

# ANNUAL REVIEW

2014



Lancashire,  
Manchester &  
N Merseyside



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Protecting **Wildlife** for the Future

# ADAPTING AND DEVELOPING

**Despite the challenging economic environment and a tight cash flow, membership has grown, nature conservation work continues, new acquisitions have been made, visitor facilities developed, with volunteer and community involvement, a dramatic increase in educational work and involvement in wider issues, like planning proposals**

## **Chairman's Statement**



Over the past 12 months we were successful in recruiting several new Trustees, with valuable skills and experience. We need effective use of Trustee time

and skills to continue our development as one of the leading Wildlife Trusts in the UK.

We are still in a challenging economic climate where many long-term sources of funding have diminished or vanished. We have focused closely on our cash-flow as our funding model evolves and significant work has been done by staff to achieve this. We receive invaluable advice and support from The Wildlife Trusts Partnership, including financial support.

Our membership is growing in numbers, faster than any other English Wildlife Trust and has passed the 26,000 mark for the first time. I would like to thank our members and supporters for their continued loyalty and support in challenging times.

Brockholes saw more than 170,000 visitors, but has also occupied a significant part of the board's time. Challenges remain. We continue to implement enhancements to the visitor experience and we are exploring links with like-minded partners.

We continue to look for opportunities to buy or manage more areas of lowland peat bog in support of our Great Manchester Wetland Living Landscape vision. We have also been involved in planning applications, including HS2 and fracking (hydraulic fracturing). Supporting our objective to inspire people has seen our education team fully booked, a team of over 4,000 registered volunteers and 80,000 visitors to our Mere Sands Wood Reserve.

Despite many challenges, we are adapting and developing to ensure the Trust continues to deliver its objectives from a sound financial base with an excellent team of staff, volunteers and trustees with the skills that we need for a successful future.

*Steve Garland*

**We have a vision to restore  
the Great Manchester  
Wetlands to their former glory**

Picture by Alan Wright

**Picture left - Chairman of  
Trustees Steve Garland with  
Chief Executive Anne Selby**

Picture by Jamie Hall



# PROTECT, CREATE AND ENHANCE

**Our nature reserve portfolio has 38 sites covering over 1,300 hectares. Reserves include seaside dunes, urban beauty spots, remote mosslands and wetlands and ancient woodlands. All provide homes for wildlife.**

Little Woollen Moss is a 103ha peat extraction site, part of the Chat Moss complex in Salford and was acquired using Heritage Lottery Funding. Following negotiations with our tenant, 70ha of the site has been released from peat extraction, for restoration to bog. Our contracts department was successful in securing a major contract to restore the site, starting last winter.

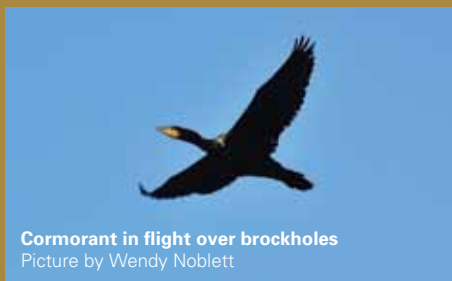
Cutacre comprises 96ha of farmland in Wigan and was acquired from UK Coal in 2013. There are currently three tenants who farm the land. A full management plan has been drawn up identifying priority areas for conservation.

Winmarleigh Moss SSSI was finally acquired using Natural England funding and is an important addition to our adjoining mossland reserve at Cockerham.

Work also continued on the development of Lunt Meadows, a new wetland reserve in partnership with the Environment Agency, designed with flood storage of water as a main aim. Work commenced on woodland sites in Liverpool and Knowsley where semi-natural ancient woodland is rare and highly valued by local people. The Trust has helped with the redevelopment of Everton Park.

Investment into our own livestock management continued with longhorn and shorthorn cattle and saddleback pigs joining our conservation grazing sheep and ponies to selectively graze our reserves.

Our contracts department has delivered a further 14 internal specialist contracts for the Trust and nine for external clients. This has involved positive management on woodlands, wetlands, grasslands, moss lands, coastal dunes and urban habitats.



