



Cornwall
Wildlife Trust

IMPACT REVIEW 2024-2025

Creating a **Cornwall**
where **nature** thrives

STRENGTHENING FOUNDATIONS FOR NATURE RECOVERY

I am delighted to present Cornwall Wildlife Trust's Annual Impact Review 2024-25. This is the second annual review under our 2030 Strategy for Nature Recovery in Cornwall, and the first to offer an assessment of year-on-year progress towards our ambitious 2030 targets.

In the pages that follow you will find accounts of our varied achievements throughout the year, be it in our nature reserves, in the wider landscape, in the seas around our coast, and with communities across Cornwall. It's a huge testament to our staff, our volunteers, those who support us, and those we collaborate with that we are able to deliver so much.

At its heart, this review allows us to take the pulse on how we are doing in our mission to create a Cornwall where nature thrives. We have set ourselves ambitious targets and performance standards, adopting a suite of metrics to measure ourselves and nature's recovery by. The progress we have made in the past year tells me that we are moving firmly in the right direction.

We have dramatically expanded our engagement with farmers and landowners across Cornwall, delivering a year-on-year increase in the area that's better managed for nature and laying the foundations for significant further increases over the coming years.

Strong foundations have also been built in our work to encourage more people to take action for nature – strengthening the team, improving our offer to volunteers and local groups, trialling new approaches to widen participation, and kicking off new projects with communities in some of our key nature recovery areas.

Elsewhere, we are holding our own on last year's performance with 85% of our nature reserves in favourable or improving condition and membership numbers remaining at around 11,500. The former reflects our commitment to long-term conservation action and, with an increasing focus on habitat restoration and rewilding, we expect to be on track to meet our 100% target by 2030. The latter reflects the challenging economic climate we are all facing in recruiting new members, but also the strong

commitment of existing members who continue to support us year on year.

One emerging area for the Trust where we have made significant progress is in our campaigning and advocacy, raising our voice on things that matter for nature in Cornwall and galvanising our members and supporters to do the same. This reflects our newly adopted values that guide everything we do. We strive to be passionate and engaging, knowledgeable and authentic, inclusive and enabling, focussed and impactful. I hope that as you read about our progress and impact over the past year, you will see these values shining through.



A stylized, handwritten signature in blue ink that reads "Matt".

Matt Walpole
Chief Executive

STRATEGY IN SUMMARY

Imagine a Cornwall where nature thrives, with our wildlife and wild places valued and enjoyed by all.

A Cornwall where rare and threatened habitats and species are once again a common part of our countryside, seas, and skies. Where healthy oceans, soils, rivers, wetlands, woodlands, moors, grasslands, sand dunes, and other ecosystems are valued for the vital roles they play. Where every child in Cornwall grows up with access to clean beaches and green spaces. Where we're all connecting with, benefitting from, and taking action for nature. This is our vision. But we can't achieve it alone.

To make this vision a reality, we need:



MORE SPACE FOR NATURE
– bigger, better, and more joined-up



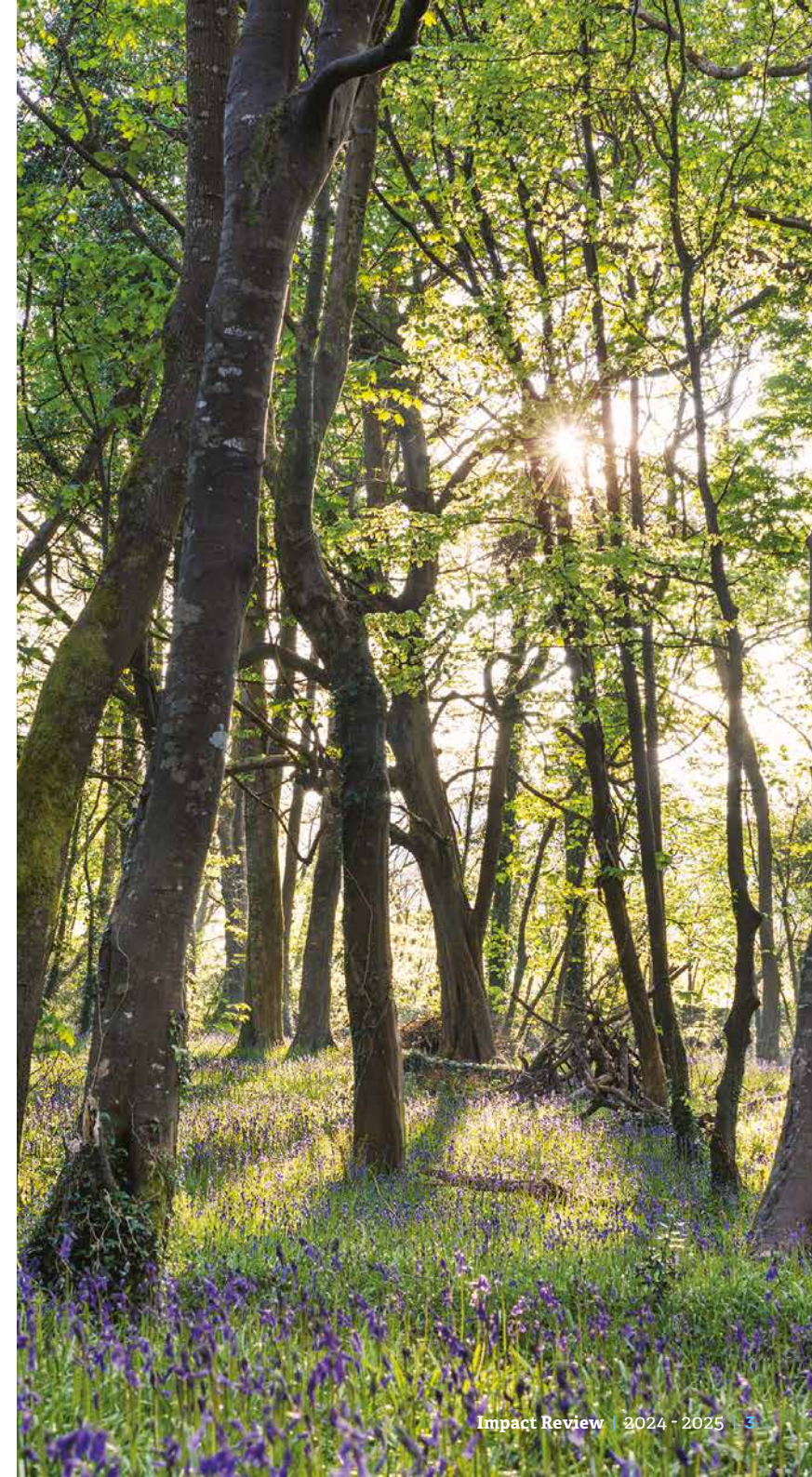
ACTIVE NATURE RESTORATION
– not just the protection of what remains



