Wiltshire Wildlife Trust

Strategy 2015 -2020
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**Executive Summary**

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. We are, moreover, the only organisation in Wiltshire which is concerned with all aspects of the environment.

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, which in total manage 2300 nature reserves and have a combined membership of over 800,000) and we also work closely with the other South West Wildlife Trusts.

The Trustees have reviewed performance of WWT against the 2010-2015 Strategic Plan and have confirmed their overall approval of the strategic direction of the Trust and that the 2015-2020 Strategic Plan should represent an update only of its predecessor, without any significant change.

We continue to take the view, therefore, that a bold new approach is needed to tackle the threats to the natural world before it is too late. Our 2015 - 2020 Strategic Plan again reflects this sense of urgency, placing continuing 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 ensure that our work is based on sound knowledge and evidence and that we use this to influence and inform decisions made by others.

As a membership organisation, the Trust is committed to working with its supporters and volunteers and a full range of different partners. Our Vision remains – “a sustainable future for wildlife and people” with our Mission “to create Living Landscapes and to help people connect with nature and live more sustainably”.

The full range of our charitable objects is set out in the Trust’s Memorandum of Association. These remain unchanged, although the amount of activity each year in fulfilling each of them varies, dependent upon an assessment of needs and priorities and the availability of resources. For the next five years, April 2015 to March 2020, we have set ourselves two main aims:

**Aim 1. To create Living Landscapes by restoring, reconnecting and recreating wildlife habitats within large scale areas for both wildlife and people.** This will be met by delivering on the following objectives:

- To protect, maintain and enhance the Trust’s nature reserves.
- To ensure that more land, rivers and wetlands are managed better for wildlife.
- To stand up for wildlife and the natural environment.
- To influence and support the development of at least two Living Landscapes in each of Wiltshire’s distinctive landscape biodiversity areas.
Aim 2. To inspire and support people to live more sustainably. This will be met by delivering on the following objectives:

- To act to improve health and wellbeing of people through contact with nature.
- To provide, support and encourage outdoor learning.
- To promote sustainable living.
- To respond positively to Climate Change.
- To develop green tourism opportunities.

To satisfy these aims and objectives we shall need to develop, evaluate and measure our performance and the Plan sets out in detail below how we propose to do this.

Our core values, shared by everyone at WWT – staff, volunteers and members alike - will continue to define the character, commitment and culture of the Trust and will help to ensure that we succeed in achieving our vision and fulfilling our mission:

- We have a passion for wildlife; believing that nature is valuable in itself and fundamental to wellbeing
- We respect and value each other’s skills, energy and commitment
- We are open and transparent in the way we work
- We act honestly, fairly and with integrity
- We use resources efficiently, wisely and safely.

In order to achieve our mission we will:

- Work in partnership to increase our effectiveness
- Be inclusive – by working with people of all ages, abilities and backgrounds
- Value and develop/invest in our volunteers, without whom much of our work could not be achieved
- Build sustainability into all our activities
- Be responsive to the views of our members, supporters and the wider community
- Be objective, scientific and professional
- Value and develop our staff.

A wide range of people were involved in shaping and refining this plan: including trustees, staff, volunteers, members and partners. Their various contributions are acknowledged and appreciated. We work especially hard to ensure that all our staff are given an opportunity to have their say. This inclusive and consultative approach to what we do is one of the defining characteristics of WWT and how we operate.
1. Introduction

1.1 Background

The Wiltshire Wildlife Trust was formed in 1962 as a result of growing concerns about the
dramatic intensification and industrialisation of farming. During the Second World War the
national focus was on maximising output and production. This focus was sustained post war and
characterised by increased mechanisation and use of artificial chemicals, transforming the
countryside and decimating wildlife. Charles Floyd, the first Chairman, and Lady Radnor, brought
together concerned individuals to form the Wiltshire Trust for Nature Conservation (WTNC). The
inaugural meeting was held at County Hall, Trowbridge and was attended by farmers, well known
naturalists and representatives from the Church and Army. From the outset it was clear that the
purpose of the Trust should be to take action to ensure that there would be some nature left in
the future. This was the year that Rachel Carson published her seminal book ‘Silent Spring,’ which
helped us to shape our thinking and articulate our concerns. Initial and specific concerns for the
Trust included: the use of toxic pesticides the loss of unimproved, species rich downland, and
concern for a colony of purple emperor butterflies in Blackmoor Copse near Farley in south
Wiltshire. Since then, our work and reputation has grown and today we are the only organisation
active in and involved with all aspects of the environment in Wiltshire.

