



# Worcestershire Wildlife Trust



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30 Days Wild

Our Development Strategy 2012-2017

Shared objectives

Our Wild Lives

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## Shared objectives

Join us

Protect local wildlife



The Wildlife Trusts have identified shared objectives for the next five years. In Worcestershire we will:

### Demonstrate how nature works

- We shall seek out new opportunities to build upon our successful Flagship Reserves and Living Landscapes programmes and deliver and showcase best practice combining environmental, economic and social benefits.
- With partners we shall consolidate and develop long-term species and habitat surveys and monitoring.
- We will play a leading role in the Worcestershire Local Nature Partnership and in other key partnerships and continue to promote the Local Sites system.
- We will support and encourage biological and ecological recording.

### Inspire people and communities to value and take action for nature

- We are well placed to take advantage of the government's Big Society and Localism agendas through community and engagement projects.
- We will promote and support volunteering across all of our work, both on and off our reserves.
- We will promote and champion wildlife gardening and deliver training in natural history, wildlife conservation and land management skills.
- We will build on our successful education programmes for children and young families and have identified an opportunity for a programme targeted at mature professionals and recent retirees.



## Our blogs

- [30DaysWild2015](#)
- [30DaysWild2016](#)
- [30DaysWild2017](#)
- [30DaysWild2018](#)
- [ColinsBlog](#)
- [HardwickGreenMeadows](#)
- [IlyaasAndThorsten](#)
- [StayWild](#)
- [WildWriters](#)

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## Champion nature and our work

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persuade local decision makers, land owners, land-owner organisations and local partnerships including the Worcestershire Local Nature Partnership.

- We will continue to work with developers and planners.
- We will mobilise the advocacy potential of our membership and the public by investing in e-communications.

### Growing our resources through inspiring people to value our work

- We shall continue to focus on our members who are core to everything we do.
- We shall integrate membership recruitment and retention into all of our work.
- We will promote opportunities for increased giving including legacies.
- We will review our existing commercial operations and develop new commercially sustainable products and services to optimise income generation potential.
- We will also develop schemes for major donors, corporate support, and patrons.
- We will promote our brand identity through all our publications and other media, and invest in communicating with members and non-members.



### Knowledge sharing, cooperation, flexibility and effectiveness, and ensure excellent governance

- We will maintain our commitment to regional and national roles on behalf of The Wildlife Trusts Partnership. As we face difficult economic times, we will seek out opportunities for resource-sharing and partnership delivery not only with other wildlife trusts and with but also with other partners.
- We will continue to invest time and resources in training & development and our internal communications.
- We will develop our IT capacity and our skills to share and disseminate knowledge, and will lead and participate in a regional peer review process to assess and develop performance.
- We will maintain a progressive approach to risk management, including Health and Safety compliance.
- Finally we will develop our good governance programme for trustees and for our Council as a whole.

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