

Alderney Wildlife Trust Strategy - 2030

Mission

Was laid down in the Alderney Wildlife Trust's (Ltd) Articles of Association and can be summed up as:

“To study, champion and protect Alderney's wildlife, fostering a thriving island where natural habitats are valued for their vital role in shaping a sustainable future for Alderney and addressing the climate and ecological emergencies we face as a community.”

This mission does not change and provides us with a focus which we reflect on in all our actions.



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Executive Summary

The Alderney Wildlife Trust (AWT) is a community-founded charity working with residents, volunteers, the States of Alderney and private landowners to secure the island's long-term sustainability by sustaining its rich natural environment which is not only unique but the island's most important asset. We own no land; everything we do for wildlife depends on partnership.

Our 2026–2030 Strategy is built around a clear vision:

- **30 by 30** – at least 30% of Alderney's land and sea protected and thriving for wildlife by 2030.
- **1 in 4** – at least one in four residents taking meaningful action for nature by 2030.

To deliver this, we organise all our work into three campaigns:

1. **Putting Nature into Recovery (PNiR)** – using robust ecological evidence (the Alderney State of Nature, ASoN) to guide practical conservation on Reserves and Sites and our internationally important Ramsar site.
2. **Nature is the Solution (NiS)** – large, island-scale projects (Once and Future Woodland, Natural Barriers sand dunes, Waste to Food) that show how healthy ecosystems protect coasts, store carbon and support Alderney's economy and wellbeing.
3. **Alderney Community Action for Nature (ACAN)** – connecting people and nature through Wilder Learning, THE HUT and volunteering, and measuring how our community acts for nature.

An annual Business Plan will translate this strategy into clear actions, budgets and measures, ensuring transparent, evidence-based decisions and regular opportunities for residents and politicians to shape Alderney's future.

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Introduction

Who we are

The Alderney Wildlife Trust (AWT) was formed by the community of Alderney (Charity 2610). Most of our 600 plus members are island residents, and we rely on volunteers of all types to achieve our mission. As of 2025 we have only six paid members of staff, yet we are supported by a further seven full-time, and more than thirty part time, volunteers. Over the period 2026–2030 we will strive to secure the resources to fully fund all our campaigns and staff delivery.

We own no land, which means our actions for wildlife are delivered exclusively through partnerships with others (including the States of Alderney and private landowners) who share common goals for the sustainable future of our island and who are committed to **acting for nature** in their own way.

Since 2002 we have established a powerful voice for our island, its wildlife and community.

Why Alderney's wildlife is important

Through the hard work of the AWT in collecting, collating and **analysing** data on our island's environment, as well as the designation of an **internationally** important wetland (**Ramsar**) site, it is becoming increasingly clear what a vital resource our natural environment provides for **our community and Alderney's future economic sustainability**. We understand that Alderney's natural beauty is why many choose to live here; it underpins tourism, supports mental health and wellbeing, and is our community's most important shared asset. Yet our natural environment also has a role to play in reducing the development pressures from renewable energy within the northern European area.

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What must not be forgotten is that the environment is under threat from both local and global pressures. Large-scale land abandonment, climate change, and rising sea temperatures contribute to the spread of invasive non-native species and biodiversity loss on Alderney. At the same time Alderney faces political and infrastructural challenges: limited connectivity, gaps in education, and a well-publicised aging population.

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We believe these challenges are interconnected and that it is vital to recognise what Alderney's natural environment provides our community — from natural sea defences to opportunities for renewable energy that help counter climate change and reduce energy costs. While many on Alderney share this view, a large part of our community either lacks knowledge of the threats or feels disengaged. Without increased local awareness and action, Alderney's wildlife and natural environment will diminish, becoming less diverse and resilient and therefore less able to provide the services which support our community.

Strategy for 2030

We seek to ensure that at least 30% of Alderney's land and sea are not only receiving some meaningful protection but are also thriving for nature (i.e. have stable or increasing biodiversity). To achieve this, we need to have created an assessment of state of Alderney's natural environment (Alderney State of Nature [ASoN]). ASoN will define the current percentage of land and sea, as well as the key habitats and species, which are both protected and thriving.

In setting out our 2030 strategy it is vital that we have a clear vision of what our work can achieve and goals that we will strive to achieve.

Our vision for 2030

"By working inclusively with our community, we are committed to securing Alderney's future sustainability. Our goal is that at least 30% of the island's natural environment will thrive and be protected for wildlife by 2030. Through education and collaboration, we aim to empower our community to act on behalf of nature striving to see at least 25% of residents taking meaningful action for nature by 2030."

