



The  
**Wildlife**  
Trusts

# Strategy 2030 Impact Measures Report

---

The Wildlife Trusts  
2023/2024 Financial Year



# Introduction

We need to restore nature at a global scale, on land and at sea. And it needs to happen now. The Wildlife Trusts' Strategy 2030 provides the high-level framework of how we intend to go about it.

But setting goals and actions isn't sufficient on its own; we also need to measure our progress, and wider progress across the country, on how well we are doing to meet our three goals:

- **Goal 1:** Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive.
- **Goal 2:** People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.
- **Goal 3:** Nature is playing a central and valued role in helping to address local and global problems.

This report sets out the indicators we are using to assess progress against ten impact measures, which sit under our three strategic goals. For this second report, we have included new data for the most recent 2023/24 financial year and will continue to report annually in future years.

The data we are able to collect is partial, and does not give a full picture of our work or trends related to nature nationally or globally. Nevertheless, it gives us an indication of progress and a basis on which to identify priorities for further work as we move towards 2030.



# Goal 1

Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Area of land improved for nature after Wildlife Trusts' advice on planning applications	Area (Hectares)	N/A	2,676	5,810	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total number of staff days used to support Marine Protected Area designation, management or monitoring	Number of days	N/A	5,980	2,537	Decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Number of Wildlife Trusts nature reserves	Number	1 (1919)	Not available	2,600	Increase	Increase	RSWT GIS maps
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Area of Wildlife Trusts nature reserves	Area (Hectares)	138 (1919)	Not available	101,412	Trend cannot be determined	Increase	RSWT GIS maps
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Length of watercourses managed by Wildlife Trusts	Length in km	N/A	Not available	1.050	Trend cannot be determined	Trend cannot be determined	RSWT GIS maps

# Goal 1

Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

## National

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of Sites of Special Scientific Interest (SSSIs) nationally	Area of SSSIs (England) (Ha)	N/A	Not available	1.03 million Ha	Trend cannot be determined	Trend cannot be determined	Defra England biodiversity indicators
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Total area of Marine Protected Areas nationally	Area around UK (km <sup>2</sup> )	N/A	338,729	338,729	Static	Trend cannot be determined	JNCC
1. At least 30% of land and seas will be actively managed for nature's recovery by 2030	Condition of SSSIs nationally	Percentage of SSSIs in favourable condition (England)	44.6% (2003)	38.2%	36.8%	Decrease	Decrease	Defra 25 Year Environment Plan indicators
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in overall species abundance	% change in abundance index for named terrestrial and freshwater species since 1970 (UK)	Index score of 100 (1970)	Not available	19% decline	Trend cannot be determined	Decrease	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in abundance of priority species	% change in abundance index for named priority species since 1970 (UK)	Index score of 100 (1970)	63% decline	Not available	Trend cannot be determined	Decrease	JNCC

# Goal 1

Nature is in recovery, with abundant, diverse wildlife and natural processes creating wilder land and seascapes where people and nature thrive

## National

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Change in % of species threatened with extinction	% species threatened with extinction (UK)	N/A	16% (2023)	Not available	Trend cannot be determined	Trend cannot be determined	State of Nature
2. The abundance and diversity of wildlife will be increasing significantly in every part of the UK	Number of critically endangered species	Number of critically endangered species in IUCN red list (UK)	N/A	235	274	Increase	Trend cannot be determined	JNCC
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Ecological status of freshwater bodies (UK)	% of water bodies in good or high status (UK)	36% (2009)	Not available	36%	Static	Static	JNCC
3. The UK's natural processes and ecological systems will be more intact and functioning significantly better on land, in freshwaters and at sea	Ecological status of surface water bodies (England)	% of surface waters meeting good or high status (England)	16% (2019)	Not available	16%	Trend cannot be determined	Static	Defra



# Goal 2

People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
4. We will create a ripple effect of people and communities led by The Wildlife Trusts, to achieve 1 in 4 people taking action for nature and climate	Total number of people taking part in 30 Days Wild campaign	Number	16,250 (2015)	515,610	593,720	Increase	Increase	RSWT Internal comms
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of new supporters via campaign actions	Number	N/A	9,297	18,886	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of people taking more than one Wildlife Trusts campaign action	Number	N/A	19,588	28,521	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
5. We will inspire individuals and communities to take meaningful actions to drive nature's recovery, locally and nationally	Number of people sharing personal views with targets e.g. MPs	Number of people sharing their views through e.g. petitions, consultations led by Wildlife Trusts	N/A	153,413	90,384	Increase	Trend cannot be determined	RSWT CRM

# Goal 2

People are taking meaningful action for nature and the climate, resulting in better decision making for the environment at both the local level and across the four nations of the UK.