We have a passion for wildlife and for conserving our natural heritage, for promoting sustainable
ideas for greener living, for energy management, minimising waste and for encouraging people to
explore, experience and enjoy the natural world around them. We inspire, inform, include and
influence people across Wiltshire and Swindon and have excellent relationships with individuals,
local communities and a wide range of partners. We aim to get more people involved in helping
us to protect the environment and promote sustainable living – creating a better quality of life for
everyone, now and for generations to come.

We own or manage 38 nature reserves – all of which are open year round, free of charge. The
majority of sites are designated for their conservation value, and many are also recognised for
their historical and archaeological importance. All our activities are based around the natural
environment and are delivered throughout the County: in schools, community facilities, local
green spaces and at our nature reserves. Our community programmes encompass conservation,
volunteering, health and wellbeing, food growing, composting, recycling and environmentally-
responsible parenting.

This document sets out the Vision, Mission, Aims and Objectives for the Trust for the period 2015
– 2020. A considerable amount of time and effort was spent in producing our previous Strategic
Plan for 2010 – 2015. This was reviewed in detail in 2012 and again more recently. During these
reviews and while discussing the preparation of the strategy for the next five years, the Trustees
confirmed their approval of the overall direction and strategy of the Trust and that the previous
plan required updating only, without any significant change.

There is a general desire to measure and evaluate the impact the Trust is having: members wish to
know they are making a real difference, staff wish to see the benefit of their work, funders wish to
see that they are getting value for money, while Trustees wish to ensure that we are working
effectively and efficiently and that progress is being made in achieving our charitable purposes. The success measures are aligned to the impact framework being developed nationally by The Wildlife Trusts and will assist in making it easier to report on our work as part of the wider Trust movement.

We have deliberately kept this document brief to aid readability. It is intended primarily as an internal document but may be of interest to our members and supporters and to other organisations with whom we work.

Throughout this document, unless specified, the term Wiltshire covers the local Government administrative boundaries of Wiltshire and Swindon.

1.2. Challenges facing Wiltshire’s natural environment and people’s ability to live sustainably

Wiltshire is an exceptional County where wildlife still thrives. The County has eleven distinctive biodiversity landscapes and is home to many rare and endangered species. An assessment by Plantlife in 2012 showed that Wiltshire has the lowest plant extinction rate in the UK. Within Wiltshire and Swindon there are 135 SSSIs and 1520 Local Wildlife Sites.

World famous sites such as Avebury and Stonehenge remind us that Wiltshire has a long and ancient history. The relationship of geology, climate, wildlife and people has, over thousands of years, given us a rich tapestry of living landscapes, shaped by farming and the pattern of development.

The phrase “as different as chalk and cheese” comes from a description of the two main geological and hence farming areas within Wiltshire. The ‘chalk’ forms the rolling downlands of Salisbury Plain, West Wiltshire and the Marlborough Downs and covers about two thirds of the County. Wiltshire has 55% of Britain’s remaining unimproved chalk grassland and, astonishingly, the UK has 80% of all the chalk found in the World. The downland turf is one of the richest habitats and a square yard can contain as many as 40 different species of plant, including many different kinds of orchids. Flowing from the chalk aquifers, the crystal clear streams and rivers are like the jewels in Wiltshire’s crown and are home to a greater variety of wildlife than any other type of river in Britain.

