



# Wild Places and Natural Solutions

Our Plans for 2017 – 2022



Gloucestershire



# The Story So Far

We are Gloucestershire Wildlife Trust – the largest membership organisation in the county dedicated to local wildlife.

We own and manage more than 60 Reserves across the county, all of which offer free access to visitors. 28,000 members in Gloucestershire support our work, with hundreds regularly volunteering time and commitment.

**1961**

Gloucestershire Wildlife Trust was set up by a group of volunteers, led by Sir Peter Scott, who recognised that local wildlife was under threat.

**1971**

After ten years, the number of nature reserves managed by GWT had increased to 33.

**1992**

Sir David Attenborough opened new headquarters at Robinswood Hill Country Park, Gloucester.

**2000**

The Trust organised one of the first Biodiversity Action Plans providing a framework for organisations involved in wildlife conservation.

**2010**

GWT had grown to 25,000 members.

**2013**

Our community engagement project, All Paths Lead to the Hill, launches in Gloucester.

**1,086  
HECTARES**

**2016**

Transfer to GWT of five sites from Gloucestershire County Council including Crickley Hill bringing our total land ownership to 1,086 hectares.

**1962**

The first nature reserve (Badgeworth Pool) was acquired, home of the rare adder's-tongue spearwort (known as the Badgeworth buttercup).

**1985**

Purchase of the canal at Coombe Hill which, with subsequent purchases would become a significant 105 hectare wetland nature reserve.

**1997**

HRH the Prince of Wales opened Lower Woods nature reserve.

**2007**

Gloucestershire's first living landscape (The Severn Vale) was launched.

**2011**

Fiftieth anniversary celebrations.

**2015**

Our most successful appeal yet enables us to secure Daneway Banks nature reserve, important for the large blue butterfly.

**But we all need to do more if we are to ensure that Gloucestershire continues to be rich in wildlife, and a place where people can find wild places on their doorstep.**



DAVID PARAMORE



DAVID SIMCOX



BRIAN CLARKE



# The Next 5 Years

The 2016 State of Nature Report showed that nature continued to decline, with 1 species in 10 facing extinction. Climate change continues to be a major threat.

The county will see increasing pressure for development including roads and housing.

People are leading more sedentary lives, increasingly disconnected from the natural world, with implications for health and wellbeing.

Traditional sources of income are decreasing; the Landfill Communities Fund will cease to exist during the plan period and new fundraising regulation may limit future communications with supporters for all charities.

Exit from the European Union raises uncertainty around the future of agri-environment schemes and protection for habitats and species.

This Strategic Plan is our response to these challenges.



Our mission is to **connect and improve** Gloucestershire's wildlife and wild places.

## Our Vision

We have a vision where each year there is more wildlife, more wild places and more people with a connection to the natural world.

Our vision is ambitious, but we believe we can deliver it with your help. This is what it looks like. By 2022 we will:

- 1 Create bigger, better, and more connected places where people and wildlife can thrive.
- 2 Inspire more people and communities to take action for nature
- 3 Lead on 'natural solutions', championing the value of what nature can do for us.
- 4 Grow our resources, influence and reach, shaping a stronger and more resilient organisation.



**This is our 5 year plan for how we will make that vision a reality.**



# Our vision for a wildlife-rich Gloucestershire

More wildlife, more wild spaces and more people becoming closer to nature.





# 1

## Wildlife and Wild Places

To create bigger, better, more connected places where people and wildlife can thrive.

Wildlife flourishes where it can move through a good-quality connected landscape, therefore:

- By 2022 GWT will **own and manage larger areas** of land for wildlife. We will increase our holdings by 10%.
- We will **improve the quality of the land** we manage. 57% of our sites are Sites of Special Scientific Interest (SSSIs). 90% of those SSSIs will have achieved 'favourable conservation status'<sup>2</sup> and the remainder of our sites will have a clear action plan for recovery.
- We will **create landscape connections** across Gloucestershire to allow wildlife to recover and spread, with 15% of our nature reserves better connected to other wildlife rich places.



