

# What We Do



Image by Darin Smith

## Introduction

The Trust is the leading independent environmental organisation in the northwest. We are a significant force for the conservation and enhancement of the environment across the region's urban and rural areas. We are your local wildlife experts, with a passion for nature that we love to share. We are proud to be deeply rooted in our local community.

## Vision

Founded in 1962 by a group of individuals who recognised that the wealth of our natural heritage was under threat from neglect and urban sprawl, today our wildlife faces the new challenge of climate change. Our vision is 'an environment rich in wildlife for everyone'.

## Wildlife Havens

We manage some of the region's most precious wild places in the form of 37 nature reserves and 20 Local Nature Reserves. These are places where wildlife can thrive and people can relax and enjoy the wealth of our natural heritage, connecting with the wildlife on their doorstep. We work in partnerships to carry out vital species surveys, improving biodiversity both locally and nationally.

## Our Objectives

- To **stand up for wildlife** and the Environment
- To **create** and **enhance** wildlife **havens**
- To **inspire people** about the natural world
- To **foster sustainable living**

## Key Statistics

- 100 staff and 800 volunteers
- 18,000 members
- £4.2 million turnover
- 37 Nature Reserves, 20 Local Nature Reserves
- 9 offices across Lancashire, Manchester and North Merseyside

## Inspiration

We inspire people about the natural world. We invent exciting games and activities for children that reveal the wonders of wildlife. Our 20 years experience in education has enabled us to launch an inspiring range of school Outreach programmes, and also provide an environment where we bring learning to life at our fantastic Penwortham Environment Education Centre, run in association with National Grid plc.. We reach over 30,000 children every year. Our work to develop school grounds enables children to meet wildlife face to face.

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

Our new Trailblazers project is working with 16-25 year olds to tackle environmental issues, equipping them with vital skills, and inspiring them to be the environmental leaders of the future.



*Pond Dipping sessions give children a chance to explore and learn about the natural world*

### Health and happiness

We enable people to become more active in their local green space, achieve something positive for the environment with like-minded people, grow and eat healthy organic food, or simply enjoy the great outdoors. . Many of the Trust's projects recognize this and have developed healthier lifestyle programmes. This can include walks, food growing, gardening, volunteering and local community action. All of these can improve their physical and mental wellbeing.

### Standing up for Wildlife

We influence decision makers and give a voice to wildlife in danger. We monitor all planning applications within our area and make comments where appropriate on the potential effect of the proposals on nature conservation. We provide advice to landowners, from members of the public to farmers, businesses and local authorities, on how best to manage their land for wildlife. We work in partnership with key agencies to ensure that the necessary legislation and policies are in place to conserve and enhance the region's biodiversity. We ensure that environmental issues remain on the public agenda through events, local and regional media coverage, our membership magazines and the provision of visitor centres.

### The Future

Our aspiration is to protect local wildlife for the future. We believe in taking a long-term view, inspiring people to take action and considering the wider, regional landscape for wildlife. We want to protect key iconic species special to Lancashire, such as the red squirrel, otter, brown hare and great crested newt. We also want to stand up for the less well-known plants and animals that are just as vital and in need of our protection. We will widen the scope of projects that connect people to their local wildlife and link them to the wider world, working with the movement of 47 Wildlife Trusts to create Living Landscapes across the UK.



*Aerial view of Brockholes*

### Major Project

We now own the Brockholes Wetland and Woodland site at M6 Jct 31. This mosaic of lakes, reed-beds, flower rich grassland and woodland will be an inspirational visitor attraction. Here, our conservation, education, development and community teams will work together to create a living landscape that is a showcase for the Wildlife Trusts. Work is taking place on an iconic floating visitors centre, set to attract over 250,000 visitors each year. You can keep up to date with the progress of this project at [www.lancswt.org.uk](http://www.lancswt.org.uk)

We are a membership organisation and receive no direct government funding. **Please Join us** today and help make a difference to local wildlife.

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