

A Wilder Wiltshire: Our Strategy to 2030



Wiltshire Wildlife Trust Strategy 2023-2030

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1. Introduction to Wiltshire Wildlife Trust

42

nature reserves

23,000+


members

Our Vision remains 'a sustainable future for wildlife and people'

Our Purpose is providing leadership, driving nature's recovery, connecting all generations with nature and empowering them to take meaningful action for nature and the climate.

Set up in 1962 to campaign and take action to protect the natural environment, the Trust has grown to become one of the UK's leading environmental charities. We are 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 46 local Trusts, which in total manage 2,300 nature reserves and have a combined membership of over 900,000).



The Trust has 42 nature reserves covering over 1,200ha, protecting some of Wiltshire's most important meadows, downland, woods, fen and other valuable wildlife habitats. Our nature reserves have open public access, allowing people to benefit from nature through enhanced wellbeing and learning opportunities.

The Trust has over £15 million of assets and an annual income of nearly £6 million. We currently enjoy the support of over 23,000 members, 900 volunteers and employ nearly 100 full-time equivalent staff. As a membership organisation, the Trust is committed to working with its supporters and volunteers and a full range of different partners.

We have two Nature Centres with cafés, where people can come and enjoy spectacular wildlife views whilst enjoying locally-sourced food and drink. We also have two Care Farms, helping children with special educational needs through therapeutic nature-based activities.

Our farming enterprise manages over 650 cows and sheep, which keep our grasslands healthy through grazing. These operate from three farm hubs at Blakehill, Lower Moor and Coombe Bissett Down.

2. Guiding beliefs and values



We have a core belief that **nature is valuable in itself** and is fundamental to everyone's wellbeing. We believe that the work we do makes a genuine difference to both nature and people.

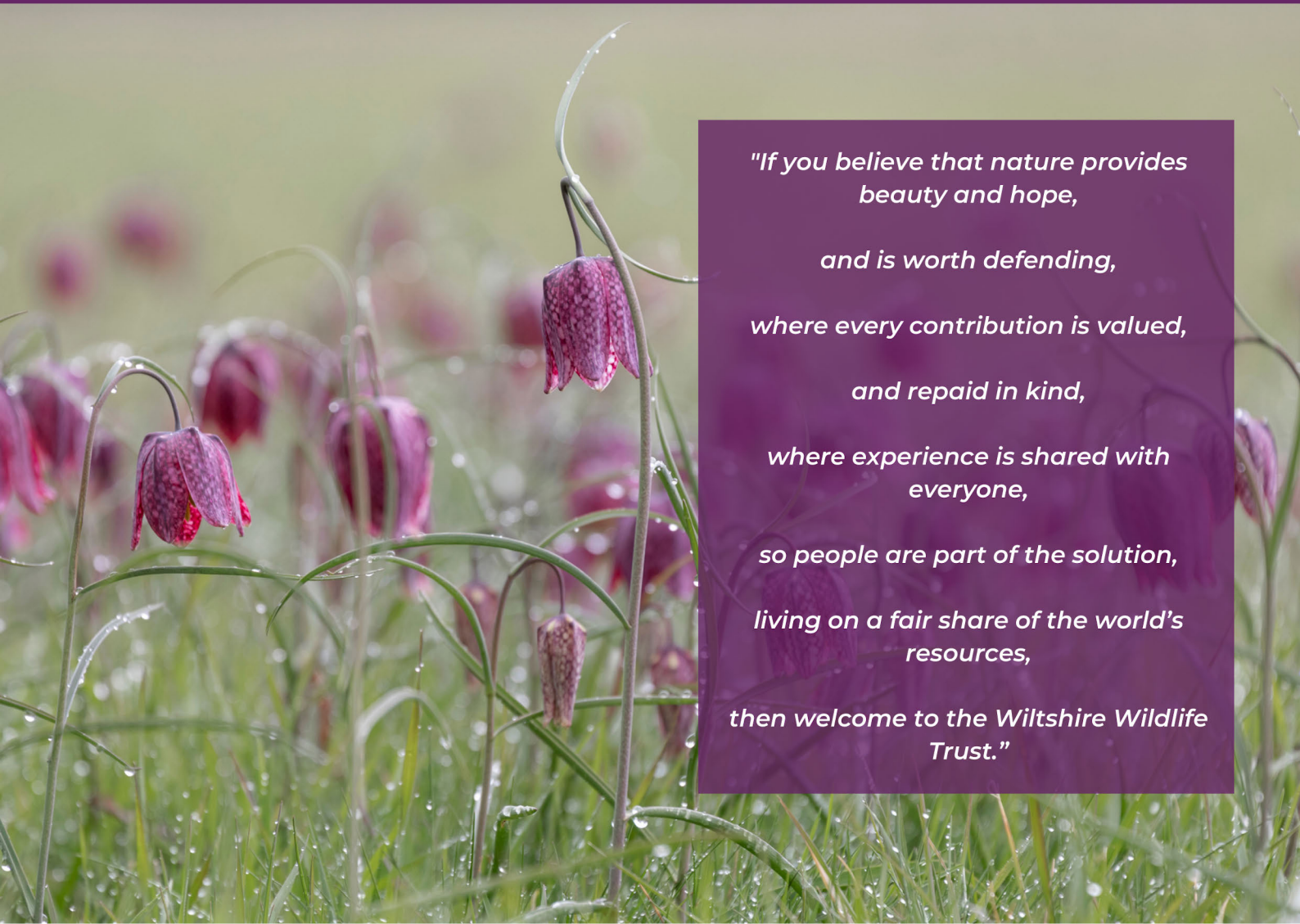
We will think globally, influence nationally and act locally.

