



Avon Wildlife Trust

GROW WILDER FIVE-YEAR STRATEGY
2020-2025



STRATEGY OVERVIEW

This ambitious strategy will see Grow Wilder develop and mature over the next 5 years into Avon Wildlife Trust's primary visitor hub serving the Bristol region and recognised nationally for its work.

Following Bristol City Council's announcement of an ecological emergency in February 2020, this strategy aims to ensure Grow Wilder can develop into an effective catalyst for the urgent activity that needs to take place as part of the Bristol One City Ecological Emergency Strategy and the critical priorities of The Wildlife Trusts' emerging 10-year strategy.

In 2012, Grow Wilder (formerly Feed Bristol) was set up as a response to the negative environmental, ecological and social impacts of modern food growing systems. Since then the site has expanded activities to become a deeply valued urban wildlife site, community hub and education centre.

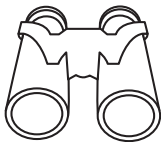
Building on the successes of the previous 8 years of operation, the desire is to:

- Upscale current activities on site
- Increase the impact of the site within Bristol and nationally
- Provide infrastructure to adequately support site activities

OUR MISSION & OUR VISION



Our mission is to bring about urgent action for the restoration of wildlife by educating, upskilling and empowering people, communities and businesses to bring about positive change through wildlife-friendly gardening and sustainable food growing.



Our vision is to establish Grow Wilder as a place to engage and inspire people, communities and businesses to actively support nature's recovery. Through demonstration, learning and events, Grow Wilder will be a hub from which we will seek to connect people with nature, equipping them with the skills and knowledge to restore and conserve natural habitats of all sizes across the Bristol area and further afield.



IMPACT PRIORITIES

We want to...

1

Educate and inspire people to take action for nature while providing them with the skills and knowledge to bring about effective change, with a focus on wildlife-friendly gardening, sustainable food growing, and nature-based solutions.

2

Help nature's recovery through managed habitats on the Grow Wilder site and through supporting people to take action for wildlife in their own communities. Grow Wilder will directly work towards The Wildlife Trusts' and the Bristol One City goal of 30% of land being managed for wildlife by 2030.

3

Improve social inclusion and diversity by breaking down barriers that prevent people from experiencing the benefits of nature and getting involved in action for wildlife.

4

Influence strategy and policy in Bristol and nationally by demonstrating on site what can be achieved for wildlife in an urban setting and beyond.

Activities on the site will also contribute to people's wellbeing and employability by building connection with nature, teaching skills, providing practical experience and providing a hub for nature-based businesses to operate.

ENABLING PRIORITIES

We want to...

5

Create a new low-carbon **engagement hub building** with a café serving food grown on site, shop, welcome area, community and education space, and catering facilities; allowing Grow Wilder to support more visitors on site and provide a high-quality visitor experience.

6

Manage areas of site to provide **demonstrations** of wildlife-friendly gardening, sustainable food growing and nature-based solutions; supported by coherent and well-informed **interpretation**. The wildflower nursery, veg plug nursery and site shop will provide a way for visitors to purchase plants and items that can directly benefit wildlife in their homes or local area.

7

Ensure the site has ongoing **financial stability** by generating an annual cash surplus.

8

Build a strong, active group of **volunteers**, who are well-trained, self-starting and able to support the site and engage with visitors throughout the calendar year.

9

Support Avon Wildlife Trust to form **strong partnerships** with organisations, businesses and networks across the region by providing a hub for collaboration and outreach.

TARGETS



1. Over **20,000 annual visitors** coming to site to learn, engage, and connect with nature.
2. A total of **16,000 volunteer hours** committed annually with Grow Wilder.
3. **100 days of education courses** attended per year, serving over a thousand people in and around Bristol.
4. Monitoring to demonstrate a **net gain of biodiversity** across the Grow Wilder site resulting from how the land is managed.
5. Assessment showing Grow Wilder is on track to be **carbon positive by 2030**.
6. Further **increase the social return on investment** for the site.

