



# Our year for wildlife

Impact report  
2023-24



The  
**Wildlife**  
Trusts

[norfolkwildlifetrust.org.uk](http://norfolkwildlifetrust.org.uk)

# From the Chair



I'm incredibly proud of all we've achieved this year. From the excitement of fledgling spoonbills at Hickling Broad and Marshes, the first known breeding success in the Norfolk Broads in around 400 years, to co-designing our new urban nature reserve, there is so much to celebrate.

Collaboration continues to be central to the way we work. Alongside the Fens East Peat Partnership, we are restoring Norfolk's precious peatlands. Healthy peatlands play a vital role in capturing carbon and providing wildlife habitat. We continue to work alongside other organisations to campaign against the proposed Norwich Western Link road and have worked with landowners, farmers and community groups to improve hundreds of hectares of land for wildlife.

## Our Trustees

- Chair:** Alice Liddle
- Vice Chairs:** John Sharpe, Jennie French-Constant
- Treasurer:** Lyndsay Whiteman
- Trustees:** Greg Beeton, Andrew Clarke, Glenn Houchell, Rob Lucking, Scott Pinching, Sue Roe, Kathy Gill (from 19 October 2023), Mandy Loadman (from 19 October 2023), Ben Garrod (retired 21 June 2023), Jeff Price (retired 19 October 2023), Sam Collin (retired 9 November 2023)

This is the first year that we are reporting against our new strategy: *A Wilder Norfolk for All*, formally launched externally in September 2023. It guides us to 2030 and beyond as we build on strong foundations, raise our ambitions to meet the scale of the challenges facing nature and remain responsive to our changing environment. We have set out a clear vision and mission for the future of Norfolk's wildlife, underpinned by clear delivery plans to achieve the essential outcomes – and as you can read here, we are making great strides.

*'Together we can create a wilder Norfolk for all'* is the rallying cry that concludes our strategy document. And it is true – none of our work would be possible without our members, our supporters and partners, our donors, our volunteers or the dedicated work and expertise of our staff. We are so very grateful.

Finally, I'd like to pay tribute to our former CEO, Brendan Joyce OBE, who sadly died in January. Brendan was instrumental in the progress of NWT, conceiving and leading many ground-breaking projects and contributing hugely to where we are today. He will be very much missed by us all.

Thank you again.

**Alice Liddle, Chair of Trustees**



Spoonbill



Peacock butterfly

To read the full version of our strategy visit: [norfolkwildlifetrust.org.uk/strategy](https://norfolkwildlifetrust.org.uk/strategy)

**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

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# Year at a glance

Together we achieved so much this year. Here are just a few of our highlights:



Increased the amount of land we own or manage for wildlife – now over **5,000** hectares



Offered advice to improve **61** County Wildlife Sites for nature



Worked with Norfolk County Council to protect over **120** Roadside Nature Reserves



Examined **223** planning applications with wildlife in mind



Welcomed **175,000** people to our visitor centres – an increase of nearly 17% on last year



Reached **37,905** members – a growth of nearly 4% on the year before



**1,500** amazing volunteers helped us to protect wildlife

Strategy Outcome 1

# Abundant and thriving nature

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

As well as doing fantastic work every day across our 66 nature reserves to make them true exemplars, we undertake ambitious large-scale projects to achieve our goal of a strong, connected nature recovery across Norfolk.

**Adapting our nature reserves to a changing climate: Cley and Salthouse Marshes**

We completed major work to help the reserve and its wildlife adapt to rising sea levels and protect its freshwater habitats. In previous winter storms, huge volumes of shingle have been pushed by waves onto the marshes, blocking parts of the 'New Cut' – a huge drain located on the north side of the reserve that removes saltwater

from the site. We realigned and restored the most vulnerable section of the New Cut, making it less likely to be filled with shingle. North Norfolk experienced strong winds and a high tide shortly after work was completed, and saltwater was kept from moving onto our freshwater habitats.

By creating dykes, restoring a creek system and a reedbed pool, we provided habitat for fish and other wetland wildlife, and in turn food for birds such as bitterns.

The project was funded by grants from the Environment Agency – Anglian Eastern Regional Flood and Coastal Committee, and the Farming in Protected Landscapes programme,

*Below left: We are expanding ancient habitat in The Brecks to benefit wildlife such as the rare northern pool frog*

*Below right: NWT Operations Manager demonstrating the complete Cley New Cut which will help remove saline water from the reserve*

along with generous donations from NWT supporters, including Cley Bird Club and the family of Robert Gillmor.

**More space for rare Brecks wildlife**

Expanding ancient habitat in The Brecks for the rare northern pool frog is the focus of an exciting initiative, funded by Natural England's Species Recovery Programme. Together with the Woodland Trust and Amphibian and Reptile Conservation Trust (ARC), we are creating a tapestry of wildlife habitats on land adjacent to NWT Thompson Common to allow the existing pool frog population to move and grow.

We restored six buried ice age ponds, known as ghost pingos, which form

ideal conditions for pool frogs, on neighbouring Mere Farm. Support from members allowed us to purchase this land a few years ago.

Excitingly, all the pingos are holding water, and plants have begun to germinate, such as common water-crowfoot, an indicator of good water quality. Meadow creation also began – using native grasses and wildflowers, enhanced with seed from Thompson Common. Staff and volunteers planted over 1,400 native trees, such as blackthorn, spindle and buckthorn.

**Restoring our wetlands for wildlife**

We opened 2024 with an exciting new project making vital improvements to rare wildlife-rich wetlands near Kings

Our goals:

Improve

Expand

Connect

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

Create more space for nature

Connecting wild spaces for nature's recovery

**Norfolk Wildlife Services**

Norfolk Wildlife Services (NWS) continued to provide professional services to Anglian Water, English Heritage and a variety of other developers and domestic clients. Work included supporting clients with adapting to the newly introduced Biodiversity Net Gain requirements for developments and supporting UKPN to increase the biodiversity value within their electrical substations. All profits made by NWS are donated to Norfolk Wildlife Trust for nature conservation.

