in Trusts (Goal 3)
- The number of projects by Trusts on natural flood management, and water quality improvements (Goal 3)

The Wildlife Trusts are reviewing our Impact Measures as part of the 2025/26 strategy refresh. As a result, some measures cannot be assessed this year. In addition, several national datasets for the 2025 report are unavailable because the relevant organisations have not yet updated their data.



National Trends in 24-25

At the national level, some limited improvements have been recorded:

- An increase in the area of Sites of Special Scientific Interest (SSSIs) in England and Wales (Goal 1)
- A fall in total UK greenhouse gas emissions (Goal 3)
- A decrease in the % of total days of high-impact fishing methods in UK waters (Goal 3)

At the national level, several indicators show static performance or short-term declines:

- The area of Areas of Special Scientific Interest (ASSIs) in Northern Ireland, the area of SSSIs in Scotland, and the percentage of SSSIs in the UK in favourable condition (Goal 1)
- The ecological status of freshwater bodies, surface waters, and marine waters (Goal 1)
- National net land-based greenhouse gas emissions, which have increased (Goal 3)



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	23/24 VALUE	24/25 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	245	2,676	5,811	7,556	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 planning applications improved for nature after Wildlife Trusts advice (including how many have sustainable urban drainage incorporated)	Number of applications	N/A	4,057	2,347	3,380	4,401	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	5,980	2,537	3,596	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 of reserves	1 (1919)	2,579	2,600	2,600	2,600	Static	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)	96,785	~97,000	101,412	112,231	Increase	Increase	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) (Hectares)	N/A	1.02 million	1.02 million	1.03 million	1.1 million	Increase	Trend cannot be determined	Defra England biodiversity indicators
		Area of SSSIs (Scotland) (Hectares)	N/A	1.01 million	1.01 million	1.01 million	1.01 million	Static	Trend cannot be determined	NatureScot
		Area of SSSIs (Wales) (Hectares)	N/A	235,000	235,000	235,000	267,766	Increase	Trend cannot be determined	Natural Resources Wales
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of Areas of Special Scientific Interest (ASSIs) nationally	Area of ASSIs (N.Ireland) (Hectares)	N/A	111,000	111,000	111,159	110,869	Decrease	Trend cannot be determined	Northern Ireland Environment Agency (NIEA)
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of Marine Protected Areas (MPAs) nationally	Area around UK (km ²)	N/A	338,545	338,729	338,729	338,729	Static	Trend cannot be determined	JNCC / Marine Management Organisation

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1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Percentage of Site of Special Scientific Interest (SSSIs) in favourable condition	Percentage of SSSIs in favourable condition (England)	44.6% (2003)	38.4%	38.2%	36.8%	N/A	Trend cannot be determined	Trend cannot be determined	Defra 25 Year Environment Plan indicators
		Percentage of SSSIs/ SACs/SPAs/ Ramsar sites in Scotland in favourable condition	N/A	65%	N/A	65.2%	N/A	Trend cannot be determined	Trend cannot be determined	NatureScot
		Percentage of SSSIs in Wales in favourable condition	N/A	28%	20%	20%	N/A	Trend cannot be determined	Trend cannot be determined	Natural Resources Wales
		Percentage of all protected sites in favourable condition (including but not limited to ASSIs) (N.Ireland)	N/A	55%	N/A	55%	N/A	Trend cannot be determined	Trend cannot be determined	Department of Agriculture, Environment and Rural Affairs - Northern Ireland

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2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK. (Goal 1)	Change in overall species abundance	% change in abundance index for named terrestrial and freshwater species since 1970 (UK)	Index score of 100 (1970)	13% decline	N/A	19% decline	N/A	Trend cannot be determined	Decline	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK. (Goal 1)	Change in abundance of priority species	% change in abundance index for named priority species since 1970 (UK)	Index score of 100 (1970)	61% decline	63% decline	N/A	N/A	Trend cannot be determined	Decline	Joint Nature Conservation Committee
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK. (Goal 1)	Change in species distribution	% change in average species distribution index since 1970 (UK)	Index score of 100 (1970)	5% decline	N/A	N/A	N/A	Trend cannot be determined	Decline	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK. (Goal 1)	Change in distribution of priority species	Change in the distribution of 506 UK priority species, 1970 (UK) - Index Score	Index score of 100 (1970)	81.87 (2021)	81.92 (2022)	82.20 (2023)	82.66 (2024)	Increase	Decline	Joint Nature Conservation Committee
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK. (Goal 1)	Change in % of species threatened with extinction	% species threatened with extinction (UK)	N/A	N/A	16%	N/A	N/A	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. (Goal 1)	Number of critically endangered species	Number of critically endangered species in IUCN red list (UK)	N/A	226	235	274	N/A	Trend cannot be determined	Trend cannot be determined	Joint Nature Conservation Committee