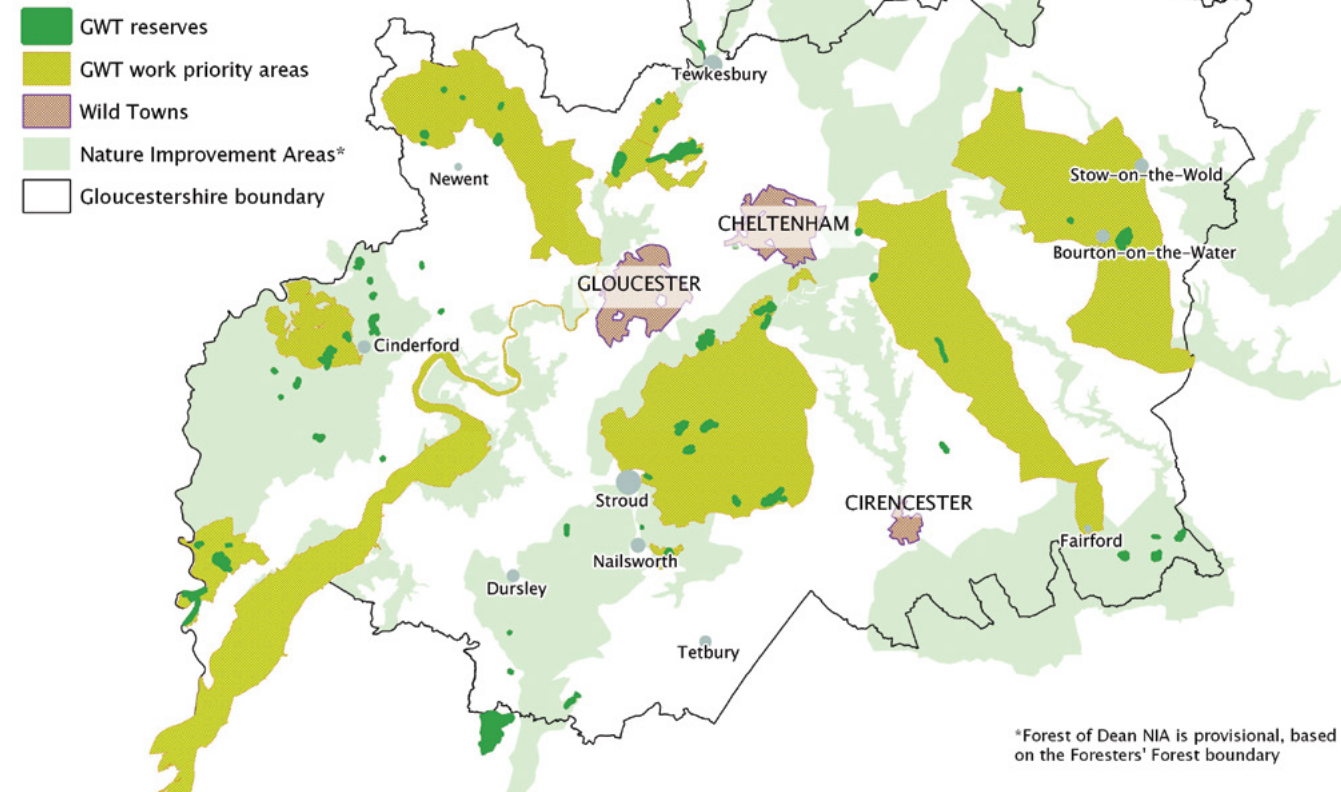
NICK TURNER

By 2022 GWT will own and manage 10% more land **for wildlife**

<sup>2</sup>A formal measure showing that a site is managed to benefit the maximum number of species, assessed using Natural England guidelines.

## Where we plan to work for wildlife and people

Priority areas in Gloucestershire 2017-22





# 2

## Your Wildlife: Inspiring Communities

To inspire more people and communities to appreciate and take action for nature in towns and the countryside.

