



Bedfordshire  
Cambridgeshire  
Northamptonshire

# Corporate Membership



*We value nature*

# As your local Wildlife Trust, we are a charity ensuring a better future for wildlife, working with local communities and contributing to a healthier environment for everyone.

60% of British wildlife species are in decline. We work to protect rare species such as the otter, dormouse and nightingale, and we fight to save sites where wildlife and the countryside are threatened.

Our Living Landscapes include some of the most important habitats across our three counties, and here we deliver nature conservation on an ambitious scale to ensure these habitats are bigger, better and more joined up - **better for wildlife and people.**


We involve people in every aspect of our work by educating children about their natural environment, training our 1000+ volunteers and encouraging everyone to enjoy wildlife and wild spaces in towns and in the countryside. Did you know that 95% of local people live within five miles of a Wildlife Trust nature reserve?

We are committed to engaging with local companies to develop partnerships and to secure support for a **sustainable future** for wildlife which also brings a healthier environment for the families, communities and businesses in our area.

We are one of 47 Wildlife Trusts and together we are the largest voluntary organisation dedicated to all aspects of wildlife conservation in the UK.

According to the Office of National Statistics, nature is worth around £1.5 trillion per year to the UK economy.

**Show how much your business values nature by supporting us.**



**Brian Eversham, Chief Executive**





There must always be recognition that **nature has an intrinsic value**. You cannot put a price on hearing the songbird sing or seeing the spectacle of a wildflower meadow in full bloom. But there are things that nature does, such as the way wetlands can reduce flooding or the pollination of crops by bees, that do have an economic value.

This value has not been recognised in the way we make decisions and has therefore been assumed to be zero. This is totally disastrous for wildlife, people and the economy, and has to change quickly. However, the idea is beginning to take hold in mainstream business, and coupled with public awareness and changing policy I think **we have a huge opportunity in front of us and it's time to seize it.**



Handwritten signature of Tony Juniper in black ink.

**Tony Juniper, President of the Wildlife Trusts**



# Corporate Membership

For companies that value nature and want to:

- ✓ Meet corporate responsibility targets
- ✓ Enhance their reputation in the local community
- ✓ Boost employee wellbeing, staff engagement and morale
- ✓ Discuss ways to increase economic value

## Corporate Partner

Subscription: £5,000+

Demonstrate the impact of your **corporate responsibility** by:

- Enhancing the environment for wildlife
- Gaining recognition for environmentally sustainable business practices
- Collaborating on projects that benefit the community

Opportunities to increase your **brand profile** through:

- Publicity
- Exclusive networking events
- Joint campaigns or projects

One bespoke **staff engagement** activity included per year:\*

- Wild Work Days – a conservation experience
- Guided wildlife walks
- Wildlife talks

\*Subject to availability and maximum group sizes



All subscriptions are per annum and subject to VAT



You can select the membership level that reflects your company's commitment to a sustainable future for wildlife and a healthier environment for local communities and businesses.

**All corporate members receive:**

- ✓ Certificate
- ✓ Local Wildlife magazine
- ✓ Wildlife at Work newsletter
- ✓ Corporate e-news updates

## Corporate Investor

Subscription: £1,000+

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Support to implement your **corporate responsibility** strategy:

- Develop practices to benefit wildlife and the environment
- Engage your staff with the sustainability agenda

Enhance your **corporate reputation** through:

- Features in our publications
- Attending networking events

Discount on **staff engagement** activities:

- Wild Work Days - a conservation experience
- Guided wildlife walks or wildlife talks

## Corporate Supporter

Subscription: £500+

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Demonstrate commitment to **corporate responsibility** with tools to:

- Improve your grounds for wildlife
- Adopt environmentally sustainable business practices

**Increase awareness** of your company through:

- Acknowledgement in our publications
- Attending events, such as our AGM

Opportunities and ideas for **staff engagement** activities:

- Wild Work Days - a conservation experience
  - Guided wildlife walks or wildlife talks
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# Your support will help us protect Living Landscapes in...

## Bedfordshire

North Chilterns Chalk will link 3,000 hectares of important chalk grassland full of wildflowers, important for pollinating insects like the beautiful chalkhill blue butterfly.