REDUCED PRESSURE ON NATURE EVERYWHERE
– be that from development, pollution, habitat loss, intensive farming and fishing, or climate change

Our strategy focuses on informing, involving, and inspiring more people, from all spheres, to take action for nature through the following impact objectives:

- 1 DEMONSTRATE** what is possible and **INSPIRE** others through our conservation work on the ground
- 2 SUPPORT** and **ADVISE** others on how to reduce negative pressures and create positive outcomes for nature
- 3 ENGAGE** and **MOBILISE** individuals and groups to use their time and resources to participate in practical action
- 4 CAMPAIGN** and **ADVOCATE**, as we use our collective voice to call for better decisions for nature

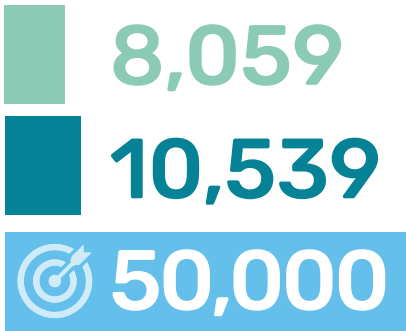


HEADLINE INDICATORS

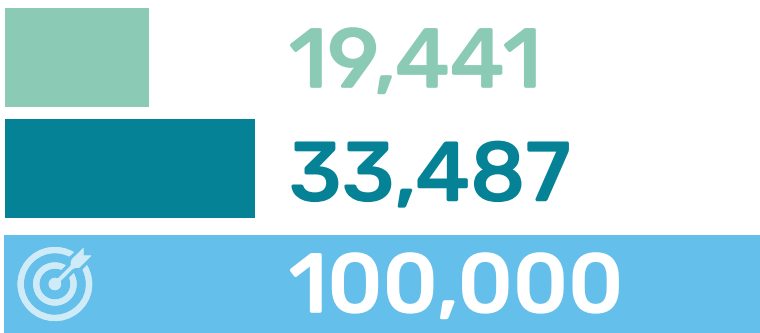
We have adopted a range of ambitious but achievable targets within our 2030 Strategy for Nature Recovery in Cornwall. The headline indicators presented here enable us to track progress towards those targets year on year. As can be seen at this early stage in the delivery of our strategy, we are making good progress in key areas whilst holding steady in others. Cornwall Wildlife Trust is in a strong position, with the foundations in place to deliver significant positive impact in the years ahead. In the pages that follow, we delve deeper into some of the number and stories that have defined our 2024/25 year.

- 2023/24 performance
- 2024/25 performance
- 2030 target

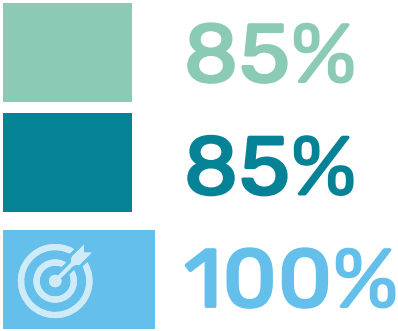
AREA OF LAND AND SEA UNDER CONSERVATION MANAGEMENT (ACRES)



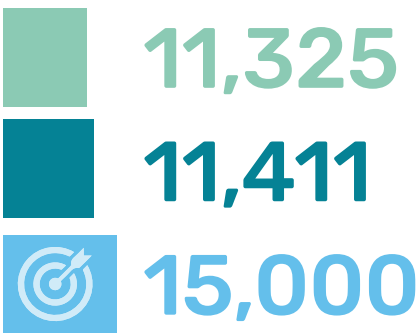
PEOPLE ENGAGED AND TAKING ACTION FOR NATURE



NATURE RESERVES CONDITION (FAVOURABLE OR IMPROVING)



MEMBERSHIPS



**OUR IMPACT
THIS YEAR**





APRIL 2024

Climate and Nature Hustings

The second of five general election hustings takes place to a packed-out room in Camborne, with representatives from all main parties.



