



# Lincolnshire Wildlife Trust

## Lincolnshire Wildlife Trust Strategy 2030

*Our vision is of a thriving natural world, with our wildlife and natural 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, on land and at sea.

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 Lincolnshire, and each Trust does the same, we will have a collective impact that gets it right nationally and helps address global problems.



## Our Strategic Goals

1

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

2

People in Lincolnshire are taking action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK

3

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

## Our Strategic 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

## Our Enabling Priorities

1

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

2

Ensuring our nature reserves and the neighbouring Marine Protected Areas are the foundation for nature's recovery

3

Develop clear and consistent evidence-based policies

4

Invest in high-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