Our Goals for 2030

To deliver our vision for 2030 we have set two key goals, against which all our work is measured. Our annual Business Plans and the action plans which describe more detailed works must all establish how they will contribute to these goals:

Goal 1

30 by 30: 30% of Alderney's land and sea **protected and thriving for wildlife** by 2030.

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Primarily through our **Putting Nature into Recovery (PNiR) campaign** we are committed to increasing the area that receives some significant level of protection, including through the commitment of private landowners.

The current baseline for nature protection in Alderney is:

- Alderney Land Use Plan (LUP) – Natural Environment 5.3 (Table 5.1 development criteria for designated biodiversity sites, habitats and species)
- Voluntary designation of land by government and private landowners as AWT-managed Reserves and Sites (approximately 15% of Alderney's land area)
- Alderney's West Coast and Burhou Islands Ramsar Site (approximately 10% of Alderney's seas).

Goal 2

1 in 4: 1 in 4 of Alderney's residents taking meaningful action for **nature** by 2030.

For us to achieve our goal of a thriving and protected natural environment we need support from a community which understands and actively seeks to protect **Alderney's wildlife and natural environment**. Many in our community already respect and support our natural environment, but a protected and thriving Alderney can only be achieved through wider community collaboration. This goal envisions a community which:

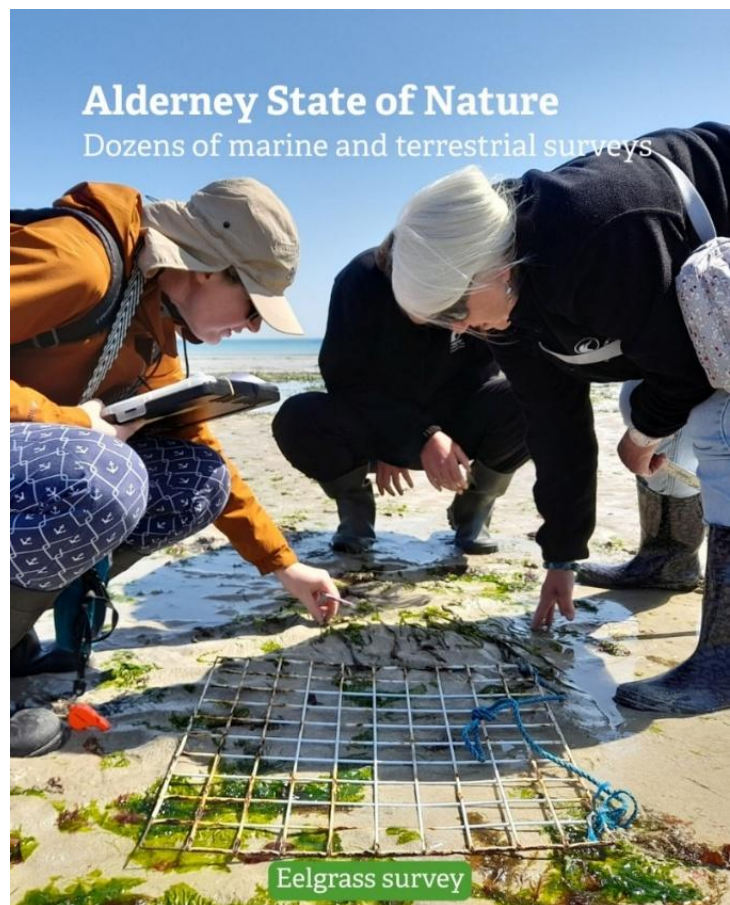
- acts to protect land for nature either at home or by supporting the island's **Reserves and Sites and existing designated sites (LUP and Ramsar)**,
- recognises key habitats and species of importance and where possible, actively helps to record and monitor them,
- helps prevent and manage invasive species wherever possible and understands the threats they present,
- or simply supports AWT's work (or that of like-minded **organisations**).

Through our **Alderney Community Action for Nature (ACAN) campaign**, we must establish measures for assessing community action for **nature** and integrate **Our Approach to Community Engagement** through all our campaigns to achieve the highest possible level of community engagement.

Community Engagement

Our Vision and Goals can only be achieved if they reflect our community's needs and if that community understands, values and supports what we seek to achieve. We are committed to connecting people and nature and this must underpin all our actions. In all our work we must consider if we are: listening – to community voices and priorities and reflecting these in our planning and actions.