Lynn. Thanks to £210,350 from the FCC Communities Foundation as part of the Landfill Communities Fund, Grimston Wescapes builds on decades of work to successfully restore Roydon Common and Tony Hallatt Memorial Reserve for wildlife and focuses on improving the way water is managed across the sites.

Work included restoring a former stream, creating pools and scrapes, and installing fencing. Common frogs and toads now enjoy the pools, while pied wagtails and stonechats feed in the damp, squidgy margins. The fencing will encourage dense thickets of scrub for a range of nectar and pollen feeding insects, plus insect-feeders such as willow warblers.

**CASE STUDY**

**Monitoring what we do**

We launched a programme of work to enhance wildlife monitoring across our nature reserves to standardise and digitalise our approach. This included setting up a monitoring pilot project at Cley and Salthouse Marshes, development of digital data collection methods, plus developing a new system for logging rare plant species across our reserves. And it's not just nature that we monitor – we trialled automated visitor counter technology at Cley and Upton Broad.

Habitat management and wildlife monitoring was the focus at Sweet Briar Marshes, our new urban nature reserve, as we continued the 'discovery phase' of the project ahead of the reserve opening to the public. Norfolk Wildlife Services helped to establish an ecological baseline for the site, including using methods such as environmental DNA. This flagged species such as water vole that had been using specific ditches, and will inform site management and further surveys going forward.

*Right: Water vole*



© Robin Chittenden, NWT, Terry Whittaker/2020VISION



## Restoring and connecting priority habitats

We expanded our Nature Recovery team and produced a new strategy, setting out our plans for how we will work with others across the county to reverse the loss of nature and instead see abundant and thriving wildlife all around.

Our County Wildlife Sites (CWS) are key to our nature recovery work, providing vital habitats and stepping stones for wildlife across Norfolk. We offered advice on 61 CWS detailing how to bring the land into the best condition for nature. Thanks to an additional team member, we also resurveyed 60 woodland and priority grassland sites. Up-to-date records help us give accurate advice to

landowners and guide our responses to development proposals.

As part of our Network for Nature project, funded by National Highways, we restored meadow, fen and ponds on CWS at Scarning and Silfield. The impact of this work will be measured over the next couple of years by determining if our new habitat creation has led to an increase of key indicator species, such as great crested newt.

Funding from Norfolk Rivers Trust enabled us to provide locally sourced green hay and hand-collected wildflower seeds to 19 sites across the county to enhance floral diversity and safeguard key target species

such as sulphur clover. Across Norfolk we advised over 20 landowners on how to enhance habitats on their farms including hedge management, pond restoration and connecting the landscape for the benefit of wildlife.

We worked in partnership with Norfolk County Council to maintain and protect 120 Roadside Nature Reserves. Over the last two years, we have been supporting the council in their ambition to increase the network by 180 sites. Roadside verges often contain the last remnants of ancient meadow flora, so are vital in restoring biodiversity.

As part of the Brecks and Fen Edge & Rivers Landscape Partnership

scheme, funded by the National Lottery Heritage Fund, we have been running a project restoring ghost pingos within The Brecks and exploring the science behind achieving the best restoration results. Last year, we excavated four pingos bringing the total to 16 over three years on Watering Farm and across Norfolk. Together with other experts including University College London and the Norfolk Geodiversity Partnership, we produced new guidance on the restoration of these ancient ponds.

We continued to champion wildlife through the planning system by ensuring that any impacts are considered both in strategic plans, where the policies that apply to all development are set, and in individual planning applications. We responded to 223 planning applications, making recommendations on 23 of them and objecting to nine where impacts on CWS or other areas of importance for wildlife were unacceptable.

In partnership with other conservation organisations, we continued to warn of catastrophic damage to one of the UK's most important wetlands if a proposed tidal barrier on The Wash goes ahead. Our Planning and Advocacy Manager spoke at a public meeting attended by over 500 people in Hunstanton. Our presentation highlighted the global importance of this vital estuarine environment for nature and people, and provided evidence of the disastrous impacts on wildlife of comparable developments around the world.

Above left: We provided locally sourced green hay to 19 sites across the county to enhance floral diversity

Above: We have been restoring ghost pingos within The Brecks

Above right: Aquatic plants such as common water-crowfoot thrive in restored pingos

Right: A grey plover feeding on The Wash, the location of a proposed tidal barrier



### CASE STUDY Bringing back our peatlands

We've been working with Fens East Peat Partnership (FEPP) to identify areas across west Norfolk that have potential for peatland regeneration. Last year, focusing on four of the most promising sites, we collaborated with landowners to create detailed plans for restoration. Around 200 hectares of farmed or forested land will be taken out of commercial management and restored to create substantial mosaics of reedbed, fen and wet grassland.

Re-wetting these sites and promoting new habitats will support a wide range of fenland plants, invertebrates such as dragonflies and damselflies, water voles and iconic bird species such as crane, bittern and marsh harrier. Just as importantly, these projects will also make a meaningful contribution to our fight against climate change. This work is made possible thanks to funding from the Natural England 'Nature for Climate – Peatland Restoration Grant'.



Four-spotted chaser

## Highlights from our nature reserves



We celebrated fledgling spoonbills at Hickling Broad and Marshes with three nests producing three youngsters – the first known breeding success in the Norfolk Broads for around 400 years. Our Hickling Broad nature reserve has become a haven for spoonbills in recent years, thanks to a combination of habitat management and an increasing British population.



The rare and declining plant, petty whin, has made an impressive comeback at East Winch Common after a 25-year absence, thanks to clearing areas of dominating purple moor-grass as part of Network for Nature funded by National Highways.



At Ringstead Downs, conservation grazing of British White cattle each winter has benefited a wide range of chalk grassland plants and invertebrates. Exceptional numbers of thimble morel and semifree morels appeared last spring, popping up in new areas.



