

# Creating a **NOTTINGHAMSHIRE** by 2030

Achieving a people-powered nature recovery





## Introducing our 10-year strategy:

### There is no time to waste.

Our work over the past 60 years has protected and enhanced some of the most important places for nature in Nottinghamshire; we have created new spaces for nature, and have developed an unparalleled knowledge of the wildlife and wild places in our county. We are firmly rooted in, supported by and accountable to the local communities of which we are a part.

However, the scale of the ecological and climate crises means we must now take a more radical and urgent approach, and involve and inspire many more people to act locally for nature's recovery. In the decade to 2030, we must get a mass movement of people taking action for nature at all levels, and create much more space for wildlife to thrive.

This strategy sets out how we will help achieve a 'people-powered nature recovery'. The science suggests that we need one in four people to take action, and that we need at least one-third of our land and water to be supporting nature's recovery by 2030. Our strategy positions the Trust as both a campaigner for, and a deliverer of, nature's recovery.

Now is the time to be bold - we can't defer, we can't wait for more data or better reasons to act.

**Paul Wilkinson** Nottinghamshire Wildlife Trust Chief Executive

Our future must be wilder.



### The challenge

The UK is one of the most nature depleted countries on the planet. We have lost so much wildlife and our natural systems are degraded. Nature has been squeezed out by the increasing pressures of development, infrastructure and damaging land management practices, often fuelled by human consumption.

The climate crisis is now one of the key drivers of nature's decline, and the breakdown of ecosystems reduces our ability to store carbon and adapt to a changing climate - the ecological crisis and climate crisis go hand-in-hand.

We need to shine a light on the state of nature in Nottinghamshire. We need to restore nature at scale as well as protect what wildlife we have left. We need people to act for wildlife as well as be inspired by it. We need to focus our attention on influencing change in policy, practice and behaviour, alongside our work delivering for wildlife. We need to position the Trust as the link between worldwide environmental issues, such as the climate emergency and global biodiversity collapse, and local action.



### Our ambition Our vision We believe... ... is for people to be inspired and • The natural world is valuable in its own right empowered to take action for and is under threat nature and the climate, to create • People are part of the natural world and we a 'nature recovery network' that depend upon it for our existence addresses the ecological and climate emergencies. • Everyone should have the opportunity to live in a healthy, wildlife-rich natural world Our purpose It is vital that we work with others because ... is to bring about a wilder we all have the power to make a positive Nottinghamshire where people impact on the ecological and climate and wildlife thrive together. emergencies.

Our goals

Our strategy has three ambitious, overarching and inter-connected qoals:

### Our delivery

We will deliver our strategy by:

- 1. Doing it ourselves
- 2. Guiding and supporting
- 3. Inspiring and empowering

### Our programmes

We will organise our activity into:

- 1. Wilder Lives
- 2. Wilder Places
- 3. Thriving Together

# Our 2030 strategic goals



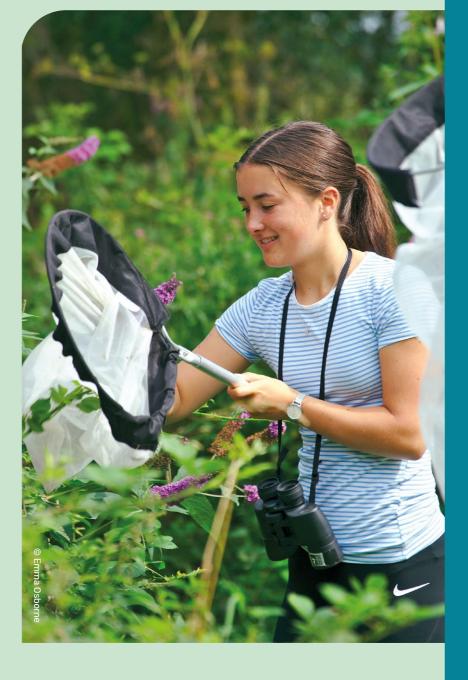
### The challenge

People are the key to nature's recovery. We depend on the natural world for our survival, yet we are increasingly disconnected from nature.

