

# Wychwood Project (Oxfordshire) Ltd

## Five Year Strategic Plan to 2023

### Key Strategy: Conservation and Restoration

*Conserve and restore natural landscapes and wildlife habitats. We will:*

1. manage our reserves to an exemplary level to improve wildlife habitats
2. directly, through partnerships or via influence or advice, plant and manage trees to create more wildlife habitat and connectivity with other habitats
3. deliver landscape scale conservation projects to bring more land into better conservation status
4. support our conservation groups (currently Bird Aid, Hedgelaying, Barn Owl, Flora, Drystone Walling)

#### How we will do this (and how they relate to the bullets above):

- Ensure that our management plans and annual work programmes are up to date, fit for purpose, consider new thinking, trends and technology and are delivered on the ground (1)
- Continue to invest in our nature reserves, our conservation staff and equipment (1)
- Work with landowners and land managers to delivery and/or facilitate tree planting (2)
- Work collaboratively with other organisations to contribute to landscape scale projects (3)
- Offer financial and administrative support, including PR, to our conservation groups (4)

#### Five year outcomes:

- Four reserves in exemplary management (1)
- 12,500 trees planted and in suitable management (2)
- One landscape scale project (3)

### Key Strategy: Learning

*Impart natural landscapes and wildlife habitats learning. We will:*

1. increase awareness and understanding of the Wychwood Forest's natural environment
2. build knowledge and skills that support restoration and conservation

3. tell the story of the Wychwood Forest to raise awareness of its heritage and set the Wychwood Project in this context

**How we will do this (and how they relate to the bullets above):**

- Continue to provide and promote our currently available KS1 & 2 history box programme (1, 2 & 3)
- Develop a new programme of youth training and engagement (1, 2 & 3)
- Maintain and improve communication channels to ensure communication contributes to our learning goals (1, 2 & 3)
- Continue to deliver a Forest Fair event annually with 'soft' learning opportunities (1, 3)
- Continue to show the Wychwood Forest Exhibition to tell the story of the area's heritage (3)
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**Five year outcomes:**

- 900 schoolchildren using our learning resources (1)
- 10% annual increase viewers of our communications (1, 3)
- 1,300 young people engaged through a newly developed youth programme (2)
- 15 community learning events delivered at Foxburrow Wood (2)
- 12,000 people visit the Forest Fair (3)
- 5 museums/community spaces visited by the exhibition (3)

**Key Strategy: Partnership and Participation**

*Engage individuals and organisations in conservation support and action. We will:*

1. collaborate in funding and delivery partnerships
2. offer a variety of volunteering opportunities
3. promote membership of the Wychwood Project, including corporate membership
4. communicate with individuals, communities and organisations

**How will we do this (and how they relate to the bullets above):**

- Continue to be part of the Even Lode Catchment Partnership and join other similar groupings where the activity supports our aims (1)
- Partner with other like-minded organisations on funding bids and project delivery where the activity supports our aims (1)
- Continue to run regular volunteer task days on our reserves and projects (2)
- Provide good stewardship to our current members and conduct activities to recruit more individual and corporate members (3)
- Maintain up to date and relevant social media, web and PR communications with all our stakeholders (4)
- Build on our relationships with parish councils to develop and deliver local, relevant projects (4)

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#### **Five year outcomes:**

- 15 collaborations/partnerships formed (1)
- 120 volunteer task days run, equating to c 3000 hrs of volunteer time (calculated on 5 vols per task day, 5hrs per volunteer x 120 task days) (2)
- 30% net gain in membership numbers (577 – 750) (3)
- 50% increase in social media reach (4)
- 30% of parishes engaged, representing c 30% of the Wychwood Project area's population (4)

#### **Key Strategy: Governance and Operations**

*Govern and run an effective financially viable organisation that adheres to its mission and values. We will:*

1. ensure we have the necessary policies and processes in place, keeping abreast of current legislation and best practise
2. support our trustees, staff and volunteers with training and equipment needed to perform their role
3. maintain and develop income streams and manage our finances prudently

#### **How will we do this (and how they relate to the bullets above):**

- Conduct a governance review and implement actions identified (1)
- Build governance responsibilities into the terms of reference of WP's operational groups
- strengthen operational capacity to ensure (1)
  - optimum division of functions and delegation to maximise use of the PD's time and resources on PD level activity
  - prioritisation and follow up on delivery of operational matters on all aspect of activity
- Develop and support a 5 year financial strategy (1)
- improve the efficiency of the other working groups as semi-autonomous vehicles, acting in conjunction with the PD and other staff, for delivery of strategic objectives (2)
- Develop and support a finance committee (3)

#### **Five year outcomes:**

- 100% of applicable Charity Commission guideline are implemented and up to date (1)
- Each year deliver a flat or small excess budget (3)

Ends