**Cormorant in flight over brockholes**  
Picture by Wendy Noblett

The Wildlife Trust is protecting species from the Irish Sea Coast to the Pennines. Hermit crab. Picture by Paul Naylor





**Roe deer can be a pest eating saplings but it is wonderful to see them on our reserves**

Picture by Alan Wright

Forever Meadows came to an end. In its three years 37 designated grassland sites across four boroughs were surveyed and monitored. Notable species benefitting from the restoration works include northern and southern marsh orchid, pyramidal orchid, quaking grass, cuckoo flower and pignut.

Funding applications for a successor to Forever Meadows called Plan Bee were successful. Work will continue in Knowsley, St Helens and West Lancashire to create new meadows with bee-friendly species of plants. The Defra funded Lancashire Dunes Project installed wind trap fencing and recycled Christmas trees to help build up sand dunes at Lytham St Anne's North Shore. Although buffeted by winter storms, the fencing did its job well.

Our long run of surveying water voles came to an end as funding ran out but The Trust has managed to raise the knowledge base and activity levels in securing this species' future in Liverpool and West Lancashire.

A large heath butterfly reintroduction project was initiated in north Lancashire with female butterflies being captured at the Trust's Winmarleigh Reserve for rearing by Chester Zoo, pupae would be taken to Heysham and butterflies released on Heysham Moss.

A new Lancashire Botany Group is going from strength to strength, honing skills and enjoying our plant heritage.

A rare bee orchid was found this year on our Salford mosslands



# STANDING UP FOR WILDLIFE

**The Trust has played a major role in the development of Local Nature Partnerships in the sub-region. Anne Selby is chair for the Greater Manchester LNP and has been instrumental in establishing the LNPs in the Liverpool and Lancashire regions.**

The Trust has coordinated a new partnership called 'Great Manchester Wetlands' – The area of interest covers over 400 square kilometres, combining the Wigan Flashes wetlands chain, the Chat Moss peatlands and extending down into Cheshire along the Manchester Ship Canal.

Great Manchester Wetlands is now locally adopted as a Nature Improvement Area, by the Greater Manchester Local Nature Partnership and is receiving funding from Natural England to plan and develop a landscape scale network of wetlands.

Several major development proposals have been submitted for planning permission during the year or been through consultations. Wind farm proposals on deep peat continue to be a serious concern.

Exploration for shale gas reserves one mile under Lancashire in the Bowland Shales has presented a number of major worries over potential wildlife impacts. The Trust engaged in discussions with the exploration companies to gain reassurances and voice our concerns.

The proposed High Speed 2 rail link to Manchester has the potential to further fragment wildlife populations and the Trust has worked with the other Wildlife Trusts to create a Vision of how HS2 can enhance wildlife rather than reduce it.

We continue to be actively engaged in the RSWT partnership work, challenging government and looking at new ways to counter bovine TB that do not involve ineffective culling of badgers.



**The Wildlife Trust stands up for wildlife and has campaigned on a number of issues this year**  
Picture by Jon Hawkins  
[jon@surreyhillsphotography.co.uk](mailto:jon@surreyhillsphotography.co.uk)



The Wildlife Trust's latest  
volunteer - an Exmoor pony  
foal at Longworth Clough





**Evidence of water voles has been found on the mosslands of Manchester**

Picture by Peter Smith

The North West Wildlife Trusts Marine Advocacy Officer worked with our staff to successfully campaign for two new Marine Conservation Areas off the NW coast, including the Fylde MCZ. Flat fish, rays, gurnard, swimming crabs, hermit crabs and other crustaceans feed on the bivalves, making this region not only full of amazing creatures but also of great value to the fishing industry.

The Trust was commissioned to write a plan to tackle invasive non-native species in Lancashire by the Environment Agency. Species such as, Japanese knotweed and mink are having a dramatic impact upon native species and causing significant economic impacts.

Mere Sands Wood volunteers and staff have been making major attempts to remove the invasive New Zealand pygmy weed from shallow water bodies where winter feeding waterfowl normally congregate.

**One of the released large heath butterflies on Heysham Moss**  
Picture by Steve Rawlins, Chester Zoo



# A WORLD LEADER

**An estimated 170,000 people have visited Brockholes over the last 12 months, 22 per cent up on the previous year. That hasn't kept the wildlife away with otter, red kite, avocet and four kinds of heron adding to the usual wonderful mix.**

Over the year 327 events have been held at Brockholes involving 19,500 participants. The Climbing Forest was completed in March and is popular with younger visitors. The play area has been funded by the Greenbank Trust and the English Woodland Grants Scheme.

