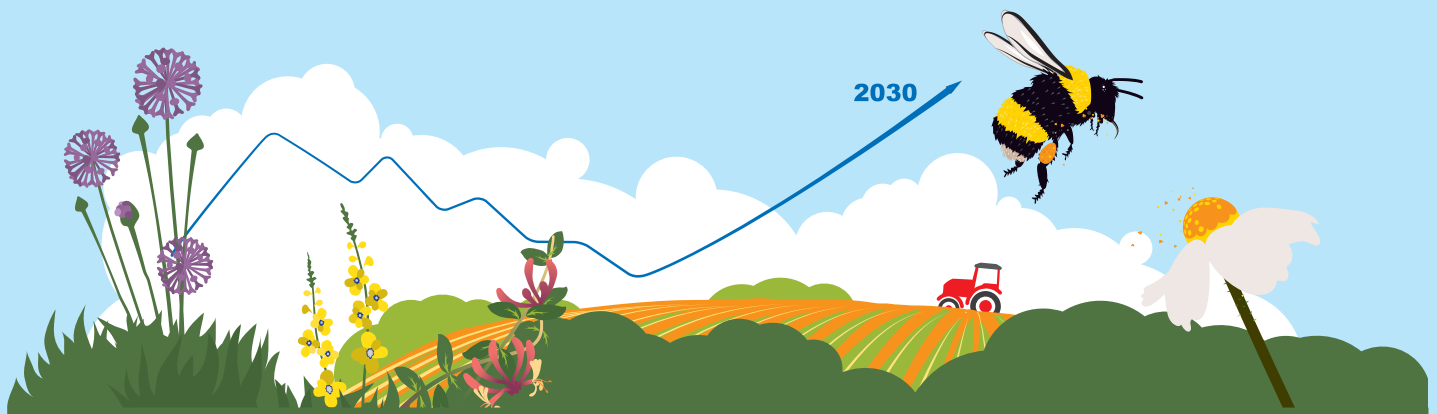


Strategic plan summary

2019–24



Bumblebee
Conservation
Trust



vision

A world where bumblebees are thriving and valued

mission

To increase the number and distribution of bumblebees

Foreword | Peter Hollingsworth CHAIR OF TRUSTEES

This new strategy summarises our ambitious plans for the Bumblebee Conservation Trust. Bumblebees are a charismatic element of nature and a focal point connecting people to wider environmental issues. The core aim of our work, and this strategy, is to increase the number and distribution of bumblebees, making a clear and positive difference for these iconic species.

The Trust, in just a short time, has already established itself as an influential science and evidence-based conservation charity, leading on key projects and working with partner organisations across the UK delivering high quality science, conservation and outreach.

Over the next five years, our dedicated staff will continue to enhance this reputation working with our volunteers who champion the Trust, and our many individual members and business supporters. We will build our presence in the UK, and continue to protect and enhance our bumblebee populations. I look forward to seeing the results as the reach and influence of the Trust, continues to grow.

Introduction | Gill Perkins CEO

Times have changed, and any organisation that wants to stay relevant and effective must change with them. We aim to have the greatest impact for bumblebees, to show everyone why what we do is important, and why bumblebees should be worth taking action for. This document takes you on this journey, it is the next chapter in the Trust's story.

The strategy sets out the Trust's priorities for the next five years. We will ensure we are relevant to as many people as possible from a variety of ages and backgrounds all of whom can benefit from connecting with bumblebees, wherever they are.

We will need to be bold, innovative, collaborative as we face up to the challenges over the next five years, to make a positive difference to bumblebees and our society that depends on them for our food, health and wellbeing. We want the information in this plan to inspire you to come with us on this exciting journey, to get involved with our ideas, to share your ideas with us.

"There are many opportunities for us all to take, experience has shown that the power of simple, individual actions can culminate in real change. Together we can make a real difference to bumblebees."