Our **core values**, shared by everyone at Wiltshire Wildlife Trust – 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 will:

- Act with integrity
- Be objective, evidence based and professional
- Embrace innovation and learn from others
- Respect everyone, listen to their views and value each other's skills and backgrounds
- Work in partnership with organisations, groups and individuals who share our vision and values
- Be responsive to the views of our members, supporters and the wider community
- Value, develop and invest in our staff and volunteers

Our approach is summarised in the following statement, used on a series of panels along the entrance paths to our Nature Centres at Lower Moor and Langford Lakes nature reserves:



*"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."*

3. A Wilder Wiltshire

We face an **ecological and climate emergency** that is already impacting the three pillars of sustainable living: nature, people and our economy. This strategy sets out how Wiltshire Wildlife Trust will restore nature rapidly and at scale to deliver our vision and purpose.

Our **vision** for Wiltshire and Swindon is simple; we need a **sustainable future for wildlife and people**. This means reversing the loss of wildlife, restoring ecosystems, using natural solutions to help tackle the climate crisis, halting toxic chemical use, reducing waste, using renewable resources, living within the limits of finite natural resources, conserving soils, protecting air and water quality, and providing opportunities for people to benefit from a healthy natural environment.

To help achieve this vision, Wiltshire Wildlife Trust will lead by example in delivering nature's recovery, connecting

communities and generations with the natural world and empowering them to take meaningful action for nature and to mitigate the impacts of climate change. At the same time, we will continue to work with others who share our vision. This is our **purpose**.

The Trust will continue to lead and support the transition of society to live more sustainably, continuing to raise awareness of the likely impacts of climate change and the need to develop adaptation and mitigation measures. We will seek to get our ideas integrated into the mainstream, in education, public health, planning policy, waste management, the construction industry and green economy, so that they become part of normal ways of working.

As well as showing that our ideas work in practice, we will develop our communications and advocacy to help environmentally friendly behaviours become adopted within mainstream thought.



People are part of nature. But we're losing touch with it and this is causing us great harm. Children are suffering from 'nature deficit disorder'. Adults and children need to reconnect with nature. The evidence shows that getting out into nature improves our mental and physical health. Urban green spaces that are rich in wildlife boost our immune systems. We must fill the spaces close to where we live with wildlife. Prevention of mental and physical health problems is better and cheaper than treatment.

We want to see an increased abundance of nature, experienced by people in their daily lives. We will support nature's recovery through our nature reserves and by working with farmers and other landowners to create nature recovery networks based on spatial connectivity and ecosystem function. We 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.

4. Goals

We have set ourselves three goals for what we want to see by 2030:

1. Nature will be in recovery.



2. People will be taking action.



3. Nature will be valued.





**Goal 1. By 2030, nature will be in recovery:
Wiltshire and Swindon's habitats, species and natural
processes will be restored.**

To achieve this, we need:

Target 1.1 **Double the area of land, rivers and wetlands managed for nature in Wiltshire and Swindon to 30%**, with the creation of new wildlife-rich areas linking existing high quality habitat.

Target 1.2 **Species abundance and diversity restored** across Wiltshire and Swindon, increasing the range and abundance of species at risk.

Target 1.3 **Natural processes restored** on land and in rivers.



We will do this through:

- Doubling the area of land managed by the Trust by 2030 - protecting some of Wiltshire's most valuable wildlife areas, helping to create an interconnected nature recovery network and increasing natural capital.
- Building on the support we have been providing to local Farmer Clusters by working with and advising landowners and managers to adopt agro-ecological approaches to farming at a landscape scale that deliver both food production and thriving wildlife.
- Continuing to work with partners by collaborating on conservation projects that help nature thrive and deliver biodiversity net gain.
- Joining with others to prevent common species becoming rare and the rare going extinct as a result of the inappropriate use of pesticides and nutrients, the removal of habitats and the disruption of connectivity.
- Supporting the return of keystone species and record new arrivals.
- Creating wilder urban areas through green infrastructure and developments providing net biodiversity gains, including new nature parks and places where people can easily access nature.