JUNE 2024

Beaver territory established

The first dam is discovered on our Helman Tor nature reserve, after a pair of beavers were found at the site in February. Over the following weeks, the dam creates a rich wetland for wildlife.



AUGUST 2024

New wetlands for rare damselflies

Four ponds are dug at Bostraze nature reserve as part of wetland creation work. The creation of the ponds leads to increased numbers of breeding small red damselflies at the site.



MAY 2024

Major nature recovery project launches in Penwith

The official start of the Penwith Landscape Recovery project, which will see Cornwall Wildlife Trust work with more than 50 farmers and other landowners (covering 10,700 acres) to develop and implement a plan for protecting and restoring valuable habitats across west Penwith.



JULY 2024

National Marine Week

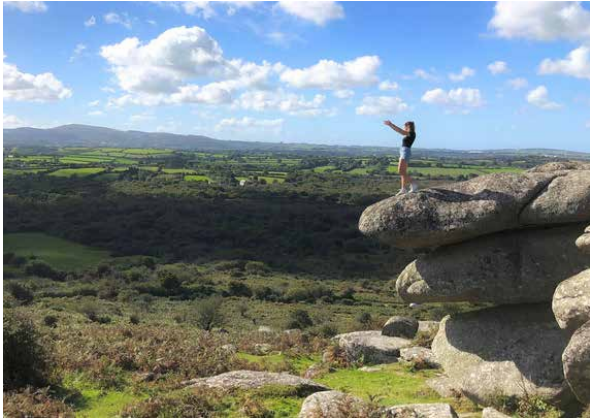
Despite bad weather, over 1,500 people attend events and engage with Cornwall's unique underwater world.



SEPTEMBER 2024

A world first for understanding our oceans

The Wildlife Trusts and others reveal that 244 million tonnes of organic carbon lie in the top 10cm of seabed sediments and associated habitats (as part of the world-first Blue Carbon Mapping Project). Cornwall Wildlife Trust highlights nationally important maerl and seagrass beds in St Austell Bay.



OCTOBER 2024

Tor to Shore starts

Work begins on our most ambitious ever project, as we look to restore nature across land and sea with support from The National Lottery Heritage Fund. The project area covers more than 17,000 acres of land and 5,200 acres of sea.



DECEMBER 2024

Target reached

Temperate Rainforest Appeal reaches its fundraising target thanks to the generosity of our supporters. Work begins to restore this unique habitat to Cornwall.



FEBRUARY 2025

A landmark decision for nature

The UK Government opens the application process for the wild release of beavers, paving the way for this native species to roam wild in British rivers and lakes once more.



NOVEMBER 2024

Important grassland created

Seven acres of species-rich grassland is created at Bartinney nature reserve, converting previously unproductive farmland into a wildlife-rich habitat for rare and threatened species.



JANUARY 2025

An extraordinary month for marine wildlife

An array of marine life captivates Cornwall, including humpback whales, a stranded thresher shark, and a rare rainbow sea slug.



MARCH 2025

Come together

Cornwall Wildlife Trust and Mevagissey Fisherman's Association hold their first meeting, launching a collaboration to protect St Austell Bay's marine environment and support local fishing.

STRATEGIC OBJECTIVES

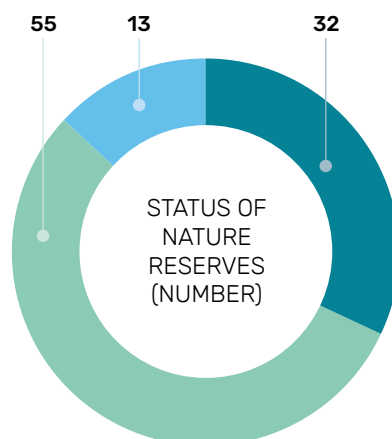
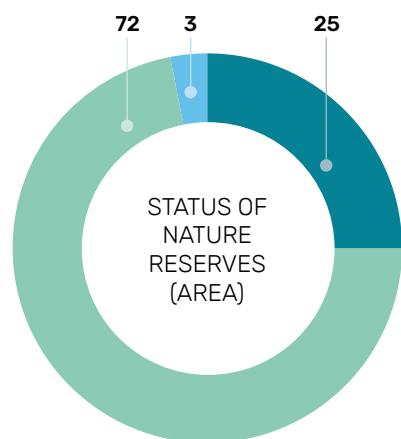


1 DEMONSTRATE AND INSPIRE

Cornwall Wildlife Trust manages more than 50 nature reserves, totalling over 5,500 acres, to provide some of the UK's most important havens for wildlife.

