

# Our year for wildlife

Impact report  
2024-25



The  
**Wildlife**  
Trusts

[norfolkwildlifetrust.org.uk](https://norfolkwildlifetrust.org.uk)

# From the Chair



I am so proud of what Norfolk Wildlife Trust has achieved this year. I want to express heartfelt thanks to our members, supporters, volunteers and partners in making that happen. We also thank our dedicated and expert staff for everything they do for Norfolk’s nature.

Highlights for me must include the launch of ‘Wild Youth Action.’ This is all about creating opportunities for 11–25-year-olds to connect with, enjoy and support wildlife. I’m so excited to see how the members of our new Youth Forum will help shape the future for Norfolk’s wildlife.

We had a tremendous year of creating more room for nature, adding another 40 hectares to Foxley Wood and restoring habitats in our West Norfolk wetland nature reserves. We created room for nature across the wider landscape, for example, restoring or advising on at least 126 ponds across the county and making many advisory visits to landowners, parish councils, and community groups.

We continued to find new ways to connect people with nature. Membership numbers increased by 3%. We opened Sweet Briar Marshes, placing the communities of Norwich at its heart. And our pub, the Pleasure Boat Inn at Hickling, is already welcoming more people to the wonders of wildlife in this special Broads landscape.

There are so many other achievements to celebrate, but I’m going to end on a personal note. Under the Trust’s constitution, I must retire as a trustee and Chair by the time of the forthcoming AGM. It has been a privilege to have helped lead the Trust and see it grow from strength to strength during my nine years’ tenure. And while I say farewell, I also welcome the next century of a Norfolk full of wildlife and people supporting it. During our centenary year in 2026, the Trust will celebrate its beginnings and its transformational moments. Crucially, it will also look forward to the next 100 years with a strong message of hope, underpinned by our continuing commitment to achieve a wilder Norfolk for all.

**Alice Liddle, Chair of Trustees**

## Our Trustees

- Chair:** Alice Liddle  
**Vice Chairs:** John Sharpe, Jennie ffrench-Constant (retired 7 November 2024)  
**Treasurer:** Lyndsay Whiteman  
**Trustees:** Greg Beeton, Matthew Bradbury (co-opted as of 19 March 2025), Harry Buscall (as of 7 November 2024), Richard Carter (as of 7 November 2024), Andrew Clarke, Kathy Gill, Glenn Houchell, Mandy Loadman, Rob Lucking (retired 7 November 2024), Scott Pinching, Richard Powell (as of 7 November 2024), Sue Roe (retired 7 November 2024), Bailey Tait (as of 7 November 2024)



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Restoring our West Norfolk wetlands: page 4



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Updating the Ancient Woodland Inventory: page 7

OUR VISION AND MISSION

# Our Vision:

Norfolk’s nature is abundant, thriving and valued.

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# Our Mission:

To create more space for nature to thrive and inspire more people to take action for nature.

To read more about our strategy visit: [norfolkwildlifetrust.org.uk/strategy](https://norfolkwildlifetrust.org.uk/strategy)

Our Impact report can also be read on our website as a text-only document. The Impact report 2024–25 is available to download at [norfolkwildlifetrust.org.uk/PlainTextImpactReport](https://norfolkwildlifetrust.org.uk/PlainTextImpactReport)



Our work with young people: page 12

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Strategy Outcome 1:

# Abundant and thriving nature

We will achieve a strong and connected recovery for nature across Norfolk

Our goals:

**Improve**  
Increasing the abundance and diversity of wildlife in our land and sea

**Expand**  
Creating more space for nature

**Connect**  
Connecting wild spaces for nature's recovery



## On our nature reserves

We care for over 60 nature reserves covering almost 5,100 hectares – equivalent to 1% of the county’s land. Several ambitious projects came to an end this year, with many already yielding fantastic results for Norfolk’s wildlife.

### Restoring our West Norfolk wetlands

We’ve made a huge difference for nature through restoring natural water flows and improving peatlands across Tony Hallatt Memorial Reserve, Grimston Warren and the Delft.

Using cutting-edge technology and conservation techniques, we identified and restored the course of a long-lost stream at Tony Hallatt Memorial Reserve. Now, rare plants like lesser water-plantain, stonewort, and fountain apple moss grow there. The stream has also become a wildlife haven, attracting birds like curlew, green sandpiper, and the reserve’s first nesting oystercatchers.

We carefully removed dense purple moor-grass across the nature reserves. This exposed the damp, peaty soil, creating an ideal nesting habitat for lapwing. Fen species like round-leaved sundew and lesser cow-horn bog moss now thrive. The recolonising bog mosses are restarting peat formation, helping to retain water, store carbon, and buffer against drought. We also created shallow, groundwater-fed pools and opened up natural flows in a former arable field. This attracted wildlife like common snipe and pied wagtail.

This work was all part of our WetScapes project, made possible thanks to funding from the FCC Communities Foundation through the Landfill Communities Fund.



**Peatland champions**

Funded as part of the UK Government’s Shared Prosperity Fund, our Restoring West Norfolk’s Peatlands for All project brought together local communities to help restore damaged areas of peatland on Roydon Common, Tony Hallatt Memorial Reserve and East Winch Common. We trained volunteers in plant and fungi identification and bird survey techniques. As a result, an active team of 23 Peatland Champions (double the previous number) can now carry out survey and monitoring work, as well as practical conservation management across these reserves.

“It has been great to meet up with like-minded folk and to know that the records I collect will help to improve our understanding of the reserves and feed into how they are managed.”