Goal 2. By 2030, people will be taking action:

People will be taking informed and meaningful action for nature and the climate and benefitting from having nature in their lives.

To achieve this, we need:

Target 2.1 1 in 4 people taking significant and transformative action to reduce their ecological and carbon footprints.

Target 2.2 The health and wellbeing of people improved through their engagement in and with nature.

Target 2.3 Opportunities for all Wiltshire children and young people to experience the joy of nature and nurture a lasting interest in nature.



We will do this through:

- Empowering more individuals and communities to take informed and meaningful action for nature by providing information, sharing good practice, encouraging collaboration and offering inspiration. This will be achieved by offering more volunteering opportunities, developing our new Nextdoor Nature community empowerment programme and expanding our Wildlife Watch and Local Supporter Groups,
- Ensuring all our staff promote awareness of key environmental issues and relevant actions that individuals can take to make positive differences.
- Advocating the health and wellbeing benefits of the natural environment and offering people opportunities to have greater engagement with nature and green exercise.
- Reducing the lack of access to nature experienced by people of all ages, backgrounds and abilities by providing Forest School activities, developing the use of our Nature Centres and wellbeing programmes, expanding our successful Care Farms and providing alternative education opportunities for everyone to learn about nature.
- Engaging with every school in Wiltshire and offering opportunities for students to learn about the natural world and discover the joy being in nature brings.
- Being inclusive and creating opportunities for people of all ages and abilities to experience nature through our alternative education provision and community engagement programme.

Goal 3. By 2030, nature will be valued:

Nature will play a central and valued role in helping to address local, national and global problems.

To achieve this, we need:

Target 3.1 Nature and climate at the heart of decision making.

Target 3.2 Nature-based solutions being used to address the climate and nature emergencies.

Target 3.3 Healthy, productive and resilient ecosystem services across Wiltshire and Swindon



We will do this through:

- Promoting and implementing natural solutions to help adapt to and mitigate the impacts of climate change.
- Acting as trusted advisors to inspire people and businesses in Wiltshire to combat these emergencies, providing them with the tools to take action.
- Leading bold campaigns and influencing plans, policies and proposals that safeguard and enhance nature and the climate.
- Promoting evidence-based principles of sustainability, adaptation and resilience and using these principles to underpin all our work.
- Using robust data and evidence to produce regular publicly available reports on the state of Wiltshire's environment.
- Maximising outcomes for nature and the environment through planning systems for the built and water environments.
- Providing understanding of and emphasising (quantifying where possible) the value of natural capital and ecosystem services - the provisioning, regulating, cultural and processing functions that nature delivers to Wiltshire's communities - and encouraging people and businesses to take action to conserve and restore these services.

5. Development of the Trust



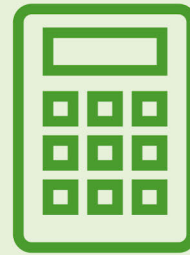
To enable the Trust to achieve these goals and meet our targets, we need to develop new ways of working and secure the resources and support necessary.

We have identified five areas for development:

1. People



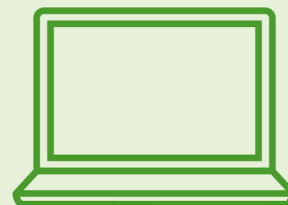
2. Finance



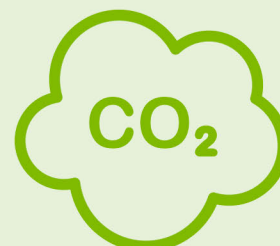
3. Communications



4. Digital



5. Getting our own house in order



1. People

a. External

Through the Team Wilder approach, we will inspire community organising and mobilising, especially amongst young people. We will invest in our volunteer groups to skill, develop and retain leaders for the future.

We will build upon our citizen science projects (Riverfly / Action for Insects / Bird Ringing / Curlew Call) to engage and support the people of Wiltshire in our activities.



Measures of success

We will see:

- an increased number of new volunteers
- a volunteer group for all sites
- better diversity of volunteer groups
- an increase in the number of activities undertaken not led by staff

b. Internal

We will invest in a highly skilled and diverse staff network and build a movement-wide learning culture. This includes sharing skills between Wildlife Trusts and Partners across the Federation.

We will update the HR strategy with Staff and Trustee development plans including Traineeships and Work Placements. We will review and strengthen the Equality, Diversity & Inclusion strategy (EDI).



Measures of success

We will see:

- annual reporting of EDI
- an increase in the number of applications
- reduced staff turnover
- reduced sickness
- increased staff satisfaction in annual surveys



2. Finance

a. Protect and maintain our income and assets

In the challenging economic climate, we must ensure we are practising good financial management and strong governance to protect and preserve income and current assets.