## Cambridgeshire

The Great Fen is restoring 3,700 hectares of fen connecting two National Nature Reserves, remnants of the historic fenland landscape and internationally significant; and in the West Cambridgeshire Hundreds we are improving the management of a cluster of ancient woodlands famous for their spring flowers such as bluebells and cowslips.

## Northamptonshire

Our vision for the Nene Valley will connect and restore over 41,000 hectares of wetland habitat and wildflower rich floodplain meadows which form part of an area internationally important for its wildlife, home to thousands of wintering wetland birds.





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# Lakes, rivers and fens...

...play a pivotal role in helping wetland wildlife to survive – and thrive. They provide a safe refuge to wintering birds and, of course, they are perfect for other wildlife too, such as otters, damselflies and Daubenton's bats.

Large expanses of slow-flowing or open water such as **lakes** can host significant populations of wildfowl such as tufted duck, pochard and great crested grebe, as well as amphibians, fish and dragonflies.

Our **rivers** are key habitats for water voles, otters and kingfishers, and are often fringed by willow which provides essential nesting sites for birds and a home for many insects.

**Fens** are poorly drained areas with a mosaic of habitats including open water and **reedbeds** which are amongst the most important habitats for birds. They support breeding birds including the nationally rare bittern, Cetti's warbler and the bearded tit.

## We protect wetland wildlife...

...at places such as the Great Fen and in the Nene Valley by maintaining and restoring a diverse mosaic of habitats through grazing, cutting, coppicing and removing scrub. We manage essential ditches, fences and natural screens such as hedgerows to prevent disturbance to birds and other wildlife.

**“In the Nene Valley nature provides £118m in services to the local economy each year”**

*Valuation of ecosystem services in the Nene Valley Nature Improvement Area.*  
University of Northampton  
School of Science and Technology, 2015

[www.wildlifebcn.org](http://www.wildlifebcn.org)

Charity No. 1000412







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# Grasslands and heaths...

...are vital habitats that support a wide variety of wildlife including some of our most iconic native species.

Ancient hay **meadows** and **pastures** host swathes of wildflowers and grasses, skylarks, butterflies, crickets and grasshoppers, and are visited by voles, brown hares, badgers and bats.

Grazed **wet grasslands** are important sites for breeding waders such as lapwing and snipe, and over-wintering birds including wigeon and swans.

**Chalk grasslands** support a wide range of plants including orchids, wild thyme and vetches, which in turn support rare butterflies such as the chalkhill blue and grizzled skipper.

**Heathland** is one of our rarest habitats and is home to heather and gorse, rare insects, fungi and lichens.

## We protect wildlife in grassland...

...at places such as the North Chilterns and the Great Ouse Valley by maintaining the habitats through hay-cutting at the right time, careful grazing with traditional breeds of cattle, and scrub clearance. We also work closely with farmers and landowners to promote wildlife-friendly practices in these areas.

“£430m - the  
value of the  
services provided  
by pollinating  
insects for crop  
production in the  
UK”

*What Nature Does for Britain*  
Tony Juniper, 2015

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# Woodlands...

...are home to distinctive plant and animal communities including songbirds, fungi, wildflowers and small mammals.

**Oak** and **ash woodlands** are host to spectacular bluebells and primroses in the springtime and are particularly noted for their butterflies including the rare black hairstreak butterfly.

Waterlogged soils next to wetland habitats result in **wet woodlands** of willow and alder which provide sheltered feeding areas for birds, bats and dragonflies.

**Hedgerows** are an important corridor for species to travel between patches of woodland. Containing a variety of trees, shrubs and woodland flowers, hedges provide food and shelter throughout the year for a range of species from butterflies to badgers.

## We protect woodland wildlife...

...at places such as the ancient Gamlingay Wood in Cambridgeshire and the wet woodland at Flitwick Moor in Bedfordshire. We use traditional techniques such as coppicing to let light through to the woodland floor, enabling wildflowers to thrive which support insects, providing food for birds and mammals.

“15m tonnes of carbon dioxide annually is removed from the atmosphere and stored by UK woodlands and forests”

*What Nature Does for Britain*  
Tony Juniper, 2015



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# Communities and Volunteers...

