



Scottish
Wildlife
Trust



Our nature, our future

Taking action: 2012 to 2017

Introduction

This document details what the Scottish Wildlife Trust aims to accomplish in the five year period 2012-2017 so that it may realise its vision of achieving a network of healthy and resilient ecosystems supporting Scotland's wildlife. It is the product of wide consultation and focuses the Trust's energy, resources and expertise on clear and suitably challenging objectives.

Wildlife is still in decline and we must be ambitious and pioneering in our work. This requires us to operate at different but interconnected levels: ranging from species programmes and wildlife reserves to establishing networks of resilient habitats and ecosystems. It requires us to work even more closely with rural and urban communities, understanding that a healthy natural environment underpins our wellbeing, quality of life and economy.

As we strive to champion, demonstrate and deliver wildlife conservation in Scotland it is important that we assess not only the success of Trust projects locally but also what is being achieved at the national level. This enables us to exert influence on those whose policies, decisions and actions affect our wildlife and wild places, and to ensure that the Trust is able to respond to new challenges.

Collaboration is vital to achieving effective conservation. At the heart of our continuing success is the support and action of our membership, complemented by cooperation within the wider voluntary sector. We will reach out to inspire more people to engage with wildlife and develop partnerships with communities. We will work positively with government, Scottish Natural Heritage, Scottish Environment Protection Agency, Forestry Commission Scotland and the private sector. At the UK level, we will continue to work with The Wildlife Trusts, principally on Living Seas and Living Landscapes programmes.

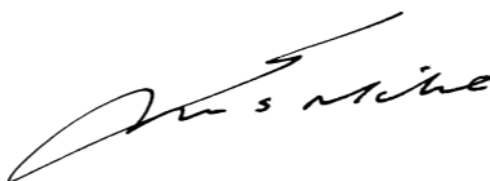
It is vital that we maintain our high standards of governance, a safe and healthy environment for all our staff, volunteers, members and visitors, and sound financial management. We will build on our relationships with current donors and supporters including People's Postcode Lottery, Scottish Natural Heritage and Biffaward, and will launch new income raising initiatives.

Detailed action plans with a full costed budget will be produced each year. Progress will be monitored quarterly by the Trust's governing Council and reported annually to members.

We commend this plan to you and invite your support in its delivery.



Allan Bantick, Chairman



Simon Milne MBE, Chief Executive

Our purpose

To advance the conservation of Scotland's biodiversity for the benefit of present and future generations.

Our vision

A network of healthy and resilient ecosystems supporting Scotland's wildlife.

Our values

We pioneer new and innovative ways of achieving our vision.

We lead by example to deliver and influence wildlife conservation at both local and national levels.

We inspire people to value and protect wildlife.

We are inclusive in seeking to be a membership-focused organisation, valuing the views, commitment and contribution of our members.

We collaborate by working in partnership: between staff and members, communities, land managers, businesses and many others to achieve our vision.

Our aims

To champion

To secure a measurable improvement in the health of Scotland's ecosystems.

To demonstrate

To implement and demonstrate best conservation practice on the ground.

To inspire

To inspire people to care for and engage with Scotland's wildlife and wild places.

Supporting objectives

To be efficient and effective in securing and managing the resources we need to deliver conservation objectives.

To champion

1 Successfully campaign for the development and delivery of a National Ecological Network and a set of Ecosystem Health Indicators in Scotland.

2 Develop and implement a biodiversity outreach programme to the built environment sector in order to enhance urban biodiversity in selected local authority areas.

3 Achieve improved conservation of the marine environment through the Living Seas programme and through partnership working with Scottish Environment LINK.

4 Have planning volunteers active in 90% of local authority areas to review planning applications and protect local biodiversity sites.

5 Achieve positive wildlife legislation and policies by influencing the Scottish Government and Parliament through parliamentary briefings, MSP visits and public consultation responses.

6 Reduce wildlife crime in Scotland through the provision of advice to the Partnership Against Wildlife Crime Scotland and by assessing and reporting wildlife crime on our reserves.

7 Implement an indicator and keystone species action plan in support of our Living Landscapes objectives, achieving a minimum of one species led biodiversity awareness campaign per year.