Business Plans for WSBRC, farming, the cafés and Wild Landscapes will ensure adequate sources of funding are in place. We will review liquid reserves and ensure they are appropriately invested to maximise returns – building an endowment for supporting nature's recovery is at the heart of this.

A review will be undertaken to assess the return from fixed assets and maximisation of these.



Measures of success

We will see:

- an increase in unrestricted income
- an increase in monies held for nature's recovery
- a higher balance sheet value

b. Deliver a step change in the scale and diversity of funding for nature's recovery

We will actively seek project and unrestricted funding and work with partners to maximise returns and embrace new funding mechanisms. Digital fundraising will be developed and the review of the membership model undertaken.

We will explore green finance opportunities, work with developers and other statutory and voluntary bodies to address Biodiversity Net Gain, Carbon Offsetting and Nutrient Neutrality. We will ensure income sourced meets our ethical standards and values.

We will support the growth of Wiltshire Wildlife Community Energy (WWCE) and use policy-driven, post-BREXIT statutory funding. Strategy-driven diversification of income streams will be explored through social enterprise, cafés and Nature Centres, events, Wild Landscapes, farm produce and property rentals. We will continue to expand our asset base, taking into consideration the need for food and farming.

Measures of success

We will see an increase in:

- income from new opportunities
- average donation value
- membership volumes
- average membership value

We will also review our membership recruitment sources.



3. Communications

a. Increase advocacy and campaigning

With our strong reputation, we will speak with a bold and confident voice, further increasing our impact and influence.

We will update our marketing strategy to support external stakeholders, reach new audiences and empower groups to take action and stand up for wildlife.

We will increase our digital reach and engagement and embrace new channels.



Measures of success

We will see an increase in:

- events attended
- letters sent to MP's
- media coverage - radio interviews & articles published
- campaign participants
- followers on social channels
- people engaging with digital communications

We will also send out a stakeholder survey and review feedback.





b. Increase supporter engagement

Through Team Wilder, Watch Groups, Local Supporter Groups and our Young Ambassador programme, we will extend our message across Wiltshire so that one in four people take action. Market segmentation, positioning and targeting will be key areas of development.

Measures of success

We will see an increase in:

- new supporters
- emails opened/response rates
- donations
- people pledging to take action for the environment
- new groups established

We will also send out participant surveys and review feedback.

4. Digital

a. Improve internal processes & systems

We will undergo a 'root and branch' digital transformation across all areas of the Trust. Systems will be transferred to cloud-based options to promote efficiency and cost effectiveness.

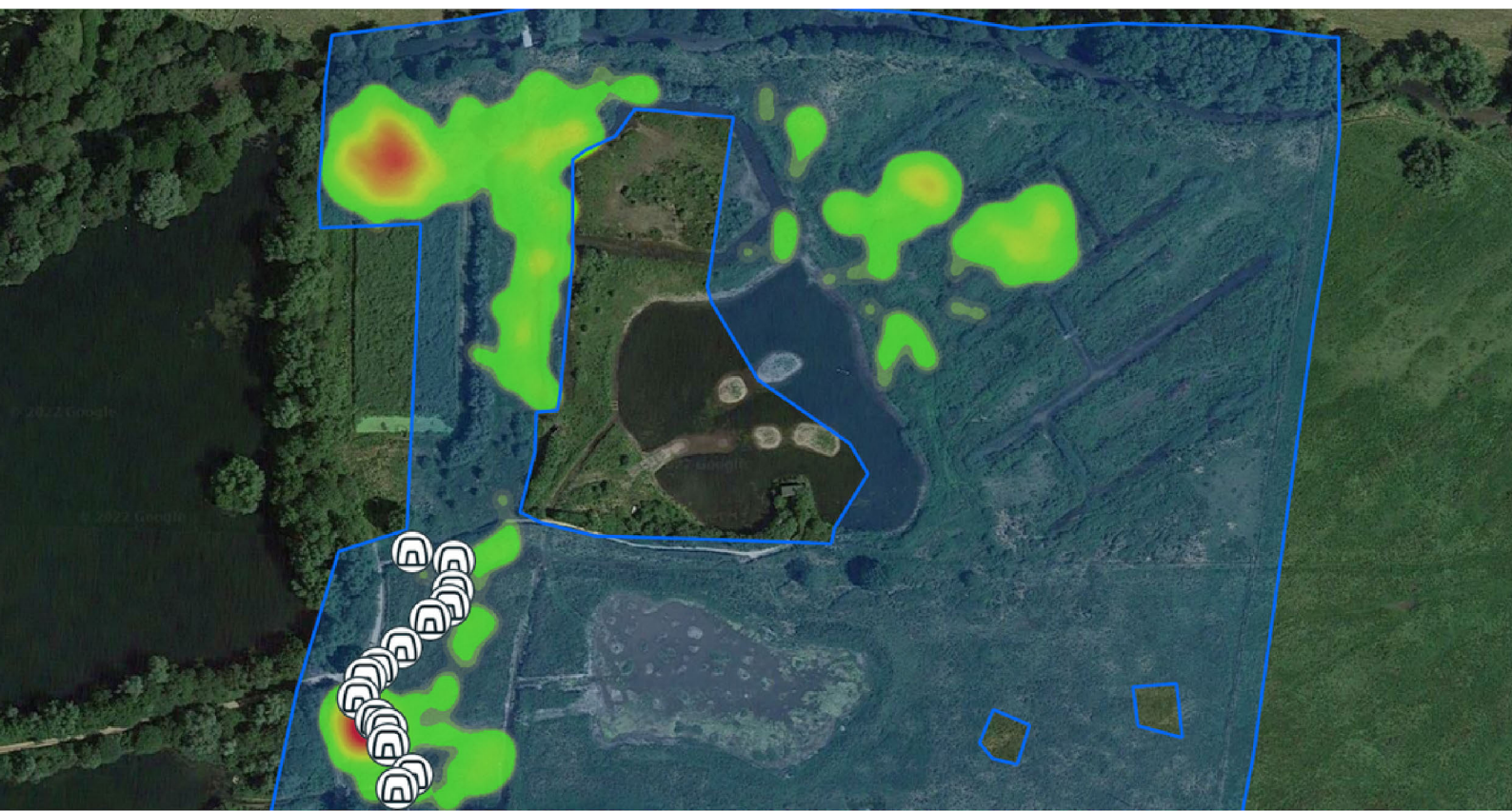
- Full use of the iMIS database for members, donors and supporters
- Digitise reserve management plans, increase use of spatial data and GIS technology
- Use and develop Team Kinetic as a dedicated volunteer database
- WSBRC to make greater use of citizen science - species and habitat data collection
- Review of the accounting package, including the automation of purchasing processes

