



Worcestershire Wildlife Trust



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30 Days Wild

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2012-2017

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Our Development Strategy 2012-2017

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Protect local wildlife



2012 marks the Centenary of The Wildlife Trusts. This strategy seeks to build on the achievements of the last century and to meet the challenges of the next hundred years for Worcestershire Wildlife Trust.

Our shared **purpose** is to lead the way in achieving our **vision** of an environment rich in wildlife for everyone through our **mission** of creating Living Landscapes and securing Living Seas.

Creating Living Landscapes and securing Living Seas

The protection of places for wildlife is the founding principle of The Wildlife Trusts. Over the years we have saved many special places, acquiring some of these as nature reserves – havens for rare and threatened species and habitats. But these were emergency measures; it was always hoped that nature would re-emerge from these refuges when the time was right. Now, The Wildlife Trusts have a vision, where wildlife moves freely through the countryside, towns and cities and where resilient and healthy ecosystems provide ecological security for people.

Creating Living Landscapes

Creating **Living Landscapes** can make this vision a reality. Extensive ecosystems that are resilient and interconnected, full of wildlife and rich in opportunities for learning, health and wellbeing, Living Landscapes will

Our blogs

- 30DaysWild2015
- 30DaysWild2016
- 30DaysWild2017
- 30DaysWild2018
- ColinsBlog
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and have been reflected in Worcestershire Wildlife Trust's work over the last ten years. We have identified seven Living Landscape priority areas, rural and urban, where the Trust will continue to focus its resources through nature reserve acquisition and management, working with authorities and landowners, advocacy and partnership working, education and engagement with local communities.



Securing Living Seas

Our inshore and marine wildlife is amongst the richest and most diverse in the world, but it is mostly unseen, under-protected and under-valued. Our vision of **Living Seas** is one of recovery, where wildlife thrives from the depths of the ocean to the coastal shallows. Wildlife Trusts can inspire society to use our seas more sustainably and help slow down climate change, protecting critical habitats and enabling wildlife and habitats to recover from past decline. Living Seas can ensure a sustainable food resource and support local economies. Our seas can, if allowed to recover, play a central role in the nation's history, identity, wealth and happiness.

In Worcestershire we have always supported the **Living Seas** programme despite being a land-bound county. This has largely been through supporting national advocacy and campaigning work, locally delivered educational activities and awareness-raising events and publications and through our work to secure cleaner and better river system for wildlife and for people. We expect our contribution to remain at this level over the next five years

The Wildlife Trusts have identified shared Objectives for the next five years, which each local Wildlife Trust will deliver.

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