- **Communicating** – confidently and honestly about Alderney's natural environment to strengthen our community's understanding of, and connection to, nature
- **Empowering** – demonstrating what is possible and empowering individuals of all ages, backgrounds, and abilities to act for wildlife
- **Collaborating** – taking actions together with our community, co-producing programmes and events that reflect shared goals
- **Partnering** – embracing diversity and creating partnerships with people, schools, charities, businesses and local organisations



Strategic 5-year Summary 2025-30

We draw together all our work streams into 3 campaigns which directly seek to deliver our vision and goals. These campaigns support our community engagement and provide a focus for all our work.

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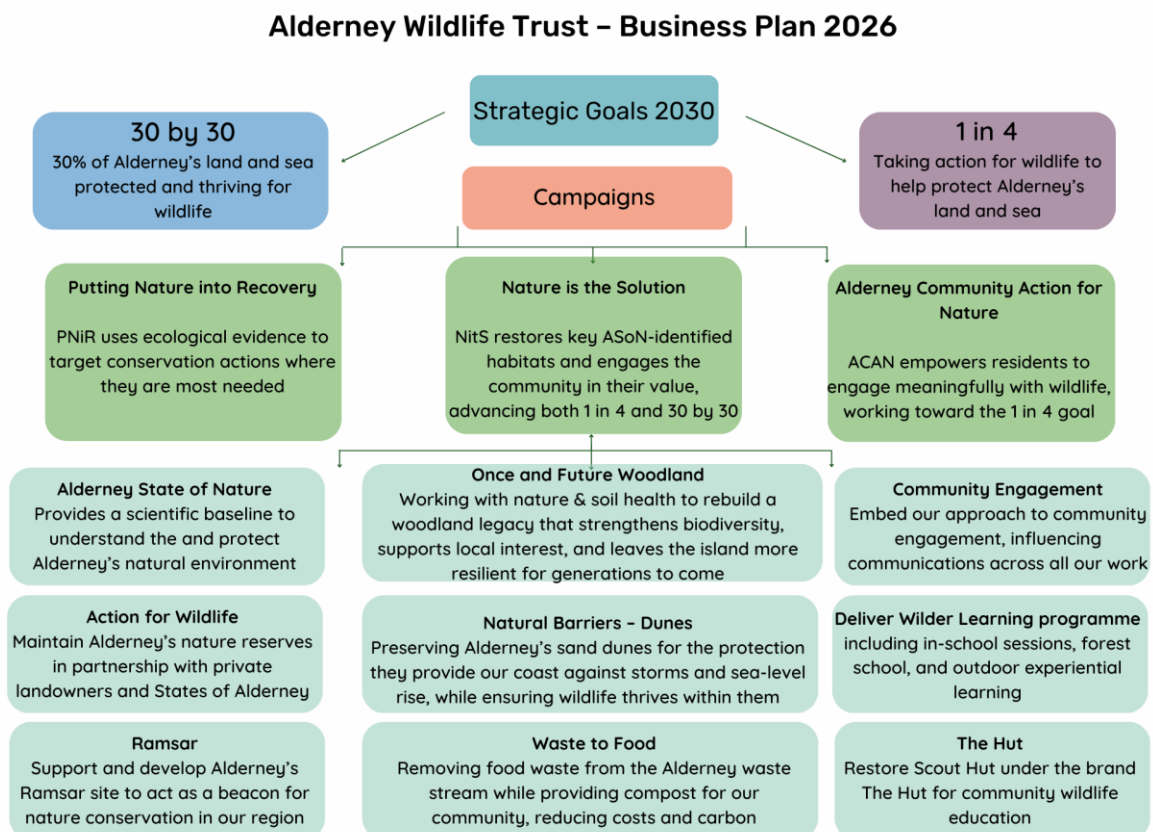


Fig 1. Flow chart of AWT's Strategic approach to delivering its Vision for 2030

These campaigns are supported, and are delivered through, a series of projects each of which have clear, measurable objectives and deliverables (see Fig 1.). To achieve the greatest possible results, every part of the AWT team must act together.

This chapter details the objectives of each campaign, and the role they will play in delivering our vision from 2026 onwards.

N.B. Each of the AWT's 3 campaigns is aligned with the British Wildlife Trusts' 2030 strategy.