Conference Centre bookings, including weddings, have continued to grow. The centre is now licenced for marriage ceremonies and 12 wedding celebrations were held here in 2013. Brockholes was presented with the Best Conference Venue Award at the regional tourism awards.

Following a decline in retail performance over the year an improvement plan was developed and implemented to refresh product ranges and give the shops a more seasonal feel. The new car park system was installed in August and has proved to be much more reliable and effective.

Brockholes staff numbers were reduced by one to help reduce costs. Volunteer support remains strong with over 250 volunteers giving over 20,000 hours of their time.

Those volunteers helped to create habitats to make Brockholes one of the number one breeding sites for waders in the UK. Avocet, curlew, ringed plover, little ringed plover, redshank, lapwing and oystercatcher have all bred on the island in Number One Pit whilst the common sandpiper has made its home there.

In November Brockholes General Manager Kath Knight spoke at a conference on the "Best Practice for Design and Operation of Wetland Centres" in South Korea.

Looking forward, we are developing our plans to attract target audiences and ensure their experience is as enjoyable as possible.



**Avocet have bred on the island at Number One Pit this year**  
Picture by Amy Lewis

**Orchids have made the road  
into Brockholes a colourful place**  
Picture by Alan Wright



# INSPIRING PEOPLE

**The People and Wildlife team has seen several major projects come to the end of their funding and have been looking into activities less dependent on grant funding.**

**Education** has been a big focus for us in the last year. We have seen a lot of interest in our education offer within high schools and working with young people most at risk of exclusion. Our Environmental Resource Centre in Bolton is expanding education services with summer play schemes on behalf of local councils benefitting 62 participants.

The education team's accomplishments includes play schemes, Nature Tots, Forest Schools, college activity and school bookings. This has totalled 548 sessions reaching out to 11,192 children and young people.

There has been a lot of interest in our alternative education offer within high schools and working with young people most at risk of exclusion. Our Environmental Resource Centre in Bolton is expanding education services with summer play schemes on behalf of local councils benefitting 62 participants.

Activate Your Lives, funded by the Big Lottery Fund, demonstrates community empowerment at its best, and is making sure that the community supports a lasting legacy and continued support for the ERC. There have been 404 activities held at the ERC including Urban Adventurers, Nature Tots, a regular choir, Buggy Zumba, and one off events, benefitting 664 unique individuals. Big Lottery Fund has also supported our Chorley Community Food Growing Project, now in its final year of funding.

Local Food funding and support from Bolton Council has developed a food growing demonstration area called The Hive, situated at Moss Bank Park in Bolton and in the last year we have given 811 participants new skills through training and education workshops, and 704 participants have increased confidence through volunteering.

In Preston, Local Food funding enabled us to continue delivering 111 community food growing activities. Blackburn Conservation Volunteers won Volunteer Team of the Year and we secured Veolia funding to ensure the volunteer group continues on River Darwen Parkway.



**Volunteers at River Darwen Parkway are making a huge difference to an urban reserve**

The Hive at Moss Bank Park  
is inspiring people to grow  
and cook their own food

# Terraced Garden





**Nature Tots has proved to be a huge success on a number of sites**  
Picture by Alan Wright

The Coal and Cloth Heritage Lottery Fund project at Woodhook Vale completed with celebration at Hollins Technology College to celebrate and award AQAs for volunteers.

We have secured funding from the Windfall Fund, along with funding from Lancashire County Council's Central Gateway, which is enabling our support for a number of volunteer groups around the West Pennine Moors to help them engage more proactively with their green spaces.

Morecambe Bay Wealth of Wildlife and Bolton's Gateway to Urban Nature projects, both funded by Access To Nature, were hugely successful projects that came to an end this year.

In Wigan we have engaged 582 members of the public, through 38 public events, thanks to funding agreements with Wigan Leisure and Culture Trust and Wigan Council.

This year saw the completion of our five year HLF funded Volunteering and Wildlife project and with continued growth in our volunteer numbers, our support to volunteering activities remains strong. Our work has benefited from over 1,000 volunteers contributing over 55,000 hours of support to the Trust. We would like to thank them for their enthusiasm and efforts.