Julie Smart, Peatland Champion

Top left: Peatland Champion Julie Smart (left) with Assistant Warden Tori Backham (right)

Top right: Newly created pingos on land next door to Thompson Common should soon be home to northern pool frogs

Right: We counted over 3,000 fen orchids at Upton Fen

Far page: Wetland restoration work in West Norfolk attracted a variety of wildlife such as green sandpiper



**More homes for pool frogs**

Over the last two years, we’ve identified and carefully excavated a total of 14 ancient ponds, or ‘pingos’ on land next door to Thompson Common nature reserve. Our mission, together with the Woodland Trust and the Amphibian and Reptile Conservation Trust (ARC), has been to provide more habitat for Thompson Common’s rare northern pool frogs. The newly restored pingos are already full of aquatic species and it’s only a matter of time before the frogs take the short leap to find new homes next door. This project was made possible thanks to funding from Natural England’s Species Recovery Programme Capital Grants Scheme.

**Monitoring what we do**

We continued our programme of work to enhance monitoring across our nature reserves. We trialled a new sampling technique for counting fen orchid at Upton Fen aided by Plantlife, which will cut down on the current labour-intensive counting method. Other work included assessing the condition of habitats on specially protected wildlife areas at our Roydon Common, Weeting Heath and Ringstead Downs nature reserves. This will help us monitor changes over time and inform conservation management.

Across the wider Norfolk landscape

In addition to caring for our nature reserves, we support land managers, farmers and communities to create wildlife-friendly spaces.

Sharing our nature knowledge

To aid nature’s recovery in Norfolk, we must increase the amount of space positively managed for it. County Wildlife Sites (CWS) and those that care for them play a vital role in achieving this vision. Thanks to the habitat improvement advice we gave landowners this year across 112 sites, nature now has more space to thrive and move across the landscape. One example of our collaboration was with Thetford Town Council. They introduced sheep grazing at CWS Thetford Castle Mount after we advised them on conservation management of the site.

Aquatic wildlife across Norfolk now has an additional 31 ponds in which to thrive, thanks to our direct restoration work. This included 23 ponds on farmland, made possible by funding from Natural England. We also gave advice to landowners, community groups, parish councils and individuals to enhance a further 95 ponds across the landscape.

We provided locally sourced green hay to seven landowners (three farmers, one nature reserve, two community groups and the University of East Anglia) to help establish or enhance grasslands on their land. The aim of this work is to make these grasslands more species-rich, particularly through the introduction of scarce locally sourced wildflowers and fine grasses.

And we were absolutely delighted that Bedingham Hall Farm in South Norfolk won a major conservation award. We’ve worked alongside the owners for years to help them provide wildlife friendly habitat.



This award is a testament to what can be achieved for conservation by working together.

Louise Bond, Bedingham Hall Farm



Creating networks for nature

Funded by National Highways, our Network for Nature project helped boost biodiversity at six special sites near major roads across Norfolk. Promising results so far include evidence of great crested newts in several of the ponds we created and improved at Silfield Newt Reserve. Plus, petty whin plants have re-emerged at NWT East Winch, last seen in 1987, thanks to our habitat creation work. We also carried out a feasibility study into retrofitting existing bridges over Norfolk’s two trunk roads, to provide a green bridge for wildlife. Work continued at Scarning Meadows with NWT horses grazing part of the site, and mowing carried out in other areas.

Norfolk Wildlife Services (NWS)

NWS continued to carry out a wide range of habitat, protected species and tree assessment work across smaller scale household projects to large nationally significant infrastructure initiatives. A focus was on providing Biodiversity Net Gain assessments and baseline biodiversity information for large scale conservation efforts, such as the Ouse Washes Landscape Recovery project. All profits made are donated to Norfolk Wildlife Trust for the benefit of nature conservation.



Above: A flock of hard-working sheep now graze Thetford Castle Mount

Left: Bedingham Hall Farm in South Norfolk won a major conservation award; NWS Assistant Ecologist Diksha Balmiki carrying out eDNA sampling

Right: Purple emperor butterfly; Foxley Wood

Speaking up for nature

We continued to stand up for wildlife through the planning system, making sure nature is considered from the earliest stages of development. This included influencing strategic plans that guide future growth, as well as individual planning applications. Over the year, we were consulted on 129 applications. We made recommendations on 25 and objected to 17 where proposals threatened County Wildlife Sites or other vital habitats. We also responded to 16 consultations on Neighbourhood Plans at various stages in the process, advising on policy wording to protect nature.

In partnership with other conservation charities, we raised ongoing concerns about a proposed tidal barrier on The Wash. This would cause catastrophic damage to one of the UK’s most important wetlands. Plus, we were involved in several consultations relating to solar farms and National Grid projects with the objective of protecting wildlife and the natural environment. And our campaign against the damaging Norwich Western Link road was a success – read more on page 15.

Updating the Ancient Woodland Inventory

On behalf of Norfolk Biodiversity Information Service, we carried out surveys in 63 woodlands to assess their flora and historic features. This enabled us to discover if the sites met Ancient Woodland criteria published by Natural England. The term ‘ancient woodland’ is applied to any area that has been continuously wooded since the 1600s and recognises the area’s vital ecological importance.

Once added to the Ancient Woodland Inventory, our work will help create an overall picture of the location and distribution of ancient woodland across the UK. The data will also provide up-to-date information about the state of Norfolk’s woods. This will support our work advising landowners on how to improve their land for nature. It also strengthens our efforts in responding to planning applications that may negatively impact wildlife relying on our precious woods.



