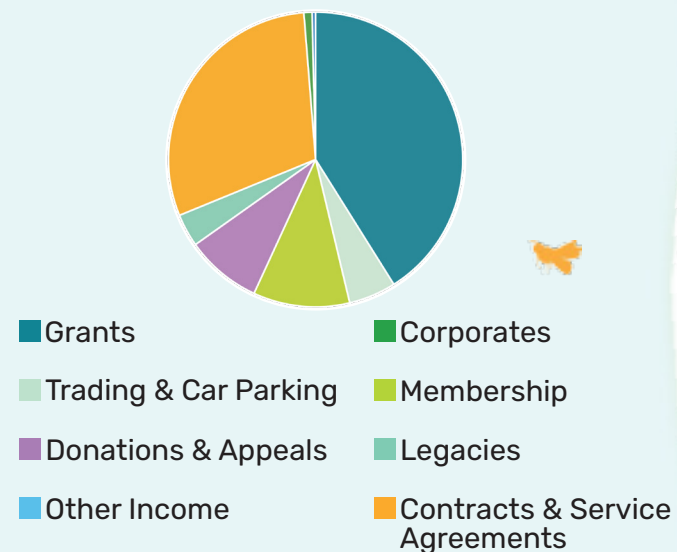
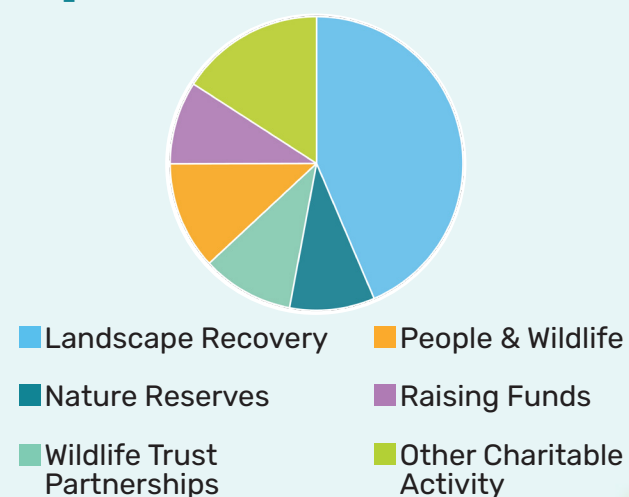


## Income 24/25



## Expenditure 24/25



## Thank You

Shropshire Wildlife Trust depends on vital funds from a range of generous funders. We would therefore like to thank all our members, supporters and fundraisers for their continued support, and the 126 people who sponsored a species. A special thank you also goes to everyone who supported our Betchcott Land Appeal this year.

Thank you to all of our Corporate Partners, with special thanks to Platinum Corporate Partners Reconomy, GrowRoom Agency Ltd. and Müller Yogurts & Desserts. Thanks also go to Atchams, Caradoc, Kanu Poke, Ludlow Cycling Club, Viridian Nutrition, Greene King/ Chef and Brewer and Rowton Brewery.

Thanks also to Tudor Griffiths Group for the time and expertise offered as in-kind support.

We are also very grateful to the friends and family of those who chose to make in memoriam gifts and funeral donations to Shropshire Wildlife Trust and those who left us legacies, including Ian Lennox, Philip Souster, Jane Tomley, Brenda Jones, John Jackman, Patrick Martin and the estate of Mrs Marsland.

Finally, the below is not an exhaustive list, but we would like to thank:

A & N Daniell Trust  
 Alan and Karen Grieve Charitable Trust  
 Beaver Bridges  
 Campaign to Protect Rural England  
 David and Sarah Hardwick  
 DEFRA  
 Ecological Restoration Fund  
 Edward Cadbury Charitable Trust  
 Environment Agency  
 Friends of Pontesford Hill  
 Harbinson Charitable Trust  
 Heart of England Community Foundation  
 John Swire 1989 Charitable Trust  
 Lyth Hill Residents Association  
 Lord Leverhulme's Charitable Trust  
 Michael and Kate Innes  
 Natural England  
 National Highways  
 Potter Group Environmental Fund  
 Royal Society of Wildlife Trusts  
 Severn Rivers Trust  
 Severn Trent Water  
 Shrewsbury Town Council  
 Shropshire Council  
 Shropshire Hills National Landscape  
 Shropshire Charity Concerts  
 The Banister Charitable Trust  
 The Lintel Trust  
 The Millichope Foundation  
 The National Lottery Community Fund  
 The Owen Jenkins Trust  
 The Rowlands Trust  
 Tudor Griffiths Group  
 Telford & Wrekin Council  
 Veolia Environmental Trust  
 Dr. P. Yuille  
 UK Shared Prosperity Fund  
 William Cadbury Charitable Trust



