

Our strategy
for nature's
recovery



A Wilder Norfolk for All



The
Wildlife
Trusts

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The story so far

As the oldest Wildlife Trust in the UK, we are proud to have been protecting and restoring Norfolk's nature for nearly a century

Since 1926, the year Sydney Long formed Norfolk Naturalists Trust with the aim of protecting Cley Marshes and its wildlife, the world has changed dramatically. Wildlife is declining around the world, and we are seeing mounting evidence that we are in a joint biodiversity and climate crisis.

We now face a critical tipping point in reversing the fortunes of our wildlife, ecosystems and communities, and it is clear that all three are inextricably intertwined. We know that we can secure a thriving world for future generations that offers a stable climate, clean water, abundant food, health and happiness. But to do that, working together to restore and protect Norfolk's nature is vital.

Following our very first land acquisition, Norfolk Wildlife Trust has grown in size, expertise, impact and support. Today, we manage 5,000 hectares of Norfolk's landscape for nature, across over 60 nature reserves.

Guided by the Lawton Review (2010), which concluded that wildlife needs bigger, better and more connected places to live, we deliver nature recovery at a landscape scale. We work in partnership with landowners and communities, inspiring and empowering people to act for wildlife across the county.

We do not act alone. We are part of a national movement of 46 Wildlife Trusts, whose strategy brings us together to achieve nature recovery across the UK. Norfolk Wildlife Trust is supported by over 37,000 members

and we work alongside a wide variety of landowners, businesses, conservation organisations, town planners, funders and communities, who all share our ambitions.

The next decade is likely to define the long-term future for wildlife and people across the globe. Our new strategy **'A Wilder Norfolk for All'** will guide us to 2030 and beyond as we build on strong foundations, raise our ambitions to meet the scale of the challenges ahead and remain responsive to our changing environment.

We have a clear vision and mission for the future of Norfolk's wildlife and people. This strategy provides a vital focus for our passion and expertise, and recognises the importance of involving everyone. Together, we can create A Wilder Norfolk for All.

We urge you to join us



Eliot Lyne,
CEO



Alice Liddle,
Chair of Trustees



Our county is home to a high proportion of the UK's most wildlife-rich habitats including chalk streams, reedbed, fens, dry acid grassland and coastal sand dunes.

The challenge

The UK is one of the most nature-depleted countries in the world, and without sufficient action, this trend is set to continue.

The UK-wide State of Nature Report (2019) identified that our wildlife has been impacted by centuries of persecution, pollution, habitat loss and degradation. The abundance and the distribution of species have, on average, continued to decline since the 1970s and these losses are set to increase due to continued pressure from agricultural management, development, pollution, hydrological change and climate change.

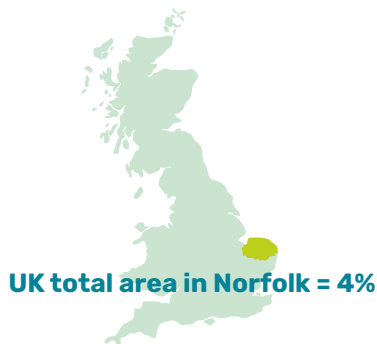
In Norfolk, we have a great responsibility. Our county is home to a high proportion of the UK's most wildlife-rich habitats including chalk streams, reedbed, fens, dry acid grassland and coastal sand dunes. The county is home to a marine protected area and is the stronghold for priority species including swallowtail butterfly, bittern and stone curlew.

It is our duty to protect and restore Norfolk's unique landscape to secure a future for our wildlife, to combat the impacts of climate change and to safeguard access to clean air, water and nutritious food for our communities.

There is a wealth of research that illustrates that our growing disconnection from nature is linked to increasing levels of mental and physical illness and has contributed to the loss of our biodiversity. Empowering our communities to access, enjoy and act for nature is crucial in creating a county-wide movement to protect and restore the very nature we need to prosper.

By most estimations, we only have a decade left to address these challenges. The next 10 years could be the most important in the history of nature conservation.

There is no doubt that these are challenging times, but we have great hope. Norfolk Wildlife Trust has a track record of delivering great things for nature and our new strategy sees us aiming our sights even higher. By working together, we can make a real difference.



'No one will protect what they don't care about, and no one will care about what they have never experienced.'

