



**Staffordshire**  
Wildlife Trust

Our  
Strategy  
**2022 - 30**



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## Staffordshire Wildlife Trust

The Wolsley Centre, Wolsley Bridge,  
Stafford ST17 0WT  
Tel: 01889 880100  
Email: [info@staffs-wildlife.org.uk](mailto:info@staffs-wildlife.org.uk)  
Chairman: Richard Higgs  
Chief Executive: Julian Woolford

Registered charity No. 259558  
Limited company No. 959609  
Follow us on Facebook - [StaffsWildlife](#)  
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Instagram - [@staffswt](#)  
Youtube - [Staffordshire Wildlife Trust](#)

[www.staffs-wildlife.org.uk](http://www.staffs-wildlife.org.uk)

Cover: Great crested grebe (Clive Wood)





## About us

Staffordshire Wildlife Trust manages 43 nature reserves, covering some 1,988 hectares.

More than...

**19,000 members** support us.

**20,000 children** a year enjoy our many formal and informal education opportunities.

**700 volunteers** help support the Trust.



**Staffordshire**  
Wildlife Trust



The Roaches (Kevin Palmer)



Sedge warbler (Clive Wood)



Water vole (Terry Whittaker)



Red-eyed damselfly (C Harris)



# Staffordshire Wildlife Trust's vision and mission

## Our vision:

is of a thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone inspired to get involved in nature's recovery.

## Our mission:

is to bring wildlife back, to empower people to take meaningful action for nature, and to create an inclusive society where nature matters.

This strategy sets out our journey from 2022 to 2030 describing how Staffordshire Wildlife Trust will meet environmental challenges, help nature to recover and create a wilder Staffordshire.





# Our 2030 goals

## We have two strategic goals

- G1** Nature is in recovery in Staffordshire with abundant, diverse wildlife and healthy natural processes playing a valuable role in helping to address local, national and global problems.
- G2** Connecting people in Staffordshire to nature; empowering our communities to take positive action for wildlife and the climate

Our two strategic goals set out what we believe needs to happen by 2030 in pursuit of our longer term vision.

## And we have two enabling goals

- G3** Delivering a step change in funding for nature's recovery
- G4** Running a successful organisation

Our two enabling goals set out what we have to do as an organisation to achieve our strategic goals.

Hen Cloud from The Roaches (Kevin Palmer)



# G1 Nature in recovery

Nature is in recovery in Staffordshire with abundant, diverse wildlife and healthy natural processes playing a valuable role in helping address local, national and global problems.

The UK is one of the most nature depleted countries in the world, with increasingly fragmented pockets of wildlife habitat scattered across our land and seas. Nationally, we know that 41% percent of our wildlife species have declined in abundance since the early 1970s, and 15 per cent of our species are at risk of extinction.

In Staffordshire, we estimate that in 2022, just 17 per cent of land is protected for nature. Only 32 per cent of our most important, nationally designated Sites of Special Scientific Interest (SSSI) are in 'favourable condition', with fewer than half of Local Wildlife Sites considered to be in appropriate conservation management\*.

The natural world is in crisis, and it is no longer enough to protect the wildlife we have left. Staffordshire Wildlife Trust will be at the forefront of efforts to halt and reverse the decline in nature and our precious wild places.

We will reverse this decline by ensuring more land is returned to good ecological health. We will make sure existing habitats are protected and their condition improved. We will ensure new habitats are created and connected with existing habitats at a landscape scale.

We will restore the abundance of wildlife, and encourage ecosystems to work again. For example, we will make sure our wetlands are really wet, our rivers are re-naturalised, and that we secure a future for threatened wildlife and work to reintroduce critical missing species to make the county wilder.

We will put in place and promote the use of nature-based solutions to address both the climate and nature crises together, and we will seek solutions to mitigate the impact of climate change through the appropriate management of our land.