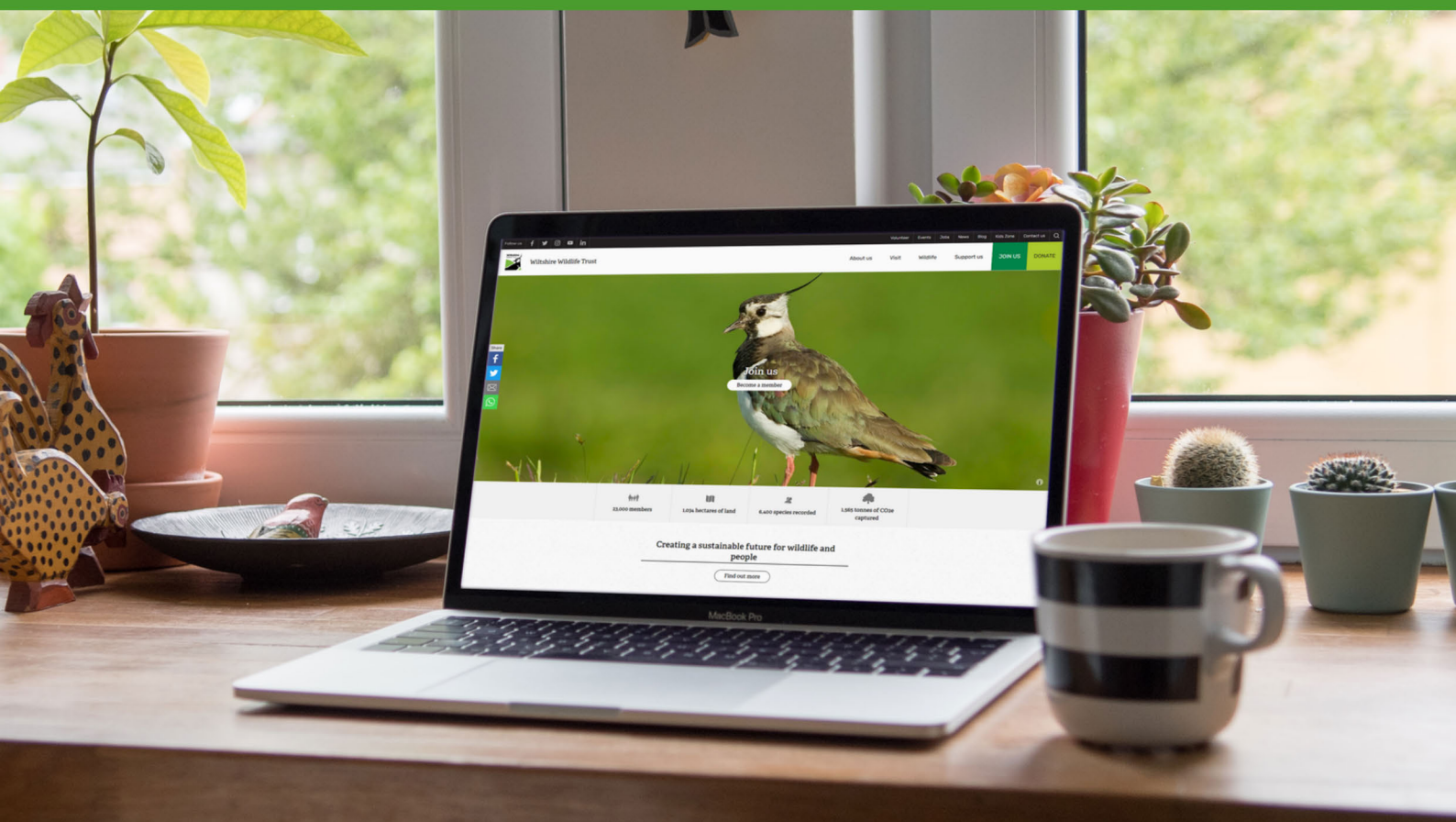


Measures of success

We will see:

- an increase in citizen science records
- the database adoption completed successfully and to time
- fewer invoices paid with no purchase order





b. Improve external communications

Keeping our strong and readily recognisable local visual identity, we will ensure we present consistent, clear and accessible branding. Our branding will recognise our strong independence. The new website and integration of messaging through the iMIS database will ease digital communication and targeting of messages.

A new state of the environment report will be produced and we will develop clear and consistent evidence-based policies through supporting and learning from academic research studies. We will communicate this to all our stakeholders to highlight challenges facing nature and use it to influence changes in behaviour and policy that deliver positive change for people and wildlife in Wiltshire and beyond.

Measures of success

We will see an increase in:

- website clicks
- followers on social channels
- post shares/likes
- digital magazine views

5. Getting our own house in order

a. Our reserves have a clear purpose and plans for Climate Change adaptation

This will be supported by increased surveying and monitoring across our nature reserves and Wiltshire to inform site-specific management plans and how management must change to adapt to climate change.

The acquisition of more land is crucial to create wildlife corridors - bigger, better buffered and more connected.

We will improve visitor engagement and access infrastructure enhancement to support the EDI strategy.



Measures of success

We will see an increase in:

- the number of records
- land holding size
- land influenced

We will also conduct customer satisfaction surveys and mystery shopper visits.

b. No use of toxic chemicals

We will produce an Ethical Procurement framework and maintain high Health and Safety standards to ensure full compliance.

We will support minimisation of use of chemicals in livestock husbandry and land management.



Measures of success

We will see:

- less recorded on COSHH register



c. Carbon reduction

We will review and extend our Carbon Reduction Strategy and Action Plan to cover energy, travel, general policies, resources, purchasing and land management.

We are committed to achieving net carbon zero by 2030 and being net carbon positive by 2050. Changes in behaviour and purchasing will be informed by this and embedded across the Trust.