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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. (Goal 1)	Length of water-courses managed by Wildlife Trusts	Length in km	N/A	795	N/A	1,050	1,735	Increase	Trend cannot be determined	RSWT GIS maps

National

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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. (Goal 1)	Ecological status of freshwater bodies	% of water bodies in good or high status (England)	24.7% (2009)	16.1% (2021)	16.1% (2022)	16.1% (2023)	16.1% (2024)	Static	Decline	Water Framework Directive 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. (Goal 1)	Ecological status of freshwater bodies	% of water bodies in good or high status (N. Ireland)	20.7% (2009)	31.1% (2021)	31.1% (2022)	31.1% (2023)	29.1% (2024)	Decrease	Increase	Water Framework Directive 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. (Goal 1)	Ecological status of freshwater bodies	% of water bodies in good or high status (Scotland)	56.6% (2009)	53.7% (2021)	54.2% (2022)	54.7% (2023)	54.7% (2024)	Static	Decline	Water Framework Directive 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. (Goal 1)	Ecological status of freshwater bodies	% of water bodies in good or high status (Wales)	30.5% (2009)	42.2% (2021)	40.6% (2022)	40.6% (2023)	41.7% (2024)	Increase	Increase	Water Framework Directive 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. (Goal 1)	Ecological status of surface waters (UK)	% of surface water bodies in good or high ecological status (UK)	34.6% (2009)	32.4% (2021)	32.6% (2022)	32.8% (2023)	32.8% (2024)	Static	Decline	Water Framework Directive 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. (Goal 1)	Environmental status of UK marine waters	% of estuaries and coasts awarded good or high status (UK)	70.2% (2009)	75.4% (2021)	75.4% (2022)	75.4% (2023)	75.2% (2024)	Decrease	Increase	Water Framework Directive JNCC



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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 enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	Number of campaigns run	Number of campaigns	N/A	22	30	14	16	Increase	Trend cannot be determined	Royal Society of Wildlife Trusts – Engaging Networks & PostBug
4. We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	Number of campaign actions taken	Number of actions taken	N/A	140,835	284,339	103,157	45,219	Decrease	Trend cannot be determined	Royal Society of Wildlife Trusts – Engaging Networks & PostBug
4. We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	Number of 'new to file' supporters from campaigns	Number of supporters	N/A	18,899	9,297	18,886	N/A	Trend cannot be determined	Trend cannot be determined	Royal Society of Wildlife Trusts CRM
4. We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	Number of people taking more than one campaign action	Number of people	N/A	12,050	19,588	28,521	N/A	Trend cannot be determined	Trend cannot be determined	Royal Society of Wildlife Trusts CRM
4. We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	Conversion rates % of reaching campaign page to taking action	Percentage	N/A	27.9%	42%	26.4%	12.8%	Decrease	Trend cannot be determined	Royal Society of Wildlife Trusts Google Analytics
4. We will enable a ripple effect of meaningful actions to create a tipping point of people and communities driving better decisions for nature and climate. (Goal 2)	% of people sharing personal views with targets	(Number of people) Percentage	N/A	N/A	(71,722) 51.3%	(90,384) 87.6%	(40,927) 90.5%	Increase	Trend cannot be determined	Royal Society of Wildlife Trusts Comms

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5. We will facilitate reciprocal relationships within all communities by valuing what each can do based on their resources and situation to positively contribute. (Goal 2)										
	The indicators for this Impact Measure can't be assessed until the 2025-26 Report, when early findings from the CAN app will guide their development. The Wildlife Trusts are currently building the CAN app to measure Trust-wide activity and engagement, with data collection expected to begin in 2026/27.									
6. Every Wildlife Trust will show a commitment to equity, accessibility, and inclusion by building diverse community networks that are better able to support nature recovery, bring people together, and improve wellbeing. (Goal 2)										
	The indicators for this Impact Measure can't be assessed until the 2025-26 Report, when early findings from the CAN app will guide their development. The Wildlife Trusts are currently building the CAN app to measure Trust-wide activity and engagement, with data collection expected to begin in 2026/27.									



