



Ymddiriedolaeth Natur  
**Gogledd Cymru**  
**North Wales**  
Wildlife Trust



Bringing Nature Back  
North Wales Wildlife Trust's Strategy

**2030**





We need to restore nature at a global scale, on land and at sea. And it needs to happen now.

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## Local Action. Collective Impact. Global Change.

We believe that nature is integral to our lives, and we celebrate its intrinsic value. People are part of nature and all life on earth is mutually interdependent. Everything humanity values comes from nature and everything society does impacts upon wildlife.

### Nature is in Crisis

Over 60% of all biodiversity on the planet has been lost since 1970. Today, 17% of species in Wales face extinction and the future of once-common wildlife is uncertain. In Wales as a whole, 666 species are in decline and 73 species have become extinct since the 1970s. It is critical to help nature recover now.

### Bringing Wildlife Back

Halting the loss of nature and bringing wildlife back will require unprecedented action from people of all ages and all walks of life.

We must ensure that the ecological crisis is fully recognised, and that nature-based solutions to climate change are understood and receive appropriate investment. Actions taken to address the climate crisis must also enable nature's recovery; whilst nature's recovery is vital for tackling climate change. Society cannot solve one crisis without tackling the other.

North Wales Wildlife Trust will join others in the Wildlife Trust movement in taking bolder action for nature's urgent recovery and being a strong and uncompromising voice for wildlife.

### A Call to Arms

No one will protect what they don't care about, and no one will care about what they have

never experienced. Our objective is to enable everyone to experience nature, and we will all fight to protect nature.

*This is our unique contribution: local action, building a collective impact, as part of a global story.*

### A Renewed Urgency

This strategy is our response to the ecological and climate crises. We need to work in new ways, and to be a clear, unapologetic and bold voice for nature's recovery in North Wales.

Our strategy builds on the work we already do to ensure we have the greatest impact possible. As a matter of urgency, we must prioritise what needs to be done to safeguard a future for North Wales's wildlife, which will in turn support society and the economy.

**Frances Cattnach, Chief Executive**  
North Wales Wildlife Trust

**Howard Davies, Chairperson**  
North Wales Wildlife Trust



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**Ymddiriedolaeth Natur Gogledd Cymru**  
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**Our vision** is of a thriving natural world, with wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and people inspired and empowered to take action for nature.

**Our purpose** is to bring wildlife back, to empower people to take action for nature, and to create a society where nature matters.



### Our Strategic Goals

Our three strategic goals set out what we believe needs to happen by 2030 in pursuit of our longer-term vision

1

Nature in North Wales is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

2

People in North Wales are taking action for nature and the climate, resulting in better decision-making for the environment

3

Nature is playing a central, valued role in helping to address local and global problems



### Our Strategic Transformations

Our five transformations in our capabilities are essential if we are to achieve our strategic goals

1

Inspiring communities to organise and mobilise, especially amongst young people

2

Undergoing a 'root and branch' digital transformation

3

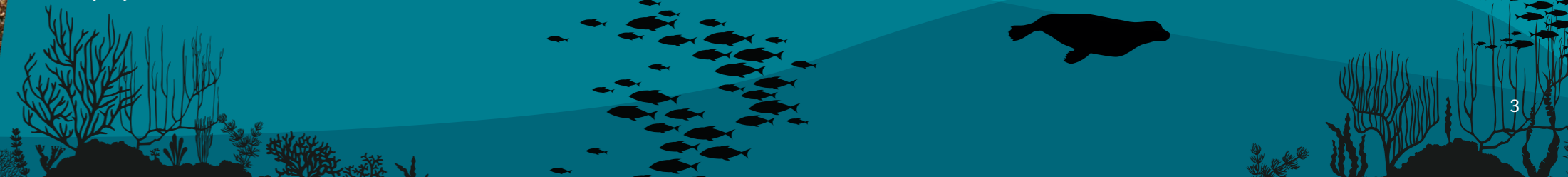
Delivering a step change in funding for nature's recovery

4

Forging new partnerships to drive forward nature's recovery

5

Increasing our capacity to counter unsustainable activity in the marine environment







North Wales Wildlife Trust will be at the forefront of efforts to reverse the declines in nature, on land and at sea.