Across these sites, we carry out extensive nature recovery work to maintain, improve, and increase their rich diversity of ancient woodlands, wetlands, peatlands, species-rich grasslands, internationally rare lowland heathlands, and other important habitats. Crucially, they provide areas to demonstrate the latest practices in conservation, including various rewilding principles, as we encourage others to manage land better for nature.

Ongoing work to protect, restore, and create habitats ensures that these reserves continue to support wildlife, capture carbon, and improve flood resilience, with 85% in a favourable or recovering state for nature. While this is the same as last year (for both the number and area of nature reserves), we expect the percentage classified as 'favourable' to increase throughout our 2030 strategy, as the impact of work has an effect.



■ Favourable ■ Recovering ■ Unfavourable declining

5,500

acres managed by
Cornwall Wildlife Trust
across 50+ nature reserves



1 DEMONSTRATE AND INSPIRE

2,400 day visitors to Looe Island

Throughout the year, habitat improvements took place across Cornwall, including:

- Restoring 2.6km of ancient trackways at Windmill Farm for rare plants, including yellow century and three-lobed water-crowfoot (found in a few UK locations, like the Lizard because of its unique geology).
- Carrying out habitat work at Cabilla and Redrice Woods to improve the health of centuries-old ancient oak trees, which support woodland birds, fungi, invertebrates, and lichen.

In 2023/24, Cornwall Wildlife Trust designated six sites as 'destination reserves', for focussing investment to create opportunities for engaging more people with nature. Work to improve access and visitor experiences at these reserves continued throughout 2024/25, including at:

- Helman Tor, where upgrades to the Wilderness Trail added nearly 1.5 km of new boardwalk, bridges, and stepping stones. For those unable to visit in person, we launched a virtual tour featuring interactive content about the site's wildlife and conservation initiatives.

- Looe Island, which welcomed nearly 2,400 day visitors over the year – one of its highest totals ever – with guests enjoying and learning about the nature reserve. Smuggler's Cottage hosted 21 short breaks, with income from this unique holiday accommodation helping to fund conservation efforts. Volunteers also contributed by conducting dedicated surveys to monitor the local seal population.



1

DEMONSTRATE AND INSPIRE

GRAZING FOR GOOD

Conservation grazing is a long-established and natural way to manage habitats and support biodiversity. Grazing animals, such as cattle and ponies, help control dominant plant species, creating the right conditions for rarer wildlife to thrive.

Over the past year, we expanded conservation grazing across our reserves. This included:

- Reintroducing grazing at sites previously left unmanaged due to challenges like retiring farmers or lack of animals.
- Increasing grazing periods or area at existing sites, as infrastructure investments allowed.
- Introducing grazing to new sites, such as Rosevear on the Lizard peninsula, where cattle now help create and maintain wood pasture.

By year-end, more than 3,600 acres benefited from conservation grazing. At over two-thirds of our total nature reserve area, this is the highest level in our history.

1 DEMONSTRATE AND INSPIRE

HELPING NATURE TAKE ROOT AT HELMAN TOR

Covering almost 750 acres near Bodmin, Helman Tor is Cornwall Wildlife Trust's largest nature reserve and home to an extensive and ambitious nature recovery initiative.

Activities to rewild the site started in summer 2023, following the purchase of Creney Farm (which increased the reserve by 97 acres) and a successful public appeal. Throughout 2024/25, rewilding work at Helman Tor increased to create habitats and maintain the site's carefully balanced ecosystems using natural processes.

Pig grazing was introduced at Crift, a 31-acre section of the reserve, and to a 24-acre section of Creney Farm. The pigs proved particularly effective at:

- Controlling bracken, using their 'rootling' behaviour to churn soil and control this dominant species by pulling-up and eating their roots, allowing space for more delicate wildflowers to establish.
- Suppressing soft rush at Creney Farm, allowing flowering plants to germinate.

In May, our herd of English Longhorn cattle grazed beyond Creney Farm for the first time, moving into the southern Redmoor section of the reserve. Their grazing helped

improve wetland habitats by controlling dominant vegetation and promoting a greater diversity of plant life.

Beavers also had a phenomenal impact, following their unexpected arrival at Helman Tor in February 2024. Thanks to the work and expertise of the team at Cornwall Wildlife Trust and the support of local communities, their integration at the site and alongside nearby residents was successful. Their first dam was discovered in June, and a new wetland of approximately 2.5 acres was created by the end of the year, where previously there had only been a small stream. Over the following months, species including water rails, grass snakes, and various dragonflies and damselflies, were recorded or captured on camera in the area for the first time.

Alongside the use of pigs, cattle, and beavers, we also carried out manual activity at Helman Tor, most notably through:

- Creating a 3.7 acre wetland complex through 23 new ponds, increasing biodiversity while improving local flood resilience by providing more than 10,000 cubic metres of water storage.
- Restoring 14 acres of wildflower meadow to benefit wildlife, including bumblebees, butterflies, and other pollinators.