The ‘cheese’ comes from the gently undulating farmland which lies on the Upper Jurassic clays in the north and west of the County, the Braydon Forest and Avon Vale areas. The ancient forests that once covered Britain were hard to clear on these heavy clay soils, as was the cultivation of crops. The area is rich in woods and hedges, and home to many species of bats and butterflies, as well as many ‘veteran’ trees. Ponds and ditches add to the diversity of habitats. Hay meadows were once a common sight but over 97% have disappeared since the Second World War, often replaced by more productive, but less wildlife rich, fields cut for silage. The finest surviving hay meadows in Britain are found in Wiltshire and the riot of colours and sounds of the myriads of flowers and invertebrates are a reminder of what we have lost. It is estimated that Wiltshire is home to 19-26% of Britain’s unimproved neutral grassland.
Within and around these major landscapes are other distinctive landscapes which give a great natural diversity to Wiltshire. It is the largest inland County, covering some 1,342 square miles and remains one of the most rural in Britain, with only 5% covered by city, towns, villages, roads and other development.

Through the State of the Environment reports and via the Wiltshire Intelligence Network (http://www.intelligencenetwork.org.uk/) we continue to monitor changes in our natural heritage and focus our efforts on tackling the biggest threats.

The State of Nature 2013 reported on the loss of species in the UK, with 60% of species declining and 10% being in danger of extinction. The recently published 'A Vascular Plant Red List for England' highlighted that 1 in 5 vascular plants are threatened with extinction but also showed that Wiltshire is still a stronghold for some of the most threatened in lowland England, e.g. burnt orchid, green-winged orchid, harebell, ragged robin, quaking grass and common rock rose.¹

Over the past 60 years, habitats lost nationally include:

- 80% chalk downland
- 80% wetland fens and mires
- 98% traditional hay meadows
- 50% ancient woodland
- 150,000 miles of hedgerows.

The latest Farmland Bird Index showed that by 2013 the number of farmland bird species had fallen by 56% to a level less than half that of 1970.

The chalk streams of Wiltshire are in poor condition. The Salisbury Avon, regarded as the most biodiverse river system in Britain, is suffering from a variety of impacts; ranging from abstraction of groundwater, diffuse pollution, rising water temperature, declining insect life, to invasive species. The most recent SSSI assessment revealed that only 3.5% is in ‘favourable condition’,

36.6% is ‘unfavourable recovering’, 57.1% is ‘unfavourable – no change’ and 2.8% is ‘unfavourable – declining’.

To help safeguard wildlife through a period of unprecedented climate change, in addition to the many other pressures it faces, nature conservation must move beyond the boundaries of designated sites and build Living Landscapes. This involves the creation of robust, resilient and wildlife rich landscapes within which humans and wildlife co-exist. Nature reserves and other areas rich in wildlife remain vital and need to be better managed and bigger in size. But they also need to be buffered from external threats and better connected across the wider landscape. This to allow for the movement of nature and the protection and regeneration of the ecosystems that provide the diverse goods and services supporting the health, wealth and future prospects of the people of Wiltshire. Far from constraining development, a Living Landscapes approach seeks to create greater synergies between the appropriate use and management of living resources and the diversity of human livelihoods and activities that they underpin. Living Landscapes will be highly valued and accessible to people, rich in opportunities for learning, health and wellbeing.

The need to reduce carbon emissions is crucial in tackling climate change. Atmospheric Carbon Dioxide concentrations have exceeded 400ppm and continue to rise. There seems little prospect of returning to 350ppm and an average global temperature increase of 2-4°C now seems likely. There is growing evidence that we need to adapt to increasingly volatile weather patterns. In recent years, flooding has been a major issue in Wiltshire, having both direct and indirect impacts on people and wildlife. This flooding was preceded by a period of exceptional drought.
The present level of consumption of natural resources is simply not sustainable or equitable. Here in Wiltshire, per capita, we consume an average of three planets worth of resources each year\(^2\). Living sustainably in order to mitigate accelerating climate change will be an essential part of reducing the pressure on the natural environment. Local Authorities will need plans for a managed energy descent and the decline in fossil fuels, particularly oil. The Trust is taking a lead and has set up Wiltshire Wildlife Community Energy (WWCE), and a 1MW solar array has been built on our land at Chelworth. A 5MW scheme is also underway at Braydon Manor in north Wiltshire.