There is no doubt that our People and Wildlife work would not be anywhere near as successful without working in partnership with some key groups, charities and local organisations. We firmly believe that we must all work together in order to give the best we can for both people and wildlife.



Olivia Wilson, 4, from Hindley makes an insect box at Wigan Flashes Open Day



# SPREADING THE WORD

**Membership is the driving force behind the Wildlife Trust and numbers continued to grow, reaching a total of 26,300 individual members this year - up 12 per cent on last year. Many of our members have been with us for over ten years, some more than 50.**

This year, we received legacies totaling £37,000. Each of these people has made an outstanding commitment to wildlife. The number of members expressing an interest in leaving a legacy to the Trust continues to increase.

To widen our support, we are developing stronger partnerships with broadcasters based in Media City in Salford. This resulted in coverage on Newsround, BBC Politics, BBC Manchester, ITV Countrywise and BBC Countryfile to add to a wide range press coverage from local radio to national newspapers. We calculate that if we had to pay for this coverage in advertising it would cost over £4,000,000.

In addition, we continue to focus on online and social media platforms as these give us a very high 'reach' into current and new audiences. This year, we achieved a landmark 10,000 followers on Twitter. Visitors to our Wildlife Trust website grew by 32 per cent and to the Brockholes website by 74 per cent.

We have an average weekly social media reach of 58,000 people. Our marketing team is responsible for all the promotion of Brockholes so we were delighted that Brockholes won the 2013 Lancashire Tourism Award for Best Conference Venue.



Ecospeed's Jay Knight and LWT fundraising officer Ruth Gaskell find an orchid at the Brockholes nature reserve

North West Tonight spent a full day filming the Heysham Moss butterfly project



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Spring/Summer 2014

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- Sessions run by our experienced education team
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- Early Years to Key Stage 4
- Link J Green Schools Practitioners
- Outreach programmes available

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**There is a mixture of hard work and fun on the Trust's reserves**

We continue to attract new corporate members, with supporters making an annual contribution of £42,500. These corporate members show their commitment to wildlife and people in their region by giving their ongoing support.

In addition, courier company Ecospeed reached Level 2 (£5k contributions) in our Natural Carbon Capture scheme and were presented with their handmade glass dragonfly award. Donations from Charitable Trusts and other organisations totalled £17,500.

On many of our reserves  
reed warblers make  
the mornings noisy  
Picture by Peter Smith



# OBJECTIVES OF THE CHARITY

**The Trust is established to promote the conservation of nature for the purpose of study and research and to educate the public in the understanding and appreciation of nature, the awareness of its value and the need for its conservation.**

## **Key Objectives:**

These are the nationally agreed priorities with the Partnership of Wildlife Trusts.

- ✓ To protect, create and enhance wildlife in our region, creating living landscapes and living seas
- ✓ To stand up for wildlife and the environment
- ✓ To inspire people about the natural world and encourage everyone to take action for wildlife
- ✓ To foster sustainable One Planet Living, where the functioning of the natural environment is appreciated as essential for supporting life
- ✓ To ensure our work is based on knowledge and sound evidence
- ✓ To be recognised and respected for our work
- ✓ To grow our resources and increase support for our mission
- ✓ To ensure the organisation is effective and fit for purpose

These eight objectives are integrated into our Business Plan for 2011-2016.

## **Public Benefit**

The Wildlife Trust's philosophy is based on the belief that the natural world deserves conserving for its own sake and, since this is widely perceived to be a worthy aim of public policy, it may fairly be regarded as a benefit to the public at large. However, the public benefits provided by the Wildlife Trust go much further.

Firstly, our nature reserves are used by the public, and many have access on way-marked routes. Secondly, our education programmes are aimed at schools, colleges, adult groups and the wider public.

Thirdly, our information gathering and provision of expert advice and opinion to local authorities and others helps to ensure that planning decisions are made on a rational basis taking full account of the public benefit of wildlife.

Fourthly, we can exert influence through our substantial membership at local level, and nationally through our membership of the Royal Society of Wildlife Trusts.

