

ANNUAL REPORT OUR IMPACT

2019 was a fantastic year for Warwickshire Wildlife Trust. Together with our trading subsidiary, Middlemarch Environmental we achieved more than we ever have in our history. Raising more funds to support our vital work and investing more to bring people closer to nature and create a land rich in wildlife.

Social media followers:



10,200



8,295



2,655

Arden Farm Network

30 farmers are members of the network.



Hedgehogs

20 more hogs tagged for monitoring at our two "hedgehog hub" sites in Solihull and Rugby



Farming

Engaged 129 farmers, covering over 10,500ha, through our partnership with Severn Trent.

Advised local farmers on conserving over 100ha of species rich or semi-improved riverside grassland.

Bubbenhall Wood and Meadow

One Oral History project film released.



12 events delivered to 241 people.

Wild Work Days

50 Days delivered to over 500 employees from 11 businesses

Over 2500 corporate volunteer hours donated



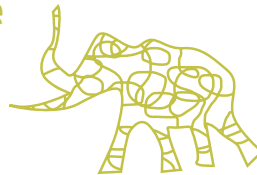
Volunteering

569 Active volunteers

Over 35,000 hours volunteered in Warwickshire

Dunsmore

5.5km of hedgerows restored



Two straight-tusked elephant sculptures

installed at Ryton Pools Country Park

Three sculptures & two carved benches installed at Brandon Marsh

Education

Over 150 really wild parties

Over 20,000 interactions with children and families

Close to 200 children enjoying our really wild workshops

Green and Healthy Ufton



Fortnightly sessions have welcomed 15 new

volunteers who have donated 228 hours and reported an improvement in both physical and mental wellbeing as a result.

Habitat Biodiversity Audit

There are 624 Local Wildlife sites with an area of 7,122 hectares

18 Local Neighbourhood Parish Plan ecological surveys completed

Seven volunteer plant identification and wildlife habitats training courses delivered



These next few pages explain the financial performance of our charity, how your donations are so important in supporting our vital work, and what we are spending our money on.

We've picked out some of the key figures and provided a bit of an explanation of the detail behind them to help you understand how our charity is run.

Overall financial performance

In 1958 the West Midlands Nature Conservation Trust (the forerunner to our charity) recorded that they were in debt by £39. Over 5 decades later, and thanks to the generosity of your support and the hard work of our staff and volunteers in 2019 we generated a surplus of £197,000 which can now be invested in helping to achieve more in the years to come.

	2019		
	Charitable	Trading (Middlemarch Environmental)	Total
Total Income	£2,888,000	£4,949,000	£7,837,000
Total Expenditure	£2,790,000	£4,849,000	£7,639,000
Net Income (Expenditure)	£98,000	£99,000	£197,000

We are extremely grateful to the following organisations who awarded us grant funding in 2019

- 29th May Charitable Trust
- Animal and Plant Health Agency (APHA)
- British Hedgehog Preservation Society
- Children in Need
- Coventry City Council
- DS Smith
- Environment Agency
- European Regional Development Fund (ERDF)
- FCC Communities Foundation
- Millies Watch Charitable Trust
- National Lottery Heritage Fund
- National Lottery Communities Fund
- Natural England
- North Warwickshire Borough Council
- Nuneaton and Bedworth Borough Council
- People's Postcode Lottery
- Rugby Borough Council
- Ratcliff Foundation
- Severn Trent
- Solihull Metropolitan Borough Council
- Stratford Upon Avon District Council
- Science and Technology Facilities Council (STFC)
- South Warwickshire Health and Wellbeing Partnership
- Tesco
- Warwick District Council
- Warwickshire County Council
- WH Smith