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Putting Nature into Recovery (PNiR) Campaign

For us to meet the goal of a thriving and protected natural environment, we must use the best possible evidence to enable us to take direct and positive action where it is most needed. In this campaign we are focused on the interaction between ecological evidence and direct conservation action, undertaken through three main projects:

- **Alderney State of Nature (ASoN)** – ecological research identifying the state of Alderney’s natural environment, prioritising the habitats and species most at threat, understanding how they are changing over time, and establishing when this change requires action. This work informs our **Action for Wildlife – Reserves & Sites** work and is shared with the wider community through our **ACAN campaign**.
- **Action for Wildlife – Reserves & Sites** – conservation and restoration actions that improve the condition of habitats in Alderney’s Reserves and Sites. In combination with personal actions (i.e. volunteering, taking action at home, campaigning for nature) and island-scale conservation (our **Nature is the Solution (NitS) campaign**), Action for Wildlife addresses direct and indirect threats to Alderney’s wildlife.
- **Ramsar** – the only legally designated wildlife conservation area on Alderney, Alderney’s internationally important wetland (**Ramsar**) site draws attention to Alderney’s nationally and internationally important breeding populations of seabirds and marine life. The AWT is the site’s administrator registered with the Ramsar Secretariat in Geneva and designated as such by the States of Alderney, and we provide a part-time role to the States of Alderney via the AWT’s wholly owned subsidiary Alderney Wildlife Trust Enterprises (AWTE), which acts as the Alderney Ramsar Secretariat (administrator).

Nature is the Solution (NitS) Campaign

Locally, nationally, and globally, humanity is facing multiple challenges from the collapse of natural systems and a warming global climate. There is also evidence of marked declines in the physical and mental wellbeing of some people, particularly in more vulnerable parts of society.

All too often, decision makers are not aware or fully appreciative of the role nature could and should be playing in helping society address these challenges and drive positive change. Degraded and exploited natural systems are unable to provide the **Nature-Based Solutions** that are such a big part of the answer, and people and communities disconnected from nature are unable to fully access and value the wide range of benefits nature can bring into our lives.

Building on the **PNiR campaign’s** key habitats and species list, in combination with the **ACAN campaign’s** community engagement deliverables, the NitS campaign will focus on island-scale conservation projects. In 2025–2026 these are the Once and Future Woodland project and the Natural Barriers (Sand Dunes) project, with the Waste to Food project in an initial research and development phase.

Alderney Community Action for Nature (ACAN) Campaign

People are the key to nature's recovery. We need nature, yet even on Alderney we are increasingly disconnected from our natural environment. As Sir David Attenborough has said:

“No one will protect what they don't care about; and no one will care about what they have never experienced.”

To deliver our goal of 1 in 4 of Alderney's residents taking meaningful action for nature by 2030, we work to engage and empower people of all ages, identities, cultures, backgrounds and abilities, supporting them to value, enjoy, speak up and act for wildlife. In order to deliver this we must:

- Increase nature connection across all age
- Deliver lifelong learning through experiential outdoor education
- Mobilise and grow volunteers for conservation and citizen science
- Build partnerships across education, community, States, business, and health
- Support the delivery of all AWT campaigns
- Bridge the gap between science and community, making conservation understandable
- Grow community leadership through community-led organising (Team Wilder approach)
- Operate the Alderney Wildlife Centre as a hub for nature learning

ACAN will be focused through four core areas of delivery which will interconnect and support both the ASoN and NitS campaigns, whilst also delivering against our strategic goals:

1. Community Connection & Inclusion
Listening, relationship-building, intergenerational activities, social wellbeing.
2. Education, Learning & Nature Connection
Forest School, Wilder Beach, Wilder Learning (in-school curriculum-linked sessions, family learning, and support for teacher development)
3. Environmental Stewardship, Volunteering & Action
Delivered in collaboration with PNIR (practical conservation, citizen science, invasive species removal, island-wide campaigns)
4. Science Communication, Storytelling & Empowerment
Delivered in collaboration with PNIR (Translating ecological data, exhibitions, school projects, accessible communication)

Delivering and reviewing the 2026–2030 Strategy

The Alderney Wildlife Trust delivers its 5-year strategy through an annual Business Plan cycle that translates long-term goals into clear, achievable actions.

Each year the Business Plan will:

- Set campaign objectives for **Putting Nature into Recovery (PNiR)**, **Alderney Community Action for Nature (ACAN)** and **Nature is the Solution (NitS)**, showing how they deliver the **30 by 30** and **1 in 4** goals.
- Define required resources including budget, staff, volunteers and infrastructure.
- Provide a campaign-aligned budget and a fundraising plan to support delivery.
- Review progress from the previous year against strategic objectives and KPIs.

This cycle ensures:

- Annual refinement of objectives, budgets and KPIs using new ecological evidence (including ASoN) and community input.
- Integrated delivery across all campaigns and operations.
- Continuous community engagement, ensuring local voices shape priorities and outcomes.

This structured approach ensures that delivery of the strategy remains focused, practical, and accountable throughout 2026–2030.