From woodlands to ponds we supported habitat improvement across over 10,000 hectares of land by conducting 46 advisory visits with landowners, parish councils, and community groups



We restored or advised on at least 126 ponds across the county

We gave landowners of 112 CWS advice on managing their land for nature



Highlights from our nature reserves



Biodiversity in the Brecks received a boost thanks to a translocation project led by the charity Plantlife. This involved moving a rare lichen from Cornwall to NWT Weeting Heath. Two hundred small pieces of scrambled egg lichen were removed from Penhale in Cornwall and 160 transplanted into the Breckland chalky landscape.



We bred our British White cattle, producing four healthy calves to bolster the NWT herd and helping to conserve this rare breed. Our cattle help us manage the growing number of coarse grass species across our nature reserves. This reduces the risk of hardy grasses displacing rarer and more delicate plants.



Following success with our Sweet Briar Marshes herd, we increased the number of cattle wearing 'No-Fence' collars, with 30 collars now in use across various sites. We also trialled pigs at a heathland site in the Brecks. Their natural desire to rootle and disturb the ground surface will create niches for rare plants and insects.



Spoonbills bred successfully for the second year in a row near Brendan's Marsh at Hickling Broad and Marshes. This gives hope for a future breeding colony of these rare birds. The fledglings benefited from a mix of invertebrates and small fish, supported by the varied water depths created through our habitat work.



Our work to conserve reedbeds across Hickling Broad and Marshes and Potter Heigham nature reserves has made them important sites for the protection of many rare wetland species, including the elusive bittern. We heard eight bitterns booming this year – at least two more than the previous year. This included one at Potter Heigham reedbed, which is a first for the site.



We launched an exciting new partnership with the Norfolk and Norwich Naturalists' Society to monitor biodiversity at Sweet Briar Marshes. Early surveys have already uncovered over 200 species of flowering plants, along with red- and amber-listed birds of conservation concern – including linnets, greenfinches, and bullfinches.



We purchased a large area of land bordering our well-known Foxley Wood nature reserve thanks to support from generous donors. In addition to creating vital new wildlife habitat for some of Norfolk's rare plants and animals, this significant land acquisition will allow us to expand public access to the popular site.



Conservation work at Upton Fen nature reserve has helped the exceptionally rare fen orchid increase in number from several dozen to more than a thousand plants. Last year, 3,460 plants were counted, an increase of over 1,000 compared to the year before.



Britain's noisiest amphibian, the rare natterjack toad, reached record numbers at Syderstone Common, thanks to decades of careful conservation work from reserve staff and volunteers. We counted 61 strings of spawn and estimated that thousands of toadlets emerged from the ponds.



Seven species of bat and over 100 species of moth, including the rare small dotted footman, were spotted at Trinity Broad thanks to a rolling programme of open fen habitat restoration helped massively by local volunteers.



Thanks to the meticulous work of dedicated staff and volunteers, crassula has been eradicated from all the pingos at Thompson Common. Freed from the invasive plant, native species such as water violet are thriving and aquatic wildlife has returned.



Twelve great white egrets were spotted using a reedbed at Cley and Salthouse Marshes. The habitat was rejuvenated two years ago as part of wider work to help the nature reserve and its wildlife adapt to rising sea levels, and protect freshwater habitat.

Strategy Outcome 2:

People valuing nature

People across Norfolk are connected to, inspired by and taking action for nature



© Phil Barnes

Our goals:

- Improve  
Breaking down the barriers to people taking more action for wildlife
- Expand  
Growing a movement of active wildlife champions
- Connect  
Enabling everyone to have meaningful experiences of nature

Nature recovery needs us all

We worked in new ways to engage and interact with people and communities, and specifically groups who are traditionally underrepresented or struggle to access nature.

Sweet Briar Marshes

On a sunny weekend in May 2024, we were delighted to open our new Norwich nature reserve. Our vision for Sweet Briar Marshes is to provide a vital home for the wildlife of the Wensum River corridor and a welcoming space that provides our urban communities with daily access to nature.

Thanks to our project partner Aviva, who support us financially as well as through corporate volunteering, we achieved a lot last year. Taking advice from local disability groups, we installed easy open, lightweight gates, a wide, hard-packed pathway with raised edges and seating designed for a variety of people. One visitor who had recently started using a mobility scooter told us:

“The marsh was such a breath of fresh air, the path was flat and even, and was lovely and wide, so I didn’t spend my time apologising to people who had to stop and let me pass.



© Rachael Murray

Nextdoor Nature

Bringing communities together to help nature flourish was at the heart of our Nextdoor Nature programme, funded by the National Lottery Heritage Fund. Over the last two years, we’ve supported and learnt from locals and partner organisations in the Mile Cross, Marpit, North Earlham and Wensum wards in the northwest of Norwich. Together we welcomed hundreds of people to events, workshops and talks. Topics included spring bulb planting, pond creation, community food growing, wildflower-sowing, and nature talks.

Nextdoor Nature’s legacy here in Norfolk will have an impact not just on the communities that we were lucky enough to work alongside but also on the Trust, thanks to the huge amount we’ve learnt about supporting people to act for nature.

“I’ve lived in Mile Cross for 17 years. I used to be an active person, but having chronic fatigue has made me more housebound. I love the nearby Sweet Briar Marshes, but it’s not always possible for me to get there. On days when I don’t feel well, I can go to my estate and experience nature, be with people and garden together.