# Nature in recovery

Researchers, conservationists and policy-makers alike recognise that, in order to create a coherent and resilient ecological network, we need more, bigger, better and joined-up space for nature.

Currently, 20.6% of land in North Wales is designated as Sites of Special Scientific Interest, and 69% of Welsh seas are Marine Protected Areas. Designations are critical in protecting our most vulnerable wildlife but must be actively managed to achieve favourable conservation status.

Our aim is for at least 30% of land in Wales to be protected, connected and positively managed for nature. Our aim for

the recovery of our seas is to seek an ecosystem-based approach to build resilience against increased pressures. Only Marine Protected Areas that are recovering will form part of the 30% target.

We will put nature *firmly* in recovery by making more space for nature and protecting and connecting habitats at a landscape scale, restoring the abundance of nature, and improving ecosystem health (by, for example, making sure our wetlands are wet and reintroducing missing keystone species).

## TODAY

17% of species in Wales face extinction and the future of once-common wildlife is uncertain

## OUR IMPACT MEASURES



**By 2030, at least 30% of land and seas in North Wales will be actively managed for nature's recovery**



**By 2030, the abundance and diversity of wildlife in North Wales will be increasing significantly**



**By 2030, natural processes and ecological systems in North Wales will be more intact, more connected and functioning significantly better**

We work at the landscape scale with landholders, businesses, organisations and individuals to create, improve and connect habitats in North Wales.



# GOAL

## 2030

Nature in North Wales is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

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# Meaningful action

People are the key to nature's recovery. Society needs nature yet we are increasingly disconnected from our natural environment. As Sir David Attenborough has said, "No one will protect what they don't care about; and no one will care about what they have never experienced."

Many people are unable to access wild places close to where they live. Too often, this is associated with underlying issues in society of discrimination, privilege or oppression. The environment sector must do more to overcome this.

Meanwhile, some sectors of society are more at risk than others from the impacts of global challenges – particularly young people, who will most keenly feel the impacts of the climate and ecological emergency over their lifetimes, and those from disadvantaged backgrounds. For these groups, issues around social justice are embedded within wider climate and ecological issues.

North Wales Wildlife Trust will work to understand the barriers that exist between individuals, communities and the natural world; seeking to empower people of all identities,

cultures, backgrounds and abilities to value, enjoy, speak up and take action for wildlife. We will connect people with natural spaces and nurture their sense of belonging within them through improved community engagement and creating safe, inclusive wild places close to where people live, work and play.

We will listen to our supporters. **connect people together** and **empower them to effect real change**, so that we can **change behaviours** and **drive better decision-making for nature** across the political and corporate sphere, at both the local and national level.

*North Wales Wildlife Trust will work to engage and empower people of all ages, identities, cultures, backgrounds and abilities, supporting them to value, enjoy, speak up and take action for wildlife.*

TODAY

OUR IMPACT MEASURES



2030

Many people are unable to access wild places close to where they live.

**By 2030, we will inspire and empower significantly more individuals and communities to take meaningful actions to drive nature's recovery**

**By 2030, a more diverse group of people and communities in North Wales will be taking meaningful action for nature's recovery**

**People in North Wales are taking action for nature and the climate, resulting in better decision-making for the environment**

GOAL





# Nature-based solutions

Locally, nationally and globally, humanity is facing multiple challenges from the collapse of natural systems and a warming global climate. There is also evidence of marked declines in the physical and mental wellbeing of some segments of the wider population.

Humanity will not be able to tackle these problems unless society lets nature help. Natural climate solutions can provide around one-third of the cost-effective climate mitigation needed between now and 2030 to stabilise warming to below 2°C whilst simultaneously tackling the ecological crisis.

However, all too often, decision-makers are not aware or fully appreciative of the role nature could and should be playing in helping society address these challenges and drive positive change. Degraded and exploited natural systems are not able to provide the nature-based solutions that are such a big part of the answer, and people and communities disconnected from nature are unable to fully access and value the wide range of benefits nature can bring into our lives.