Many of the key health issues we now face can be regarded as a consequence of our sedentary lifestyles, poor diet and disconnection from nature. In Wiltshire, 20 years ago about 1 in every 7 adults was obese. In 2012 the figure for Wiltshire was 1 in every 4 adults. Last year, 1 in 5 Wiltshire children aged 4-5 years was overweight or obese. This figure rose to 1 child in every 3 by age 10/11. Mental illness affects 1 in 6 of the adult population and 1 in 5 under-16yr olds experience mental health difficulties. There is growing evidence of the therapeutic benefits of nature and the greater effectiveness of physical activity occurring in natural places. Trust programmes show growing evidence of the benefits and effectiveness in improving the health and wellbeing of young people with behavioural problems at school.

There is evidence that negative messages do little to encourage behaviour change. Encouragement and positive examples are important in helping Society shift from a focus on ‘standard of living’ to an increased quality of life, based on the consumption of a fair share of the world’s resources and low environmental impacts. Recent statistics provided by Prof. Jules Pretty\(^3\) of the University of Essex suggests that involvement of people with the Wildlife Trust can bring numerous benefits. For example: volunteers tend to live 2 years long than people who don’t volunteer and volunteering can reduce loneliness (which can have the same negative influence on health as 15 cigarettes a day); encouraging people to continue with physical activity can push back dementia by 10-15 years; people who are part of a strong social network visit their GPs 40% less frequently; people better connected to nature tend to have better quality diets.

The Trust has always engaged with a wide range of people. Over the next three years, as part of the Wild Connections project, this will increase further. We will build on these positive messages to become increasingly visible and relevant to more of the Wiltshire population. It is important to increase people’s engagement with nature, creating opportunities to enjoy and learn about the natural world, supporting them to take action and become advocates for nature themselves. In doing so, we hope to have helped improve their quality of life, reduce their ‘ecological footprint’ and build support for the Trust and its work.

Further challenges facing the County include the 70,000 houses planned for Wiltshire and Swindon in the next 15 years, with the consequences of population growth and infrastructure requirements, as well as the direct impacts of development. The military community in Wiltshire


\(^3\) Presentation at The Wildlife Trusts AGM, Westminster Central Hall, November 2014.
is increasing significantly and it will continue to be a challenge to improve military-civilian integration and engagement with countryside. There is much reduced funding from central and local Government to support nature conservation, combined with the prioritisation of economic growth without sufficient attention to the environmental consequences. Agricultural Policy is constantly changing with the latest proposals providing significantly less funding for agri-environment schemes.

The Trust will continue to review and respond to these and other challenges. Many of these issues cannot be considered or tackled in isolation and the Trust will continue to take a holistic approach, working in partnership as appropriate. The threat of climate change remains a huge challenge to wildlife and people and taking action to mitigate and adapt continues to underpin our work.

1.3. Challenges facing the Trust

In addition to the environmental and societal challenges, the Trust faces a number of other significant challenges over the next five years. These include:

- Increased competition for funding
- Short term funding that leads to difficulties in planning and high staff turnover with the loss of experience and expertise
- Further public sector spending cuts affecting grants to the Trust
- Lower disposable income among the general public
- Greater competition from other charities such as RSPB, NT and others for profile, members, etc.
- Need for Head Office accommodation that is fit for purpose and sustainable
- Changes in our operating environment, with a low (perceived) political and economic importance of environment amongst the media and decision-makers
- Increasing demands of working in greater collaboration at the national and regional level and possible consequences on local effort (this may also be considered an opportunity)
- The ability to make best use of online and social media, e.g. the new website and ensuring staff can make best use of social media while out on task.

