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A Wilder Radnorshire

Strategy 2030

Ymddiriedolaeth Natur
Sir Faesyfed
Radnorshire
Wildlife Trust

INTRODUCTION

We are at the mid-point of Radnorshire Wildlife Trust's 2022-2030 strategy, so it felt a good moment to refresh our strategy and consider what the road to 2030 looks like for the Trust.

Since the 2022 strategy was approved by RWT's Board, the charity has been through some important changes. We have a new CEO, a stable team, improved financial footing, and several exciting new nature recovery projects that will magnify the impact of our existing work.

We have done this despite a challenging external environment: economic pressures are growing, politics is increasingly fragmented, and rapid technological change is reshaping how we work.

None of that lessens the need for urgent action. The climate and biodiversity crises are intensifying, making the case for nature's recovery even stronger.

We know that biodiversity loss and ecosystem collapse carry profound risks for our economy, our security and our well-being. And yet, I remain optimistic. The years ahead will bring both uncertainty and opportunity. RWT has a distinctive and vital role to play as the leading nature and wildlife charity in Radnorshire.

Our refreshed Strategy 2030, which is underpinned by business plans and budgets, sets out what we believe we need to focus on to ensure we achieve our goals.

Victoria Heffer, CEO


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OUR VISION

A thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone inspired to get involved in nature's recovery.



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Goal 1

Nature is in recovery

By 2030

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



We will:

- Manage our nature reserves as exemplar sites and seek opportunities to expand them in order to connect and enhance landscapes for wildlife.
- Support and encourage others to manage their land for wildlife and climate adaptation in a sustainable way.
- Actively support, champion and deliver landscape-scale projects to the benefit of species recovery.

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Goal 2

More people taking positive action for nature

By 2030

More people feel able to take meaningful action for nature and the climate across Radnorshire



© Rhodri Blakeway

We will:

- Create opportunities for people to reconnect with nature.
- Increase and diversify our membership, volunteers and supporters, and encourage them to act for nature.
- Enable a ripple effect of meaningful actions creating a tipping point of people and communities driving better choices.

Goal 3

Nature is playing a central and valued role in helping to combat the climate crisis

By 2030

Nature is recognised as the essential infrastructure that supports the systems that society depends on


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We will:

- Use our land and influence to demonstrate the power of nature-based solutions that deliver benefits to people and wildlife.
- Share our work on environmental sustainability, including sustainable farming and land management.
- Reduce our own environmental and carbon footprint.

HOW WE WILL DELIVER ON OUR GOALS

Finances

- £ Carefully manage RWT's growth and diversify its funding streams.
- £ Explore new sources of funding, including nature finance and development of chargeable services.
- £ Make better use of our assets to generate income and grow our membership, Patrons Circle, corporate partners and other support bases.

Partnership

- Build stronger partnerships with organisations that will help magnify our impact, including public bodies, other environmental charities and community groups.
- Drive ambition through large-scale projects that cross country and county borders.
- Leveraging off the expertise of others by understanding RWT's organisational strengths and weaknesses.



HOW WE WILL DELIVER ON OUR GOALS

People

- Investing in a high-skilled and diverse staff, trustee and volunteer network and building an organisation-wide learning culture.
- Supporting professional development by offering training and mentoring opportunities to build a highly motivated and engaged team.
- Create a clear and transparent pay structure that rewards high performance and alignment with RWT's behavioural and cultural values.

Evidencing impact

- Identifying and maintaining records on key metrics to understand if we are achieving our goals and delivering impact.
- Developing clear and consistent evidence-based policies to enable regular collection and monitoring of data.
- Effective communication of these 'signals of success' to supporters.

HOW WE WILL DELIVER ON OUR GOALS

Innovation

- Continue to improve organisational efficiency through digital transformation, better systems and automation of processes.
- Offer staff training to ensure we are taking advantage of digital advancements.
- Embrace all the shared services and expertise that exists across all the Wildlife Trusts in the UK.

Profile and reputation

- Raising RWT's profile as the leading nature restoration charity in Radnorshire. A trusted brand that supports Welsh language and culture.
- Speaking with a bold and confident voice to further increase our impact and influence.
- Mindful of our own environmental impact through choice of suppliers, purchases and travel options, etc.

OUR PURPOSE

Increase the abundance and diversity of wildlife, inspire people to take action for nature and help to reduce the impacts of the nature and climate crisis.

Our guiding principles and values

Nature first - Our passion for the natural world sits at the heart of every decision.

Rooted in communities - We work with and for the people of Radnorshire.

Leading by example - We are ambitious, collaborative and focused on impact. Our work is based on evidence.

Caring for people - We seek to support and develop our valued staff, volunteers, trustees and members.



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Radnorshire
Wildlife Trust

Radnorshire Wildlife Trust Strategy 2030

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