

A Wilder Wiltshire: Our Strategy to 2030 - Overview



Wiltshire Wildlife Trust is the leading charity in Wiltshire and Swindon working to achieve nature's recovery and connect people with nature. We want to see the abundance of nature restored and experienced by people in ways that enhance their lives and wellbeing.



Our Vision is a future where wildlife and people flourish in harmony.

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

Goal 1: Nature Recovery

By 2030, nature will be in recovery in Wiltshire and Swindon, with habitats, species and natural processes being restored at scale

To achieve this we need:

- 1.1** 30% of land in positive management for nature
- 1.2** Species abundance and diversity increasing
- 1.3** Natural processes being restored
- 1.4** Nature-based solutions being used to address the climate and water emergencies



We will do this through:

- Hosting a new Local Nature Partnership for Wiltshire and Swindon
- Developing a new Land Advice Service
- Developing a learning hub at Great Chalfield
- Identifying strategic opportunities to enhance our reserves network
- Working with partners across the county to increase population size and range for critical species
- Restoring the globally important River Wylde chalk stream
- Ensuring that the restoration of natural processes is a concept widely understood by Wiltshire's land managers
- Working with partners to develop and deliver projects that contribute towards the restoration of natural processes
- Creating wilder urban areas through green infrastructure

About Wiltshire Wildlife Trust

Founded in 1962, today Wiltshire Wildlife Trust is the leading charity in Wiltshire and Swindon working to achieve nature's recovery and connect people with nature.

With over 40 nature reserves covering over 1,200 hectares (c. 2,900 acres), the Trust protects some of Wiltshire's most important meadows, downland, woods, fen and other valuable wildlife habitats. Most of our nature reserves have open public access, allowing people to benefit from nature through enhanced wellbeing and learning opportunities.

The Trust is supported by a growing community of over 15,000 members and 2,000 volunteers, and employs nearly 100 full-time equivalent staff. Partnership is our watchword, and our Strategy commits us to collaborating with farmers and strategic partners to achieve nature's recovery in the wider landscape beyond our own reserves.

Goal 2: Connecting People with Nature

By 2030, people will be taking action for nature and benefitting from nature in their lives

To achieve this we need:

- 2.1** 1 in 4 people taking meaningful action to drive nature's recovery locally and nationally
- 2.2** Health and wellbeing of people improved through their engagement in and with nature
- 2.3** Opportunities for all children and young people to nurture a lasting interest in nature
- 2.4** Nature and climate at the heart of decision-making locally and nationally



We will do this through:

- Empowering individuals and communities to take informed and meaningful action for nature
- Expanding our community engagement projects to broaden our reach across the county
- Creating more volunteering opportunities, including expanding the Young Ambassador programme
- Advocating the health and wellbeing benefits of the natural environment
- Engaging with every school in Wiltshire
- Being inclusive and creating opportunities for all people to experience nature through our alternative education provision and community engagement programme
- Developing the use of our nature centres and visitor experience at our key reserves