2 SUPPORT AND ADVISE

10,539 acres protected
through partnerships
with 305 farms

By working with landowners and communities to create connected habitats through Local Nature Recovery Networks, and by encouraging sustainable practices at sea, we can give wildlife the space it needs. This joined-up approach means nature won't just survive in isolated pockets, it can thrive across our countryside and in our seas once again.



With over 70% of Cornwall's land used for agriculture, farmers are essential partners in tackling the nature crisis. With the power to shape landscapes and communities, developers also have a unique opportunity to integrate nature into new housing and infrastructure projects. At sea, working with fishers is key to protecting and restoring Cornwall's precious marine habitats. By supporting and advising those who own or manage land and sea, we can unlock the full potential of these spaces for wildlife.

In 2024/25 Cornwall Wildlife Trust worked with 305 farms, collectively responsible for 59,178 acres of land. This included 85 farms with whom we worked for the first time, as more farmers are inspired to explore and start transitioning to nature-friendly practices, recognising the benefits for wildlife, planet, and their businesses.

Our team worked with farmers to create more habitats for wildlife, reduce the use of harmful and often expensive chemicals, support environmental surveys, and provide high quality advice – including on how to access agricultural stewardship schemes. This approach helps balance nature conservation with farm profitability and environmental performance.

As a result, almost 2,500 acres of additional farmland was better managed for nature in 2024/25, bringing the total to 10,539 acres of land under conservation management through our work since the start of our strategy – against a 2030 target of 50,000 acres. Ultimately, this is playing an important role in creating bigger, better, and more joined-up spaces for nature in Cornwall.

At sea, we continued working collaboratively with fishers to protect Cornwall's marine ecosystems: updating the recommended species list for the Cornwall Good Seafood Guide, removing edible crab from the list due to stock declines, and engaging fishers in St Austell Bay to explore ways to protect vital seagrass and maerl beds.



2 SUPPORT AND ADVISE

12,000 acres surveyed
through 500
CEC clients

SLOWING THE FLOW AT PAUL STREAM

Working with a landowner near Mousehole, a Farm Adviser supported the transformation of 20 acres of intensively farmed land into grass buffer strips, flower-rich margins, and nectar mixes. The project's overall aim was to improve soil health and reduce flood risk for the community downstream.

The conversion from intensive agriculture to permanent vegetative cover enabled improved soil structure, enhanced organic matter, and increased water storage capacity. Water now naturally infiltrates the soil rather than running off the surface, significantly reducing the speed and volume of water entering the stream and lowering flood risk in Mousehole.

In addition, the flower-rich margins provide crucial habitat for pollinators and other beneficial invertebrates, while hedgerows are being left to grow thicker and taller, creating more shelter for wildlife and acting as natural barriers to water runoff.

“Cornwall Wildlife Trust expertly led us through every step of the process, and we now see the benefits, with unusual plants, animals, and insects appearing daily. The grass strips are also reducing water runoff, protecting the community closer to the sea.”

Landowner



BUILDING FOR NATURE

Cornwall Environmental Consultants (CEC), Cornwall Wildlife Trust's trading subsidiary, has been supporting responsible built development for over 30 years.

In 2024/25, CEC worked with approximately 500 clients, surveying almost 12,000 acres to identify opportunities to benefit nature. This included supporting Trevisson Park on a net carbon zero development to deliver medical and healthcare facilities on site. Involved from the outset, CEC shaped a wildlife-friendly design with beneficial landscape impact that exceeded national targets for nature recovery – forecast to achieve a 93% increase in Biodiversity Net Gain habitat units and a 260% increase in hedgerow units. The project balanced thoughtful design with environmental impact and aims to be net zero carbon in both construction and daily use. The result is a wildlife-rich, community-focussed space that fits sensitively into the local landscape.



3 ENGAGE AND MOBILISE

Everyone has a role to play in tackling the nature crisis. We know more people need to be taking meaningful action for nature, which is why we've set an ambitious target of engaging 100,000 people by 2030.

This year, we've connected with and inspired over 30,000 people – more than ever before. We've achieved this through a diverse range of initiatives, including:

- **Public events:** We hosted 177 events last year and had a strong presence at a further 27¹, through which we engaged almost 9,400 people with nature and its protection (a 30% increase on the previous year). In addition, the network of volunteer-led associated groups that we support, including those within our county-wide Your Shore Network, engaged a further estimated 11,970 people through events and activities within their communities.
- **Volunteering opportunities:** By year-end, over 550 people were registered as Cornwall Wildlife Trust volunteers, supporting nature's recovery through a range of activities, including carrying out practical habitat work, monitoring wildlife through our citizen science programmes, providing vital office support, assisting with events, giving talks across Cornwall to engage people with our work, and much more.
- **Support for groups:** Our newly developed Association scheme empowers local and special interest groups across Cornwall to drive their own nature-focussed projects through training, advice and support. Throughout the year, we worked with 42 Associated groups, 22 of which are part of the Your Shore Network.

We continued to explore and develop ways of engaging diverse audiences with nature, including children and young people. Towards the end of the year, we undertook a comprehensive audit of existing youth engagement initiatives, reaching out to young people themselves to understand what they want from Cornwall Wildlife Trust.