We successfully introduced innovative grazing technology at Sweet Briar Marshes, and Hoe Rough and Beetley Meadows. Cattle wear collars containing a GPS tracker, allowing the reserve team to easily focus grazing in the areas that need it the most.



Our Foxley Wood enclave project, funded by PSH Environmental Ltd, aims to return nearly five hectares of adjacent agricultural land back to woodland. To prevent deer browsing, we installed raised fencing allowing oak, hazel and blackthorn saplings to emerge.



Targeted habitat management at Trinity Broads, such as leaving more scrub within the reedbed and creating edge habitat at the borders of wet woodland, led to improved numbers of sedge warbler and breeding ducks. We counted over 400 tufted duck in one day.



For the second consecutive summer, a pair of osprey were seen in and around the nesting platform at Ranworth Broad and Marshes. The installation of a platform at an undisturbed peaceful location has played an important part in encouraging osprey to the reserve.



Norfolk hawker dragonfly had a good year at Thorpe Marshes. Clearing choked ditches provided open areas of water where the dragonflies were regularly seen laying eggs. Sections of ditches are managed on rotation to ensure a mosaic of habitats.



At Syderstone Common, the natterjack toad population has continued to increase in response to targeted conservation management. Despite the valley being flooded all spring, surveys have shown an impressive population of various ages of toad.



Thanks to new predator fencing at two of our sites in The Brecks our stone curlew fledgling numbers almost doubled from last year with 13 pairs hatching 12 chicks.



We continued our partnership work with Forestry England, creating habitat for specialist Brecks flora such as Spanish catchfly and maintaining nightjar habitat.



Green-winged orchid had a bumper year at New Buckenham Common with over 26,000 counted – a 63% increase on last year.

## Strategy Outcome 2

# People valuing nature

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

*We worked in new and creative ways to inspire even more people to join us in our quest for a wilder Norfolk.*

We recruited more new memberships than in any previous year with a record-breaking 37,905 members as of end of March 2024, a growth of nearly 4% on the year before. We were also delighted to see a 40% increase in young people joining us as part of a family membership.

An incredible 451 volunteers took part in corporate work parties, the highest number ever recorded. At our new Sweet Briar Marshes nature reserve, 380 volunteers contributed 2,000 hours of conservation work as part of a mix of corporate, public and youth groups.

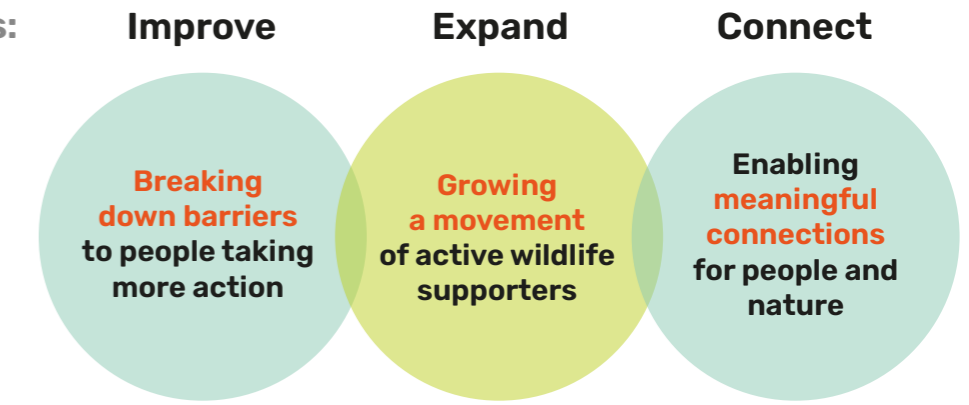
Volunteers also play a vital part in our Churchyard Conservation Scheme. The 13-strong team recorded plants and other wildlife across 39 churchyards. We ran 37 churchyard activities, including survey days, workshops (from wildflower identification to scything) and advice visits, attended by over 200 people.

We launched Wilder Schools, a pilot initiative to empower Norfolk schools to use their grounds for wildlife, learning and wellbeing. Supported by the NWT Children and Nature Fund and Friends of Holt Hall, Wilder Schools aims to improve school grounds for biodiversity in the long-term, contributing to nature's wider recovery. Focusing first on three Norfolk schools, Fairhaven Primary School, Angel Road Junior School and

Mile Cross Primary School, we organised assemblies and conducted school sessions where children could discover their outdoor environment and local nature, along with providing training sessions for teachers. Expanding our work with children and young people is integral to meeting our strategic goal of inspiring 1 in 4 people in Norfolk to act for nature by 2030.

Wilder Wardens, our practical conservation group for young people, continued to thrive and grow. We held monthly sessions with a group of up to ten 11-25-year-olds at Hickling Broad and Marshes. The young people got involved in tasks such as hedge planting, bridge building, making a hibernaculum, cutting back vegetation for visitor access – and lots more!

It was our third year of Wilder Communities – a series of workshops aimed at supporting individuals of all ages to act for nature within their neighbourhood. We ran 20 sessions, attended by over 290 people, who gained knowledge on a wide range of topics, from how to plant a wildflower meadow to how to create a poster for a nature event. We also provided advice on managing land for wildlife, from ponds and meadows to new woods, delivering 43 sessions to 130 people. We met the increasingly high demand for this service thanks to a new dedicated team member.



Our Nextdoor Nature programme, supported by the National Lottery Heritage Fund, flourished in its second year, demonstrating the value of empowering communities to lead the way in creating change where they live or work. We supported over 100 practical activities and events within the Mile Cross area of Norwich. Residents also set up the nature-focused Green Hearts group – actions so far have included setting up a community garden and creating a wildflower patch. Our Nextdoor Nature work will inform our wider urban programme, helping us to inspire even more people to act and care for nature in towns and cities.