Green and Healthy Ufton volunteers

Income

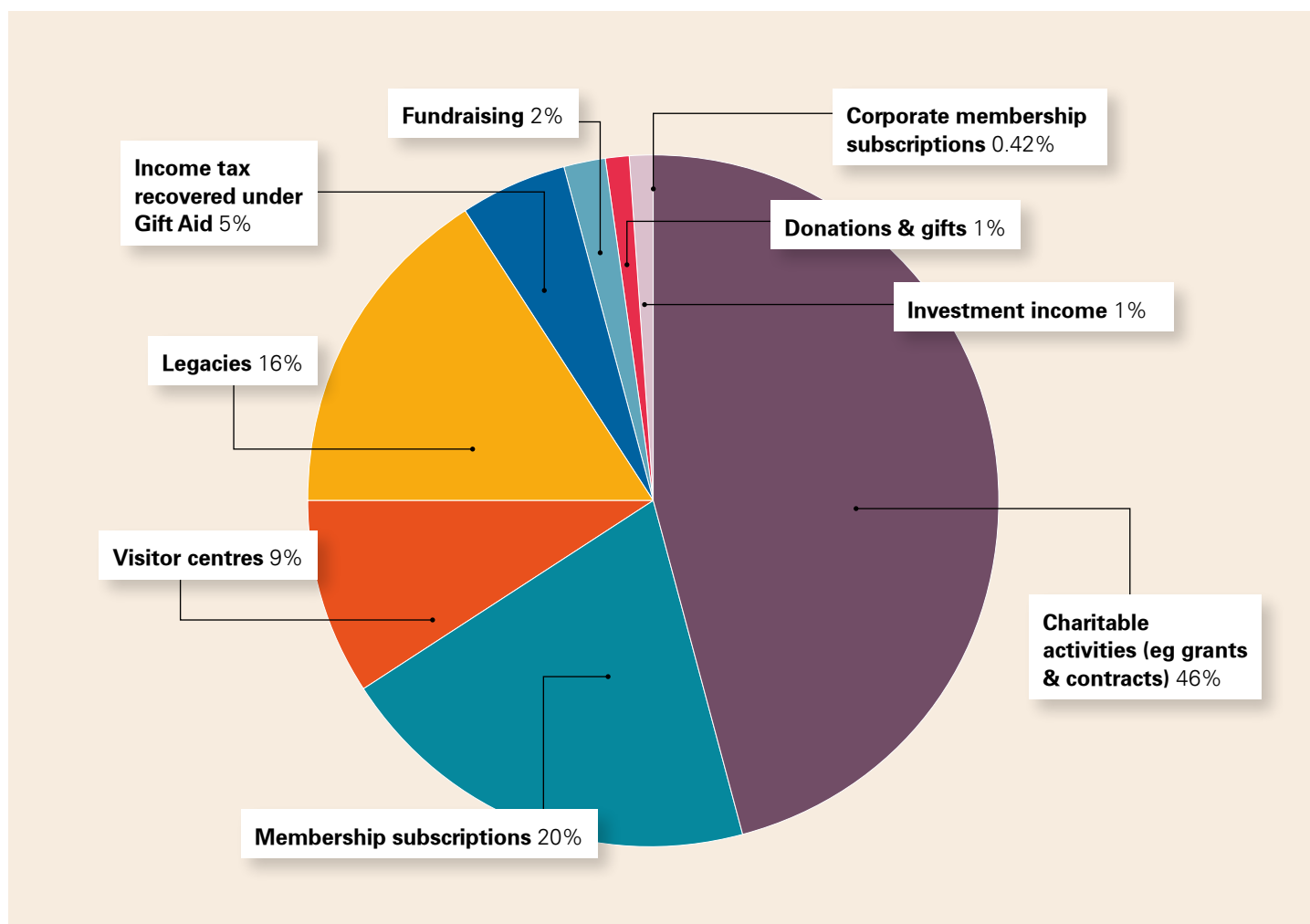
£ For every £1 our members donated we raised another £5 from other sources to make your money go further.

🤝 Like a lot of charities we apply for grants from a variety of organisations in a competitive process which involves us having to demonstrate the importance of our vital work.

👤 The lifeblood of our organisation is our membership. **Membership subscriptions** provide us with vital income free from conditions set by funders which allows us to invest in the areas that matter most. Without your support our charity would not be able to function. **Thank you!**

❤️ Another key income source for our charity is **legacies**. We are humbled and truly grateful to the generous donations of our legators; **Robert William Sallis, Joan Lerston, Harry David Hunter, Susan Mary Preedy, William Thomas Skinner, Christine Mary Kitchen, Herbert Haywood**

INCOME	2019
Charitable activities (e.g. grants & contracts)	£1,330,000
Membership subscriptions	£588,000
Visitor centres	£267,000
Legacies	£459,000
Income tax recovered under gift aid	£134,000
Fundraising	£48,000
Donations and gifts	£35,000
Investment income	£15,000
Corporate membership subscriptions	£12,000
Total	£2,888,000



Expenditure



88p in every pound we spend aims to bring people closer to nature and create a land rich in wildlife. The **remaining 12p helps to raise the next pound** to keep our vital work going.