Measures of success

We will see:

- **improved greenhouse gas inventory calculations**
- **an increase in overall carbon captured and stored**

6. Measuring our impact



Our goal is to ensure that every area of work can **demonstrate an impact/improved effectiveness** in some way, so that we can show our funders, members and the public what we've achieved, learn as we go along, and share best practice.


We will work with other Wildlife Trusts to measure and evaluate any shifts in indicators of societal change and the extent to which these might be attributed to the work of the Wildlife Trusts.

Further work is required in defining what will be measured and what

investment will be needed to collect and analyse the information. The alignment of individual Trust strategies to the collective strategy for The Wildlife Trusts should make the collection and analysis of data easier.

We will contribute to the work being carried out nationally by The Wildlife Trusts and measures identified in section 5. We will continue to work with other Wildlife Trusts to explore new ways in which these wider impacts might be measured and assessed.

7. Annual Business Plans and Budgets

A small brown and white bird, possibly a warbler, is perched on a green fern frond. The bird has a brown head and back, a white breast, and a long, thin tail. It is looking to the left. The background is a soft, out-of-focus green.

Our strategy 2030 provides a high level framework of goals and targets. It will be supported by **detailed Business Plans** produced prior to the start of each financial year. These will set out detailed targets for the Trust and will inform, and be informed by, individual work programmes for staff.

An **Annual Budget** accompanies the Business Plan.

The Annual Business Plan and Budget are approved by the Trustees at the February Council meeting.



8. How far have we come?

Since 2015, the Trust has continued to grow. Our income and membership have increased despite the Covid pandemic. We have been able to invest in further land and property acquisition and infrastructure, and we have developed and expanded our programmes of work. This is illustrated in Table 1 (p.39), which shows some of the metrics used in previous Strategies. The achievements and activity over the last seven years shows how the Trust is well placed both financially and strategically to face future challenges.