This process spotlights where we can genuinely add value, reveals promising opportunities for collaboration, and ensures our future offer reflects the voices of those we want to engage. Building on these insights, we are now shaping a multi-year delivery plan to guide our youth engagement work – ensuring it is ambitious, inclusive, and rooted in what young people have asked for.



177

events hosted last year,
with a strong presence
at a further 27¹

550

people registered as
Cornwall Wildlife
Trust volunteers

42

Associated groups,
including 22 from the
Your Shore Network

¹ This excludes events attended by our membership recruitment partner, South West Wildlife Fundraising Limited

3 ENGAGE AND MOBILISE

SNORKELLING FOR SEAGRASS

Cornwall Wildlife Trust's marine team trained Seasearch volunteers to carry out seagrass and kelp surveys, using a new methodology which involves snorkellers swimming transect lines parallel to the shore at low tides and taking photos every five metres. These photos are then analysed for coverage and mapped onto our records.

This work is helping to build up a picture of a previously poorly studied area – the shallow subtidal area of our coast – providing us with vital evidence about important seagrass and kelp beds. These areas were previously understudied because they are hard to access by sonar survey methods, which are conducted from boats.

Over the year, volunteers mapped 5,320m of coastline, analysing over 1,500 photos to increase our understanding of the extent and health of seagrass and kelp beds in the shallower areas of St Austell Bay, increasing our ability to influence for their protection.



Citizen science volunteer projects are key to empowering the public to directly contribute to wildlife protection, providing invaluable data that underpins conservation strategies and enables Cornwall's wild places to thrive. Not only does this volunteer-led mapping provide a way for local people to take action for nature, it allows the longer-term monitoring of effects of climate change and other factors on the marine environment. The enthusiasm shown by volunteers for Seasearch snorkelling and monitoring has been incredible, highlighting that this is an area we should focus on and expand in the future.

5.3km mapped around
our coastline by
volunteers

1,500 photos analysed to
understand the health
of seagrass and kelp beds

3 ENGAGE AND MOBILISE

NATURE FOR WELLBEING

Partnering with Occupational Therapists from ReThink and the NHS, Cornwall Wildlife Trust delivered a four-week wellbeing course that demonstrated significant benefits for participants. Over the four weeks, participants engaged in a carefully designed programme combining wellbeing techniques with nature-based activities: this course focussed on understanding that to take action for nature, people need to be better connected to nature.

As Sir David Attenborough said,

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

Many participants had not spent time in nature prior to the course yet have expressed a strong desire to continue engaging with nature.

Using the Office for National Statistics’ (ONS4) wellbeing questions as evaluation, we saw:

^ **24%** FELT MORE **SATISFIED** WITH LIFE

^ **27%** FELT **HAPPIER**

v **33%** FELT **LESS ANXIOUS**

^ **47%** WERE MORE **CONNECTED** TO NATURE

^ **30%** FELT LIKE LIFE HAD **MORE MEANING**

The impact and results from courses such as this one directly contribute to our wider work around wellbeing and connecting our community to nature: next year will see us build on this even more as we embark on creating a new accessible community garden, enabling us to deliver this work in a more scaled-up way.



“I learnt a lot about plants and it was nice to get away from life”

“I enjoyed being outside and in a group with other people, I don’t get to do that much”

4

CAMPAIGN AND ADVOCATE



4,200

signatures on our
Open Letter to
Cornwall's next MPs

Nature is in crisis and we can't fix it alone. Government, business, and public sector bodies must make nature a priority in their policies and practices at both local and national levels. To ensure this happens, we campaigned and advocated for bold decisions, the adoption of best practices, and decisive action for the environment.

2024 saw us launch our most ambitious advocacy campaign to date, and our work with Cornwall's MPs still continues over a year after we went to the polls. Ahead of the general election, we hosted five Nature and Climate hustings across Cornwall, giving local candidates and people the chance to discuss the issues that matter in their area; and we held policy meetings with several electoral candidates from the major parties individually to discuss our election asks and priorities for nature recovery. We even hired a double decker bus and drove to London to join the 60,000 people and over 350 charities, businesses, and action groups marching to Parliament Square with one clear message: Restore Nature Now.

Our Open Letter received over 4,200 signatures, including more than 1,000 people who we hadn't interacted with before. On the day following the election, we wrote to all six newly elected Cornish MPs, letting them know how many of their constituents had signed the letter, and offering our help with local nature and climate issues as they began their challenging new roles.

Since the election we have provided various briefings to Cornish MPs, both at their request and proactively in connection to specific policy asks from us. Our Chief Executive Matt Walpole met with several Cornish MPs in Westminster in the autumn to encourage them to raise their voices for Cornwall's wildlife and inviting them to participate in a roundtable event in spring 2025 to discuss policy areas of importance for Cornwall's wildlife; our MPs responded enthusiastically.