Diem, member of The Green Hearts – one of the groups we’ve worked alongside as part of Nextdoor Nature (top picture)



© Abbey Wilkinson



© Abbey Wilkinson

Far page: Family visit to Cley Marshes; Our urban nature reserve, Sweet Briar Marshes opened to the public

Left and above: Our Nextdoor Nature programme supported local communities to connect with and act for nature



# Our work with young people

**Our strategy sets out our commitment to developing a strong youth voice to ensure younger generations are represented in our work and empowered to act for nature.**

## Wild Youth Action

With support from the National Lottery Heritage Fund, we launched Wild Youth Action. This will create opportunities for young people aged 11-25 to connect with, enjoy and support wildlife. Kicking off with a mini festival at Norwich Arts Centre, we ran a series of events specifically for this age group, such as a spoon carving workshop. What's more we also set up our first ever Youth Forum. The new youth-led collective is a small group of like-minded people who, together, will help to shape the future for Norfolk's wildlife.

## Working with local schools

We continued to run activities with three local schools – Fairhaven Primary School, Angel Road Junior School and Mile Cross Primary School – as part of our pilot Wilder Schools work. We produced a handy guide to help the teachers to create wildlife friendly school grounds, whilst also supporting children's wellbeing and development. Wilder Schools is made possible thanks to the Children and Nature Fund, Friends of Holt Hall, John Jarrold Trust and Stuart Heath Charitable Settlement.



## Work experience

2024 saw us running our largest work experience group to date, with 20 students getting a taste of the variety of jobs a conservation organisation like NWT has to offer. One of the many highlights was a day spent at our Weeting Heath reserve, helping to clear areas of ragwort and bracken, and doing surveys of tiny speedwell spikes.



## Watery Wildlife

We celebrated the end of our four-year 'Watery Wildlife' project. This connected over 2,000 local children and community groups with the unique wetland habitats at NWT Thompson Common and beyond. Through school visits, workshops, open days, and creative activities like wildlife films, we significantly increased local knowledge and appreciation of nearby species like the northern pool frog. The project was part of the Brecks Fen Edge and Rivers Landscape Partnership supported by the National Lottery Heritage Fund.



Above: We launched Wild Youth Action to connect 11-25-year-olds with nature

Left: We continued to work with schools and local children as part of Wilder Schools and our Watery Wildlife project

# Highlights from our engagement work



Membership grew by 3%, strengthening our community of nature advocates. Members support us in so many ways, from attending events and volunteering to donating to appeals. Our 'Make a Difference' campaign continues to do well, with many generously adding to their regular contributions – thank you!



Our pub, The Pleasure Boat Inn, at Hickling Broad and Marshes, had a great first year. Investing in a popular pub is a first step in helping more people discover Hickling's unique landscape and wildlife, including walking routes and wildlife boat trips from the nearby NWT Hickling Staithe.



We welcomed 175,000 people through the doors of our visitor centres and served an incredible 95,000 hot drinks and 14,000 ice creams! From folk music to fossils, our events programme at Cley Marshes was the most eclectic yet, providing the opportunity for people to connect with nature in many different ways.



At Rollesby Broad, part of the Trinity Broads nature reserve, we added two accessible viewing areas and a picnic area. This was made possible with help from the Broads Lions Club, local businesses, residents, Ormesby St Michael Parish Council, and Trinity Broads volunteers. The Trinity Broads Project, a partnership between NWT and Essex & Suffolk Water (who own the Trinity Broads), carried out the construction work.



We launched a new programme of events for church groups, helping them learn from each other – and from us – about why churchyards matter for nature and people. As part of our Churchyard Conservation Scheme, we gave 30 churches in Norfolk detailed reports on how to improve their churchyards for wildlife. A team of 11 wonderful volunteers helped make this possible.



Our new urban nature reserve, Sweet Briar Marshes, was among many stories to be featured across all regional media, thanks to the work of our PR and Communications team. We also launched a new supporter e-newsletter and enticed 2,395 new followers to our Instagram page and 6,967 to our Facebook page, bringing more people along on our journey to create a wilder Norfolk.

# Strategy Outcome 3:

## Leaders for nature

We are an influential, resilient and collaborative trust

**Our goals:**

**Improve**  
Building our foundations and infrastructure to enable success

**Expand**  
Scaling up to be strong, influential and resilient

**Connect**  
Empowering leadership and collaboration

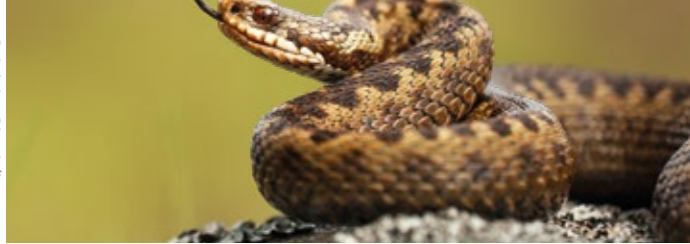


In order to achieve our ambitions for nature, we are scaling up to be an organisation with the right resources, skills and culture to enable us to act as leaders for nature.

### Leading from the front and holding decision-makers to account

In the run up to the 2024 General Election, we produced a Plan for Norfolk's Nature. This set out key priorities and actions we wanted the next government to take, in order to halt and reverse the collapse of the natural world. We shared our plan with all Prospective Parliamentary Candidates, asking them to pledge their support and commit to taking action for nature's recovery. We also created an easy online action, so people could contact their local candidates and share how important Norfolk's wildlife is to them.

Representatives from Norfolk Wildlife Trust, alongside our members and supporters, joined more than 60,000 people and over 350 charities, businesses and action groups to march through central London to Parliament. Our message to all the UK's political parties was simple – Restore Nature Now!



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### Maximising the impact of our work

We launched our new Species Recovery Framework. This will help guide how we support our county's key species and direct our efforts to monitor and assess the impacts of our work for wildlife. Adders are one of our priority species. We helped form a partnership with Suffolk Wildlife Trust, Natural England and Amphibian and Reptile Conservation Trust to find out more about adders, and how we can help them to thrive.

