



London Wildlife Trust  
strategy to 2030

**Bringing Nature  
Back to London**





Our city is facing a **climate  
and ecological emergency**





## Protecting London's wildlife for the future.

Around half of London is made up of green spaces, rivers and tranquil wetlands. It's home to an astonishing abundance of wildlife – from mammals to molluscs, from sparrows to skylarks, from towering trees to the tiniest of bugs and beetles. And London Wildlife Trust is the only charity dedicated solely to protecting this wildlife and its vital habitat.

Formed in 1981, we belong to a partnership of 46 Wildlife Trusts across the UK – working together to conserve nature and help everyone connect with the plants, animals and habitats in their local communities.

## Our vision is of a London alive with nature, where everyone can experience and enjoy wildlife and the wider environment.

But right now, our city is facing a climate and ecological emergency. Here, as in communities across the globe, there's growing disruption to the natural world – from extreme weather events, to declining bee populations and damage to the soil in which we grow our food.

What's more, London's wild spaces are under pressure from development and the needs of a growing population. Yet they're a vital contributor to our health and wellbeing – never more so than in this period of global insecurity, when so many people have found solace by spending time in nature.







If we work together, there  
is hope for the future of  
our city's wildlife



# We need to restore nature And we need to take action now

It's not enough to just slow down the loss of the natural world and protect what remains of our wildlife. We need to stop and reverse the declines – at scale and at pace.

That's why we've put together a bold and far-reaching strategy to:

## Protect, restore and enhance London's biodiversity

and ensure our natural habitats help address the climate and ecological emergency.

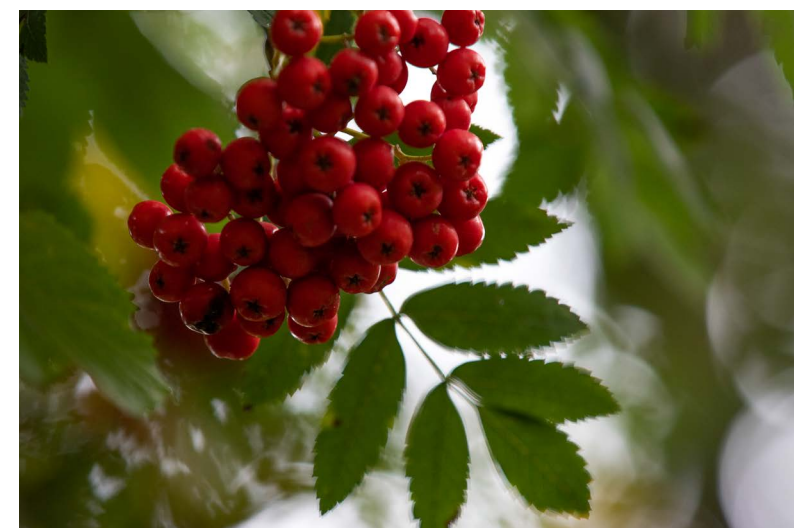
## Engage and enable all Londoners to connect with nature

and be able to access the natural environment in their own neighbourhoods.

## Inspire residents, policy makers and opinion formers

to stand up for nature and work for its recovery.

If we all work together, there is hope for the future of our city's wildlife – and we're determined to step up to the challenge.





# London Wildlife Trust Strategy to 2030

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## Our three strategic goals

### 1 Inspire

Everyone values and takes action for London's wildlife, and the wider environment.

### 2 Influence

Decision-makers and landowners adopt nature positive policies and practices.

### 3 Transform

London's landscape and infrastructure is better managed for wildlife, nature is in recovery so that London's natural habitats play a valued role in addressing the ecological and climate emergencies.

## Our five key priorities

1

Delivering a step change in Membership of the London Wildlife Trust

2

Mobilising London's young people and communities to help us deliver our vision

3

Developing inspiring visitor experiences engaging and educating all Londoners of the value of nature

4

Undertaking a digital 'transformation' in our marketing and communications to reach many more Londoners

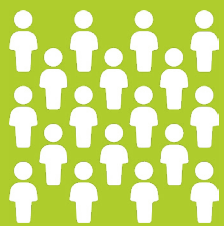
5

Ensuring our nature reserves demonstrate best practice and act as catalysts for action to enable nature's recovery in London





**Between 2020 - 2025:**



**5**million

visits to London  
Wildlife Trust  
nature reserves



**50**

thousand school  
children experience a  
connection to nature

## Goal 1: Inspire

# We will inspire everyone to value and take action for wildlife


We know that nature in London can only recover if every Londoner is engaged, inspired and enabled to connect with the wildlife on their doorsteps.