4 CAMPAIGN AND ADVOCATE

During the year Trust staff attended multiple meetings and workshops as part of the development of the Cornwall Local Nature Recovery Strategy (LNRS), led by Cornwall Council. We provided extensive species data sets for use in the LNRS, helped to set nature recovery priorities and were involved in refining the mapping of opportunity areas, an essential part of the plan. We were also part of the Marine Nature Recovery Framework that has been developed alongside the LNRS.



Responding to significant development proposals in Cornwall is an important way in which we stand up for Cornwall's threatened species and habitats. Significant plans that kept us busy this year include: seaweed farms on both the south and north coasts, geo-engineering proposals for St Ives Bay, and redevelopment plans for a hotel site at Pendower Beach near Portscatho that threatened to damage a County Wildlife Site. We encourage developers to follow a best-practice approach which includes choosing their sites carefully and using high-quality species and habitat information to avoid and mitigate impacts. Where we feel they fall short, we suggest to the Local Planning Authority how the developer can and should improve their approach.

In our coastal waters, we expressed concern about South West Water's proposed desalination plant in Par, which has potentially negative consequences for the seagrass meadows and maerl beds of St Austell Bay. The proposal resulted in widespread pushback from local community groups and commercial fishers. Because of our focus on St Austell Bay's extensive seagrass and maerl beds in recent years, culminating in our Tor to Shore project, we worked to develop a clear, evidence-based position on the development. We consulted widely with community groups, fishers, regulators, and South West Water to develop and publicly outline five key asks.

We voiced our concerns about the ecological impacts, which would entail the discharge of hypersaline water into the Bay. We are continuing to engage with fishers and community groups on this issue through Tor to Shore, and we are maintaining our relationships with local groups and citizen scientists to map and monitor the seagrass and maerl in St Austell Bay – over 5km (and counting) of the Bay's seagrass and kelp habitats has been mapped by volunteers this year. Through the St Austell Bay Charter of the Sea, with a total of 64 attendees across community and industry workshops, we are developing consensus around issues and opportunities for the Bay's important marine habitats.

Throughout the year, we've continued to develop strong relationships with key decision-makers, raise our voice, and mobilise supporters, ensuring that nature has a powerful advocate in shaping the decisions that affect its future.



5 INCREASE AWARENESS

103,000 followers on our social media accounts

Protecting and restoring nature in Cornwall starts with awareness. To inspire action, more people need to know about and feel connected to our work, and to care deeply about the species and wild places that we're fighting for.

Over the past year, we've embraced every opportunity to celebrate wildlife on our doorstep, while also highlighting the urgent challenges nature faces and what individuals, communities, and businesses can do to help.

The announcement of our ambitious Tor to Shore project made national headlines with prominent coverage in The Guardian, and was noticed by the United Nations as an innovative approach to catchment

management. Local stories also gained national traction – the thresher shark stranding featured in seven outlets including The Independent, Forbes, and Oceanographic, while humpback whale sightings were covered by BBC Radio 4, BBC Good Morning News, and CBBC Newsround, amongst others.

The number of followers across our social media accounts increased by almost 6,000, to over 103,000 collectively, as people turn to Cornwall Wildlife Trust for trusted information and nature inspiration. In March, a punny sea gull post celebrating International Women's Day went viral: the post was viewed by over 200,000 people and received over 6,700 likes, making it the most successful post to date for the Trust.

Last year saw us engage and collaborate more closely with social media influencers, supporting our commitment to informing, inspiring, and involving more people from all spheres to take action for nature. As part of our Temperate Rainforest Appeal, we worked with six influencers – chosen for their alignment with our values and their connection to Cornwall. Each shared a simple message focussed around 'a walk in the woods' with their followers. The campaign generated strong engagement and reach on social media, contributing to a rise in support for the appeal, which attracted 100 more donations than the previous year, including 246 first-time donors, helping us connect with new audiences and strengthen our impact.



6 GROW RESOURCES

Our work is powered by passionate supporters and partners who, like us, feel strongly about tackling the nature and climate crises Cornwall faces. Alongside growing this vital support, our 2030 strategy focuses on expanding both existing and new commercial income opportunities.

Total income grew from £5.87m to £7.68m. This achievement is thanks to the generosity of the individuals, families, communities, companies, and grant-making organisations who were inspired to financially support nature in Cornwall, as well as a strong performance in other areas across Cornwall Wildlife Trust to generate funds for nature.

We strengthened our work with businesses through targeted partnerships that funded key projects, including St Eval's support to prepare for a wild beaver release, while offering corporate volunteering opportunities and developing our Wilder Business network.

By the end of the year, over 18,000 people were members of Cornwall Wildlife Trust through 11,411 memberships - an increase from 11,325 the year before. While recruiting new members remained challenging, the number of people and families choosing to retain membership with Cornwall Wildlife Trust was strong, at almost 90%. This demonstrates the importance of nature to so many, and members' generosity in a tough economic climate, as the cost-of-living crisis continued throughout the year.

Last year also saw the launch of our Wildlife Patron scheme, offering behind-the-scenes events and access for our most generous supporters. By year-end, members had contributed an incredible £750,000 to our nature recovery work, in comparison to £643,000 the prior year.