We developed a County Wildlife Site (CWS) strategy. The focus is on improving the efficiency of our site surveys, implementing a prioritisation system for advice, and designing a monitoring methodology to measure the impact of our work. Plus, we strengthened our CWS collaboration across Norfolk, with several new members, including representatives from district councils, attending our bi-annual meetings. This will enable us to work better together to improve the condition of these special sites for nature.

We were also delighted to form a new partnership with the University of East Anglia. This will help us protect and restore nature across Norfolk, based on our shared vision for nature and society. We'll work together on research partnerships, knowledge exchange, and skills development for students and staff.

### Improving the ways we care for our volunteers and staff

We rely on the passion and dedication of hundreds of volunteers who give their time to support our cause, playing a significant role in helping to bring nature back. Last year, 1,500 amazing volunteers collectively contributed over 45,000 hours of their time to Norfolk's nature. Their efforts ranged from helping with administration at our head office to checking ponies and livestock on our nature reserves. We introduced a new Volunteer Management System to help coordinate their efforts and ensure they feel part of a bigger community. This allows us to communicate more efficiently and securely with our 450-plus regular volunteers. It also makes applying for our volunteering roles much easier, more professional-looking and more streamlined.

We also reviewed and updated our staff benefits to provide more options for flexible working and time off. This will enable our teams to balance their work and home lives, supporting wellbeing and enabling our workforce to deliver their best for nature.



© Frederic Landes

Far page: We joined more than 60,000 people at the Restore Nature Now march in London;

We will monitor adders as part of our new Species Recovery Framework

Left: NWT volunteer

Below left: We campaigned to stop the Norwich Western Link road and protect rare barbastelle bats

Below right: Our new Youth Forum



© Professor Iain Barr

### A win for the wildlife of the Wensum valley

At the start of 2025, Norfolk County Council withdrew its planning application for the Norwich Western Link road. Since the proposal first emerged, we – along with other conservation organisations and experts – consistently campaigned to highlight that the road would cause unacceptable harm to Norfolk's wildlife and would not get planning permission.

Our primary concern has always been the devastating effect the road would have on the last remaining colonies of the rare and legally protected barbastelle bat. Their very existence depends on the nearby ancient woodland, as well as hedgerows and riverside meadows.

With the road now unlikely to go ahead, these vital habitats can remain undisturbed, continuing to provide homes not just for bats, but also for badgers, owls, linnets, yellowhammers, and other wildlife.

Over 5,000 supporters helped us secure a win for the wildlife of the Wensum Valley by using our e-action to object to the Western Link planning application – thanks to everyone who got involved.

### Wild about inclusion!

Everyone should have the opportunity to experience the joy of wildlife in their daily lives. And we need everyone to act for nature if we are to reverse its decline. That's why we're committed to putting equality, diversity and inclusion at the heart of our work. New initiatives this year, thanks to the addition of a dedicated Equality, Diversity and Inclusion (EDI) post, included inviting two external speakers to our EDI cross-organisational working group. One shared their lived experience of being transgender, and another spoke about their experience as a member of the Gypsy Roma Traveller community. We also put plans in place to provide dementia specific walks and events – and run dementia training for staff.

Empowering more people from all backgrounds to value and act for nature locally is at the heart of our Building Foundations for the Future project funded by the National Lottery Heritage Fund. Our new EDI post, an increased focus on 11-25-year-olds this year, and the launch of our new, more inclusive website were all made possible thanks to this funding.



© NWT

Growing support for our work

Corporate support grew significantly this year. Our 'Investors in Wildlife' business membership scheme expanded and was relaunched under the theme of 'Wilder Business.' We engaged more closely with companies offering enhanced benefits, digital assets to help them celebrate their support, and new ways to fundraise for NWT, in return for increased subscriptions, which was positively received.

Over the late spring and early summer 2024, our incredible supporters donated over £54,000 to help us create and restore meadows and grasslands across Norfolk through gifts to our Meadows Appeal.

We launched our Norfolk's Nature Needs a Home Appeal in our spring 2025 *Tern* magazine with a wonderful article written by our President Patrick Barkham about the importance of protecting and expanding homes for wildlife. Within the first month of the appeal being launched, we'd already received over £12,000 in generous donations.

We also started our Wildlife Guardian scheme. In its first six months we welcomed 14 people who now regularly support our work and who have together contributed £8,160 of unrestricted funds. We hosted two events which included a boat trip at Hickling Broad and Marshes followed by lunch at the newly opened Pleasure Boat Inn. Plus, we enjoyed festive drinks at Ranworth Broad visitor centre, opening it up specially during the closed season to provide our Guardians with feedback on our work and express our thanks.

Our community fundraisers worked with spirit throughout the year. Supporters took on sponsored challenges, displayed collection boxes, and gathered donations through our six local groups. Together, their efforts raised over £11,000, making a significant impact in supporting our cause and strengthening our local communities.



Above: Investors in Wildlife Aviva volunteering at a NWT work party  
Right: A generous donation from Siemens Energy funded the venue and training costs of 15 Wilder Communities workshops



Siemens Energy

As significant contractors in the growing renewable energy sector, Siemens Energy was keen to minimise impacts on biodiversity at their site in Necton, and to support our efforts to engage the wider community for wildlife. Our ecological consultancy Norfolk Wildlife Services was employed as on-site Environmental Clerk of Works throughout the year. And a generous donation of £7,500 funded the venue and training costs of 15 of our Wilder Communities Workshops for community groups and individuals working for nature. This enabled workshop attendees to be trained in practical conservation skills such as meadow creation and hedge-laying, as well as community organisation and funding applications, delivered by NWT and other experts.