We are facing the inextricably linked ecological and climate emergencies and need to see an increase in the scale and pace of action. At the same time, it is clear that nature has never been so important for people; many visitors stumbled across our nature reserves during lockdown and discovered the therapeutic benefits that nature can provide.

The Trust enables people to value nature for personal wellbeing, especially through the Care Farms, Adult Wellbeing and Youth Education Teams. The Nature Centres also provide access to nature for those with health conditions or impairments.

The diverse and abundant wildlife found on our nature reserves helps to tackle the shifting baseline syndrome, reminding people of the rich natural world we should expect to see everywhere. Our nature reserves play an important role as biodiversity hotspots contributing to Wiltshire's nature recovery strategy and network.

Over the past seven years, we have seized opportunities to acquire land to establish new nature reserves and create wildlife corridors through adjoining land.

Land we have acquired:

- Bay Meadows, Marlborough
- Mill Farm, Melksham
- Quadrupled the size of Emmett Hill nature reserve, Minety
- Morningside Farm, Royal Wootton Bassett
- Semley Woods, Shaftesbury
- Doubled Coombe Bissett Down nature reserve
- Widbrook Wood, Bradford on Avon
- Clouts Wood complex extended by leasing Church Hill Pastures and Diocese Land
- Castlemead Nature Park at Green Lane Wood complex, Trowbridge





Areas of significant investment in conservation programmes have included:

- Wiltshire and Swindon Biological Records Centre
- Water Team
- Wildlife Sites
- Chalkhill Consultancy
- Local Nature Partnership
- Action for Insects
- Bristol Avon Catchment Market
- Responding to planning and development control issues
- Policy development - insect declines, food and farming
- Wiltshire Wildlife Community Energy

The activities we have undertaken include:

- Review of nature reserves
- Ash Dieback review and action plan
- Wetland creation at Langford Lakes nature reserve
- Enhancements at Swindon Lagoons
- Arable reversion project and Butterfly Bank creation at Coombe Bissett Down nature reserve
- Habitat creation at Emmett Hill nature reserve
- Chalk stream restoration
- Renewal of livestock fencing



The Trust recognises the importance of diversified income streams and the value of investing in infrastructure. The Balance Sheet is now valued at over £15.7 million. This is an underestimate based on the value of land at the time of acquisition. As a rough estimate based on average land values of £10,000/acre, our Balance Sheet would be over £35 million.



Our investment in assets have included:

- Improvements to Whitworth building, Blakehill Farm, Cricklade
- Refurbishment of Clattinger Farmhouse and creation of studio apartment, Oaksey
- Construction of Brockbank Nature Centre and Kingfisher Café at Langford Lakes nature reserve, Steeple Langford
- Construction of Dragonfly Café and Nature Centre at Lower Moor nature reserve, Oaksey
- Purchase of Little Barn at Mill Farm, Melksham
- Additional livestock housing at Coombe Bissett and Blakehill Farm
- Creation of Lakeside and The Willows Care Farms
- Purchase of electric vans, hybrid pool car, replacement of minibuses, 4x4 vehicles and farm machinery
- Upgraded ICT systems and equipment with enhanced databases and website

Our people engagement programmes have included:

- Reaching communities
- Promotion and support of volunteering
- Building Bridges
- Care Farms at Lakeside and The Willows
- Wild Landscapes
- Policy development - Wilder Futures, Nature Schools
- Repair Academy
- Waste Education Team
- Help for Heroes
- Youth and Adult Wellbeing
- Forest Schools, Watch Groups, Local Supporter Group Events
- Food Champions
- Wild Connections
- Naturehood



Table 1: Indicators of performance

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

	1998/99	2003/4	2008/09	2013/14	2019/20
Number of Nature Reserves	33	37	39	38	40
Area of land owned	452 ha	742 ha	886 ha	872 ha	993 ha
Area of land leased	101 ha	72 ha	62 ha	62 ha	106 ha
Farming hubs					
	None	Blakehill Farm	Blakehill Farm	Blakehill Farm	Blakehill Farm
			Coombe Bissett Farm	Coombe Bissett Farm	Coombe Bissett Farm
			Lower Moor Farm	Lower Moor Farm	Lower Moor Farm
Livestock numbers					
	6 cattle	10 cattle	319 cattle	393 cattle	393 cattle
	3 sheep	30 sheep	192 sheep	559 sheep	266 sheep
			6 ponies	9 goats	3 goats; 2 pigs
Learning Centres					
	None	1	2	2	3
No. of pupils 'reached'					
	Not recorded	14,257	16,297	18,230	12,415
Wiltshire & Swindon Biological Records Centre					
No. of planning applications:					
processed	10,077	12,750	9,404	8,650	2,079
screened	3,549	3,154	2,321	2,665	1,244
reported on	275	340	234	1,299	941
No. of biological records held	Incomplete records	684,987	715,740	1,448,725	2,434,496
No. of staff employed					
Full-time equivalent (FTE)	29	52	47	39	47
Part time	8	15	23	36	47
No. of members (incl. Watch)					
	10,607	14,799	18,796	17,976	20,500
Total income from membership					
	£209,328	£282,834	£512,831	£494,413	£524,808
Annual income					
	£1,271,821	£2,587,580	£3,910,680	£3,504,837	£4,317,861
Expenditure:					
Revenue	£958,426	£2,554,655	£2,872,434	£3,471,936	£3,603,871
Capital	£103,541	£52,079	£559,635	£19,437	£1,126,171
Total net assets					
	£2,813,032	£5,201,013	£7,379,660	£9,077,828	£11,557,999