North Wales Wildlife Trust, working in partnership with others, will restore our natural ecosystems at scale and demonstrate what is possible, so that natural habitats can sequester carbon, help prevent flooding, reduce soil erosion, improve soil fertility, provide pollination services, allow nature's recovery at sea and support improvements to people's physical and mental wellbeing.

Through the Wildlife Trust movement, we will use our collective voice to advocate for how – as a society – we could and should be using **nature-based solutions** to help address multiple challenges and drive positive global change.

Finally, as a major owner of land, energy-user, consumer of water, event organiser, vehicle fleet operator, educator, retailer and consultancy, we recognise that we need to **lead by example** in how we manage our own environment and community impacts.

## TODAY

Humanity is facing multiple challenges from the collapse of natural systems and a warming global climate.

## OUR IMPACT MEASURES



**By 2030, nature in North Wales will be playing a more significant role in improving people's health and wellbeing**



**By 2030, nature in North Wales will be playing a more significant role in improving climate mitigation and adaptation efforts**



**By 2030, nature in North Wales will be playing a more significant role in increasing food security**

*Natural habitats can store and sequester carbon, help prevent flooding, reduce soil erosion, improve soil fertility, provide pollination services, allow nature's recovery at sea, and support improvements to people's physical and mental wellbeing.*

# GOAL



## 2030

**Nature is playing a central and valued role in helping to address local and global problems.**

The Welsh Beaver Project has been working to orchestrate a managed reintroduction of Eurasian beaver to Wales since 2005. Their natural behaviour restores and maintains river and wetland ecosystems.



# Our Strategic Transformations

North Wales Wildlife Trust have identified five Transformations in our capabilities that are essential to achieve our Strategic Goals. Taken together, they will not only help us achieve our goals for 2030 but will also result in a stronger and more effective organisation for the longer term.

## **Transformation 1: Inspiring communities to organise and mobilise, especially amongst young people**

We know that if nature is to be restored at scale, we need many more people on nature's side – and North Wales Wildlife Trust, embedded in local communities, can be an effective and inspirational facilitator for change.

North Wales Wildlife Trust has a dedicated network of committed volunteers who are crucial to our work. We will continue to embrace the activity they do while widening our scope to the many people within our communities trying to mobilise in a different way for a better world for nature.

We commit ourselves to re-imagining volunteering and community action; to becoming more open and inclusive; and to being led by our supporters. We will need to broaden our skills beyond being volunteer managers and work more as community facilitators: enabling, inspiring, and catalysing a new cohort of community organisers and campaigners.

## **Transformation 2: Undergoing a 'root and branch' digital transformation**

The rapid advancement of digital technologies in recent years presents unprecedented opportunities to increase the impact of our work; to adopt innovative approaches to new and existing challenges; and to broaden and enhance our engagement. These advances have revolutionised the very nature of 'community', and the way in which people connect, organise and mobilise to bring about change is continuously evolving.

To deliver our strategy and build our resilience to a changing external digital landscape, we will need to transform our existing digital systems and infrastructure, and increase the capability of North

Wales Wildlife Trust to store and handle data. This will require training to develop the digital skills and capabilities of our staff and volunteers; as well as addressing emerging risks in areas such as data ethics, access, protection and rights, and information security.

## **Transformation 3: Delivering a step change in funding for nature's recovery**

The complexity and scope of achieving our vision is greater now than it has ever been, both because of the scale and urgency of the climate and ecological emergency, and its relevance to peoples' lives and livelihoods. Delivering our strategy will therefore require a step change in scale and diversity of the funding available for nature's recovery.

North Wales Wildlife Trust exists thanks to the strong funding base provided by our loyal members, now numbering over 9,000. This has been built up steadily through our local fundraising and marketing an approach that will always be key to our strength and distinctiveness.

However, expanding other potential sources of unrestricted income must also be a priority. We will need to explore new partnerships and business models, new ways of working and alternate sources of capital and financing – all while protecting our independence and integrity.

## **Transformation 4: Forging new partnerships to drive forward nature's recovery**

North Wales Wildlife Trust directly manages a fraction of the land which is needed to support nature's recovery. Our area covers 615,100h Ha – but we manage only 790 Ha (0.13%). Meanwhile, approximately 82% of the land of Wales is classified as agricultural land, meaning

that nature's recovery can only be achieved via a step change in our influence on how farmland is managed.