Thanks to several generous donors, including two significant legacies left to us by Graham Churchyard and Adrian Gunson, we can expand Foxley Wood nature reserve by a third

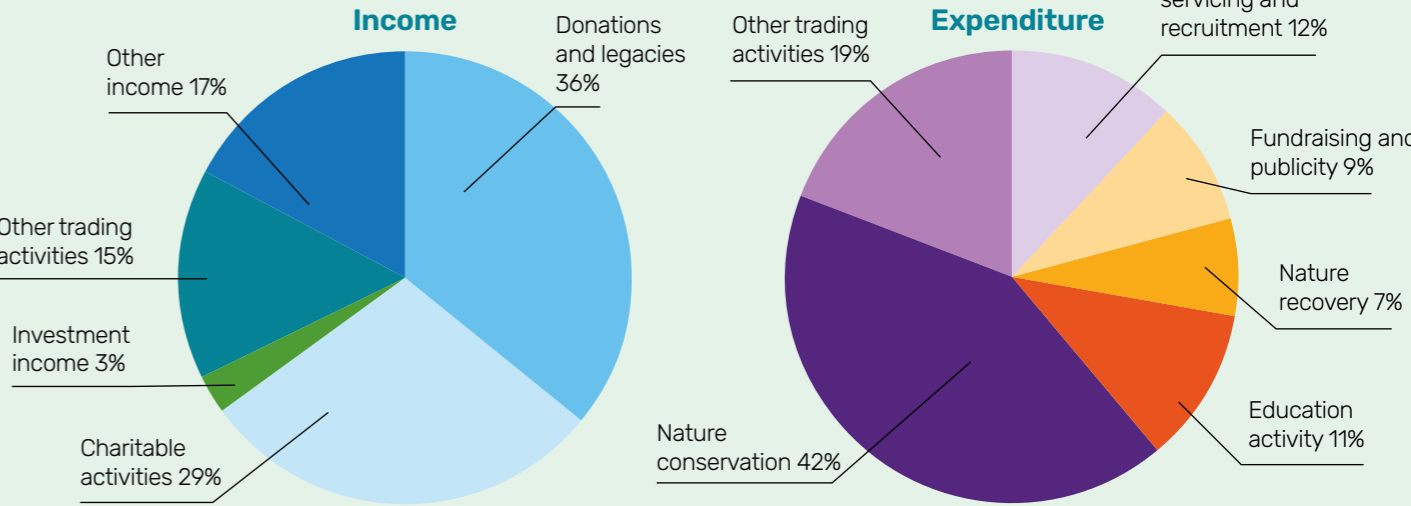
Over £38,000 thoughtfully donated in memory of friends and loved ones

£1,070,416 received from people who very kindly remembered us in their Wills

Pledges of over £586,000 from the Greater Norwich Growth Board and The Geoffrey Watling Charity will enable us to make Sweet Briar Marshes even more accessible



Financial summary



NWT Year ended 31 March 2025 (including subsidiaries)

	2025 £000's	2024 £000's
<strong>Income</strong>		
Donations and legacies	3,374	3,770
Charitable activities	2,717	2,225
Other trading activities	1,434	1,480
Investment income	226	415
Other income	1,618	289
<strong>Total income</strong>	<strong>9,369</strong>	<strong>8,179</strong>
<strong>Expenditure</strong>		
Nature conservation	3,644	4,087
Nature recovery	653	637
Education activity	989	631
Fundraising and publicity	747	590
Other trading activities	1,675	1,568
Membership servicing and recruitment	1,007	607
<strong>Total expenditure</strong>	<strong>8,715</strong>	<strong>8,120</strong>
<strong>Net (losses) / gains on investments</strong>	<strong>(70)</strong>	<strong>305</strong>
<strong>NET INCOME</strong>	<strong>584</strong>	<strong>364</strong>
<strong>Total funds brought forward</strong>	<strong>25,521</strong>	<strong>25,157</strong>
<strong>TOTAL FUNDS CARRIED FORWARD</strong>	<strong>26,105</strong>	<strong>25,521</strong>

Group balance sheet as at 31 March 2025

	2025 £000's	2024 £000's
Tangible fixed assets	16,344	14,785
Investments	3,842	3,912
	<strong>20,186</strong>	<strong>18,697</strong>
<strong>Current assets:</strong>		
• Stock	108	107
• Work in progress	43	31
• Debtors	1,597	1,669
• Cash term deposits	93	1,353
• Cash in hand and at bank	5,211	4,684
	<strong>7,052</strong>	<strong>7,844</strong>
Creditors: amounts falling due in less than one year	1,133	1,020
<strong>Net current assets</strong>	<strong>5,919</strong>	<strong>6,824</strong>
<strong>TOTAL ASSETS</strong>	<strong>26,105</strong>	<strong>25,521</strong>
<strong>RESTRICTED FUNDS</strong>	<strong>12,819</strong>	<strong>12,415</strong>
<strong>UNRESTRICTED FUNDS – GENERAL</strong>	<strong>4,037</strong>	<strong>3,300</strong>
<strong>UNRESTRICTED FUNDS – DESIGNATED</strong>	<strong>9,249</strong>	<strong>9,806</strong>
	<strong>26,105</strong>	<strong>25,521</strong>

**Independent Auditor's statement to the Trustees of Norfolk Wildlife Trust.**  
We have examined the summarised financial statements of Norfolk Wildlife Trust for the year ended 31 March 2025.