Public awareness of the ecological and climate crises is possibly at an all-time high; however, our collective behaviours do not yet match our concern, or the scale of the challenge. We need to move people from being aware of the issues to actually doing something about them.

Evidence shows us that if 25% of the population – one in four people – take action, and are visible doing so, we create a societal 'tipping point' – a moment when an idea or social behaviour crosses a threshold and where the majority will follow. The 'one in four' is a strategic concept, which recognises the need for mass participation in action for nature. Our county's population is about 1.2 million, equating to around 300,000 people needing to visibly take action.





### Our **goal**

At least one in four people in Nottinghamshire are inspired and empowered to take urgent action for nature and the climate in their daily lives, as individuals, at work and in communities, and their wellbeing will be improved because of it.

# The steps to a **Wilder Nottinghamshire**

We want to:

- Build on the support of the many thousands of wildlife enthusiasts already involved – our members, supporters, volunteers, partners and friends
- Deliver more strategic 'policy' campaigns similar to our proposals for the future of Nottingham's Broadmarsh area and position on badger culling
- Increase access to volunteering offering roles that fit around the diverse lives, needs and motivations of volunteers
- Evolve our support and engagement, working with business partners to help drive business value and benefits for their staff
- Inspire and empower individuals, schools and other groups to take action in their own lives or within their community
- Link people and communities of all identities, cultures, backgrounds and abilities, by helping to create social networks utilising the power of digital technology











### More space for **nature**

### The challenge

The UK is one of the most nature depleted countries in the world, with increasingly fragmented remnants of wildlife habitat isolated across our landscapes.

We have pursued a landscape-scale approach to conservation for more than a decade - through 'living landscapes', and prior to that through target areas in the county - and have known for a long time that nature reserves on their own are not enough. We need to take this to the next level.

Currently less than 8.5% of our county (18,360ha) can be classified as being in good natural or semi-natural condition with species-rich natural habitats supporting abundant and diverse wildlife. This figure includes all the county's nature reserves, local wildlife sites and legally designated sites, not all of which are in good ecological management.





### Our **goal**

At least one-third of land and water is made wilder, and the pressures reduced on wildlife everywhere else. This will be achieved through a 'nature recovery network' that plays a valued role in helping address local and global problems, and with abundant and diverse wildlife everywhere – through city, towns and countryside.



### The steps to a Wilder Nottinghamshire We want to:

- See the Trust's estate as 'nodes' in a future wilder landscape, as part of the nature recovery network. This network will encompass land of any size, and in any place, including community spaces, gardens, farms, parks, churchyards and schools - every space counts
- Grow the nature recovery network based on opportunities identified in local biodiversity opportunity maps. Reaching our goal of 30% of land being made wilder equates to 64,800 hectares in Nottinghamshire
- Create wildlife-rich landscapes working with Forestry England in Sherwood, across local governmentowned farmland areas, road and rail verges and with private landowners
- Continue to campaign against pesticides, insecticides and weed killers, while promoting sustainability more broadly - helping people reduce the pressures on the wider environment through their everyday behaviours and choices
- Work closely with the water industry to support efforts to reduce the use of water and clean it up through natural solutions
- Challenge and influence land use development and developers. Nature must be at the heart of every development and planning decision
- Maximise the wildlife value of our reserves, demonstrating more sustainable ways to manage land for conservation so that it can be replicated at scale.





# We are **valued**

### The challenge

If we are going to be in a position to address the major ecological and climate challenges we face, then our Trust itself needs to be valued, by our staff, volunteers, supporters, funders and the local communities of which we are a part. The Trust needs to value these stakeholders, in a mutually supportive relationship. We must become more diverse, sustainable and effective, now and forever. This matters, as we cannot deliver our charitable goals unless we are strong and sustainable.

To deliver these goals, we must effectively embrace generosity in many forms. Time, talent and treasure includes money from members, supporters, businesses and funders, a wide variety of roles played by an army of volunteers, gifts of goods and services, and client and visitor income through our subsidiary companies.