1.4. Opportunities for the Trust.

- current membership, volunteer base and staff expertise and experience
- unique position as the only County-based environmental organisation with local expertise and relationships with local authorities
- increased evidence of the economic and social benefits of a healthy natural environment and climate change mitigation/adaptation
- growing awareness of climate change and the need to mitigate/adapt
- strong local media interest in our activities and messages
- new website and growing social media presence
• strong relationship with many funding bodies and European Structural Investment Funds for natural capital
• collaboration and opportunities developed through Link2Nature, e.g. with Local Enterprise Partnership
• New three year funding from HLF towards Wild Connections and the ability to enhance facilities and access on our nature reserves and better engage people with nature
• Building our capacity and expertise in new areas e.g. community engagement and creation of nature parks in new developments (such as Tadpole Farm).

1.5. Values and guiding principles

Everyone at WWT, our staff, volunteers and members, share common values. These can be summarised:

• We have a passion for wildlife; believing that nature is valuable in itself and fundamental to wellbeing
• We respect and value each other’s skills, energy and commitment
• We are open and transparent in the way we work
• We act honestly, fairly and with integrity
• We use resources efficiently, wisely and safely.

In order to achieve our mission we will:

• Work in partnership to increase our effectiveness
• Be inclusive – by working with people of all ages, abilities and backgrounds
• Value and develop/invest in our volunteers, without whom much of our work could not be achieved
• Build sustainability into all our activities
• Be responsive to the views of our members, supporters and the wider community
• Be objective, scientific and professional
• Value and develop our staff.

2. Strategy

2.1. Vision and Mission

Our vision and mission remain unchanged:

Our **Vision** is a sustainable future for wildlife and people.

Our **Mission** is to create Living Landscapes and to help people connect with nature and live more sustainably.
2.2. Aims and Objectives

Aim 1. To create Living Landscapes by restoring, reconnecting and recreating wildlife habitats within large scale areas for both wildlife and people.

To achieve this Aim we have set ourselves the following objectives:

- **To protect, maintain and enhance the Trust’s nature reserves.** Our reserves represent some of the most threatened habitats in Wiltshire and, through our careful management, they are ‘hotspots’ for biodiversity as well as providing places where people can experience wildlife. The Trust will continue to add to the land it manages in line with our acquisition policy. We will work with developers and local authorities to see green infrastructure and biodiversity gain integrated into new developments, including the creation of new nature parks.

- **To ensure that more land, rivers and wetlands are managed better for wildlife.** The Trust will respond to opportunities to create new nature reserves. We can never hope to secure a sustainable future for wildlife or create Living Landscapes based solely on our own reserves. We will work with, advise and support landowners, farmers, riparian bodies, government agencies, Local Authorities, the Local Nature Partnership and catchment partnerships, water companies and others to enhance wildlife and protect the natural world at a landscape scale (such as by creating new habitats, improving water quality and making environmental improvements).

- **To stand up for wildlife and the natural environment.** We will champion the value of nature and seek to influence plans, policies and proposals to safeguard and enhance wildlife and promote sustainability principles. Based on sound science and evidence we will monitor and report on the state of Wiltshire’s environment, build partnerships to increase our effectiveness and maximise the outcomes for wildlife through the planning system.

- **To influence and support the development of at least two Living Landscapes in each of Wiltshire’s distinctive landscape biodiversity areas.** Working through the Local Nature Partnership, we will encourage the involvement of local communities and experts to identify areas to be officially recognised as Nature Improvement Areas (NIAs) and work with others to identify different mechanisms by which the NIA vision can be delivered.

Aim 2. To inspire and support people to live more sustainably.

To achieve this Aim we have set ourselves the following objectives:

- **To act to improve health and wellbeing of people.** We will promote the health and wellbeing benefits of the natural environment and offer opportunities for people to have greater engagement with nature and green exercise.

- **To provide, support and encourage outdoor learning.** We will provide Forest Schools activities, develop the use of the Trust’s Nature Centres and provide opportunities for adults and young people to learn about, enjoy and take action to sustain nature.
• **To promote sustainable living.** We will make the connections between the way we live and the need to avoid compromising the environment for future generations. This will include promoting waste minimisation and encouraging wildlife friendly gardening and good eating habits.