We believe that wildlife is for everyone. If people care, they will act. We need to help them to care, so we will concentrate on getting more people involved and encouraging them to feel that flourishing, thriving countryside and wildlife-rich towns are their right, and they want to protect them.



Our education programme will give **40,000** children the chance to love being outside.



**2,500** will get involved with 'Wild Towns' with 105 hectares **improved for wildlife.**

- Our education programme will help **more young people to appreciate nature.** We will give 40,000 children the chance to love being outside. It won't feel like education, it will feel like fun. We'll do this for 1 in 3 primary schools and 1 in 5 secondary schools in Gloucestershire.
- **More people will visit and help to look after wild places.** Our activities will make more people want to come to our nature reserves and there will be a 25% increase in the number of people visiting our wild places for the first time. 25% more land will be managed with the help of volunteers and there will be a 50% increase in the area of land surveyed by volunteers.
- More people will **volunteer.** We can't achieve our plans without them. By 2022 there will be 600 regularly active volunteers.
- We will create **3 Wild Towns**, with a network of green spaces for people and wildlife. 2,500 people will get involved with 105 hectares improved for urban wildlife.





# 3 Natural Solutions

To lead on 'natural solutions', championing the value of what nature can do for us.

Nature has the power to enrich and improve our lives. We believe nature has much to offer us and holds the solution for many of the issues we are dealing with today. Making it more resilient has benefits not only for wildlife, but also for people, communities, businesses, planners, developers, health and social care services in the county. If we look after it, it will look after us. We call this 'Natural Solutions'. Even when there is no obvious benefit to people, we will stand up for wildlife when key habitats and species are threatened.

- We will **improve housing and commercial developments** for wildlife using our Green Infrastructure Benchmark, **Building With Nature**. By 2022 10 new developments will have achieved the Benchmark, our initiative to recognise developers who benefit wildlife in their planning.

- Our **Natural Flood Risk Management Schemes** will have helped save more people and wildlife from the devastating impact of flooding. And we will provide rich habitats for wildlife and people along our rivers and watercourses.
- Our *Natural Health Service* contributes to keeping people happy and healthy, whilst at the same time creating and improving habitat for wildlife. People who participate in our community health programmes will have **better access, understanding and appreciation of nature** as well as having improved health and wellbeing. Of 700 participants 80% will have improved access to nature and 60% will have increased appreciation of wildlife.
- The next 5 years will see a number of large transport, employment and infrastructure projects in the county. We will **talk to key decision makers at the beginning of these projects to make sure that Gloucestershire's wildlife is protected**; ensuring schemes consider impact on the environment from the start and provide the best deal for wildlife.

We believe nature has much to offer us and **holds the solution** for many of the issues we are dealing with today.





## 4

## Extend our Reach

**To grow our resources, influence and reach, shaping a stronger and more resilient organisation.**

Gloucestershire's wildlife needs us, and that means we must be a strong, secure organisation. We need good relationships with partners and we need to become as financially resilient as we can. Our members offer fantastic support, but we also need to be entrepreneurs acting on behalf of Gloucestershire's wildlife.



WILDLIFE

- We will **increase the number of active supporters of our work from 36,500 to 40,500**, including members, volunteers and those who support our appeals, campaigns and initiatives. We will improve the experience of visitors to our wild places, especially around our gateway sites and visitor centres.
- We will continue to **diversify our income**. We will increase our earned income to £650,000 a year through new and existing enterprises, such as our visitor services, ecological consultancy and sales, and we will create new opportunities for individuals and companies to support us.
- We will **develop and manage our people, buildings and resources** to support delivery of our plans, making sure that we have well-managed systems that improve our efficiency. In increasingly uncertain times, we need to invest in being financially robust, well-led and governed. We need to invest in the training and development of our staff and volunteers to ensure an engaged and productive workforce.

We will increase the number of active supporters of our work from **36,500** to **40,500**.



ANNE MARIE RANDALL





Gloucestershire

**To find out more and get involved please contact us.**

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