Images:

Brown hare, Elliot Neep
 Purple emperor, Gary Mantle
 Lapwing, Gary Mantle
 Swan, Peter Cairns, Northshots
 Coombe Bissett Down, WWT
 Barn owl, Andy Chilton, Unsplash
 Snake's head fritillary at Clattinger Farm, Stephen Davis
 Langford Lakes, Ralph Harvey
 Pond dipping, Eleanor Dodson
 Water vole, Steve Deeley
 Orchard planting with Shaw Trust at Green Lane Wood, Eleanor Dodson
 Hagbourne Copse, Sarah Stebbing
 Marsh fritillary and orchid, WWT
 Eurasian otter, WWT
 Cattle at Coombe Bissett Down, Louise Hartgill
 Nextdoor Nature community gardening, Penny Dixie
 Lakeside Care Farm, Dean Sherwin
 Wildlife march, Penny Dixie
 Langford Lakes wetlands incl. treatment reedbed, Caine Bio
 Roe deer, Donald Sutherland
 Scrub management at Coombe Bissett Down, WWT
 Mel and Brian's fundraising skydive for nature, WWT
 Wiltshire Wildlife Trust's 60th Anniversary event at the House of Commons, Eleanor Dodson
 Corporate group volunteering, WWT
 Digital tracking of cattle with NoFence Collars grazing, WWT
 New Wiltshire Wildlife Trust website on laptop
 Nature Centre at Langford Lakes, WWT
 Great Crested Newt
 Willow Warbler, Ben Hall-2020VISION
 Trust staff at Langford Lakes, Eleanor Dodson
 Blackmoor Copse, Paul McRae
 Bay Meadows nature reserve, WWT
 Tafi Carabid beetle training in Sandpool, WWT
 Butterfly bank at Coombe Bissett Down, WWT
 Dragonfly Cafe at Lower Moor nature reserve, Savannah Brown
 Adult Wellbeing Programme participants, WWT

Definitions and calculations:

- Sites of Special Scientific Interest (SSSIs) and Local Wildlife Sites (LWSs) are among the most important sites for wildlife. **The total coverage of recognised wildlife sites in Wiltshire and Swindon in 2012 (14.4%)** was calculated by adding together the areas covered by SSSIs and LWSs in both Wiltshire and Swindon Borough (502.01 km²) and calculating the percentage these made up of the total land cover (3,485 km²). These figures can be found in the Trust's **State of the Environment Wiltshire and Swindon 2013** publication.
- **Natural capital** is a way of thinking about nature as a stock that provides a flow of benefits to people and the economy. It consists of natural capital assets – such as water, forests and clean air. (NCFA, n.d)
- **Ecosystem services** are the goods and services that natural capital provides, such as foods, water or climate regulation (NCFA, n.d). We all depend on ecosystem services (a.k.a. natural services or nature's services) for our survival and wellbeing:
 - Provisioning services – e.g. clean air, water, food, energy, raw materials; medicines, etc.
 - Regulating services – e.g. control of natural hazards, climate, floods, pollution (incl. waste water treatment), etc.
 - Supporting services – e.g. shelter, habitats to live in, healthy soils, pollination of food crops, genetic diversity, etc.
 - Cultural services (often non-material benefits from green and blue places) – e.g. mental and spiritual wellbeing, recreation, tourism, etc.
 (UK National Ecosystem Assessment, n.d.)

References:

Wiltshire Wildlife Trust on behalf of Link2Nature (2013). **State of the Environment Wiltshire and Swindon 2013**. <https://www.wiltshirewildlife.org/Handlers/Download.ashx?IDMF=d836775a-d0bb-4038-ba5d-093f1f44ac71>

NCFA (n.d.). **Why is Natural Capital Important**. <https://naturalcapital.finance/why-is-natural-capital-important/>

UK National Ecosystem Assessment (n.d.). **Ecosystem Services**. <http://uknea.unep-wcmc.org/EcosystemAssessmentConcepts/EcosystemServices/tabid/103/Default.aspx>