**Shropshire  
Wildlife Trust**

# Summary Annual Review 2024 - 2025

## SWT land management

Our nature reserves remain good examples of managing land for nature. Restoration work has started at Betchcott Hill, a new nature site the Trust acquired in 2024. We have removed a conifer covert, and have plans for conservation grazing, ditch blocking, and managed public access.

We have embraced new green technology at Wem Moss by using 'robocutters' to remove invasive grass; preventing the peatland from drying out and releasing carbon. These small, remote-controlled vehicles can reach previously inaccessible areas of the reserve, allowing us to manage the site in a safer and more efficient way.

**Shropshire Wildlife Trust (SWT) has continued to stand up for nature this year, and push further towards a thriving natural world in Shropshire.**

Thanks to our generous supporters and valued partners we have seen vital progress against our three goals.

## Goal 1 – Shropshire's Nature is in Recovery

### Land management advice

Our Land Management Farm Advisors provided advice to over 250 farmers this year, and a further 19 landowners and managers utilised our paid for land management advice service.

In total, we have have advised on improving over 9,000 hectares of land and 47km of waterways. We conducted 40 environmental protection and biodiversity projects; 29 of these involved natural flood management, and 8 projects focused on water quality improvements throughout the county.

### Habitat, species and natural flood management (NFM) projects

After three years, the 'Worfe on the Wildside' project has delivered 30 hectares of wetlands, 15km of river improved and 42km river unlocked for fish migration. The sister project on the river Strine created 16 hectares of wetlands and four ponds!

A further 40 ponds for great crested newts were created or restored this year, bringing the total to over 130.

Environment Agency funded WEIF projects, aimed at tackling water framework directive failures, have delivered 3 hectares of wetland, 2km of watercourse protected, 70 hectares of field aeration, and a novel floating reed bed island!

**85%** of SWT nature reserves in favourable or recovering condition



## Biodiversity monitoring and analysis

We have actively supported the development of the Local Nature Recovery Strategy (LNRS) in Shropshire and Telford & Wrekin, which has now been approved by Natural England and is proceeding to final public consultation. The final strategy will bring together a wide range of local knowledge and expertise, providing a unified county level framework for nature recovery and environmental improvement.

The trust's Nature Recovery Network mapping project has also fed important habitat data into the LNRS development process. The trust's citizen science spatial data now covers 1/6th of the county, and continues to grow year on year, with over 50km<sup>2</sup> surveyed in 2024. Eyes on-the-ground surveys are vital for ground-truthing, with over 300 patches of previously unrecorded habitats of high biodiversity located in recent years.

SWT has led on the drafting of the strategy on behalf of the LNRS partnership. The strategy should be signed off as being ready for public consultation by Natural England in 2025/26. This will provide a framework and vision for strategic nature recovery across Shropshire.

[ShropshireWildlifeTrust.org.uk](https://www.shropshirewildlifetrust.org.uk)

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## Goal 2 – People are taking action for nature and the climate

### Support from members, volunteers and branches

Our amazing volunteers, to whom we are deeply indebted, contributed a total of 21,918 hours across our work parties, branches, monitoring groups and more. This is equivalent to 15 full time staff!

Our Branches and groups provided one third of this total (plus many hours surveying for the Nature Recover Network) and engaged more than 3,200 people through their walks, talks and events. Thank you all!

### Community mobilisation and urban nature

SWT continued our work with ethnically and religiously diverse communities across Shropshire, with a focus on Telford. We worked with Telford Central Mosque to redevelop a neglected area into a garden, creating a space for wildlife and nature connection. The garden is helping reduce the barriers which members of the community often face when accessing nature.

