



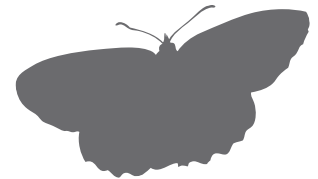
A Wilder Herefordshire: More Nature Everywhere

Herefordshire is a special and unique county. The tapestry of the natural world is rich, with our iconic rivers the Wye and Lugg, our Herefordshire floodplain meadows, the wonderful wooded valleys of the Marches, our traditional orchards and the uplands of the Black Mountains and Malverns.



We all need nature – for sustainable food production, good health, mental wellbeing and a thriving economy - but, facing an ecological and climate crisis, **nature needs us more than ever** too. Our mission, therefore, is to lead local action in our county, enabling our communities, businesses and wider partners to bring nature back.

To recover nature, **we need 30% of all land in our county properly managed for nature by 2030**. And that's good for other 'public goods', including carbon sequestration, climate adaptation and mitigation, and nutrient neutrality, too. Working together, we can create bigger, wilder, more connected landscapes across our county, so nature, people and local economies can thrive.



To get there we have three strategic goals:
putting nature in recovery; taking action for nature; sustaining our organisation's future.



Putting nature in recovery

We will deliver nature recovery at scale through deeper collaborations, working with local community organisations and networks to develop a clear plan for nature's recovery. We will work with neighbouring Wildlife Trusts, river partnerships and national partners such as the Wildfowl and Wetlands Trust, RSPB and BTO.

We'll build research partnerships with local universities and monitoring organisations to better understand nature in our area and ensure our efforts are effective.

We will also develop exemplar demonstrations of nature-friendly farming, house building and land use to address climate change.

Our land advice service will support farmers to transition to more sustainable, nature-friendly practices that work for their business.



Staff and volunteers fitting camera traps as part of a pine marten project session

Taking action for nature



Building bird boxes at Wildlife Watch club

Our members and supporters will be better connected to nature through our visitor centre, flagship nature reserves, events and learning experiences.

Organising local groups, parish councils, schools, colleges and businesses to take action for nature will be supported through our nature action network, with a focus on better involving young adults. This network will support people to monitor wildlife, take practical action to recover nature and to influence those in power and those who own or manage land.

We will grow bolder in our campaigning. Building on our recovering rivers work, we will tackle other issues, for example, expanding hedgerows and reducing pesticide use.

Sustaining our future

We will continue to improve our business planning, communicating with our supporters and partners and growing income.

Traditional fundraising through legacies, donations and corporate membership will be key, as will diversifying our income by engaging with new environmental markets, offering a wider range of services and advice, and running a broader range of events and experiences. We will make our organisation a more welcoming, and inclusive organisation and continue to reduce our carbon footprint.



Volunteer Warden Mike Williams sowing meadow seed at Weobley Wildlife Meadows