In the face of accelerating declines in species and habitat, we need to reach more and more people - and fast. We will grow our membership through face-to-face and digital recruitment, since members are essential advocates for our work, vision and purpose.

We recognise that progress towards our vision depends on connecting with a new generation of changemakers, and engaging people from groups that are currently under-represented in nature conservation. We will work to ensure all feel welcome visiting our reserves, taking part in our activities, volunteering, and talking to us. We want our vision to be a shared one.



# Going forwards, we will:

Increase our total engagement with Londoners	Engage with a greater diversity of communities across London	Mobilise London's young people	
<p>we will open new visitor centres at Camley Street Natural Park and Gunnersbury Triangle, improving accessibility at our sites and facilitating more than 5 million visits over a five-year period. We'll aim to engage 100,000 people in our events and festivals. And we'll create more inspiring visitor experiences and develop a vibrant, user-led social media programme, encouraging visitors to continue to nurture their relationship with nature.</p>	<p>– particularly people from Black, Asian, or minoritised ethnic groups, and people living in areas of high socio-economic deprivation. We'll do this by building partnerships with Black/People of Colour-led organisations and community groups, developing more volunteering, engagement and training opportunities for minoritised groups, and ensuring our sites, offers and digital presence are truly inclusive.</p>	<p>by building on our successful 'Keeping It Wild' youth project, establishing a Youth Board and delivering a minimum of 40 paid traineeships. We'll continue to run our successful forest schools and family learning events that currently reach 10,000 children, parents and carers. And we'll expand our formal schools' programmes – inspiring and educating 50,000 children and 1,600 teachers about the natural world around them, helping them to make their first steps to take action for nature.</p>	



## CASE STUDY

# Keeping it Wild

Since 2018, we have been delivering the Keeping it Wild programme and inspiring young people aged 11-25 to become involved in the protection and promotion of our city's natural heritage. Focusing on young people who are typically under-represented in the environmental sector, 93% of young people who have taken part come from at least one of the target groups: Black, Asian or minoritised ethnic heritage, disabled young people or young people from lower socio-economic communities.

The programme includes paid traineeships – four months which young people spend with us learning practical skills in urban nature conservation, community engagement, environmental education and communications. The Traineeship is full time, paid via a bursary at London Living Wage equivalent. Funding in 2021 from the Mayor of London and the National Lottery Heritage Fund, including others, allows us to continue this strand of our work with a further 40 Traineeships.







**Between 2020 - 2025:**



**5**

secure planning  
advisory roles with five  
local authorities



**50**

developments in  
London will have  
Wpositive biodiversity  
net gain at planning

## Goal 2: Influence

**We will influence decision-makers and landowners to adopt nature-positive wildlife policies and practices**

**A future-proof London must balance the protection of nature with the needs of responsible development – for the benefit of every London resident, worker and business.**

That's why we're participating in the planning process and championing the nature-friendly developments that bring the net gains in biodiversity upon which nature's survival and recovery so depend. We're countering inappropriate developments on important wildlife sites and helping local councils and community groups to scrutinise planning applications and perform ecological surveys.

But in the years ahead, we must extend our influence –demonstrating how land assets can form the foundation of nature's recovery in London and tackle today's ecological and climate emergency.



# Going forwards, we will:

Continue to lead the way in championing appropriate, nature-friendly development for London	Map and monitor the city's wildlife	Advocate nature-positive approaches in climate programmes	Lobby for legislation, policies and guidance that better protect nature
by securing planning advisory roles with four more local authorities, offering guidance to local community groups, and working with leading developers. Our recommendations and influence will enable every major new development to play a part in aiding nature's recovery.	focusing on collaboration. We'll work alongside others on projects such as the restoration of butterfly habitat and the introduction of beavers in Enfield.	by maintaining a key role on the London Climate Change Partnership and ensuring that nature's recovery is embedded within climate objectives and vice versa.	through direct advocacy with Greater London Authority, government agencies, London MPs and others. We'll consult on London's lighting strategy, support the Dark Skies campaign and work with the London Plan, DEFRA and Natural England to ensure all developments result in a net gain for biodiversity. As we grow our membership base, we'll also engage all our supporters in our vital environmental campaigns.