*"It's become this lovely safe space for the women of the mosque. Often, they don't come from traditions of going out in nature – they wouldn't feel safe to go out hiking. But the mosque is a known safe space that they visit anyway."*

Enise, a member of the mosque community.

Through this project, we were able to offer sessional contracts to people from the communities we worked with, including Enise, helping extend our impact. We've delivered nature-based activities, such as nature walks and foraging expeditions, and have worked with communities such as Craven Arms Islamic Centre, Culturekind and the Chinese Arts & Culture Centre in Telford, Telford Gurdwara, and Climate Action Hub Telford.

## Restore Nature Now

On the 22<sup>nd</sup> June 2024, we joined more than 60,000 people and over 350 environmental groups at the Restore Nature Now march, calling for stronger political action for nature. In the lead up to the day, we encouraged our members and supporters to attend, shared resources about the event and how to get involved, and facilitated transportation from Shropshire down to London for anyone wanting to attend – jointly organised with other local groups.



### Children and young people

We connected 3,677 children with nature through wildlings, nursery and school visits, after school clubs, holiday events, birthday parties, and uniformed groups. We trained 92 teachers and influenced 40 more to embed outdoor learning with an impact on 539 children.

The first full year of our Environmental Leadership Programme (ELP) saw 64 young people engage with the programme, 82 hours of sessions, and 5 campaign groups formed. There was a marked increase in participants identifying as leaders, rising from 45% to 90%. During their time on the course 65% of participants also noted feeling a stronger connection to nature.

*"The climate crisis is such a daunting issue that often I've felt powerless, unable to enact the changes I want to see in the world. But through fostering knowledge and connection in ELP, I've come to appreciate that change can be at the roots – that the little interactions we have and the communities we build are pockets of resistance to the daily grind of urban industrialism"*

ELP participant.

## Goal 3 - Nature is playing a central and valued role in helping to address local and global problems

### Health and wellbeing projects

In partnership with Energize Shropshire, Telford & Wrekin, the Green Spaces Project supported 23 organisations that deliver activities in nature. We advised on networking and peer support; how to crowdfund, promote activities, and improve governance. With our help, organisations implemented 'Nature Buddy' schemes, and improved volunteer development.

A promotional video and several short films were produced to raise awareness of Green Social Prescribing, increasing confidence and knowledge amongst groups running activities in nature.

### Our carbon impact

Based on current emission factors, we have achieved an estimated 25% reduction in our total operational greenhouse gas emissions. This is thanks to a number of efficiency saving measures, such as upgrading our office utility and energy systems, and continued electrification of our tools and vehicles.

Smarter, less intensive livestock management practises, including trialling no-fence GPS technology, have also resulted in a 6% reduction in total emissions from grazing on our reserves (since 2020). The valuable grasslands, wetlands, and forests on our reserves provide a net carbon sink, sequestering upwards of 250 tCO2e annually.

### Beaver Project

A bonded pair of beavers were released at the Old River Bed in February 2025, in partnership with Shrewsbury Town Council, and have settled in well. We held a naming competition involving local schools and an online vote, with Beryl and Bertie picked as the favourites.



### A strong business model

We continued to develop and expand our unrestricted fundraising, with a focus on membership recruitment, and philanthropy. We have contracted South West Wildlife Fundraising Ltd (SWWFL), a non-profit subsidiary already working with 11 other Wildlife Trusts, to take over our membership recruitment from April 2025.

At the end of 2024, we ran our Betchcott Hill land appeal, raising £168k towards the purchase and restoration of the local nature site. This appeal was the largest the Trust has run, receiving national media coverage and ultimately exceeding the fundraising target by £30k.

By 2028 we aim to have expanded, upgraded, or moved our office facilities in order to provide all SWT staff with an effective and collaborative working environment which enables us to continue achieving our goals for nature. A thorough assessment of all potential opportunities has identified two main options, with detailed plans now being prepared.

We continue planning improvements to ICT, in particular moving our GIS capability and our direct debit software to the cloud so that we can retire the remaining servers.

The employee engagement survey (EES) was repeated, in order to monitor progress and identify further opportunities to improve. Overall results showed an improvement against 2023 in almost all aspects, and favourable comparison with the benchmark scores for the charity sector.