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
6. We will become the leading movement in organising and empowering people and communities to take meaningful action for the nature they love	Ethnic diversity of Wildlife Trusts staff	Percentage of staff identifying as from an Ethnic Minority background	N/A	2.8%	2.2%	Decrease	Trend cannot be determined	Wildlife Trusts Diversity Survey
6. We will become the leading movement in organising and empowering people and communities to take meaningful action for the nature they love	Number of local partnerships and coalitions being led by Wildlife Trust staff around organising/campaigning activity	Number of local partnerships and coalitions being led by Wildlife Trust staff around organising/campaigning activity	N/A	142	217	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

# Goal 3

Nature is playing a central and valued role in helping to address local and global problems

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Numbers of volunteers in Wildlife Trusts	Number	N/A	39,776	38,412	Decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Visits by members of the public to Wildlife Trusts sites	Number	N/A	15,717,600	15,404,916	Static	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of volunteers on corporate volunteering days	Number	N/A	7,196	6,688	Decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey



# Goal 3

Nature is playing a central and valued role in helping to address local and global problems

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of participants on Wildlife Trust-led health and well-being programmes	Number	N/A	6,911	21,063	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	Wildlife Trusts' annual greenhouse gas emissions	Total greenhouse gas emissions (tCO2e)	8,575 (2019/20)	7,320	Not available	Decrease	Trend cannot be determined	Wildlife Trusts Annual GHG Inventory
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Amount spent by Wildlife Trusts on natural flood management activity	Amount spent (£)	N/A	£2.6 million	£3.6 million	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey

# Goal 3

Nature is playing a central and valued role in helping to address local and global problems

## The Wildlife Trusts

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Number of planning applications with sustainable urban drainage improved following Wildlife Trust advice	Number	N/A	713	573	Decrease	Trend cannot be determined	Wildlife Trusts Annual Impact Survey
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	Amount spent on water quality improvements by Wildlife Trusts	Amount spent (£)	N/A	£3.3 million	£4.7 million	Increase	Trend cannot be determined	Wildlife Trusts Annual Impact Survey



# Goal 3

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

### National

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
7. Nature will be playing a more significant role in keeping people healthy and reducing health inequality; at least 30% more people will be participating regularly in outdoor activity in high quality accessible natural green and blue spaces near where they live	Number of visits to high quality greenspaces nationally	People visiting a high quality, accessible greenspace within 10 miles of their home at least once per month (England)	4.2 million (2020)	8.1 million (2022)	Not available	Trend cannot be determined	Increase	People and Nature Survey (Natural England)
8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	National greenhouse gas emissions	Total UK GHG emissions (MtCO <sub>2</sub> e) (UK)	813.4 (1990)	406.2	384.2	Decrease	Decrease	DESNZ
8. Nature will be playing a much more significant role in stabilising the global climate; net UK greenhouse gas emissions from land use will have halved and offshore development will be causing no further harm to carbon-capturing marine habitats	National net land-based greenhouse gas emissions	Net annual emissions from the land use, land use change and forestry sector (MtCO <sub>2</sub> e) (UK)	10.7 (1990)	0.8	Not available	Trend cannot be determined	Decrease	DESNZ



# Goal 3

Nature is playing a central and valued role in helping to address local and global problems

## National

Colour denotes whether trend is positive or negative

IMPACT MEASURE	INDICATOR NAME	METRIC	BASELINE VALUE (and year)	22/23 VALUE	23/24 VALUE	SHORT-TERM TREND (from previous year)	LONG-TERM TREND (10 years or more)	SOURCE
9. Nature will be playing a more significant role in reducing the risks of flood, drought and extreme weather; at least 30% of UK flood defence expenditure will be on natural flood solutions and the role of nature in providing clean water will be reflected in all water company investment decisions	% of urban greenspace as a total of urban area nationally	% of urban area which is greenspace (England)	<b>63% or 821,000 hectares (2001)</b>	<b>54% or 751,000 hectares (2022 value)</b>	<b>Not available</b>	<b>Trend cannot be determined</b>	<b>Decrease</b>	Climate Change Committee
10. Nature will be playing a more significant role in increasing food security; the abundance of pollinating insects will have increased by at least 10%, soils will be recovering and all fish stocks will be growing	Change in distribution of pollinators	% change in distribution of pollinating insects (bees and hoverflies) since 1980 (UK)	<b>Index score of 100 (1980)</b>	<b>24% decline</b>	<b>Not available</b>	<b>Decrease</b>	<b>Decrease</b>	JNCC