



London  
Wildlife  
Trust

# Strategy 2030









# Foreword

## Nature conservation is no longer enough.

It is no longer sufficient to slow down the loss of the natural world or preserve what remains. Over 41% of our wildlife species have declined since the early 1970s, and 15% of our species like skylark and linnet are threatened with extinction from much of London. We cannot accept the status quo. We need to bring wildlife back, at scale and pace.

To achieve this, we must empower more people and organisations to take notice of wildlife, recover their lost connections with the natural world and take action for nature. By bringing nature back into our lives and enabling people to redefine their relationship with it, we will grow nature's presence in our city. Manifold definitions of nature will help realise its capacity to mitigate the impacts of a changing climate and help make our city resilient, sustainable, and thriving.

**Our purpose is now nature's recovery.**







# Our approach

Established in 1981, London Wildlife Trust is the only charity that champions nature's recovery in London.

We are resolute in our ambition to reverse the declines in nature. We speak with a brave, bold and confident voice: telling the truth about the state of nature and what needs to be done to recover it.

As a grassroots movement, we are firmly embedded in London's local communities, where we look after wild places and increase people's understanding of and connection to the natural

world. We look to establish a common cause and work in partnership with others to develop new and innovative ways to do what's right for nature and deliver meaningful impact.

We use evidence to demonstrate what is possible; and to inspire, empower, and support communities and organisations. Most importantly, embracing the diversity of our society to help nature's recovery.







# Our strategic approach

## Purpose

Nature recovery for a thriving city

## Vision

A London alive with wildlife, nature in everyone's neighbourhood

## Goals

Inspire

Influence

Transform

## Enabling priorities

### One

Membership  
growth



### Two

Youth  
movement



### Three

Visitor  
experience



### Four

Digital  
transformation



### Five

Impact  
measurement









# Our values

These fundamental values and beliefs underpin our collective personality and work:



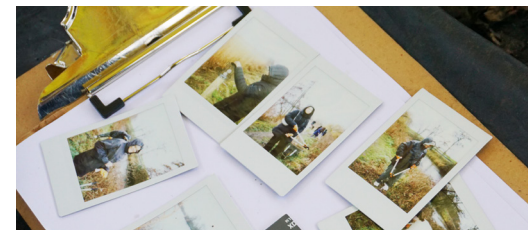
## Integrity

We take actions and decisions for nature that are open, transparent, and evidence based. In doing so we will respect the environment, nature, and people as an essential part of the city with a right to thrive.



## Passion

We are passionate about nature in London and people's relationship with wildlife. We are prepared to challenge policies and practices that lead to the deterioration of the natural environment.



## Empower

We believe everyone has the right to connect with and benefit from freely accessible natural spaces and a high-quality natural environment in their neighbourhood. All Londoners should feel empowered to take pride in and take action towards recovering nature in their city.



## Respect

We act with respect for nature, respect for people, and respect for diversity. We work collaboratively to champion inclusion and diversity within our communities to recover London's nature.







# Nature Recovery

## What do we actually mean?

In a city of fragmented and isolated remnants of wildlife habitats, nature recovery means building and maintaining an ecological network of nature-rich places for people and wildlife. Between these nature-rich places, we need ecological connections: wildlife stepping stones and corridors across parks, gardens and rooftops, and along rivers and canals that enable wildlife to permeate everyone's neighbourhood. Our strategy is to:



Make existing nature reserves **bigger**



Create **more** nature reserves



Make greenspaces **better** for wildlife



**Connect** these places and spaces with wildlife corridors and stepping stones





We will rewild and integrate nature wherever we can. But we recognise that the complex geography of our city requires different approaches in different places. Our plan for nature recovery in London will not be the same across the city.

In **outer London**, we will work to create larger nature-rich landscapes – places where rewilding at scale is a real possibility. In creating large natural landscapes, we will be able to help recover populations of

vulnerable wildlife and make our city more resilient to the impacts of climate change.