**Making connections**

Connected over **11,000 children** and young people with nature on our reserves, in education settings, and at events

Gained **4,493 new followers** across our social media channels

Received over **600 entries** to our photography competition

Left: This year saw a 40% increase in young people joining us as part of a family membership  
Centre: We engaged with families and children at our events and as part of our work with schools across the county

Right: Meeting local communities as part of Nextdoor Nature in Norwich



## Our visitor centres

We completed a major new project to revamp the facilities at Ranworth Broad, improving visitor facilities and access to the site, adding new information and signage as well as offering new family-focused activities. This is all aimed at making the reserve an even better place to explore Norfolk's iconic wildlife and learn more about the importance of wetlands in the Bure Valley. A hide donated by Acle St Edmund C of E Primary School was relocated to Ranworth, overlooking a quiet, previously inaccessible area of water, where we also created an otter holt and a kingfisher bank. Plus, we added a new bike shelter to encourage visitors to cycle to the reserve.

The transformation was made possible thanks to a variety of our

supporters, including Essex & Suffolk Water, Norwich Freeman's Charity, The Ranworth Trust, The Bure Valley Conservation Group and contributors to the Children and Nature Fund.

At Cley and Salthouse Marshes visitor centre, we hosted a retrospective exhibition of the work of Robert Gillmor, renowned Cley-based artist, former president of the Society of Wildlife Artists and long-term supporter of NWT. Robert's work is well known in the world of natural history, not least for gracing the covers of the New Naturalist series. Robert's beautiful lino prints celebrate the natural world and many were inspired by the wildlife of Cley Marshes.

Below: We created an otter holt and kingfisher bank in a previously inaccessible area of water at Ranworth Broad. We also revamped the reserve's facilities, improving access to the site and offering family-focused activities

### Visitor centre highlights

We welcomed **175,000 people** to our visitor centres, served an incredible 87,000 hot drinks and 18,000 scones!

**23,000 visitors** gift aided their reserve entries to NWT. Gift Aid is one of the simplest and most effective ways of giving to charity, allowing us to claim 25p for every £1 that is donated.

**7,000 visitors** enjoyed wildlife boat trails



### CASE STUDY

#### Sweet Briar Marshes – a community-focused approach

Aside from its superb biodiversity, the urban location of NWT Sweet Briar Marshes provides new and exciting opportunities to connect more people with the natural world.

We asked local communities and members what they wanted from Norwich's newest nature reserve to help create a shared vision. Every one of the 1,000 people we heard from provided us with vital insights. Most shared our desire that the area should be kept as natural as possible, with facilities to enable people to connect with nature. Together we generated the ideas and feelings that our landscape architects, Sheils Flynn, used to guide the design.

We also ran over 50 events on site so people could come and explore ahead of the official opening in May 2024. Many different groups visited, such as families from New Routes, a charity supporting refugees and asylum

seekers, as well as Vision Norfolk, a charity supporting people living with sight loss and visual impairment.

Inclusive Norwich gave us advice and support to help us ensure Sweet Briar Marshes would be accessible for all. Their Vice Chair, Rachael Andrews, who is sight impaired and has a guide dog, and Chairperson Dave Shruga who uses a wheelchair, advised on

vital aspects such as the type of accessible path to install. Inclusive Norwich will continue to help us with our ongoing designs to make Sweet Briar Marshes as accessible as possible, for which we are very grateful.

Find out more about our newest nature reserve: [norfolkwildlifetrust.org.uk/SweetBriar](https://norfolkwildlifetrust.org.uk/SweetBriar)

Below: Vision Norfolk visits Sweet Briar Marshes



### “Sweet Briar Marshes can be wild and accessible at the same time, and that’s really important.”

Rachael Andrews, Vice Chair at Inclusive Norwich.

### CASE STUDY

#### Our Hickling Vision

In 2023, we purchased a plot of land at Hickling Staithe which included the Pleasure Boat Inn pub, adjacent buildings and a large car park, together with associated moorings. We purchased most of the other land around the pub in 2017 and the pub is the ‘missing link’ to help realise our vision for wildlife and people in and around Hickling Broad and Marshes.

This move sees us developing our vision for the area’s wildlife and people, working alongside the local community.

In addition to taking care of this unique and vital landscape for wildlife, we aim to create facilities that will provide new opportunities for everyone to experience Hickling’s fantastic wildlife in an area where nature, the community and the local economy are all thriving.

Investing in a popular local pub is the first step in allowing us to create new ways to introduce people to the nature, landscape and wildlife of Hickling, including walking routes

and a growing programme of boat trips from the staithe. It will also provide us with a new source of income to support our work.

Next steps will be to find a suitable business partner to run the pub on our behalf and we will continue to work alongside the community to develop our Hickling vision.

Find out more: [norfolkwildlifetrust.org.uk/PleasureBoatInn](https://norfolkwildlifetrust.org.uk/PleasureBoatInn)

© Jimmy King, Dawn Monrose

© Denzil Dean



Strategy Outcome 3

# Leaders for nature

An influential, resilient and collaborative trust

*We focused on building strong foundations this year, from installing more efficient systems to investing in our people, as well as maximising our impact through collaboration.*

Achieving the very best for Norfolk's wildlife means that we need robust, efficient systems and processes to support our people and the amazing work they do.

As part of the Building Foundations for the Future project funded by the National Lottery Heritage Fund, we prepared to launch a new finance system and began work on our new website, which will offer a fresh design, revamped content and a more streamlined

structure. We also completed work on securing a new payroll provider. This year also saw the successful implementation of a new 'electronic point of sale' system across our five visitor centres to ensure they run smoothly, efficiently and provide excellent customer service. The new technology is already driving sales activity, improving stock management, as well as enhancing staff, volunteer and visitor experience.