Sir David Attenborough

Our response

Vision and Mission



Our Vision
Norfolk's
nature is
abundant,
thriving
and valued

Our Mission
To create more
space for nature
to thrive and
inspire more
people to take
action for nature

Our strategy is guided by the three principles outlined in the Lawton Review (2010) which identified that the key to securing a prosperous future for wildlife is to create 'bigger, better and more connected' spaces for nature.



Improve

We will:

- Increase the abundance and diversity of wildlife across Norfolk
- Ensure more people have better access to nature in their daily lives
- Build an efficient and resilient organisation that works smarter for nature



Expand

We will:

- Create more space for nature
- Enable more people to take action for nature
- Grow Norfolk Wildlife Trust's ambitions and resources to deliver more for Norfolk's nature



Connect

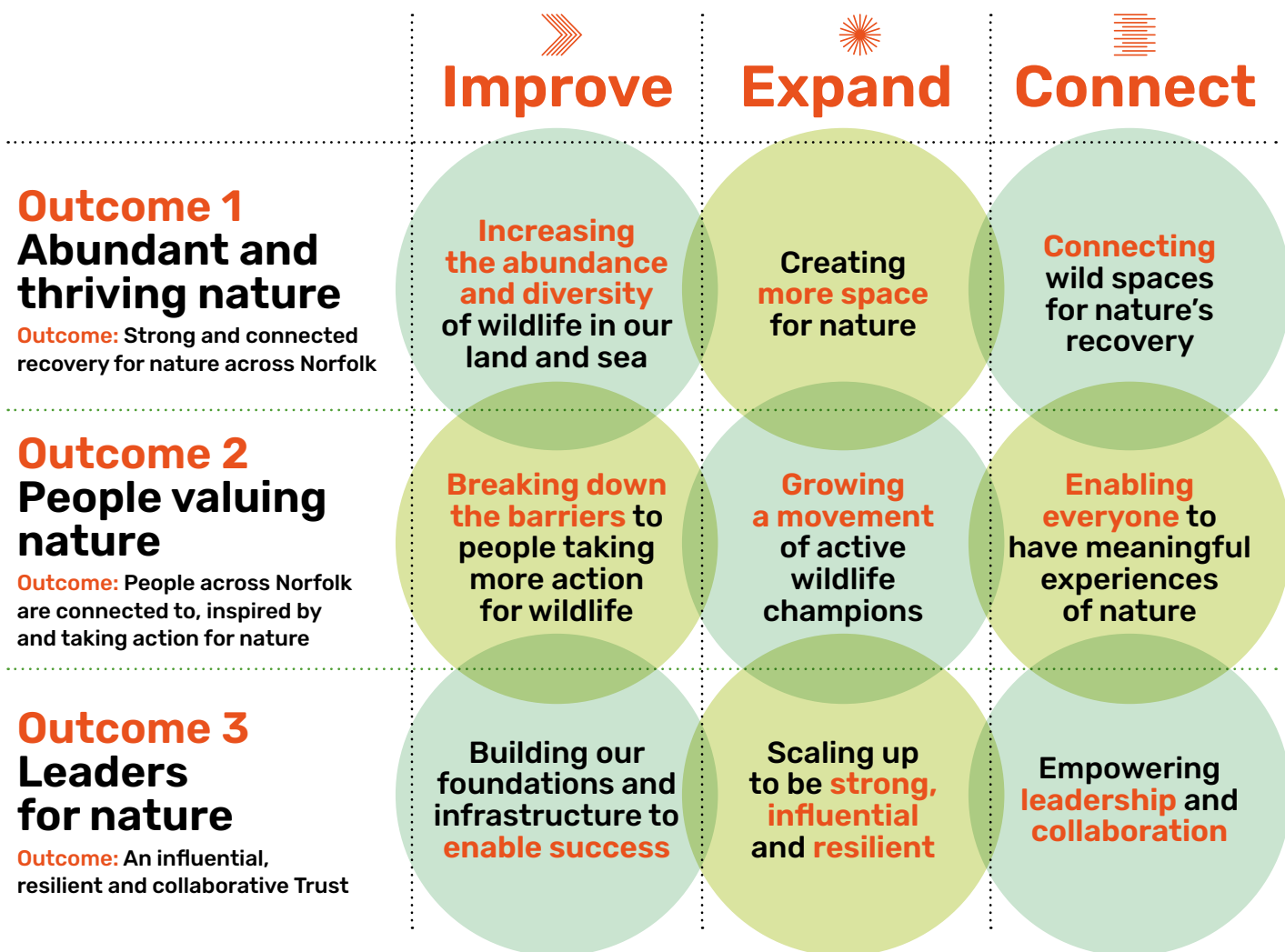
We will:

- Connect our landscape for wildlife
- Empower our communities to work alongside NWT and each other to support nature's recovery
- Develop our staff to enable them to act as inspirational leaders and collaborators

A Wilder Norfolk for All



At a glance





Community tree planting on farmland in the South Norfolk Claylands



**'The truth is,
every one of us,
no matter who we are,
or where we live,
can and must play a part
in restoring nature.'**

Sir David Attenborough

A Wilder Norfolk for All

Outcome 1 Abundant and thriving nature

Outcome: We will achieve a strong and connected recovery for nature across Norfolk

Imagine Norfolk's landscape is a well-connected tapestry of wildlife habitats, teeming with life. Nature reserves rich in reedbeds, heath and woodland nurture Norfolk's rarest species. Swifts soar above our villages and towns, looking down on bushy hedgerows, glistening ponds and flower-filled meadows, parks and gardens that are a haven for songbirds, hedgehogs and bees. Wildlife on land and in the sea is at the heart of decision-making about Norfolk's future, as clean rivers flow into newly created wetlands that not only provide more space for nature but help us all adapt to the impacts of climate change.

In the face of past losses and future challenges, we need to protect, restore and create new and connected areas of wildlife habitat right across our county's rural, urban and coastal landscapes. Norfolk Wildlife Trust will play a key role in the county delivery of the national *30 by 30* ambition, under which 30% of UK land and sea will be positively managed for nature by 2030.

Owning 1% of the county's land, Norfolk Wildlife Trust has achieved enormous success in creating and maintaining amazing habitats for wildlife. But to meet national ambitions, we want to work together to do more. We aim to inspire and empower

everyone to take action for nature where they can – from flowerpots to farms, gardens to governments. We will continue to enhance our nature reserves across the county and aim to own or manage 30% more land by 2030. Our sites will act as exemplars of best practice, providing special places that nurture protected species and inspire a love of Norfolk's nature in others.

We are committed to scaling up our work with farmers and other landowners, to at least double the impact we have for wildlife across Norfolk's landscape by 2030, and we will devote increased

© Tim Harris

Conservation in the face of climate change

We are already feeling the impacts of climate change on wildlife in Norfolk, from sea level rise to extreme weather events. Species are on the move, as they seek sanctuary from inhospitable conditions in the places they call home.

We will look to the future, creating wildlife-friendly stepping stones throughout our landscape to provide our most vulnerable creatures safe passage to new homes. By building climate mitigation and adaptation into our own conservation work and the advice we provide others, we will maximise the long-term benefits of our work for wildlife and people.



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Improve

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Expand

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Connect

Increasing the abundance and diversity of wildlife in our land and sea

Creating more space for nature

Connecting wild spaces for nature's recovery

Headline Target

Play a key role in the county delivery of the national 30 by 30 ambition

energy to the conservation of Norfolk's marine environment.

County Wildlife Sites will remain a cornerstone of our work, as we focus increased resources on supporting the owners of over 16,000 hectares of wildlife-rich land to protect and restore vital space for nature to move throughout our landscape.

We will ensure that nature is playing a central and valued role in helping to address local and global challenges. By harnessing green finance streams such as Biodiversity Net Gain and carbon funding, we'll develop major projects to support Norfolk's native

wildlife that are carefully designed to deliver natural solutions such as carbon storage and flood control to protect our communities from the impacts of climate change.

We will give Norfolk's wildlife a voice in all the right places, to ensure that nature's long-term recovery is at the heart of decision-making, including development and infrastructure planning on our land, coast and sea. In addition to continuing to defend nature in the face of damaging developments, we will develop a new approach to advocacy with statutory authorities, utilities and industry. We will advocate for the adoption of policies and

skills that will: aid the restoration of wildlife habitat; ensure long-term sustainability of natural resources; and deliver improved ecological connectivity across our landscape.