In **inner London**, our focus will be on integrating nature into the built environment, where buildings are designed to accommodate the needs of wildlife. We will ensure our more traditional parks and greenspaces are places where contact with nature is a regular occurrence, not a momentary experience.







# Our Strategic Goals

The building blocks of Nature Recovery





## Goal One **Inspire**

**People in London are inspired to connect with and take action for nature in their neighbourhoods.**

“No one will protect what they don’t care about; and no one will care about what they have never experienced.”

**Sir David Attenborough**

Nature recovery in London can only happen when communities are supported and empowered to become agents of change. If it’s going to happen at the scale and pace required, it must happen within communities – inclusive, welcoming, diverse, and thriving communities. Our goal is to engage and empower people of all ages, identities, cultures, backgrounds and abilities. We will support them in valuing, enjoying, and taking action for wildlife.

Access to nature must be a right, not a privilege. Yet many people feel unwelcome and unsafe in green spaces or are unable to access wild places close to their homes. Our community engagement and organising work will help create safe and inclusive wild places close to where people live, work, and play. We will continue to listen and work with locals, connect people with nearby natural spaces and nurture their sense of belonging in them.

We will bring the wonder of the natural world alive to all ages and backgrounds through encouraging visitors to our free of charge nature reserves. Through volunteering, engaging interpretation and unique self-led nature experiences, our wildlife-rich spaces will be amplified as oases for people and wildlife to escape to and recover from the intensity of London’s urban environment.

We recognise that under-resourced communities will bear the brunt of the climate and ecological emergency throughout their lifetimes. To address this, we will actively engage and mobilise young people, listen to our supporters, and connect communities. By empowering Londoners to drive meaningful change, we can collectively influence better decision-making for nature across the city.





## Goal Two **Influence**

**Organisations in London are influenced and supported to adopt policies and practices that advance nature's recovery.**

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.”

**Margaret Mead**

We must influence and demystify the systems that dictate how our city is designed and built. The nature-rich places we want to create and maintain are part of an invaluable network of parks and gardens, but these interconnecting spaces are under huge pressure.

Nature has been squeezed out by high-density housing development and the 'greying' of private gardens and the public realm. Whilst there have been important changes in policy and practice in recent years (such as urban greening, biodiversity net gain and nature-based solutions), these must be applied at a greater scale to be effective. We will upscale our resources to guide London's local authorities on the best way to achieve long-lasting gains for nature in their borough.

Poor urban planning has meant that many London neighbourhoods suffer from an increasingly lost connection with nature and

more acutely feel the increasing effects of climate change. Urban regeneration teams in both the public and private sectors still don't have enough ecological expertise to ensure new development supports nature recovery and climate resilience through implementation of nature-based solutions.

As London is designed and developed, there is no London-wide support mechanism to champion nature. The sheer scale of development pressure means that London Wildlife Trust cannot aspire to provide an in-house response to every threat to nature or opportunity to recover it. We cannot work alone. Instead, we will take a community organising approach to mobilise and upskill local communities and young people to better understand, participate and campaign to give nature a voice in the future development of London.





## Goal Three **Transform**

**Green spaces across London are transformed so that natural habitats play a critical role in addressing the ecological and climate emergencies.**

“In nature, nothing exists alone.”

**Rachel Carson**

We will support land managing organisations in London to better understand how to manage and maintain green spaces so they can support nature’s recovery and people’s access to wildlife. Nearly half of Greater London consists of green and blue spaces, including public parks, nature reserves, private gardens, and rivers. Additionally, one-fifth of the capital is designated as a Site of Importance for Nature Conservation (SINC). Yet, due to a combination of lack of skills, resources and political will, much of this environment is not managed or maintained in a way that can assist in nature’s recovery.