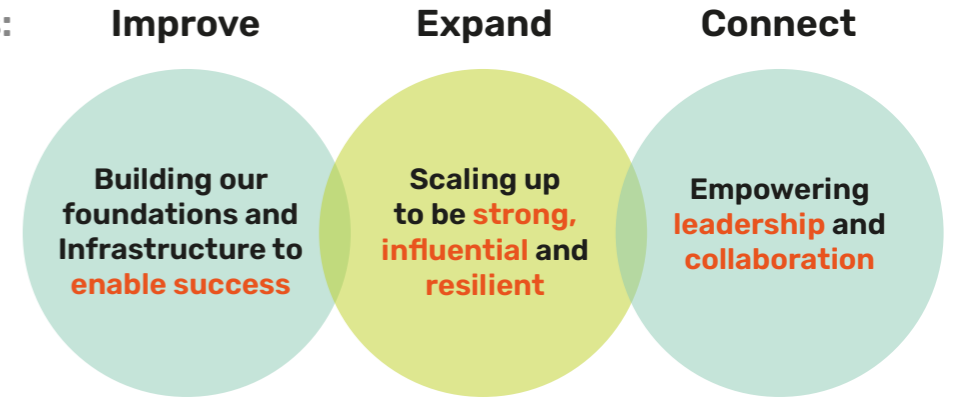
A newly recruited 'Head of People and Culture' will help ensure we have a healthy, happy team at NWT to unleash their full potential for nature. They led an all-staff engagement event to start work on determining our organisational values. A new staff forum has provided

an important opportunity for our strategic leadership team to hear from representatives across the Trust.

A pay structure review was carried out to make sure our salaries are competitive, enabling us to recruit and retain the best talent. We have also ensured that all our staff will be paid the Real Living Wage in 2024/25 and it is our intention to continue to do so.

We formed an Equality Diversity and Inclusion (EDI) working group to focus on this important area. The Wildlife Trust has produced a Diversity Dashboard, which we're using to gain a better understanding of our staff and will guide us in our efforts to be an equal opportunities employer.

Our goals:



We started working with new membership recruiters who are enabling us to have a regular presence around the county such as at retail venues, local events and visitor attractions. This provides us with increased opportunities to meet and engage new members and raise more essential funds for wildlife.

Our Sweet Briar Marshes project provided excellent collaboration opportunities. We shared our vision of a wilder Norwich, with our new nature reserve at its heart, with Norwich City Council and the Greater Norwich Growth Board – receiving positive responses. An exciting new partnership will see Norfolk

and Norwich Naturalists' Society conducting monitoring work at Sweet Briar Marshes over the next two years.

Raising awareness of the role nature has in addressing the climate crisis was a focus this year. We dedicated an issue of our *Tern* members' magazine to the topic inviting climate change specialist, Dr Jeff Price from UEA's Tyndall Centre, to write the central article and showcasing how our work, such as protecting Norfolk's peatlands, can make a difference. Reducing carbon emissions across all areas of our work continues to be a key goal. We added two electric vans to our fleet and an electrical charging point at our Norwich HQ.

**CASE STUDY**  
**Working together to protect the wildlife of the Wensum Valley**

Our campaign against the proposed Norwich Western Link road development became even more urgent as Norfolk County Council (NCC) received the green light to submit a planning application. Together with other environmental groups, we continued to warn of the devastating impact of the road on the UK's largest known barbastelle bat super-colony – evidenced in new research carried out by NWT conservation scientist Dr Charlotte Packman and shared with NCC and Natural England (NE). Over 18,000 people also signed a joint petition against the road that was delivered to County Hall.

Natural England subsequently placed 'favourable conservation status' on the barbastelles, which provides a further barrier to the road going ahead. However, the decision prompted outcry from supporters of the scheme who labelled the bat guidance as 'arbitrary'. We wrote a letter backing the dedicated work of Natural England to the Rt Hon Steve Barclay MP, DEFRA Secretary of State co-signed by national organisations including The Wildlife Trusts, RSPB, The Woodland Trust, Buglife and Butterfly Conservation.

Keep up to date:  
[norfolkwildlifetrust.org.uk/NWL](https://norfolkwildlifetrust.org.uk/NWL)

*Left: We improved our systems and processes, including new finance systems and a new membership recruitment model; Centre and right: We continued to warn of the devastating impact of the Norwich Western Link road on barbastelle bats*



© Jimmy King, NWT



## Growing support for our work

Corporate support grew significantly as more businesses focused on supporting nature and biodiversity as part of their sustainability strategies. From over 90 'Investors in Wildlife' to major sponsors for projects, the commercial sector contributes hugely to the success of our work. Important in-kind contributions also surged, including substantial IT support and technology from Melbek, and energy-saving new chiller cabinets provided by Foster-Gamko.

Sweet Briar Marshes project partners, Aviva, continued to be integral to the success of our new urban reserve, contributing a further £300,000 as we built our new team, restored habitat, and created infrastructure ahead of its opening to the public. Generous funding from Biffa Award, as part of the Landfill Communities Fund, paid for the essential infrastructure needed to introduce cattle to the marshes – vital for improving the site for wildlife.

We secured funding from The National Lottery Heritage Fund, with thanks

to players of the National Lottery, towards an exciting project that helps us scale up our impact and build a stronger, more resilient organisation. The funding will support our new Building Foundations for the Future project, as we look to empower more people from all backgrounds to value and act for nature locally. A new senior youth engagement role will help us create and deliver inspirational, youth-led opportunities for young people to connect with nature and amplify their voice within our work.

Our Children and Nature Appeal which supports our ongoing programme of work to create more opportunities for Norfolk's children and young people to connect with nature, was a great success, with over £15,000 generously donated so far.

Fundraising throughout our communities continued through collections, sponsored challenges and honouring loved ones through donations in memory. We were grateful to receive over £3,450 from our collection boxes.