• **To respond positively to Climate Change.** We will raise awareness of the need to tackle the causes of climate change and adapt to the changes that will occur. We will support community based renewable energy generation and will work with others in encouraging people to take action.

• **To develop green tourism opportunities.** We will build on the tourism potential of nature by making greater use of our assets and developing Nature Centres at key locations (e.g. Langford Lakes, Lower Moor Farm, Blakehill, Trowbridge, Melksham).

### 2.3. Business development

To enable the Trust to fulfil our mission and achieve our aims and objectives we need:

• To build the knowledge and information base so our actions are based on evidence and sound science. We will continue to support the preparation of County and community area Joint Strategic Assessments.

• To be widely recognised and respected for our work with a growing awareness of the value of nature. We will develop and implement a communications and advocacy strategy in partnership with other Wildlife Trusts, particularly in the SW, that seeks to get our ideas integrated into the mainstream, e.g. in land and river management, education, public health, military personnel recovery, waste management, green economy, etc. so that they become part of the ‘norm’ – as household recycling has in recent decades, for example.

• To value and invest in winning the support of local people providing their time, skills and expertise as volunteers and financially through membership, gifts and donations.

• To be financially resilient with strong and diverse funding sources, particularly providing unrestricted income and having good financial management, so that the benefits from funds are maximised and used in an efficient, transparent and ethical way. We will continue to seek ways to make greater use of our existing assets such as the buildings at Clattinger, Lower Moor and Blakehill Farms and at Langford Lakes Nature Reserve.

• To have good governance and management, so that we provide a safe, happy, supportive and stimulating working environment for staff and volunteers, and that the Trust is run in a way that maximises efficiencies and delivers the best possible conservation outcomes.
2.4. Measuring and evaluating our performance

Fulfilment of our Mission requires a significant change in society and is unlikely to be achieved in the next five years. Evidence of progress towards achieving our Mission might be indicated by:

- the state of nature improving with wildlife thriving and a growth in natural capital
- ecosystems functioning better and delivering more benefits to people
- society recognising that nature matters and takes action to protect, maintain and enhance it
- people developing a lifelong connection with the natural world

We will work with other Wildlife Trusts to try to measure and evaluate any shifts in these indicators of societal change and the extent to which this might be attributed to the work of the Wildlife Trusts. Further work is required in defining what will be measured and the investment needed in collecting and analysing the information. We will contribute to the work being carried out nationally by The Wildlife Trusts and the performance indicators set out below are designed to align with those being developed collectively. It is recognised that the targets are focused on people/general public, as opposed to measuring the changes in systems, strategies or priorities of the bigger local players – local authorities, corporates, the media. We will continue to explore new ways in which these wider impacts might be measured and assessed.

Our goal is to ensure that every area of work can demonstrate an impact/effectiveness in some way, so that through a few key targets we can evidence to our members and the public what we’ve achieved.

As proxy measurements of our impact and effectiveness we will measure the following performance indicators, using where possible both quantitative and qualitative assessments.

AIM 1 will be assessed by measuring progress against:

- The area and condition of land under WWT’s direct management
- The area of land/wildlife protected as a result of WWT’s involvement
- The area of land managed well, or managed better, by others as a result of the advice, support and other interventions by WWT.

AIM 2 will be assessed by measuring progress against:

- The number of people engaged in the work of the trust.\(^4\)
- The number of people taking action to live more sustainably through working with and or supporting the Trust\(^5\)
- Participants’ promotion of their health and wellbeing through greater engagement with nature

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\(^4\) Such as school pupils, clients referred, visitors to sites and nature centres, attendees at events and activities, social media and website engagement etc.

\(^5\) Such as volunteering, giving money, joining as members, taking action individually or in groups on waste minimisation, wildlife friendly gardening, land and fishery management, minimising their carbon footprint etc.
• The impact of people’s activities on the natural environment as a result of the work of the Trust.