...are essential for growing support for nature conservation and inspiring people to enjoy wildlife and help manage wild spaces in towns and in the countryside.

We offer a range of opportunities for **children** to discover and learn about nature, for example, by joining their local Wildlife Watch Group or participating in one of our award-winning school sessions at the Countryside Centre in the Great Fen.

For **families** there are a host of activities to enjoy throughout the year, such as our wildlife-themed drop-in activities in the summer holidays at sites like Paxton Pits.

Wildlife thrives in urban areas too, and local groups of volunteers in places like Peterborough and Houghton Regis organise events and activities to engage communities with the wildlife in their local wild space.

## Volunteers protect wildlife and wild spaces...

...by helping us to carry out practical conservation work at our nature reserves such as Grafham Water, monitoring wildlife like the dormouse population at Brampton Wood; and raising awareness and funds for our work.

“Fewer than one  
in ten children  
regularly play  
in wild places,  
compared to  
almost half a  
generation ago”

*Childhood and Nature.*  
Natural England, 2009

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# Quotes from Corporate Members

“Supporting the Wildlife Trust BCN not only complements our business, but is a great way for our staff to enhance our local environment both for wildlife and the local community, as well as share expertise on best practice in tree management”

Gardenworks Tree Surgery

“We realise our type of business can be damaging to the environment. By working with the Wildlife Trust BCN we’re hoping to give something back to the local community and preserve the Cambridgeshire landscape for future generations. Choosing to travel with us means passengers are making a positive environmental choice”

GreenAir Cars

“Our partnership with the Wildlife Trust BCN gives us the opportunity to support two elements that are very important to the BGL Group: Our local environment and the education of children. The work delivered by the team at the Trust’s Countryside Centre in the Great Fen is invaluable in teaching children about respecting nature and the importance of conservation”

BGL Group

**“74% of the British public think that social and environmental reputation is important when buying a product or service.”**

IpsosMORI, September 2009



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# How your company can get involved and support us...

## ...Practically

- Participate in a Wild Work Day
- Improve your workplace grounds for wildlife
- Host a visit from a Trust expert for your staff
- Host a collection box – collect money for the Trust
- Set up a payroll giving scheme for your staff
- Recycle your IT kit to benefit the Trust

## ...Financially

- Become a corporate member
- Make a donation towards work at:
  - a Living Landscape
  - your local nature reserve
- Sponsor:
  - our community work
  - our sheepdogs, grazing animals or staff
  - our events or publications
- Donate goods or services or % sales
- Encourage employee fundraising

“The UK’s  
economy could  
gain £17 billion  
in value by  
increasing  
employee  
engagement”

Research commissioned by  
LeapCR, April 2011

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# Measuring impact...

...of human activities and climate change on wildlife and whole ecosystems is vital to safeguarding the natural environment.

Our **monitoring** and **research** team provide the scientific rigour behind our conservation work across our Living Landscapes and the wider countryside in our three counties.

We train local people to carry out monitoring and **recording** activities. This work is essential to understand what is happening to wildlife in our local area.

Whilst we primarily carry out surveys for birds, mammals, invertebrates, plants and habitats, we also use a range of techniques to **gather data**, including water quality monitoring and fixed point and aerial photography.

These **surveys** enable us to monitor wildlife trends and species diversity to assess the success of our practical habitat management, so that we can adapt our practices accordingly and ultimately contribute to national data banks.

## We monitor local wildlife...

... such as the scarce Duke of Burgundy butterfly at Totternhoe nature reserve in Bedfordshire; and water vole populations in the Cambridgeshire fens, which are thriving despite a national decline.

“We have  
quantitative  
assessments of  
the population or  
distribution  
trends of 3,148  
species. Of these,  
60% of species  
have declined  
over the last 50  
years”

*State of Nature 2013*

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*“We are part of the natural world:  
we depend on it for the air we  
breathe and the food we eat.”*



Sir David Attenborough  
President Emeritus of the Wildlife Trusts



Image by Tom Marshall

To discuss how your company can get involved  
please contact the Corporate Partnerships Team  
on 01954 713500 or email:

**[corporatepartnerships@wildlifebcn.org](mailto:corporatepartnerships@wildlifebcn.org)**

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