### Support in numbers

Over **£800,000** pledged by grant-giving bodies to deliver work over the next two years to improve habitats on our nature reserves, better engage with young people and improve the efficiency of our work by modernising our internal systems

Four new companies joined as 'Investors in Wildlife', bringing our **total to 91**

An extraordinary **£2.25 million** received from people who had generously remembered Norfolk Wildlife Trust in their Wills

**£17,750** kindly donated in memory of friends and loved ones



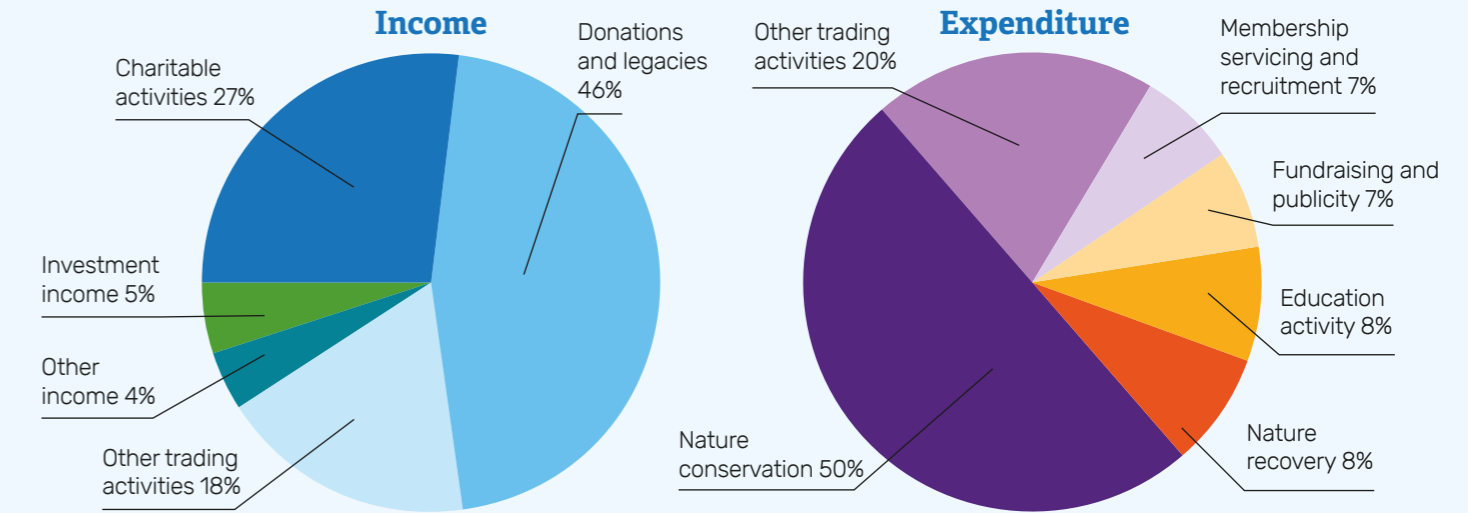
Below left: Funding allowed us to introduce cattle to Sweet Briar Marshes, vital for improving the site for wildlife



### Aviva and Sweet Briar Marshes

Sweet Briar Marshes project partners, Aviva, not only provide incredibly generous financial support but also contribute hugely to our work through staff volunteering. A record breaking 400 Aviva staff volunteered for a day on our reserves, with over 100 supporting us with conservation work at Sweet Briar Marshes.

## Financial summary



### NWT Year ended 31 March 2024 (including subsidiaries)

	2024 £000's	2023 £000's
<b>Income</b>		
• Donations and legacies	3,770	2,998
• Charitable activities	2,225	1,959
• Other trading activities	1,480	1,323
• Investment income	415	244
• Other income	289	281
<b>Total income</b>	<b>8,179</b>	<b>6,805</b>
<b>Expenditure</b>		
• Nature conservation	4,087	3,228
• Nature recovery	637	478
• Education activity	631	553
• Fundraising and publicity	590	667
• Other trading activities	1,568	1,449
• Membership servicing and recruitment	607	352
<b>Total expenditure</b>	<b>8,120</b>	<b>6,727</b>
<b>Net (losses) / gains on investments</b>	<b>305</b>	<b>(205)</b>
<b>NET INCOME</b>	<b>364</b>	<b>(126)</b>
<b>Total funds brought forward</b>	<b>25,157</b>	<b>25,283</b>
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>25,521</b>	<b>25,157</b>

### Group balance sheet as at 31 March 2024

	2024 £000's	2023 £000's
Tangible fixed assets	14,785	13,855
Investments	3,912	3,607
	<b>18,697</b>	<b>17,462</b>
<b>Current assets:</b>		
• Stock	107	96
• Work in progress	31	31
• Debtors	1,669	2,031
• Cash term deposits	1,353	3,653
• Cash in hand and at bank	4,684	2,715
	<b>7,844</b>	<b>8,526</b>
Creditors: amounts falling due in less than one year	1,020	831
<b>Net current assets</b>	<b>6,824</b>	<b>7,695</b>
<b>TOTAL ASSETS</b>	<b>25,521</b>	<b>25,157</b>
<b>RESTRICTED FUNDS</b>	<b>12,415</b>	<b>12,754</b>
<b>UNRESTRICTED FUNDS – GENERAL</b>	<b>3,300</b>	<b>1,798</b>
<b>UNRESTRICTED FUNDS – DESIGNATED</b>	<b>9,806</b>	<b>10,605</b>
	<b>25,521</b>	<b>25,157</b>

**Independent Auditor's statement to the Trustees of Norfolk Wildlife Trust.** We have examined the summarised financial statements of Norfolk Wildlife Trust for the year ended 31 March 2024 set out below.

**Opinion**  
In our opinion the summarised financial statements are consistent with the full annual financial statements and the Trustees' Annual Report of the Norfolk Wildlife Trust for the year ended 31 March 2024.

Lovewell Blake LLP,  
Chartered accountants & statutory auditor,  
Bankside 300, Peachman Way,  
Broadland Business Park,  
Norwich, NR7 0LB  
31 July 2024

**Trustees' Statement**  
The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the Trustees' Annual Report with those financial statements. Their report on the full annual financial statements contained no statement under sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006. The full audited annual accounts were approved by trustees on 18 July 2024 and will be submitted to the Charity Commission after the Trust's AGM on 7 November 2024.