8 Produce and disseminate three Policy Futures publications in order to pioneer/influence critical biodiversity issues.

To demonstrate

9 Implement management plans/statements for all our wildlife reserves.

10 Achieve all Level One wildlife reserve maintenance tasks and Level Two tasks on selected reserves.

11 Achieve "favourable condition" for 98% of Designated Features on our wildlife reserves.

12 Lead and deliver the partnership objectives for the Coigach - Assynt Living Landscape programme.

13 Lead and deliver the partnership objectives for the Cumbernauld Living Landscape programme.

14 Protect and restore peatlands by working with the IUCN Peatland Programme and implement a lowland peatland demonstration project.

15 Complete the Scottish Beaver Trial and develop and implement a post trial strategy.

16 Lead and deliver partnership objectives for the Saving Scotland's Red Squirrels project and develop a long-term plan for red squirrel conservation.

17 Reduce total annual energy consumption of Scottish Wildlife Trust operations by 20%.

18 Complete detailed baseline monitoring surveys on 10 principal reserves and basic site monitoring on 50 other reserves.

19 Commence the integration of wildlife reserves into two new Living Landscape programmes.

To inspire

20 Grow membership to 50,000.

21 Have a network of at least 23 local members' groups.

22 Increase our volunteer programme to include over 800 individuals.

23 Achieve high standards of governance in accordance with OSCR & Companies House requirements and guidelines.

24 Play an active part in the UK Wildlife Trusts' movement.

25 To have reached 20,000 people per year through informal education and/or wildlife recreation programmes and self guided activities.

26 Have a sustainable network of 30-35 Wildlife Watch groups for children.

27 Deliver formal education programmes to 12,000 people per year through our Visitor Centres and major project education programmes.

28 To provide 30,000 people per year with a positive wildlife experience through our Visitor Centres.

29 Recruit, train and retain a highly motivated and productive staff team.

30 Reach 50% of the population of Scotland through our 50th Anniversary celebrations in 2014.

Supporting objectives

31 Maintain levels of financial reserves required by Council.

32 Operate within the Council approved annual budget, including meeting targets for unrestricted income.

33 Secure sufficient restricted funding to resource the project programme.

34 Minimise any negative impacts of our operations on the environment.

35 Provide and maintain a safe and healthy environment for our staff, volunteers, members and visitors.

36 Strengthen our brand, enhance our reputation and raise our public profile. To include positive media coverage and a strong online presence.

37 Maintain and enhance operational effectiveness of infrastructure for information technology, general administrative support and data management.

38 Achieve the highest standards of supporter care for our members, donors, legacy pledgers and partners.

Glossary

Coigach - Assynt Living Landscape

One of Europe's largest landscape scale projects, covering 60,000 hectares of north west Scotland and involving multiple landowners and community partners. The aim is to restore ecosystem health, creating a resilient and healthy environment rich in wildlife and delivering wider social and economic benefits (see below for a definition of 'Living Landscapes').

Cumbernauld Living Landscape

A pioneering urban partnership project which aims to improve the quality of the local environment by linking up and improving the wildlife within greenspaces in and around Cumbernauld. (See below for a definition of 'Living Landscapes').

Designated Features

Key habitats and species on designated sites (Sites of Special Scientific Interest, National Nature Reserves, Special Areas of Conservation and Special Protection Areas) which have been identified by Scottish Natural Heritage and/or the EU as being of national or international importance, e.g. blanket bogs, Atlantic oak woodland, seabird colonies and juniper.

Ecosystem Health Indicators

Biological or physical measures which, when assessed together, indicate whether or not an ecosystem is healthy, robust and delivering the full range of benefits associated with that ecosystem.

Favourable condition

The highest category of assessment on the state of designated features (species or habitats) on designated sites (Sites of Special Scientific Interest, National Nature Reserves, Special Areas of Conservation and Special Protection Areas), monitored on a six year cycle by Scottish Natural Heritage through the Site Condition Monitoring programme.

Indicator species

The presence of an indicator species signals whether or not a habitat is in favourable conservation condition.