We will partner with borough councils and other landowners to connect and rewild land at a landscape scale across London’s Green Belt. We will provide support and advice on how to manage and maintain land that supports nature recovery in ways that are compatible with other legitimate uses of that land. We will be brave and bold, holding organisations and land managers to account if they fail to meet their obligations and duties towards managing land for nature or if they dismiss opportunities for implementing land management that supports nature recovery.







# Enabling priorities

We have identified five enabling priorities that represent the most important foundations we need in place to achieve our Strategic Goals.



## Enabling priority one

### Delivering a step change in membership of London Wildlife Trust

Our members are our greatest asset, we exist thanks to our strong base of 12,000 loyal nature lovers. They are strong advocates for our vision and are ambassadors for nature's recovery in London.

Membership provides the largest source of unrestricted income for the Trust raising approximately £960,000 per annum, essential for our operations. If we are to move forward at pace, we need to grow our membership significantly. This will require substantial and continued investment in acquisition, fulfilment and, most importantly, retention.

## Enabling priority two

### Mobilising London's young people to take action for nature's recovery

We will increase our engagement with young people across London by continuing to build on our successful Keeping it Wild programme, including paid traineeships and technical courses.

Guided by youth-led consultation and partnerships with youth mentoring and empowerment organisations, we will co-develop a community-organising inspired programme. This will establish the foundations for London's youth-led nature recovery movement.





## Enabling priority three

### Developing inspiring visitor experiences

With over one million visits each year, our reserves present an unparalleled opportunity to embed our vision into every aspect of the visitor journey, ensuring people leave inspired to support nature. Our visitor hubs will offer outdoor education, seasonal wildlife-focused events, and activities that embody our commitment to nature's recovery.

We will demonstrate how businesses can adopt sustainable practices while remaining financially viable. Income from cafés, gift shops, education programs, and events will strengthen our finances. Alongside the exploration of new profit streams such as commercial filming and e-commerce.



## Enabling priority four

### Digital transformation

We know that many Londoners care about the environment yet remain unaware of our work. Advancements in digital technologies and their increasing assimilation into our everyday lives means that to tell our story, we must participate in this aspect of Londoners' lives, whilst also embracing the opportunities presented by new and emerging technologies.

We will drive innovation through our collaborative work and through our communications, focusing on using digital systems and data to build supporter engagement and growth.



## Enabling priority five

### Measuring our impact

Monitoring and evaluating our programmes consistently is crucial to understanding and achieving the change we want to see. This information not only helps secure support and attract funding but also ensures we are making a real difference in London. Through regular assessment, we can refine our approach, determining where to continue, replicate, expand, reduce, or stop activities.

Over the next five years, we will invest resources to embed impact measurement and reporting into our core practices. Our impact reports will act as motivational tools for staff and volunteers and feature prominently in all our communications.





# London as a Wildlife Trust







We are proud to be one of 46 Wildlife Trusts across the UK delivering on the ground and reflecting local priorities and character. We form the partnership of The Wildlife Trusts – a powerful national network supported by over 900,000 members forming a collective voice and policy overview as well as speaking and acting for nature’s recovery. We will continue to support the Royal Society of Wildlife Trusts as it carries out three key functions nationally:

# 1

## **Promote The Wildlife Trusts’**

cause by communicating the movement’s beliefs, values and work through the national media, and digital channels; and develop campaigns to influence policy changes that support nature’s recovery.

# 2

## **Build and manage national relationships**

with decision-makers, influencers, the private sector, environmental NGOs and grant givers to generate support for nature’s recovery.

# 3

## **Influence government policy**

and decision-making in favour of wildlife by building the case for progressive national legislation policy and practice that contribute to nature’s recovery.







If you share our vision of a London alive with wildlife and nature in everyone's neighbourhood please help make this a reality. Find out how you can play your part by visiting

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



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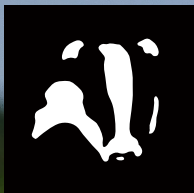
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