# OUR TRUSTEES



Cyril Gibbons Hide at Mere Sands Wood

Steve Garland  
Richard Thomas  
Roger C Rees OBE  
John Drury  
Geoff Higginbottom  
Jane Ashley  
Chris Axman  
Stephen Niven  
Clive Elphick  
Roger Hardman  
(appointed 5 October 2013)  
Ron Wade  
(co-opted 5 October 2013)  
Andrew Ritchie  
(co-opted 5 October 2013)  
Joseph Boyers  
(co-opted 5 December 2013)

**Acting President Ted Jackson MBE**  
**Chair Steve Garland**  
**Vice Chair Richard Thomas**  
**Hon. Treasurer John Drury**  
**Hon. Secretary Roger C Rees, O.B.E**  
**Chief Executive Anne Selby**  
**Company Registered Number 00731548**  
**Charity Registered Number 229325**  
**Entrust Registered Number 025077**

# LANCASHIRE WILDLIFE TRUST FINANCE 2013/14

**The economic climate, as in recent years, remains challenging and many of our long term sources of funding have diminished or even vanished altogether. Despite this we remain successful at raising funds to support many key projects and that, in conjunction with income from our increasing membership, enables the Trust to make good progress against its strategic objectives. The Trust remains focused on its financial stability to ensure that it can continue to enhance and protect the Wildlife in our region.**

## **Key Points from the Accounts:**

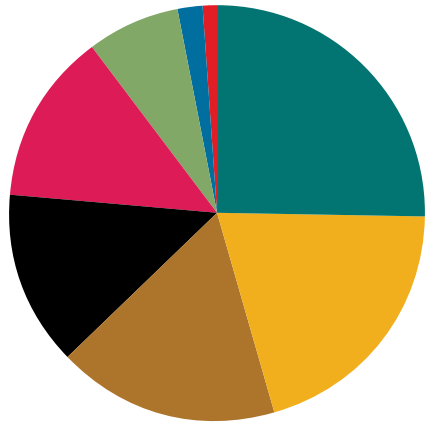
- In the Annual Report we provide a short interpretation of the consolidated statutory accounts. These incorporate the results of the Trust and its subsidiary Brockholes Enterprises Limited. A full set of accounts is available on request or can be accessed through the Charity Commission web site.
- Overall income for the year was £3.8m. This is down by £1.3m compared to the previous year but that was largely due to a couple of significant individual sources of income last year for which there were no equivalents on the same scale in the current year. Last year we received a donation of a significant parcel of agricultural land and buildings as well as significant grants to enable us to purchase Little Woolden Moss and Winmarleigh Moss
- As stated above we have seen an increase in membership over the year and this has resulted in an increase in membership income of 11%. Legacy income fell compared with last year but by its nature this source of income will fluctuate year-on-year. The Trust remains eternally grateful to its members and supporters for their valued contributions.
- Resources expended remained stable year-on-year.
- Overall the Trust had a net outflow of resources of just under £0.5m.
- Brockholes, our nature reserve and visitor attraction which opened in 2011, enjoyed a 22% rise in visitor numbers and that, together with other initiatives, saw sales rise by 35% to £510,000. However it is still not in a profit making position and the Trust continues to implement new strategies and initiatives aimed at getting it to that position.
- At the end of the year the Trust had net assets of £13.6m but the majority of this is tied up in fixed assets and in particular land and buildings which have been acquired for nature conservation and public enjoyment. Our nature reserve portfolio contains 38 sites covering over 1,300 hectares. These are fantastic assets to have and show our commitment to local wildlife and conservation but they are not usable in money terms to fund our activities.
- The tables and pie charts on the next page show where our income came from and how we spend the majority on protecting wildlife and engaging people in conservation activities.
- A quick calculation shows that for every pound we receive in membership we raise over £4 to match it – so your membership money goes a long way.