**Opinion**  
In our opinion, the summarised financial statements are consistent with the full annual financial statements and the Trustees' Annual Report of Norfolk Wildlife Trust for the year ended 31 March 2025.

Lovewell Blake LLP,  
Chartered accountants & statutory auditor,  
Bankside 300, Peachman Way,  
Broadland Business Park,  
Norwich, NR7 0LB  
**17 July 2025**

**Trustees' Statement**  
The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the Trustees' Annual Report with those financial statements. The full audited annual accounts were approved by trustees on 17 July 2025 and will be submitted to the Charity Commission after the Trust's AGM on 7 November 2025.

The summary financial statement may not contain sufficient information to allow a full understanding of the financial affairs of Norfolk Wildlife Trust. For further information the full audited annual accounts should be consulted – copies are available from Norfolk Wildlife Trust, Bewick House, 22 Thorpe Road, Norwich NR1 1RY. They can also be found on Norfolk Wildlife Trust's website.  
**Lyndsay Whiteman, Treasurer**

# Looking to the future



@ Josie Collins

We live in an era of unprecedented change: from substantial geo-political uncertainty and challenge to domestic political and policy change – and of course, climate change, which is now taking hold. I could go on, but with all this swirling around us, we must remain resolute and rise to the challenge. Norfolk Wildlife Trust is uniquely positioned within Norfolk to do just this. Our roots are deep in the resilience of our 99-year heritage and our branches seek the sunlight of new opportunities. You will have read about some of our achievements. And there is so much more to do.

### Outcome 1: Abundant and thriving nature

We have expanded our staff teams who advise others about nature. In the year ahead, their work will have greater impact than ever – reaching communities, landowners, and farmers the length and breadth of Norfolk.

We’re working to protect more land by bringing it under nature-friendly management, and we have a growing list of important sites we aim to acquire. Our strategy is ambitious, and the biggest challenge is finding enough funding and resources to make it happen. That’s why we’re exploring new and creative ways to support this work.

### Outcome 2: People valuing nature

We will continue our work bringing nature to new audiences. Having set up the Youth Forum, we will develop a Youth Advisory Board and start to link this in with our governance. We will research how different audiences view us and our cause so that we can refine and learn to ensure that we connect as many people with nature as possible.

Our focus in urban areas will go from strength to strength, including work to improve the visitor infrastructure at Sweet Briar Marshes and the development of a wider urban wildlife project in Norwich.

We will finalise our plans for an ambitious long-term programme of work at NWT Hickling Broad and Marshes and seek funding to make this happen.

### Outcome 3: Leaders for nature

We will continue to work though the transformation of our systems and processes, focusing particularly on IT and digital infrastructure and finalising our finance system implementation. Continuing to invest in income generation will also be a key focus, building on continued record membership figures. We’ve made great strides in starting to build our influence and we will continue to do this with elected representatives to ensure they speak up for Norfolk’s nature, particularly in the context of Local Government Reorganisation and Devolution.

Although the world feels like a challenging place with significant risks to nature, there is opportunity too. What we can control is how we respond to and seize these opportunities. And with your support, we remain resolute in our ambition to do just that.

**Eliot Lyne, Chief Executive**

## Norfolk Wildlife Trust would like to thank the following supporters in 2024/2025

### Grants and Charitable Trusts

Charitable Trusts and Grant Giving Organisations supported NWT through valuable regular contributions towards core activities and project funding including habitat conservation as part of our Pool Frogs and Pingos and Lost Ponds projects, supporting schools to bring young people closer to nature through our Wilder Schools and Wild Youth Action initiatives, and supporting NWT’s resilience through Building Foundations for the Future.

- Anglian Water – Flourishing Environment Fund
- Anglian Water – Invasive Species Fund
- Banister Charitable Trust
- Farming in Protected Landscapes Programme
- FCC Communities Foundation
- Friends of Holt Hall
- Greater Norwich Growth Board
- John Jarrold Trust
- Leslie Mary Carter Charitable Trust
- National Highways – Network for Nature
- National Lottery Heritage Fund – Brecks Fen Edge & Rivers Landscape Partnership Scheme
- National Lottery Heritage Fund – Building Foundations for the Future project
- National Lottery Heritage Fund – Nextdoor Nature, through The Wildlife Trusts
- Natural England – Species Recovery Programme Capital Grants Scheme
- Natural England / RSPB – England Beach Nesting Bird Programme
- Norfolk Broads Lions Club
- Ranworth Trust
- Sarnia Charitable Trust
- Saxham Trust
- Spurrell Charitable Trust
- Stuart Heath Charitable Settlement
- The Geoffrey Watling Charity
- UK Shared Prosperity Fund, Borough Council of King’s Lynn & West Norfolk

### Community Fundraisers

- Amanda Hiscutt – Norwich 10k
- Andy Usher – chainsaw carving sales
- Bailey and Joel Tait – Norfolk Coast Path walk
- Barton Regatta
- Brian Budds – plant sales
- Chris Durdin and Honeyguide Wildlife Holidays
- Collection box volunteers and approximately 200 Norfolk businesses and individuals holding NWT collection boxes
- Great Hockham Primary School – school litter pick
- Kate O’Rourke – dance group donations
- Norfolk Punt Club
- Peter Taylor Funeral Care – Winter Fair donations
- Quadram Science Voice – bake sale
- South Norfolk and Broadland District Council – Earth Day workplace fundraising
- Westover Large Animal Vets
- Woodforde’s Brewery – 2024 Golf Day
- Woodforde’s Brewery – ‘Wherry’ Promotion