IUCN Peatland Programme

A programme of work overseen by the UK Committee of the International Union for the Conservation of Nature advocating stricter protection and large scale restoration initiatives for peatlands. The programme is hosted by the Scottish Wildlife Trust at its headquarters in Leith.

Keystone species

A keystone species is one which affects ecosystem structure and function in a significant manner through its activity; the effect normally being disproportionate to its numerical abundance. The loss of keystone species can initiate profound changes in ecosystems, including declines in overall species diversity.

Level One and Level Two tasks

These are the two priorities which are allocated to all budgeted work on the Scottish Wildlife Trust's wildlife reserves. Level 1 tasks are essential, such as those related to legal obligations, designated sites, safeguarding habitat integrity and health & safety. Level 2 tasks are highly desirable, such as those which will enhance the nature conservation value of a wildlife reserve, monitoring projects or access improvements.

Living Landscapes

Rebuilding our natural environment—on a larger scale than ever before—for the benefit of wildlife and communities. Living Landscapes is a new way of thinking about how we manage land, underpinned by the Ecosystem Approach. It aims to deliver environmental, social and economic improvements at a landscape scale. In a truly Living Landscape, ecosystem health is restored and society benefits fully from the vital services that ecosystems provide.

Living Seas programme

Living Seas is our vision for the future of our seas. Within Living Seas, marine wildlife thrives, from the depths of the ocean to the coastal shallows. Wildlife and habitats are recovering as our use of the seas' resources becomes environmentally sustainable. The natural environment is adapting well to a changing climate, and oceans are playing a key part in slowing down climate change. People are inspired by marine wildlife and value the sea for the many ways in which it supports our quality of life.

Local Biodiversity Sites

Local Biodiversity Sites are those that are recognised to be of importance for biodiversity in the local context.

National Ecological Network

A National Ecological Network is a vision for an interconnected network of semi-natural habitats and wildlife-rich land uses with the aim of conserving nature and securing the services that nature provides.

OSCR

The Office of the Scottish Charity Regulator (OSCR) is the independent regulator and registrar of Scottish charities.

Partnership Against Wildlife Crime Scotland (PAWS)

The Partnership for Action Against Wildlife Crime Scotland represents a wide range of bodies concerned with the prevention of and action against crimes against wildlife. The Scottish Wildlife Trust has a seat on the Executive of PAWS which is chaired by the Scottish Minister for the Environment and Climate Change.

Policy Futures series

A series of policy-focused publications by the Scottish Wildlife Trust, aimed principally at decision makers. These publications explore and make recommendations on key emerging issues likely to affect wildlife and the environment of Scotland in the coming years.

Saving Scotland's Red Squirrels

Trust-led partnership project with Scottish Natural Heritage, Forestry Commission Scotland and Scottish Land and Estates to halt the loss of Scotland's red squirrels. This is achieved through the management of two major threats – grey squirrels and the squirrelpox virus they carry.

Scottish Beaver Trial

A partnership project between the Scottish Wildlife Trust, the Royal Zoological Society of Scotland and host partner Forestry Commission Scotland to reintroduce beavers to a designated trial area in Knapdale, Argyll for a time-limited period. The Trial provides an opportunity to assess the effect beavers have on the local environment and will help establish how well they settle into a new habitat in Scotland. The socio-economic impacts of beavers returning to Scotland will also be studied.

Scottish Environment LINK

Scottish Environment LINK is the forum for Scotland's voluntary environment organisations. It has over 30 member bodies representing a range of environmental interests with the common goal of contributing to a more environmentally sustainable society.

UK Wildlife Trusts

The Wildlife Trusts is a network of 47 individual Trusts covering the whole of the UK, the Isle of Man and Alderney. Collectively they are the largest UK voluntary body dedicated to protecting wildlife and wild places. They are supported by more than 800,000 members.

Proudly supported by



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Nation of spectacular wildlife including red squirrels, golden eagles, dolphins and Caledonian pine forest. The Scottish Wildlife Trust has fought to protect Scotland's wildlife for nearly 50 years and provides safe havens for wildlife on 120 reserves.



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