We will influence partners and decision-makers - from farmers to politicians, from businesses to fellow NGOs - so that together we can restore natural processes and bring wildlife back at scale, reconnecting wild spaces where people and nature can thrive together.

We will secure sustainable funding to meet our ambitions by using a range of funding opportunities available in two pieces of landmark legislation, the Environment Act 2021 and the Agriculture Act 2020. These include Biodiversity Net Gain, the Landscape Recovery Scheme and Local Nature Recovery Programme.

## Signs of Success

### **Nature will be in recovery**

At least 30 per cent of land will be protected and managed for nature's recovery. We will define 'in recovery for nature' as land:

- That is in an appropriate agri-environment scheme (or similar)
- Where conservation management advice has been received and/or carried out and this has been documented e.g. a management/monitoring plan
- That is designated as a Local Wildlife Site (via the Local Wildlife Sites system), and appropriately managed.

### **Wildlife will be abundant and diverse**

The abundance of wildlife will be increasing significantly in every part of the UK.

- Using the wealth of biological data held by Staffordshire Ecological Record (SER), and working with specialist species groups, we will produce a key species list and monitor their abundance, particularly in the face of climate change

### **Natural processes will be operating effectively**

Staffordshire's natural processes, ecological & carbon systems will be more intact and functioning significantly

## Our work will cover five key themes:



### **Nature Recovery Network**

Contribute to the creation of a nature recovery network for England.



### **Living Landscapes**

Restore priority living landscapes within this network in Staffordshire.



### **Nature Reserves**

Manage and expand our nature reserves as a specific contribution to the nature recovery network.



### **Priority Species**

Protect and restore priority species.



### **Natural Processes**

Restore natural processes and deliver nature-based solutions to mitigate climate change.





GI



Girl with magnifying glass (Adrian Clarke)



# G2



## G2 People taking action

Connecting people in Staffordshire to nature; empowering our communities to take positive action for wildlife and the climate.

People are the key to nature’s recovery. For many years, Staffordshire Wildlife Trust has helped our communities to forge strong relationships with local wildlife and the nature in their neighbourhood. A third of people in the UK regularly report that local nature and wildlife is important to them. But if nature is to recover, more people need to take positive action for wildlife.

Our goal is for one in four people in Staffordshire to take meaningful, sustained and visible action for wildlife by 2030.

One in four people taking action is a tipping point; a change that will see wildlife activism become a social norm whereupon more people will naturally participate. Additionally, the more people taking action and talking about taking action the more their actions become something that local decision-makers cannot ignore.

To reach one in four people we will need to evolve our approach. We will encourage people to connect with natural spaces, nurturing their sense of belonging within them via improved communications, campaigns, advocacy and community organising.

Through this work we will identify and support champions and innovators, develop relationships with community connectors and






spokespeople and provide information and toolkits for actions which can be both replicated and personalised. In order to be sustained, the actions must be independently taken and self-selected. We will listen to our supporters and connect people, enabling and empowering them to affect real change so that together we can drive better decision-making for nature across the political and corporate space, both at local and national levels. At the same time, we will actively build relationships with local and national decision-makers and influencers to influence key policies, legislation, organisational behaviour and other priority outputs.

Nature needs people but people need nature too. We will also explore how community organising can facilitate specific work with under-resourced communities, those with disabilities, or facing health inequalities or mental health problems, young people, older people and those living in areas with high levels of environmental deprivation. We know that some sectors of society are more at risk than others from the impacts of global challenges and we want everyone to feel included, to experience the benefits of spending time in nature and to feel empowered to spearhead nature’s recovery.

### Signs of Success

-  **1 million wildlife connections** will be made by people with us in total by 2030; including visiting reserves, joining an event or activity, visiting one of our shops or taking part in an online activity.
-  **1,000 wildlife champions** will be spearheading action for nature in association with us by 2030.
-  Every year, one in four people in the county will be taking meaningful and visible action for wildlife in Staffordshire.