Business Performance will be assessed by measuring progress against:

• Unrestricted income
• Fund balances
• Supporters/ Membership (No of individuals/households)
• Number, diversity, age profile of volunteers.
• Gift Aid and Direct Debit penetration
• Environment impact of our operations (CO2 emissions)
• Website unique visits, click throughs and time spent browsing
• Number of followers on Twitter & Facebook & other social media sites
• Press reportage
• Member communications
• Staff turnover
• Sickness & other absences
• Risk management/control
• Accidents reported/ H&S incidents.
3. Annual Business Plans and Budgets

This Strategy 2015 – 2020 is supported by detailed Business Plans produced prior to the start of each financial year. These set out detailed targets for the Trust in fulfilment of its Aims and Objectives and are used to prepare individual work programmes for staff. An annual budget accompanies the Business Plan. The Annual Business Plan and Budget are usually approved by the Trustees at the February Council meeting.
4. Indicators of past performance

The following table shows some of the key metrics used in previous plans.

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<tbody>
<tr>
<td>Nature reserves owned</td>
<td>23 (452ha)</td>
<td>28 (742ha)</td>
<td>30 (886ha)</td>
<td>29 (872ha)</td>
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<tr>
<td>Nature reserves leased</td>
<td>10 (101ha)</td>
<td>9 (72ha)</td>
<td>9 (62ha)</td>
<td>9 (62ha)</td>
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<tr>
<td>Farming Operations</td>
<td>None</td>
<td>Blakehill Farm</td>
<td>Blakehill Farm Coombe Bissett Farm Lower Moor Farm</td>
<td>Blakehill Farm Coombe Bissett Farm Lower Moor Farm</td>
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<tr>
<td>Livestock Numbers</td>
<td>6 Cattle 3 Sheep</td>
<td>10 Cattle 30 Sheep</td>
<td>319 Cattle 192 Sheep 6 Ponies</td>
<td>393 Cattle 559 Sheep 9 Goats</td>
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<tr>
<td>No. of pupils ‘reached’</td>
<td>Not recorded</td>
<td>14,257</td>
<td>16,297</td>
<td>18,230</td>
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<td>Wiltshire &amp; Swindon Biological Records Centre:</td>
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<td>No. of planning applications:</td>
<td></td>
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<td>10,077</td>
<td>12,750</td>
<td>9,404</td>
<td>8,650</td>
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<tr>
<td>screened</td>
<td>3,549</td>
<td>3,154</td>
<td>2,321</td>
<td>2,665</td>
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<td>reported on</td>
<td>275</td>
<td>340</td>
<td>234</td>
<td>1,299</td>
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<tr>
<td>No. of biological records held</td>
<td>Incomplete records</td>
<td>684,987</td>
<td>715,740</td>
<td>1,448,725</td>
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<td>No. of staff employed:</td>
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<td>Full time</td>
<td>29</td>
<td>52</td>
<td>47</td>
<td>39</td>
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<tr>
<td>Part time</td>
<td>8</td>
<td>15</td>
<td>23</td>
<td>36</td>
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<tr>
<td>No. of members (inc. Watch)</td>
<td>10,607</td>
<td>14,799</td>
<td>18,796</td>
<td>17,976</td>
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<td>Total income from Membership (inc. Gift Aid)</td>
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<tr>
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<td>£209,328</td>
<td>£349,207</td>
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<td>Annual income</td>
<td>£1,271,821</td>
<td>£2,587,580</td>
<td>£3,910,680</td>
<td>£3,504,837</td>
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<td>Expenditure:</td>
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<td>Revenue</td>
<td>£958,426</td>
<td>£2,554,655</td>
<td>£2,872,434</td>
<td>£3,471,936</td>
</tr>
<tr>
<td>Capital</td>
<td>£103,541</td>
<td>£52,079</td>
<td>£559,635</td>
<td>£19,437</td>
</tr>
<tr>
<td>Net assets at year end</td>
<td>£2,813,032</td>
<td>£5,201,013</td>
<td>£7,379,660</td>
<td>£9,077,828</td>
</tr>
</tbody>
</table>
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 the Wiltshire Wildlife Trust.