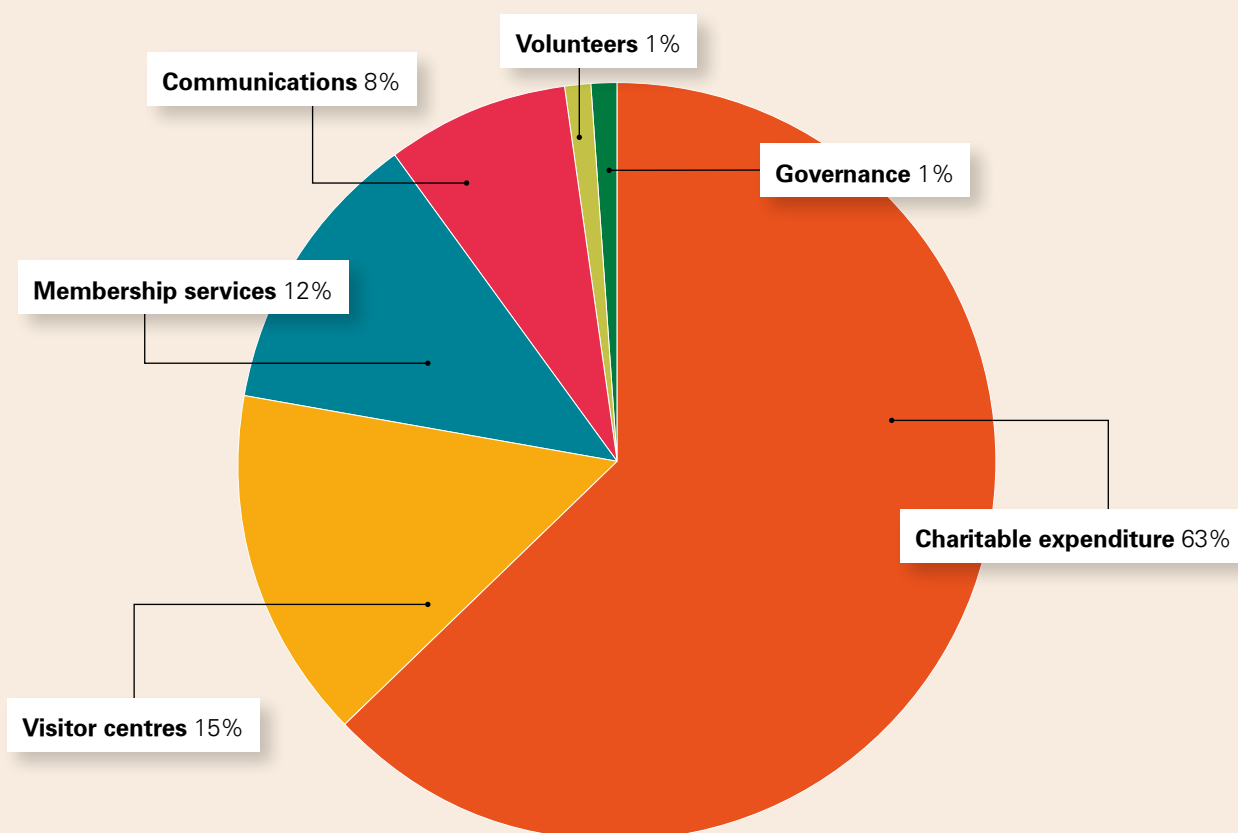


Our charitable expenditure within the annual report includes the management of our nature reserves, our Living Landscapes work in partnership with **farmers, landowners, businesses** and **councils**, as well as our health and wellbeing, planning policy and education work.



The increased expenditure linked with our visitor centres is associated with **developing the Parkridge Café** following the decision to bring it in house, restructuring our staffing in **visitor centres** to ensure we continue to deliver a high standard of service, and improving the **visitor experience** through enhanced signage and information.

EXPENDITURE	2019
Charitable expenditure	£1,763,000
Visitor centres	£413,000
Membership services	£341,000
Communications	£227,000
Volunteers	£31,000
Governance	£15,000
Total	£2,790,000




Designated Funds

DESIGNATED FUNDS	2019	2018
Nature Recovery Fund	£1,000,000	£1,000,000
Charity Projects Fund	£946,000	£946,000
Infrastructure Investment Fund	£25,000	£105,000
Covid-19 Recovery Fund	£315,000	£0
Contingency	£730,000	£730,000
Total	£3,016,000	£2,781,000

 In 2019 we used some of our designated funds to improve our charity's organisational resilience. With over **70 staff** based across **4 different offices** we took the decision to upgrade some of our **IT infrastructure** to ensure we are fit for the future, GDPR compliant and secure. This proved vital in ensuring we were able to adapt our working practices to base staff at home in response to the COVID-19 outbreak as the majority of staff had laptops. Our new online finance and membership database also enabled us to **maintain the vital functions** of our charity whilst working remotely.

 Following **generous donations** from our supporters, **legacies** and **gift aid** provided by Middlemarch Environmental we have continued to allocate **£1m to our Nature Recovery Fund**. Careful financial management through the COVID-19 outbreak has enabled us to preserve this fund and we have exciting plans developing to invest this to help support nature's recovery in 2020 and beyond.

 We have decided to designate some of our funds to enable the charity to **recover from the impact** of COVID-19 and to try and minimise the impact of a potential economic recession which may result.



Brandon Reach

How far we have come

1970

2020

Nature reserves: 0



Nature reserves: 65

Members: 8



Members: 24,000

Wildlife engagement
experiences: 100Wildlife engagement
experiences: 23,500Area of farmland
given environmental
advice: 100 hectaresArea of farmland given
environmental advice:
10,000 hectaresPlanning & policy
consultations
responded to: 12Planning & policy
consultations
responded to: 250

Staff: 0



Staff: 70

Volunteers: 30



Volunteers: 500+

Expenditure on nature
conservation: £100Expenditure on nature
conservation: £2,790,000

Vehicles: 0



Vehicles: 8