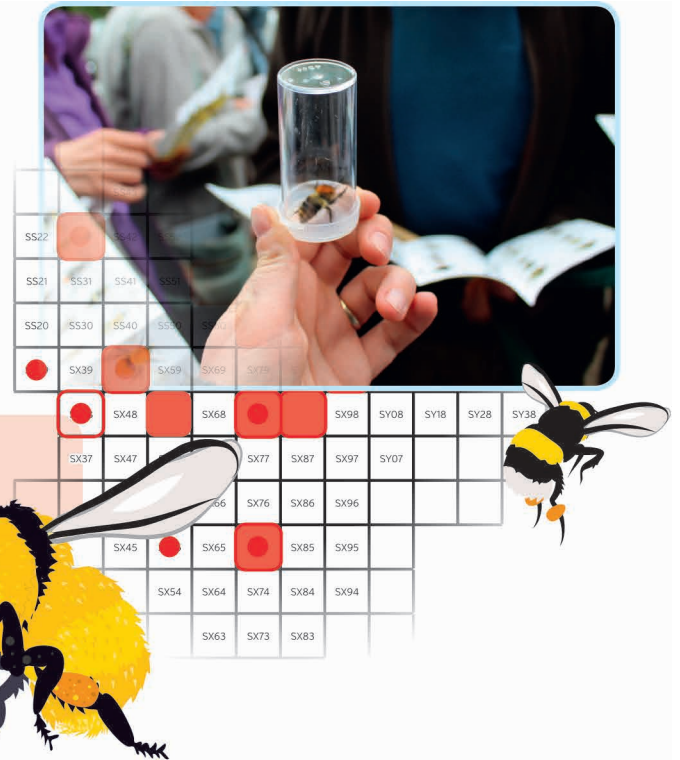
Strategic Aims

1. Enhance the understanding of bumblebee ecology and conservation.
2. Increase the quality and quantity of bumblebee habitat.
3. Inspire and enable a diverse range of people to take action for bumblebees.
4. Be an effective and sustainable organisation.

Aim 1

Enhance the understanding of bumblebee ecology and conservation

Our work is science-based. Over the next five years we will carry out research on bumblebee lifecycles, threats and habitats and continue to record how the UK's bumblebee populations are doing through our BeeWalk scheme. We will publish our findings and work with policy makers and partner organisations to ensure a better future for our bumblebees. The evidence we gather will be shared so that all can see, and use, the guidance we develop.



Aim 2

Increase the quality and quantity of bumblebee habitat

We aim to preserve and create high quality habitat for bumblebees through our conservation activities. We will work with landowners, gardeners, and those managing green spaces across the UK to create and restore high-quality, sustainable bumblebee habitat. Our work covers all species of bumblebees in the UK. Specifically, many of our projects will carefully target our rarer bumblebee populations with an aim to halt and reverse their decline. All our work will be carefully evaluated so we can measure the difference we make.



Aim 3

Inspire and enable a diverse range of people to take action for bumblebees

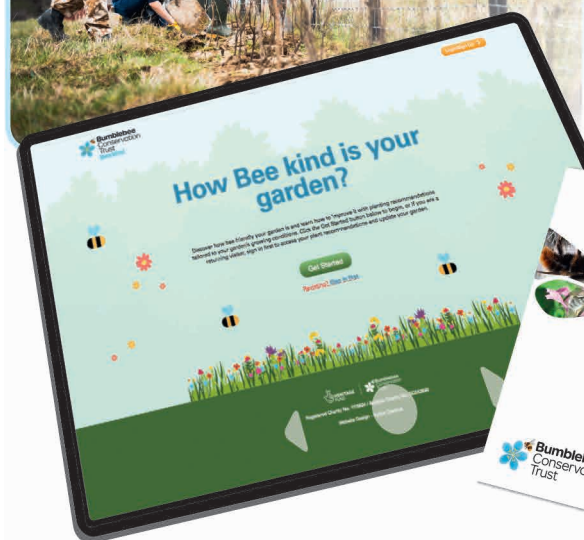
Our work aims to create a sense of wonder and awe about bumblebees, encouraging people to take action. With the support of our volunteers, we will raise awareness of the 'plight of the bumblebee' and we will share our excitement through everything we do. Education, training and engagement activities are crucial components of our work to create a world where bumblebees are thriving and valued.



Aim 4

Be an effective and sustainable organisation

We believe in being a supportive organisation. We will maintain a healthy and inclusive culture where our staff, volunteers and members feel valued and engaged in all we do. We will work closely with our supporters to maximise our fundraising streams. We will continue to deliver efficient and effective management of resources to support bumblebee conservation.



www.bumblebeeconservation.org

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