### Our work will cover five key themes:

				
<b>Communicate effectively</b>	<b>Campaing &amp; organising</b>	<b>Connecting people to nature</b>	<b>Nature for everyone</b>	<b>Build relationships</b>
Communicate effectively with more Staffordshire residents about local and national wildlife issues, increasing understanding about our work and how people can become involved.	Use campaigns and community organising to enable a greater number of people/groups to take meaningful actions for wildlife, building a network of wildlife champions.	Offer inspiring face to face wild experiences at our visitor centres, nature reserves, and in our priority landscape areas, as well as offering innovative online events to inspire a passion for wildlife and forge a deeper connection to nature.	Deliver specific projects that encourage Staffordshire residents of all ages, identities, cultures, backgrounds and abilities to engage with nature.	Build relationships with local and national decision-makers and influencers to shape policies and legislation and foster wider pro-environmental societal and business behaviour.



## G3 Funding for Nature

Delivering a step change in funding for nature's recovery.

In recent years, Staffordshire Wildlife Trust has been very successful in generating funds for our work in conservation and education, whether this is from The National Lottery, European funding schemes, local funding bodies, or businesses. We know the future needs to include new ways to raise funds for wildlife conservation that are diverse and offer sustainable financing that enable us to plan long term.

The Environment Bill, Green Social Prescribing and new green financial investment instruments have created a range of innovative finance models that can support our vision. In many cases, funding is linked to decades-long programmes of habitat improvement. Making the most of this critical opportunity and at the same time staying true to our values, will deliver enormous gains for local nature.

We are supported by a strong and passionate membership base, which now numbers more than 19,000 members, the highest in our history. And whilst we are extremely grateful for the legacies we've received from our supporters, we cannot be complacent.

Over the next eight years, we can complement our local fundraising programmes with large-scale digital fundraising approaches, in order to reach new audiences and deliver strong additional growth of our membership base. We will continue to invest in retaining and attracting new members, improving our fundraising expertise and activities, strengthening our relationships with businesses, and making our trading operations profitable.

### Signs of Success

- The Trust grows its revenue to **£10m p.a. by 2030**. By 2030 75 per cent of our core operating costs will be provided by unrestricted income sources.

### Our work will cover four key themes:



#### Innovative finance models

Benefit from long-term finance available from new models such as Biodiversity Net Gain, Natural Flood Management, Carbon Markets and Green Social Prescribing.



#### Increase Philanthropy

Develop and deliver a strategic approach to fundraising from major donors, legacy-givers, businesses and smaller trusts.



#### A wider range of ways to give

Enhance the appeals and fundraising experience, by creating opportunities to give that are exciting, engaging and reflect our values.



#### Grow and diversify membership

Grow and diversify our membership, improving the member experience. Recruit more members from across the county via all channels.



# G3





# G4



## G4 Running a successful organisation

We can do little for wildlife and for people unless we are a viable and sustainable organisation.

We need to be a charity that is here for the long-term, because nature needs time to recover. Managing our resources effectively is vital because without these enabling systems, we will not be able to deliver our strategic goals. As the organisation and our ambition continues to grow, our supporting services must transform and increase in both capacity and efficiency.

As we strengthen our position by providing solutions to climate change impacts, we must address our own contribution to emissions and environmental impact. Staffordshire Wildlife Trust will not be making an authentic contribution to tackling the climate and ecological emergency unless we keep our own house in order.

As major landowners, energy users, water consumers, catering providers, event organisers, venue providers, vehicle fleet operators, educators, retailers, and consultancies (to name just a few of our services), as well as employers and members of the business community, we recognise that we need to lead by example in how we manage our own environment and community impacts.

We are stronger when we work together and we will take pride in being part of a federated national Wildlife Trust movement. We will develop common principles and a shared framework for core services to ensure that our resources are spent where they are needed most. We will develop new models of collaboration to enable greater alignment and consistency on our approach to key issues such as carbon








accounting, safeguarding, and pesticide use.