## CASE STUDY

# Kidbrooke's Cator Park

Commissioned by Berkeley Homes to review and evolve the masterplan for Cator Park in Kidbrooke Village, we worked closely with landscape architects and civil engineers to introduce a rich mosaic of habitats and vegetation types to increase the ecological value and achieve biodiversity net gain – something which goes hand in hand with delivering development resilient to climate change.

Using an approach developed through delivery of our previous projects, the design worked with a vision that returns nature to the city.

For the community, the benefits are clear. Wilder spaces such as water meadows with boardwalks allow people to observe wetland bird populations, while events and volunteer encourage the community to spend time close to nature. And where nature thrives, a vibrant, healthy neighbourhood grows.







**Between 2020 - 2025:**



**36**

Our nature reserves are exemplar sites for nature conservation in London



**28**

hectares of habitat created or restored on third-party land across London

## Goal 3: Transform

# We will transform the way London's landscape and infrastructure is managed for wildlife

## Our nature reserves offer a glimpse of the recovery of nature that is possible in our city.

By showcasing best practice in urban wildlife conservation with regards to research, habitat and species conservation, and engagement with local communities, we will highlight the central role that our natural habitats play in building climate resilience.

From 2023 onwards, we're undertaking a major project to improve our land management information systems and enable more detailed impact reporting.

And leading by example, we will lay the groundwork for the other landowners in London that our vision's success depends upon - urging them to take action for local wildlife and come together as part of a city-wide nature recovery network.



# Going forward, we will:

Continue to address climate change and build resilience across our sites	Improve our land management information systems	Build on our work to restore nature and help wildlife thrive
<p>we're aiming for net zero greenhouse gas emissions across all Trust operations by 2030, so any emissions we produce will be balanced out by carbon sinks. In order to achieve this, we're implementing a specific Greenhouse Gas Reduction Strategy and Action Plan to help monitor, report on and reduce our emissions. We're changing our land management approach and the use of tools and vehicles across our many sites. And we're publicising our actions and commitments to tackle the climate emergency to our supporters, as well as maintaining an active role on the London Climate Change Partnership. Our ambition is to be an exemplar for organisations of all sizes across London.</p>	<p>by undertaking a major project to introduce a new solution for the management of the sites we manage, including new map-based solutions. This will allow us to further improve our impact reporting across all our conservation activities.</p>	<p>by conducting major species recovery projects from 2023 and identifying opportunities to fund conservation work on third party land – for example, the Mayor's Rewild London Fund which focuses on working with owners and managers of London's Sites of Importance for Nature Conservation (SINCs) that make up our city's core wildlife network and provide the our best hope for nature's recovery at scale, and at pace in London.</p>





## CASE STUDY

# Rewild London Fund

London's Sites of Importance for Nature Conservation (SINCs) make up London's core wildlife network. They must be at the heart of our action to rewild the city and recover nature.

London Wildlife Trust will partner with the Mayor of London and the corporate sector through the Rewild London Fund to support SINC owners and managers to improve these key sites, and ensure that the network is resilient in the face of the climate and ecological emergencies.

We will help fund projects that:

- focus on outcomes that address the ecological emergency and ensure sites are better managed, bigger and better connected
- help improve sites in the longer term
- demonstrate innovation with new approaches to overcoming long-standing barriers to site management
- share good practice across London.



# Our values and beliefs

## Respect

we believe London's wildlife has a right to flourish.

## Inclusivity

we believe people of all backgrounds, identities and abilities have a right to access natural spaces.

## Curiosity

we're driven by a desire to understand how London's nature and people can benefit one another.

## Integrity

we take actions that are transparent, fair and based on evidence.

## Can-do attitude

we'll optimistically seek solutions to the challenges faced by London's wildlife.

## Courage

we'll challenge policies and actions that damage the city's wildlife.



## Will you support London's wildlife?

If you share our vision of a city alive with nature – where everyone can experience and enjoy wildlife and the wider environment – please help make this a reality.

Find out how you can play your part by visiting:




[wildlondon.org.uk/support-us](https://wildlondon.org.uk/support-us)



# London Wildlife Trust strategy to 2030

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