

Indicators of past performance

	1998/99	2003/04	2008/09
Nature reserves owned	24 (452ha)	28 (742ha)	30 (886ha)
Nature reserves leased	10 (101ha)	9 (72ha)	9 (62ha)
Farming operations	None	Blakehill Farm	Blakehill Farm Coombe Bissett Farm Lower Moor Farm
Livestock numbers	6 cattle 3 sheep	10 cattle 30 sheep	319 cattle 192 sheep 6 ponies
Learning centres	None	Langford Lakes	Langford Lakes Lower Moor Farm
No. of pupils 'reached'	Not recorded	14,257	16,297
Wiltshire and Swindon Biological Records Centre			
No. of planning applications:			
- processed	10,077	12,750	9,404
- screened	3,549	3,154	2,321
- reported on	275	340	234
No. of biological records held	Incomplete records	684,897	715,740
No. of staff employed: full-time	29	52	47
part-time	8	15	23
No. of members (incl. Watch)	10,607	14,799	18,796
Total income from membership (incl. Gift Aid)	£209,328	£349,207	£636,777
Annual income	£1,271,821	£2,587,580	£3,910,680
Expenditure:			
revenue	£958,426	£2,554,655	£2,872,434
capital	£103,541	£52,079	£559,635
Net assets at year end	£2,813,032	£5,201,013	£7,379,660

Photos and credits: front cover: Morgan's Hill Nature Reserve – Mike Roberts; inside spread: small white butterfly on harebell - Sarah Marshall/WWT; bumblebee – Darin Smith; schoolchildren learning to use water wisely - Pinecroft Primary School; lapwing – Darin Smith; cows at Coombe Bissett Down Nature Reserve – Sarah Marshall/WWT; otter – Darin Smith; volunteers at work – Paul Darby/WWT



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Wiltshire Wildlife Trust

Strategic Plan 2010-2015



*If you believe that nature provides beauty and hope
and is worth defending,
where every contribution is valued and repaid in kind,
where experience is shared with everyone,
so people are part of the solution,
living on a fair share of the world's resources,
then welcome to Wiltshire Wildlife Trust.*

Wiltshire Wildlife Trust was set up in 1962 to campaign and take action to protect the natural environment. Since then the Trust has grown to become one of the UK's leading environmental charities, working to create a sustainable future for wildlife and people.

Our work covers the unitary authority boundaries of Swindon and Wiltshire. We are part of the UK Wildlife Trusts movement (a network of 47 local Trusts with a combined membership of over 750,000) and part of the South West Wildlife Trusts.

As the Trust approaches its 50th anniversary, we believe a bold new approach is needed to tackle the threats to the natural world before it is too late. The 2010-2015 Strategic Plan reflects this sense of urgency, placing a greater emphasis on raising awareness of the likely impacts of climate change, and the need to develop adaptation and mitigation measures, including the importance of creating 'Living Landscapes' based on functioning ecosystems. The Trust will continue to lead and support the transition of society towards more sustainable living and will seek to ensure that our work is based on sound knowledge and evidence, and that we use this to influence and inform decisions by others.

Our Vision is "a sustainable future for wildlife and people". It is based on a Wiltshire of living landscapes, full of wildlife and enjoyed and valued by everyone, where people live in sustainable and resilient communities with a high quality of life achieved with minimum environmental impact.

As a membership organisation, the Trust is committed to working with our supporters and volunteers and a full range of different partners. Our Mission is "to help wildlife adapt to climate change; value, protect and enhance ecosystem functions; inspire people to enjoy, understand and take action to protect the natural world; help people to live more sustainably and enhance their health and wellbeing through greater contact with nature."



For the next five years, April 2010 to March 2015, we have set ourselves the following objectives:

1. **Create 'Living Landscapes' across Wiltshire**
2. **Lead and support the transition of society towards more sustainable living**
3. **Ensure our work is based on sound knowledge and evidence and use this to influence and inform decisions by others**
4. **Be widely recognised and respected for our work, to grow our resources, and increase support for our mission**
5. **Ensure the organisation is effective and fit for purpose**

Underpinning this work are the core values that define our character, commitment and culture and will ensure that we succeed in achieving our vision:

Passion: We care passionately about all wildlife; we believe that the rich world of nature is an essential part of what makes life worth living and that we depend on it as our life support system. We believe nature is at the heart of true sustainability. We will seek to build resilience and act sustainably in all we do.

Inclusive: We value and encourage the contribution of everyone, seeking to involve people of all social groups, age, race, sex and culture. Working with others to achieve our vision, we will share our expertise and knowledge in all we do.

Partnership: We are members of The Royal Society of Wildlife Trusts and South West Wildlife Trusts, contributing to, as well as benefiting from, the partnership at regional, national and international levels.

Independence: We are independent of governments and non-party political. We work with decision-makers but will offer constructive criticism, standing up for what we believe in and not compromising our principles.

Expertise: Local knowledge and experience at grass roots is our key strength. We will continue to learn from others and the natural world to increase our understanding and improve our effectiveness. We will act professionally and be sound in science and sincere in ethics.