### Our **goal**

We are a thriving and sustainable organisation.
We welcome diversity and our passion and determination shine out in everything we do. We value our stakeholders and they value us. We will lead by example by achieving a carbon positive position by 2030. We will embrace new ways to grow our impact, reach and expand our supporter base in order to generate a balanced and sustainable level of resources for our other goals.



# The steps to a **Wilder Nottinghamshire** We want to:

- Develop a dynamic and agile culture where staff feel valued, supported and able to thrive within their roles.
   Staff should always have a voice within the organisation, with the ability to help shape the direction of travel and suggest new and different ways of working that will achieve greater impact towards achieving a shared vision
- Become more relevant, embracing difference and diversity and creating opportunities for people to want to belong to this 'wilder' movement for nature
- Improve our own environmental footprint as an organisation – becoming carbon neutral by 2027 and carbon positive by 2030
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff, volunteers and supporters, across the charity and our two subsidiaries
- Develop our systems and processes and embrace new ways to grow our impact and expand our supporter base, as well as diversifying our income sources to increase our resilience.





### Making the **transformation**

#### Catalysing individual and collective action

We already have amazing volunteers and supporters giving their time to help us manage our nature reserves, undertake wildlife surveys, run events, welcome visitors to our centres and help with fundraising. We now wish to build on this with an increasingly diverse suite of opportunities, beyond the traditional scope of our volunteering, that embraces campaigners, champions, advocates and ambassadors.

#### Flagship sites and nature reserves as hubs to inspire action

Everyone in the county lives, on average, within a few miles of one of our nature reserves and can access a high quality, wildlife-rich environment for free. The Attenborough Nature Reserve and Centre attracts hundreds of thousands of people each year and having successfully reintroduced beavers at Idle Valley we expect to see a significant increase in visitors numbers. At these hubs, we will enhance the quality and nature of the visitor experience to inspire and empower individuals to take further action at home, work and in their communities.

### Increasing our campaigning impact

Going beyond simply communicating our work, we want the dialogue with our audiences to stimulate a radical movement for change. Our communications will be designed to promote action via methods such as petitions, polls, letter writing, fundraising and active participation in achieving change on the ground. We will increase our profile as an active campaigning organisation that stands shoulder-to-shoulder with other local campaign groups to promote a wilder future for our county.

### Our delivery

We will deliver this strategy through the following approaches:

- Do it ourselves with 'boots on the ground' working on habitat management and wildlife restoration on our nature reserves and with groups, such as local groups and watch groups
- Guide and support enabling others to take action for nature and the climate, such as farmers, landowners, developers, local people and local authorities
- Inspire and empower building social networks and a powerful collective voice

# Our **programmes**

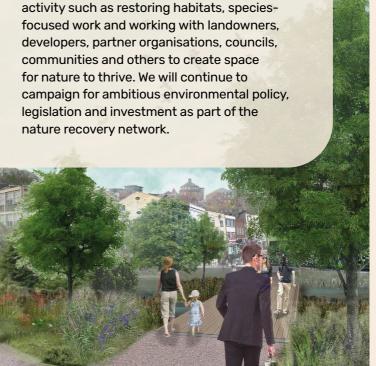
We will focus our work through three flagship programmes:

### Wilder Lives

This programme seeks to inspire, connect, encourage, enable and empower others. We will ensure that 'nature-connectedness' is embedded in all that we do. We will promote supporting the Trust through 'giving' whether that is time, talent or treasure - as a hugely valuable contribution to a wilder Nottinghamshire.

### Wilder Places

Within this programme are key strands of









### Thriving Together

We will develop new ways of working and thinking that place our stakeholders at the heart of our sustainability. We will aim to maximise income generation and make best use of our financial resources and assets. We will seek to make the Trust more sustainable. aiming to reduce our environmental and carbon footprint in all areas and become a net positive organisation by 2030 or earlier.



nottinghamshirewildlife.org



This strategy sets out how we will help create a Wilder Nottinghamshire where nature and people can both thrive, but we cannot do this alone. Now is the time to be bold, there is no time to waste.

Help us achieve a people powered nature recovery.

Find out more at nottinghamshirewildlife.org/wildernottinghamshire

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