BLUE TIT © JOHN BRIDGES

Goal 3

Nature is playing a central and valued role in helping to address local and global problems

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7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Number of people taking part in 30 Days Wild	Number of people	136,630 (2020)	126,766 (2021)	114,254 (2022)	124,487 (2023)	91,575 (2024)	Decrease	Trend cannot be determined	Wildlife Trusts 30 Days Wild Campaign
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Numbers of volunteers in Trusts	Number of volunteers	N/A	37,714	39,776	38,412	35,212	Decrease	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; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Visits by members of the public to Wildlife Trusts sites	Number of visits	N/A	14,816,800	15,717,600	15,404,916	15,641,571	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; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Number of volunteers on corporate volunteering days	Number of volunteers	N/A	5,908	7,196	6,688	7,324	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; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Number of participants on Trust-led health and wellbeing programmes	Number of participants	N/A	4,586	6,911	21,063	33,795	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; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Number of visits by members of the public 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)	N/A	N/A	Trend cannot be determined	Trend cannot be determined	People and Nature Survey (Natural England)
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; The Wildlife Trusts will support at least 30% more people by 2030 to take part regularly in outdoor activity in accessible natural green and blue spaces near where they live (Goal 3)	Number of visits by members of the public 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% (2020-21)	63%	65%	67%	66%	Decrease	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 tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Wildlife Trusts' annual greenhouse gas emissions	Operational emissions minus purchases and livestock (tCO ₂ e)	8,576.3 (2019-20)	7,747.5 (2021-22)	8,231.7 (2022-23)	8,469.1 (2023-24)	8,566.7 (2024-25)	Increase	Trend cannot be determined	Wildlife Trusts Annual Greenhouse Gas Inventory

National

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8. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	National greenhouse gas emissions	Total UK GHG emissions (MtCO ₂ e) (UK)	810.7 (1990)	426.5 (2021)	405 (2022)	385 (2023)	371 (2024)	Decrease	Decrease	Department for Energy Security and Net Zero
8. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	National net land-based greenhouse gas emissions	Net annual emissions from the land use, land use change and forestry sector (MtCO ₂ e) (UK)	10.6 (1990)	0.2 (2021)	0.5 (2022)	1.1 (2023)	1.4 (2024)	Increase	Decrease	Department for Energy Security and Net Zero

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9. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Amount spent by Trusts on natural flood management activity	Amount spent £	N/A	£2.1 million	£2.6 million	£3.6 million	£8.8 million	Increase	Trend cannot be determined	Wildlife Trusts' Annual Impact Survey
9. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Number of projects by Trusts on natural flood management activity	Number of projects	N/A	159	267	280	214	Decrease	Trend cannot be determined	Wildlife Trusts' Annual Impact Survey
9. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Number of planning applications with sustainable urban drainage improved following Trust advice	Number of applications	N/A	738	492	535	640	Increase	Trend cannot be determined	Wildlife Trusts' Annual Impact Survey
9. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Amount spent on water quality improvements	Amount spent £	N/A	£2.4 million	£3.3 million	£4.7 million	£6.3 million	Increase	Trend cannot be determined	Wildlife Trusts' Annual Impact Survey
9. Nature will be playing a much more significant role in tackling climate change and water security; The Wildlife Trusts will double our delivery of nature-based solutions for climate and water security by 2030 (Goal 3)	Number of projects by Trusts on water quality improvements	Number of projects	N/A	140	218	262	237	Decrease	Trend cannot be determined	Wildlife Trusts' Annual Impact Survey

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10. Nature will be playing a more significant role in increasing food security; by 2030 The Wildlife Trusts will double our delivery of projects on land and sea that support pollinating insects, improve soil health, and support healthy fish stocks. (Goal 3)	Health of UK fish stocks	% total fishing days in UK waters that are carried out using high-impact fishing methods. (beam trawl, demersal trawl/seine, dredge, polyvalent)	75 (2004)	66 (2021)	67 (2022)	67 (2024)	67 (2024)	Decrease	Decrease	UK Sea Fisheries Annual Statistics Report



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The Wildlife Trusts are a federation of 47 charities, 46 individual Wildlife Trusts and a central charity, the Royal Society of Wildlife Trusts. Together we have more than 945,000 members, over 33,000 volunteers, 4,100 staff and 600 trustees. We share a vision of nature in recovery, with abundant, diverse wildlife and natural processes creating wilder landscapes where people and nature thrive.

Wildlife Trusts care for – and have restored – some of the most special places for wildlife in the UK. Collectively we manage more than 2,300 nature reserves, operate 123 visitor and education centres and own 29 working farms. We undertake research, we stand up for wildlife and wild places under threat, and we help people access nature.

We work with businesses who are committed to being nature positive and take action to help restore 30% of land and seas for nature by 2030.

The Wildlife Trusts

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