To deliver our strategy, we will need to engage with a wider and more diverse range of partners and actors within our communities and across administrative borders, embracing collaborative multi-stakeholder approaches to address common causes and achieve greater impact. This will mean opening ourselves up to more connections and transformative partnerships that prioritise collective action and joint problem-solving, including those outside the traditional, mainstream conservation sector.

## **Transformation 5: Increasing our capacity to counter unsustainable activity in the marine environment**

There is an ever-increasing need to build the resilience of the marine ecosystem in Wales through habitat restoration, maximising carbon sequestration and completing an ecologically coherent and well-managed network of Marine Protected Areas.

Demands on our seas for resources and energy are increasing, and North Wales has been identified as a key area for many offshore renewable projects. However, most present and proposed devices are located in biodiversity hotspots – including the nutrient-rich waters that attract many of the top predators which Wales is proud to support.

To deliver our strategy we must ensure that our seas are managed to recover from past damage, disturbance and neglect and ensure that future impact of development at sea is minimised. To do so we must proactively prioritise engaging with and influencing developers, policy makers and communities from early stages of project development.





Wildlife has intrinsic value, bringing colour, beauty and wonder to all our lives.

# Discover North Wales Wildlife Trust

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## Who we are

North Wales Wildlife Trust is a grassroots movement of people from a wide range of backgrounds and all walks of life, who believe that we need nature and nature needs us.

Founded in October 1963, prompted by a threat to turn what is now Cors Goch National Nature Reserve into a municipal tip, we have gradually grown from a charity manned solely by volunteers to one employing more than 50 staff.

We serve the areas of North Wales governed by the unitary authorities of Anglesey, Gwynedd, Conwy, Denbighshire, Flintshire and Wrexham: a population of almost 700,000.

## Our approach

We are ambitious in our desire not just to slow but to reverse the declines in nature. We speak with a bold and confident voice, to tell the truth about the state of nature and what needs to be done to put it in recovery.

As part of a grassroots movement, we are firmly rooted in our local communities where we look after wild places, increasing people's understanding of and connection to the natural world, on land and at sea.

We look to establish common cause and work in partnership with others, to develop new, innovative ways to do what's right for nature and deliver impact in support of our vision.

We demonstrate what is possible, and inspire, empower and enable people from all backgrounds, cultures, identities and abilities to bring about our vision with us, embracing the diversity of our society to change the natural world for the better.

## Our values and beliefs

North Wales Wildlife Trust's work is underpinned by the following fundamental values and beliefs.

**Love for Nature**

Our love and respect for the intrinsic value of nature sits at the core of our skilled, motivated, and dedicated team. We will always ensure that our work and partnerships are driven by what's right for nature.

**Integrity**

We are committed to transparency and inclusivity within our actions and projects, co-designing with partners to deliver the greatest impact for nature. We will always uphold our values and beliefs and speak truth to power.

**Evidence-led innovation**

We are evidence-based and solution-focused, working with partners and communities seeking innovative solutions to maximise our contribution and impact for nature.

**Respect**

We work with respect for nature, respect for people, and respect for diversity. We work collaboratively and champion inclusion and diversity within our communities, being locally sensitive whilst ensuring that we have impact beyond our borders.

**Enthusiasm**

A focused passion steers us to where we are uniquely placed to deliver the most impact for wildlife, enabling us to work enthusiastically with purpose and focus.





## The Wildlife Trusts

North Wales Wildlife Trust is a corporate member of the Royal Society of Wildlife Trusts (RSWT): a registered charity in its own right, founded in 1912, and one of the founding members of IUCN – the International Union for the Conservation of Nature.

There are 46 individual Wildlife Trusts across the UK and Crown Dependencies, each of which is a place-based independent charity with its own legal identity, formed by groups of people getting together and working with others to make a positive difference to wildlife and future generations, starting where they live and work.

Taken together, this federation of 47 charities is known as The Wildlife Trusts.

## Together, we're stronger