Our people are our greatest asset, and we will make sure that they can continue to carry out excellent work by using their extensive local knowledge of habitats, species, land use and public engagement alongside their supporting and enabling skills. But the challenges we face over the coming years will require us to develop staff and volunteer skills in many new and emerging fields such as biodiversity net gain, nature-based solutions, land management advice, community action and wellbeing. We will also need to support our staff to improve the coordination and mobilisation of our volunteer and supporter networks, increasing the ways in which people and communities can contribute to nature's recovery.

We can no longer ignore the fact that the environment sector workforce is amongst the least diverse in the country, and we will take steps to broaden the diversity of our staff, volunteers, Trustees and audiences. We will identify and remove barriers, creating a culture where difference is celebrated and everyone can reach their full potential.

We are committed to trialling and experimenting new and innovative technologies. We will ensure that we use digital approaches to maximise our impacts, from intelligent and strategic use of geospatial information and ecological data to greater engagement with new audiences, promoting knowledge sharing and collaboration across our movement.

### Signs of Success

-  Our people's level of engagement with the Trust by carrying out regular staff surveys and measuring response rate and staff satisfaction, with the aim of 90 per cent staff satisfaction by 2030.
-  Our investment in training & development to match the skills needed for the future in line with our strategy.
-  The number of volunteer hours recorded.
-  Net-zero carbon emissions achieved by 2030 by reducing our emissions and increasing the carbon capture and storage on our own estate.
-  Ensuring zero waste to landfill by 2030.
-  100 per cent compliance with all legislation for Data Protection, Charity Finance, Health and Safety and Safeguarding.
-  Our effective collaboration with partners and partnerships that reflect our social and ethical principles.

### Our work will cover four key themes:



#### Our people

We will ensure we have a diverse, skilled, trained and supported workforce of staff and volunteers. We will foster an inclusive culture where people feel valued and respected.



#### Managing risk and compliance

We will identify and mitigate risk with effective practices. All our people will know how to follow our procedures and we will train and support staff and volunteers, so they are confident in applying them to their work.



#### Getting our house in order

We will reduce our environmental impact through cumulative reductions in emissions and waste, changing the way we purchase goods and services.



#### Collaboration

We will maintain and develop existing and new partnerships and use our collective strength as a movement to maximise our impact and increase resources.



# Our shared beliefs and values

Staffordshire Wildlife Trust's fundamental values and beliefs underpin our work in every respect. These are the values which all of our staff live by and set out what can be expected of the Trust.

We are:

- **Resourceful** - Making the best use of what we have, and always alive to opportunities to do things better and more efficiently.
- **Passionate** - Making the case for valuing and protecting wildlife.
- **Pioneering** - Using new and innovative ways to achieve our vision, helping us to lead by example.
- **Welcoming, Customer focussed and Inclusive** - Giving our members, supporters, customers and the wider public the best possible service.
- **Professional** - Striving to be the best that we can be in all that we do, seeking continuous improvement and benchmarking our performance.
- **Collaborative** - Working in partnerships between staff, volunteers, members, communities, landowners, businesses and many others to achieve our vision.
- **Evidence-based** - Making our case on scientific fact and interpretation.





## About the Wildlife Trusts

The Wildlife Trusts are a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us. Our members number more than 870,000, with over 35,000 volunteers, 2,000 staff and 600 trustees.

There are forty-six individual Wildlife Trusts, each one is an independent charity with its own legal identity. They are formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

Every Wildlife Trust is part of The Wildlife Trusts' federation and a corporate member of the Royal Society of Wildlife Trusts (RSWT). This is a registered charity founded in 1912 and is one of the founding members of The International Union for the Conservation of Nature (IUCN).

The role of the central charity - RSWT - is to ensure a strong collective voice for wildlife, to help coordinate work between individual Wildlife Trusts, and to lead the development of the movement and federation as a whole.



The Roaches (Kevin Palmer)



Staffordshire Wildlife Trust

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