**A quick calculation shows that for every pound we receive in membership we raise over £4 to match it – so your membership money goes a long way**

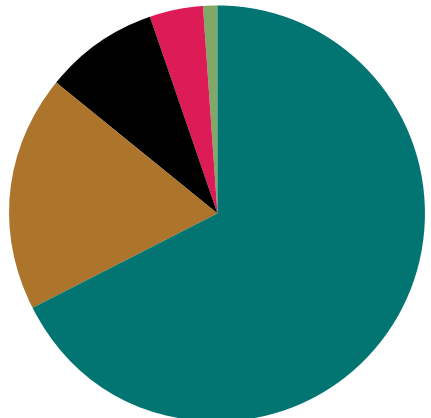
## Revenues

	2014 £'000	2013 £'000
Grants	953	2,070
Membership	762	685
Contract	654	520
Brockholes	510	378
Landfill	500	152
Other Income	265	201
Donations	77	932
Legacies	37	144
	<b>3,758</b>	<b>5,082</b>



## Spend

	2014 £'000	2013 £'000
Charitable Activities	2,870	2,843
Brockholes	779	760
Membership	373	339
Fund Raising	179	166
Governance	37	46
	<b>4,238</b>	<b>4,154</b>



# THANKS TO ALL OUR SUPPORTERS

## Thank you to our recent funders

BBC Children in Need, Biffa Award, Big Lottery Fund, Blackburn with Darwen Borough Council, Bolton @ Home, Bury Council, Carillion, Central Lancashire NHS, Cheshire Wildlife Trust, Chester Zoo, Chorley Borough Council, Chorley Community Housing, Community Gateway, Cory Environmental Trust, Countryside Stewardship, Cumbria Wildlife Trust, Charles and Edna Broadhurst Charitable Trust, Mrs D M France-Hayhurst Charitable Trust, EDF Energy, Environment Agency, Esmee Fairbairn, Forestry Commission, Friends of Mere Sands Wood, Geo Lancashire, Greater Together, The Greenbank Trust, Hamamelis Charitable Trust, Health and Social Care Volunteering Fund, Herpetosure, Heritage Lottery Fund, Hyndburn Borough Council, John Grant Davies Fund, Joy Welch Educational Trust, JP Getty Charitable Trust, Johnson Matthey Clitheroe, Lancashire County Council, Lancashire Environmental Fund, Lancaster City Council, Leyland Trucks, Liverpool City Council, Liverpool PCT, Local Initiative Fund, MOD Community Covenant, Natural England, Nurture Lakeland, Oglesby Trust, Opticron, Pilkington General Charity, The Poppy Factory, Preston City Council, Prospects Foundation, Ribble Valley Borough Council, , Rotary Club of Bolton Daybreak Charity, Salford City Council, SITA Trust, Skelton Bounty, South Ribble Borough Council, Sport England, St Helens s106 Landscape Fund, Tonge and Brightmet UCAN, Tonge with Haulgh Community First Panel, The Prince of Wales Charitable Foundation, United Utilities, Veolia Environmental Trust, Viridor Credits, The Wildlife Trusts, Willis, Wigan Council, Wigan Leisure and Culture Trust, Windfall Fund, The Winton Charitable Foundation, Wren

**Natural Carbon Capture Scheme** EcoSpeed Level 2

**Legacies** Joyce Briscoe, George Duckworth, Eileen Lenaghan, Violet Peacock, Sir Tim Kimber, Muriel Clegg

## Corporates

**Gold** EH Booths, EDF Energy, United Utilities

**Silver** Amey, Beaverbrooks the Jewellers, Freedom Renewables, Hanson Cement, Manchester Airport, Royal Bank of Scotland, Lafarge Tarmac

**Bronze** Albany Training, Aggregate Industries, BHP Billiton Petroleum, Bourne Leisure (Marton Mere and Cala Gran), Community Gateway Association, Ecospeed, Electricity North West, Hoghton Tower, Knotweed Eradication, Little Achievers Nurseries (Rosy Apple Childcare), Myerscough College, Neales Waste Management, South Ribble Borough Council, TEG Environmental, Wienerberger, Bako NW, Derek Fox and Sons (Timber), Dugdale Nutrition, Eagle and Child, Ramsbottom, Fort Vale, Herpetosure Ecological Solutions, Ignition Creative Business Solutions, Institute of Quarrying, Responsible Mailing, Spectrum Telecommunications, Trade Plate Logistics, ULCAN, Wilkinson Cameras



The Wildlife Trust has been involved in surveying and protecting water vole habitats

Picture by Amy Lewis

## The Wildlife Trust for Lancashire, Manchester and North Merseyside

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The Lancashire Wildlife Trust is a Registered Charity (No. 229325) and a Registered Company (No.731548) dedicated to the protection and promotion of wildlife in Lancashire, seven boroughs of Greater Manchester and four of Merseyside, all lying North of the River Mersey.