The summary financial statement may not contain sufficient information to allow a full understanding of the financial affairs of Norfolk Wildlife Trust. For further information the full audited annual accounts should be consulted – copies are available from Norfolk Wildlife Trust, Bewick House, 22 Thorpe Road, Norwich NR1 1RY and also from the Norfolk Wildlife Trust website.  
**Lyndsay Whiteman, Treasurer**

# Looking to the future



I'm delighted that we were able to hit the ground running in our delivery of *A Wilder Norfolk for All*, and the previous pages highlight what we're doing right – inspiring hundreds of people to act for nature, standing up for wildlife, finding innovative ways to improve and connect landscapes to benefit

the natural world, and so much more. We are rightly proud of our achievements, yet we must continue to strive to magnify our impact to respond to the scale and gravity of the nature and climate crisis that confronts us. How we respond to this will determine the quality of life for generations to come, in Norfolk and beyond. Alongside all our regular work, we will focus on priorities identified in our strategy, to create an even greater impact.

## Outcome 1: Abundant and thriving nature

We will focus our efforts for nature's recovery in key areas of Norfolk to create landscape scale demonstrations of how we can collaborate to achieve greater impact. We will expand the advice and support we offer to farmers and landowners to help them bring their land into the best condition for wildlife, by utilising the rich depth of expertise within our staff teams. And we will start delivery of projects harnessing 'green finance' income streams such as biodiversity net gain, nutrient neutrality, and carbon credits. Alongside this, we will continue to target significant and strategic land acquisitions, which will drive Norfolk's nature recovery.

## Outcome 2: People valuing nature

We will continue our focus on bringing nature to new audiences. Plans include furthering our work with young people by setting up a Youth Forum and a Youth Advisory Board; and building on our urban work in Norwich, following the successful launch of our Sweet Briar Marshes nature reserve. We also look forward to developing our vision for wildlife and people in and around Hickling Broad and Marshes nature reserve, with the newly purchased Pleasure Boat Inn providing exciting opportunities to introduce people to the unique landscape and wildlife of the area.

## Outcome 3: Leaders for nature

We will continue to transform our systems and processes, focusing particularly on IT and digital infrastructure and finalising our finance system implementation. Continuing to invest in income generation will also be a key focus, building on record membership figures. Vitally, we will keep building our influence with increased campaigning activity and work with elected representatives to ensure they speak up for Norfolk's nature.

So, there is much to do, but with your support, all this remains possible, and we will achieve it together.

**Eliot Lyne, CEO**

© Jimmy King

## Norfolk Wildlife Trust would like to thank the following supporters in 2023/2024

### Grants and Charitable Trusts

Charitable Trusts and Grant Giving Organisations supported NWT through valuable regular contributions towards core activities and project funding including: habitat conservation as part of Grimston Wetscapes and the Cley New Cut, enabling people to take action for wildlife with our Nextdoor Nature initiative, and supporting NWT resilience through Building Foundations for the Future.

Anglian Water – Flourishing Environment Fund  
 Anglian Water – Invasive Species Fund  
 Ashford Charitable Trust  
 Banister Charitable Trust  
 Biffa Award  
 Environment Agency & Natural England – Investment Readiness Fund  
 Essex & Suffolk Water – Branch Out Invasive Non-Native Species Fund  
 Farming in Protected Landscapes Programme  
 FCC Communities Foundation  
 Friends of Holt Hall  
 Green Recovery Challenge Fund  
 National Highways – Network for Nature  
 National Lottery Heritage Fund – Brecks Fen Edge & Rivers Landscape Partnership Scheme  
 National Lottery Heritage Fund – Nextdoor Nature, through the Wildlife Trusts  
 National Lottery Heritage Fund – Building Foundations for the Future  
 National Lottery Heritage Fund – Water, Mills & Marshes Landscape Partnership Scheme  
 Natural England – Species Recovery Programme Capital Grants Scheme  
 Natural England / RSPB – England Beach Nesting Bird Programme  
 Norfolk Broads Lions Club  
 Ranworth Trust  
 Sarnia Charitable Trust  
 Saxham Trust  
 Spurrell Charitable Trust

### Cley New Cut

Cley Bird Club  
 Environment Agency – Anglian Eastern Regional Flood and Coastal Committee  
 Farming in Protected Landscapes Programme  
 Moss Taylor  
 Robert Gillmor and family  
 And significant support from a generous major donor and legacy gifts

### Discovering Ranworth Broad

Bure Valley Conservation Group  
 NWT Children and Nature Fund  
 Essex & Suffolk Water  
 Norwich Freeman's Charity  
 Ranworth Trust  
 and other generous supporters

### Sweet Briar Marshes

Aviva  
 Banister Charitable Trust  
 Biffa Award  
 Esmée Fairbairn Foundation  
 The Geoffrey Watling Charity  
 Inclusive Norwich  
 Leslie Mary Carter Charitable Trust  
 The Martin Laing Foundation  
 Norwich City Council  
 Paul Bassham Charitable Trust  
 Ranworth Trust  
 Shelroy Charitable Trust  
 Spurrell Charitable Trust  
 Our thanks to the many generous members and supporters who have supported our efforts at Sweet Briar Marshes

### Community Fundraisers

Andy Usher – chainsaw carving sales  
 Brian Budds – plant sales  
 Chris Durdin and Honeyguide Wildlife Holidays  
 Volunteer collection box coordinator Philip Mariner, and approximately 200 Norfolk businesses and individuals holding NWT collection boxes  
 Salena Dawson – London Marathon  
 Kate O'Rourke – donations from dance group  
 Jane Brun, Barbara King, Helga Joergens (Lendrum), and David Lendrum – art exhibition

### Support from Business

In addition to subscriptions to our Investors in Wildlife membership scheme (see back), we have received generous sponsorship, volunteering, delivery and promotional support from the corporate sector.