Our goals:

- **Increasing the abundance and diversity of wildlife in our land and sea**
- **Creating more space for nature**
- **Connecting wild spaces for nature's recovery**

Case study – Claylands Wilder Connections

Our ambitious Norfolk Claylands Wilder Connections project focused on restoring ecological connectivity to a distinctive and ancient landscape by linking existing wildlife sites through the restoration of ponds, hedges, woods and grassland. By inspiring and empowering local volunteers, communities and land managers, together we improved habitat connections for wildlife, increased biodiversity and resilience to climate change within the landscape and left a legacy of knowledge and resources to continue this work into the future.

[Read More> norfolkwildlifetrust.org.uk/wilderconnections](https://norfolkwildlifetrust.org.uk/wilderconnections)



© Richard Osbourne

A Wilder Norfolk for All

Outcome 2 People valuing nature

Outcome: People across Norfolk are connected to, inspired by and taking action for nature

Imagine a county filled with healthy and happy communities with easy access to nature, who are inspired and enabled to act for wildlife. Norfolk's urban, rural and coastal communities are coming together to dig, plant and campaign for their local wildlife. Neighbourhoods are creating hedgehog highways, putting up swift boxes, caring for green spaces and giving wildlife a voice. Welcoming wild spaces can be found throughout our cities, towns and countryside, offering everyone the chance to immerse themselves in nature as we enjoy, value and care for our most precious resource – Norfolk's wildlife.

Nature needs everyone's urgent help. Restoring nature at the scale and speed required to heal our ecosystems and secure a prosperous future for wildlife and people requires inclusive, welcoming and growing communities who are connected to, inspired by and acting together for nature.

We know that if one in four people take action for nature, it will be enough to create a ripple effect and have real impact for nature's recovery.* In Norfolk, this means 225,000 people living with wildlife in mind.

With over 37,000 NWT members, Norfolk's wildlife is already supported by a significant force of committed

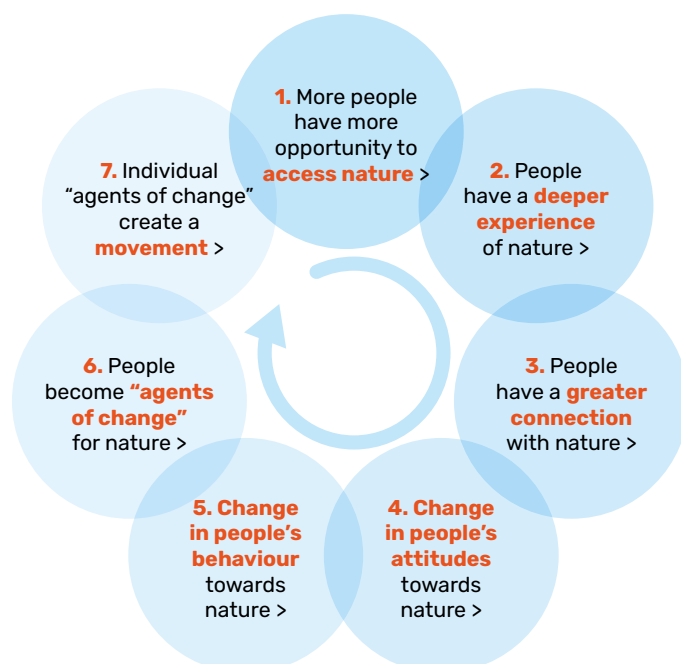
advocates. We will continue to increase our membership, inspiring and enabling each of them to get behind Norfolk's nature in new ways.

Through our new 'Team Wilder' approach, we will head out into our communities and enable thousands of people to create more space for nature on their doorstep by empowering and nurturing a new wave of nature champions.

As we engage a greater diversity of people, we will meet each person at their own starting point and provide everything from memories to motivation along the way.

Engagement lifecycle

Everyone's journey to becoming an active champion of Norfolk's nature will be different, and we know that many will face barriers along the way. We will investigate and break down the barriers preventing more people – and a wider range of people – from engaging with nature, the environment and Norfolk Wildlife Trust.



