



Derbyshire  
Wildlife Trust

# Wilder Derbyshire

2020–2025





**Derbyshire**  
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## **Wilder Derbyshire** **2020-2025**

Derbyshire Wildlife Trust is uniquely positioned to lead change in Derbyshire, being bold, grassroots-oriented and local whilst also being part of a strong, cohesive movement. There is a need to better enable volunteers, members and supporters to drive change within their own communities as well as enabling people to truly value and take action for wildlife. We want to be recognised and respected for both the impact of our work and our ability to mobilise others.

Our purpose is to achieve our vision  
of a **Wilder Derbyshire**

We will achieve this by pursuing our mission  
**To Create Nature Recovery Networks**

We will deliver our mission by  
**Leading Nature's Recovery**, inspiring people  
and communities  
to care and **mobilising people to act**



‘Business as usual  
is **not an option.**

The next **five years**  
are **critical.**’



### Where we are now

Derbyshire Wildlife Trust has doubled in size over the past five years and we have substantially increased our influence and impact. However, we are in the midst of a Biodiversity Crisis – a Climate Crisis. Wildlife continues to rapidly decline despite our best efforts and there is a growing disconnect between people and nature. Right now we are in the middle of another crisis – COVID 19. We need to ensure that out of this crisis comes a new normal, one which better enables nature’s recovery and which in turn supports wider recovery.

Business as usual is not an option. The next five years are critical.

### Where we are going

Our core purpose is to lead Nature’s Recovery. We will be increasingly bold, brave and imaginative. But we cannot do this by ourselves. We will need to empower, support and learn from others more than ever before and we need to improve our resilience.

We strongly believe everyone has a role to play in Nature’s Recovery. We will work together with communities, local authorities, businesses, landowners and organisations, supporting them to play their part.

New and exciting opportunities will be developed to enable everyone to notice and connect with wildlife.

As more people connect with wildlife we will build a growing movement of people who will collectively and collaboratively ensure a Wilder Derbyshire.



**Our goal is that by 2030:  
33% of Derbyshire will be  
managed for wildlife**

**1 million wild connections each year**

**1 in 4 people will act for wildlife**

**The Trust is carbon positive**

**We will also increase our income from all sources,  
as well as diversifying our income streams  
to double our turnover and achieve a total  
annual income of £5 million and, as a result,  
be more influential than ever before.**

### How we are going to get there

We will deliver our vision by continually exploring alternative models to meet our aims and by instilling an agile and adaptive culture.

We will deliver our mission by taking forward detailed actions linked to four main strategic objectives:

- 1 Lead Nature’s Recovery**
- 2 Inspire People to Notice and Care**
- 3 Mobilise People and Communities to Act**
- 4 Ensure an Agile and Influential Culture**

We will run the Trust effectively, setting and measuring performance against targets. We will ensure our staff, supporters and volunteers are motivated, rewarded and have the right skills. We will encourage an agile and ambitious culture and enhance opportunities to enable us to be ever more diverse, relevant and resilient.

We will demonstrate leadership by substantially reducing our carbon footprint and ensuring we are carbon positive by 2025, as well as encouraging and supporting others to do the same.

We will work more closely than ever before with existing and new partners, individuals and communities to ensure we collectively achieve a Wilder Future.



## Lead Nature's Recovery

We will work in partnership with others to develop exciting landscape scale programmes across our six Nature Recovery areas, working closely with partners and landowners to deliver innovative nature-based solutions to address both the biodiversity crisis and the climate crisis and ensure a Wilder Future. We will also use these initiatives to demonstrate the benefits of a nature-based economy.

Our Nature Reserves will play a key role in Nature's Recovery and we will harness every opportunity to connect our nature reserves into the wider landscape.

Most importantly, we will work together with partners, communities, individuals and landowners to develop exciting Rewilding initiatives across Derbyshire, and we will develop and implement plans for the re-introduction of keystone species such as beavers, pine martens, red squirrels and osprey.

We will be bolder than ever before, substantially increasing our advocacy and influence. We will build on our strong and growing reputation for standing up for wildlife. We will also ensure any new developments deliver genuine net gain for wildlife and support Nature's Recovery.

We will constantly seek new and innovative sources of funding, including grants, foundations, high-value donors, businesses, eco-consultancy work, crowd funding, campaigning and individual giving.



## 'We will develop exciting Rewilding initiatives across Derbyshire'



## Inspire people to care

We strongly believe that the natural world should be an integral part of everyone's life. We will therefore work more inclusively and collaboratively than ever before to ensure that everyone has the opportunity to notice and connect with nature, wherever they live, thereby improving health and wellbeing as well as connecting more people to nature to ensure Nature's Recovery.

We will work in partnership with others to establish nature gateways and wilder public spaces to enable new and existing audiences to enjoy and connect with wildlife and wild spaces, removing barriers to access and inspiring curiosity and connection. We will ensure we have at least one gateway site in each of our six landscape areas, targeting a specific new audience and facilitating place-making. We will also continue to develop a programme of activities through social prescribing schemes developing new and innovative partnerships and novel ways of bringing nature into people's lives.

We will ensure stronger connections to nature by moving from one-off experiences and events to long-term intervention programmes, developed and delivered in partnership with a wide range of local community groups and networks.

We will increasingly tailor our messaging and communications to individual audiences and we will work with others to develop and implement schemes for accredited wild schools, wild gardens, wild farms & wild businesses.





## Mobilising People to Act

We will increasingly mobilise individuals, groups and organisations to take action for nature.

We will achieve this by working with others to develop a programme of support, training, toolkit development, place-making and capacity building. We will ensure the level and scale of wildlife activism will substantially increase.

As a result we will create a huge, growing, connected and collaborative “wild” community; “Team Wilder” will generate ever increasing levels of action, funding and resources.



## Agile Culture

To achieve the vision of this strategic plan we need to change the way we work, fostering an agile culture where innovation, empowerment, collaboration and leadership are encouraged, embraced and rewarded. We will continually assess and identify the skills needed to deliver our vision and seek to ensure we have these skills through improved values-led recruitment, induction, training and personal development.

We will develop the leadership, partnership, ambassadorial and entrepreneurial capability of our existing talent, both voluntary and paid.

We will work harder than ever before to become far more diverse, inclusive and resilient, and ensure we are locally, regionally and nationally relevant.

We will ensure that we are carbon positive by 2025, and that we encourage and support others to do the same.



## Delivering our strategy

We will concentrate our resources on delivering our strategic priorities. Our objectives and strategic priorities will be delivered through a series of annual business plans which will include specific, measurable, attainable, relevant and time-bound targets and will set out the changes, systems and structures needed to deliver our vision.

The business plans will be revised, updated and agreed at the beginning of each financial year, and progress will be documented every two months.

The business plans will inform both the departmental plans and the individual action plans and personal development plans for every staff member.

We will ensure the organisation is held to account through excellent and diverse governance.

## Monitoring progress

Our Board of Trustees will monitor progress and ensure that performance against agreed targets is recorded and analysed every six months.



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achieve our vision  
of a **Wilder Derbyshire**





## Derbyshire Wildlife Trust

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Derbyshire Wildlife Trust is a company registered in England and Wales, company number 715675.  
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[www.derbyshirewildlifetrust.org.uk](http://www.derbyshirewildlifetrust.org.uk)