Anglian Water Services Ltd  
 Aviva  
 Bateman Groundworks  
 Bird Watching & Wildlife Club (BWWC)  
 Broadland Drinks  
 Carl Zeiss Ltd  
 Cley Spy  
 Creative Image Management  
 Enterprise Mobility  
 Foster-Gamko  
 Greater Anglia  
 Holiday Property Bond  
 John Lewis Norwich  
 Lisa Angel  
 Loveday and Partners  
 Melbek  
 Midwich  
 Norfolk Chambers of Commerce  
 Norfolk Heritage Fleet  
 Norfolk Hideaways  
 Nu Image  
 PSH Environmental  
 Peter Beales Roses  
 Pinkfoot Gallery  
 ROAR!! Dinosaur Adventure  
 Ronaldos Ices  
 George Shippam Financial Planning  
 Sop – Scents of Place  
 Smith & Pinching  
 Swallowtail Print  
 The Travelling Naturalist  
 The Bakehouse  
 UK Power Networks  
 Vine House Farm  
 Waitrose Eaton  
 Wildsounds and Books  
 XLT Distribution

### Partners and Supporters

Acle Garden Machinery  
 Amphibian and Reptile Conservation Trust  
 Beetley Parish Council  
 Breckland District Council  
 Brecks Heath Partnership  
 Broads Authority  
 Broads IDB  
 Broadland District Council  
 Bure Valley Conservation Group  
 Courtyard Farm  
 Crown Point Estate  
 Eastern Inshore Fisheries and Conservation Authority  
 Environment Agency  
 Farming & Wildlife Advisory Group for Norfolk  
 Forestry England  
 Gressenhall Farm and Workhouse  
 Gaywood Valley Conservation Group  
 Holkham Estate  
 King's Lynn and West Norfolk Borough Council  
 Le Strange Estate  
 Lynton Wines  
 National Trust  
 Natural England  
 Norfolk Biodiversity Information Service  
 Norfolk Biodiversity Partnership  
 Norfolk Coast Partnership  
 Norfolk County Council  
 Norfolk and Norwich Naturalists' Society  
 Norfolk Rivers Trust  
 Norwich City Council  
 Richard Osbourne Photography  
 RSPB  
 Seasearch East  
 South Norfolk District Council  
 Swallowtail Print  
 University of Central London  
 University of East Anglia  
 Wash and North Norfolk Marine Partnership  
 Wendling Beck Alliance  
 Woodland Trust

**Our thanks to the many anonymous trusts, foundations and individual donors who support us in all our work**

## Investors in Wildlife 2023/2024

### Corporate Partners

Anglian Water  
Aviva  
Essex & Suffolk Water  
Foster-Gamko  
Greater Anglia  
Melbek  
PSH Environmental  
Smith & Pinching Financial Services  
Vine House Farm

### Gold Members

Bateman Groundworks  
Carl Zeiss Ltd  
Enterprise Mobility  
ESE Direct  
George Shippam Financial Planning  
Loveday and Partners  
Midwich  
RWE Generation UK  
Richardson's Boating Holidays  
Swallowtail Print  
UK Power Networks  
Woodforde's Brewery

### Silver Members

Broadland Drinks  
Canine Cottages  
Cozens-Hardy LLP  
Dr Stump  
Empresa  
Forest Holidays  
Harrison Group Environmental  
Heacham Manor Hotel  
Heat Different

Herbert Woods  
Holiday Cottages  
HPB Barnham Broom  
Hugh J Boswell  
IRIS Rigging  
Lisa Angel  
Lynton Wines  
Martham Ferry Boatyard  
Norfolk Cottages  
Norfolk Hideaways  
Nu Image  
Richard Osbourne Photography  
Rockthorn Ltd  
Searle's Leisure Resort  
Stowe Family Law Norwich  
Swarovski Optik  
The Travelling Naturalist

### Bronze Members

Alan Boswell & Co  
AF Group  
Barker Bros Builders  
Ben Burgess Garden Equipment  
Blue Sky Leisure  
British Sugar PLC  
Brown & Co  
BTS Group  
Catton Print  
Cheveley Park Farms  
Cley Spy  
Clippesby Holidays  
Cox's Boatyard  
Creative Image Management  
D & F McCarthy  
Daniel Connal Partnership



Howes Percival LLP  
Interconnector (UK)  
John Innes Society  
John Lewis Partnership (Norwich)  
Larking Gowen  
M+A Partners  
Norfolk Chambers of Commerce  
Norfolk Pamments  
Orbital Foods  
Panks Engineers  
Peter Beales Roses  
Pinkfoot Gallery  
Poultec Training  
ROAR!! Dinosaur Adventure  
Ronaldo Ices  
Savills  
The Saracen's Head Diss  
Sibelco UK  
Sop – Scents of Place  
Sun Essences  
Tarmac  
The Bakehouse  
The John Jarrold Trust  
Thursford Collection  
Voluntary Norfolk  
Whin Hill Cider  
Wild Sounds & Books  
XLT Distribution



As a responsible charity we are proud of our code of conduct and our resulting record in protecting our members' details within the organisation.  
[norfolkwildlifetrust.org.uk/about-us](https://norfolkwildlifetrust.org.uk/about-us)

During the year, we continued to implement changes to our corporate governance arrangements to bring us closer to compliance with the Code in a way that befits a charity of our size, and the nature of our activities. The Council of Trustees has several sub-groups of Council members to advise it, each with its own terms of reference which are reviewed regularly. The full list of sub-groups advising Council is: Finance, Audit & Risk (incorporating Remuneration); Governance; and Nominations. The Nominations Group is chaired by Andrew Barnes, a recently retired solicitor, who is independent of the Trust.

Our Impact Report can also be read on our website as a text-only document. The Impact Report 2023-24 is available to download at [norfolkwildlifetrust.org.uk/PlainTextImpactReport](https://norfolkwildlifetrust.org.uk/PlainTextImpactReport)



The  
**Wildlife**  
Trusts

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