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Improve

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Expand

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Breaking down the barriers to people taking more action for wildlife

Growing a movement of active wildlife champions

Enabling everyone to have meaningful experiences of nature

Headline Target

1 in 4 people are taking action for nature in Norfolk by 2030

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With many thousands of visitors each year, our nature reserves will continue to act as our heartlands, important stepping stones for people on their journey towards A Wilder Norfolk for All. At our Visitor Centres, we will continue to make sure everyone feels welcome as we share meaningful experiences that spur a passion in our visitors to support wildlife long after they have returned home.

We will develop a strong youth voice to ensure younger generations are represented in our work and empowered to act for nature. This will shape the development and delivery of a youth engagement strategy whose aim is to create diverse opportunities

for young people aged 11-25 to connect with, enjoy and support our wildlife. By building welcoming communities of young people who care for Norfolk's wildlife, we will support a new generation of innovative, confident and vocal leaders for nature.

**Centola, D et al, Experimental evidence for tipping points in social convention, 2018*

Our goals:

- **Breaking down the barriers to people taking more action for wildlife**
- **Growing a movement of active wildlife champions**
- **Enabling everyone to have meaningful experiences of nature**

Case study – Sweet Briar Marshes

Alongside corporate partners, Aviva, we are developing a new 36-hectare nature reserve in the heart of Norwich in partnership with local communities, especially those who typically enjoy limited access to nature. Together, we are creating a space for both wildlife and people, offering a vital home to the wildlife of the Wensum River corridor and a welcoming space that provides our urban communities with daily access to nature.

[Read More> norfolkwildlifetrust.org.uk/sweetbriar](https://norfolkwildlifetrust.org.uk/sweetbriar)



© NWT

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© Jimmy King

Outcome 3 Leaders for nature

Outcome: An influential, resilient and collaborative Trust



Norfolk Wildlife Trust is home to a diverse team of inspirational leaders and collaborators, working with passion and creativity alongside a wide variety of communities, partners, stakeholders and funders. Efficient systems and processes allow us to work smarter, measure our impact and learn as we achieve more for wildlife every day.

With such necessarily bold ambitions, we will build an organisation with the right resources, skills and culture to enable us all to act as leaders for nature. We will champion collaboration and communication, because creating A Wilder Norfolk for All will need everyone.

We will invest in and listen to our people, and provide the right tools, training and culture to support a healthy, happy team to unleash their full potential for nature.

A commitment to Equality, Diversity and Inclusion will lie at our core. We will seek to understand our

diverse staff, volunteers, audiences and partners, inspiring them to join with us by using accessible language and messages that move them.

Crucially, we will build our knowledge base through research, collaboration and data collection, to ensure we understand what Norfolk's nature needs, where Norfolk Wildlife Trust can make the most difference and how we can continually maximise the impact of our work.

We will seek out and secure more sustainable income streams to fund our increased ambitions, working collaboratively with a



Working in harmony with nature

A Carbon and Sustainability Action Plan will set out our commitment to continually review how we can reduce our impact on the environment across all areas of our work. We will seek to reduce our carbon emissions from areas such as grazing, transportation and energy usage whilst increasing the carbon storage offered by the land we manage. We are committed to identifying ways in which we can reduce the quantity, and increase the sustainability, of the resources we use.



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Improve

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Building our foundations and infrastructure to **enable success**

Scaling up to be **strong, influential and resilient**

Empowering leadership and collaboration



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diverse range of partners and funders to meet our shared commitments to Norfolk's wildlife.

Our goals:

- **Building our foundations and infrastructure to enable success**
- **Scaling up to be strong, influential and resilient**
- **Empowering leadership and collaboration**



© Simon Foster

Case study – Working together to protect the wildlife of the Wensum Valley

We continue to fight the proposed Norwich Western Link development on the grounds of its catastrophic impacts on a wildlife-rich landscape, home to the UK's largest known barbastelle bat super-colony. To support our case against the road, we employed Dr Charlotte Packman, an experienced conservation scientist who has studied barbastelles in Norfolk for over a decade. To maximise our impact, we are leading a wider alliance with environmental organisations including Stop the Wensum Link, CPRE Norfolk, Friends of the Earth and the Woodland Trust. Together, we are raising our concerns with our audiences and the wider public and supporting everyone to speak out against the road.

[Read More> norfolkwildlifetrust.org.uk/ndr](https://norfolkwildlifetrust.org.uk/ndr)



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Together,
we can create

A Wilder Norfolk for All

We urge you
to join us

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