### Support from Business

- In addition to subscriptions to our Investors in Wildlife membership scheme we have received generous sponsorship, volunteering, delivery and promotional support from the corporate sector.
- Anglian Water Services Ltd
- Ardonagh Advisory
- Aviva
- Bateman Groundworks
- Broadland Drinks
- Carl Zeiss
- Cley Spy
- Creative Image Management
- Enterprise Mobility
- Foster-Gamko
- Greater Anglia
- Habify
- Holiday Property Bond
- John Lewis Norwich
- Lisa Angel
- Loveday and Partners

- Melbek
- Midwich
- Norfolk Chambers of Commerce
- Norfolk Hideaways
- Peter Beales Roses
- Pinkfoot Gallery
- PSH Environmental
- Ronaldos Ices
- Siemens Energy
- Sop – Scents of Place
- Smith & Pinching
- The Travelling Naturalist
- UK Power Networks
- Vine House Farm
- Wildsounds and Books
- Woodforde’s Brewery
- Yeo Valley Organic

### Partners and Supporters

- Acle Garden Machinery
- Amphibian and Reptile Conservation Trust
- Beetley Parish Council
- Breckland District Council
- Broads Authority
- Broads IDB
- Broadland District Council
- Bure Valley Conservation Group
- Cley Bird Club
- Courtyard Farm
- Crown Point Estate
- Diocese of Norwich
- Eastern Inshore Fisheries and Conservation Authority
- Environment Agency
- Farming & Wildlife Advisory Group for Norfolk
- Forestry England
- Gressenhall Farm and Workhouse
- Gaywood Valley Conservation Group
- Holkham Estate
- Inclusive Norwich
- King’s Lynn and West Norfolk Borough Council
- Le Strange Estate
- Lynton Wines
- National Trust
- Natural England
- Norfolk Biodiversity Information Service
- Norfolk Biodiversity Partnership

- Norfolk Chambers of Commerce
- Norfolk Coast Partnership
- Norfolk County Council
- Norfolk Rivers Trust
- Norwich City Council
- NWT Wildlife Guardians
- Richard Osbourne Photography
- RSPB
- Seasearch East
- South Norfolk District Council
- The Green Hearts
- University of Central London
- University of East Anglia
- Wash and North Norfolk Marine Partnership
- Wending Beck Alliance
- Woodland Trust

**Our thanks to the many anonymous trusts, foundations and individual donors who support us in all our work**

## Investors in Wildlife 2024/2025

### Corporate Partner

Anglian Water Services  
Aviva  
Essex & Suffolk Water  
Foster and Gamko  
Greater Anglia  
Melbek  
PSH Environmental  
Siemens Energy  
Smith & Pinching Financial Services  
Vine House Farm

### Wildlife Champion

Bateman Groundworks  
Carl Zeiss Ltd  
Enterprise Mobility  
George Shippam Financial Planning  
Habify  
Loveday & Partners  
Midwich  
Norfolk Hideaways  
Richardson's Boating Holidays  
RWE Generation UK  
Swallowtail Print  
UK Power Networks  
Woodforde's Brewery

### Wildlife Ambassador

Broadland Drinks  
Canine Cottages  
Cozens-Hardy LLP  
Forest Holidays  
Harrison Group Environmental  
Heacham Manor Hotel  
Heat Different  
Herbert Woods  
Holiday Cottages

HPB Barnham Broom  
Hugh J Boswell  
Iris Rigging  
Lisa Angel  
Lynton Wines  
Marine & Industrial LLP  
Norfolk Cottages  
Nu Image  
Peter Beales Roses  
Richard Osbourne Photography  
Rockthorn Ltd  
Searles Leisure Resort  
Stowe Family Law Norwich  
Swarovski Optik  
The Travelling Naturalist  
Waxham Sands Holiday Park

### Wildlife Supporter

AD Projects Ltd  
AF Group  
Alan Boswell Group  
Barker Bros Builders  
Ben Burgess Garden Equipment  
Blue Sky Leisure  
British Sugar PLC  
Brown & Co  
BTS Group  
Busseys  
Catton Print  
Cheveley Park Farms  
Cley Spy  
Clippesby Holidays  
Cox's Boatyard  
Creative Image Management  
D & F McCarthy  
Daniel Connal Partnership  
Dr Stump



Example Marketing & Web Design  
Gridserve  
Guarda Landscape  
Howes Percival LLP  
Interconnector (UK)  
John Innes Society  
John Lewis Partnership (Norwich)  
Larking Gowen  
M+A Partners  
Norfolk Bluebell Wood Burial Park  
Norfolk Chambers of Commerce  
Norfolk Pamments  
Orbital Foods  
Panks Engineers  
Pinkfoot Gallery  
Poultec Training  
ROARR! Dinosaur Adventure  
Ronaldo Ices  
Savills  
Sibelco UK  
Sop – Scents of Place  
Sun Essences  
Tarmac  
The Bakehouse  
The John Jarrold Trust  
The Saracen's Head Diss  
Thursford Collection  
Voluntary Norfolk  
Whin Hill Cider  
WildSounds & Books



As a responsible charity we are proud of our code of conduct and our resulting record in protecting our members' details within the organisation.  
[norfolkwildlifetrust.org.uk/about-us](https://norfolkwildlifetrust.org.uk/about-us)

During the year, we continued to implement changes to our corporate governance arrangements to bring us closer to compliance with the Code in a way that befits a charity of our size, and the nature of our activities. The Council of Trustees has several sub-groups of Council members to advise it, each with its own terms of reference which are reviewed regularly. The full list of sub-groups advising Council is: Finance, Audit & Risk (incorporating Remuneration); Governance; and Nominations. The Nominations Group is chaired by Andrew Barnes, a recently retired solicitor, who is independent of the Trust.



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