



Strategy 2022–2030: Bringing Nature Back

Introduction

This Strategy is our response to the nature emergency. It recognises that the twin threats of climate breakdown and ecological collapse are the most important issues of our time. Our work over the past 66 years has protected some of the most important places for nature, but now our work must step up a gear. As well as protecting the fragments of wildlife-rich habitat that we have left, we need to start restoring ecosystems at scale – we need to put nature into recovery.

Leicestershire and Rutland Wildlife Trust is uniquely positioned to inspire and lead the positive ecological change that will be needed across our two counties. It is local, but also part of a strong, cohesive movement of Wildlife Trusts across the country. It has a huge opportunity to enable volunteers, members and diverse supporters to drive change within their own communities – ‘Team Wilder’.

The Trust will work in close collaboration with the Royal Society of Wildlife Trusts and other Wildlife Trusts, as well as other partners, individuals and communities, to achieve a wilder future, whilst supporting others to be part of this team.

The following text constitutes the Trust’s Strategy 2022–2030: Bringing Back Nature. Our detailed work programmes for each year will drive its aims and objectives.

Our Vision

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

Our Purpose

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

Our Approach

- We are ambitious in our desire to reverse the declines in nature. We need to increase abundance and diversity by restoring and creating habitats at scale.
- We speak authentically with a bold and confident voice, we commit to tell the truth about the state of nature and be clear about what needs to be done to put it in recovery.
- Firmly rooted in our local communities, we look after wild places, increasing people’s understanding of, and connection to, the natural world.
- We look to establish common cause and work in partnership with others to develop new, innovative ways to put nature in recovery.
- 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.
- If we get our approach right in Leicestershire and Rutland, and each Wildlife Trust does the same, we will have a collective impact that gets it right nationally and helps address global problems.

Goals

1

Nature in Leicestershire and Rutland is in recovery with abundant, diverse wildlife and natural processes creating wilder land where people and nature thrive

2

People in Leicestershire and Rutland are taking action for nature and the climate, resulting in better decision-making for the environment at both the local level and national level

3

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

Transformations

1

Developing our role as a trusted source of knowledge and expertise

2

Working effectively nationally and locally

3

Inspiring, organising and mobilising people and communities

4

Undergoing a 'root and branch' digital transformation

5

Delivering a step-change in the scale and diversity of funding for nature's recovery

Enabling Priorities

1

Responding to the climate and ecological emergency -getting our own house in order

2

Ensuring our nature reserves and landscape-scale initiatives are the foundation for nature's recovery

3

Develop clear and consistent evidence-based policies

4

Invest in a highly-skilled and diverse staff and volunteer network, and build a movement-wide learning culture

5

Speak with authority and a confident voice, instilling trust and further increasing our impact and influence