Cornwall Environmental Consultants generated over £284,000 profit to support nature in Cornwall. Working with local businesses, developers, and landowners, CEC works to deliver the ecology and landscape elements of both development and habitat creation projects, making space for nature to thrive.

Over the last year, Cornwall Wildlife Trust continued to explore and develop its expertise relating to emerging green-finance opportunities, where companies are either required or make voluntary investments in nature. Most notably, we joined Aviva's partnership to restore Britain's lost temperate rainforests, resulting in a £500,000 grant to restore and recreate this rare habitat as a nature-based solution for capturing carbon.

90% chose to retain their membership

£750,000

contributed by Cornwall Wildlife Trust members

£500,000

grant from Aviva's partnership to restore Britain's lost temperate rainforests



7 ENSURE A HEALTHY ORGANISATION

We can only be effective for nature if we're a healthy organisation that's resilient, productive, and a great place to work and volunteer.

Aligned with our 2030 strategy, we've also introduced a set of guiding values that shape everything we do at Cornwall Wildlife Trust. We are:

- Passionate and Inspiring: driven by our vision of a Cornwall where nature thrives.
- Knowledgeable and Authentic: bringing evidence-based credibility and integrity to our work.
- Inclusive and Enabling: collaborating across communities and empowering others to take action.
- Focussed and Impactful: ambitious and determined to make change.

These values are not only words on the page – they inform how we engage, collaborate, and deliver for nature, driving us forward in our mission to protect Cornwall's wildlife and wild places.

This year, we secured Net Zero funding to improve energy efficiency across our HQ at Allet. The upgrades – including air source heat pumps, new windows and doors, solar panels with battery storage, and full heating installation – have eliminated oil use and made parts of the site nearly energy self-sufficient on sunny days. These changes have reduced our environmental impact and improved the working environment.

Staff continued to report high levels of satisfaction and connection to our mission, and we have sustained a >90% approval rate: 91% would recommend Cornwall Wildlife Trust as a great place to work, 93% said they

gain enjoyment and fulfilment from their role, and 99% reported positive working relationships.

Crucially, 91% of staff also felt clear on how their work contributes to our wider strategy. These results reflect our ongoing focus on wellbeing, collaboration, and creating a positive, purpose-driven culture.

Additionally, in December 2024, CEC achieved B Corp Certification. This recognition is a testament to the values that CEC have upheld for years, and a commitment to creating a better future. They scored 129.4, which significantly exceeded the qualifying threshold of 80 – and far surpassed the UK average of 50.9, further reinforcing Cornwall Wildlife Trust's reputation as an excellent employer which delivers for the planet.

91% would recommend Cornwall Wildlife Trust as a great place to work



8 CAPTURE EVIDENCE

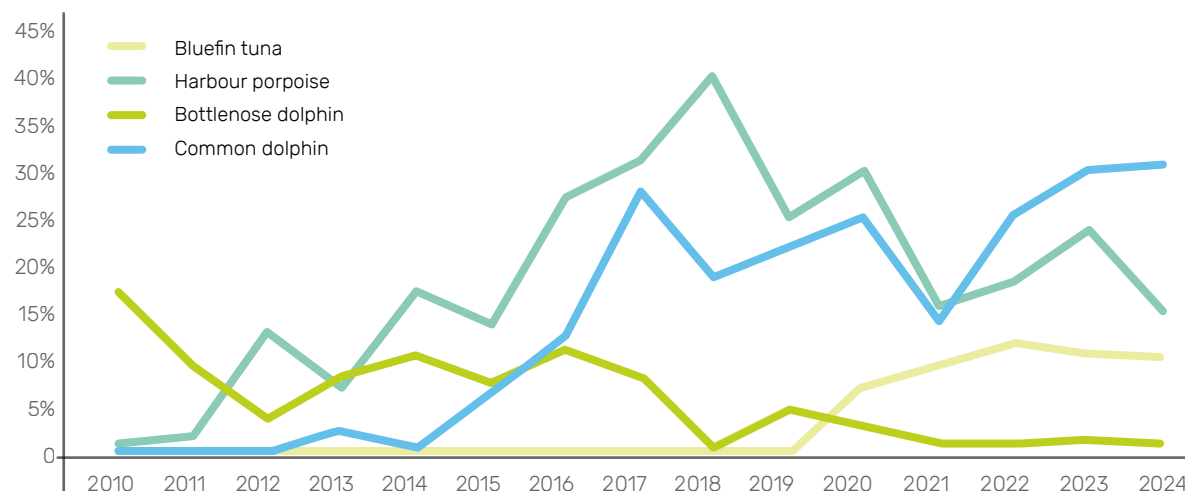
25% of species assessed by our Marine Strandings Network show evidence of bycatch

Capturing evidence to better monitor and understand the impact of our work is vital for guiding our efforts and influencing others.

Throughout the year, we increased our use of structured monitoring, with a robust methodology for understanding the progress and impact of our habitat restoration work in-place across 24 reserves (an increase of 18 from the previous year). Structured monitoring is the process of understanding changes to the populations of wildlife species and health of habitats over time, by repeatedly surveying the same areas using a consistent method (including through the use of drone technology).

Sequest survey sightings of bluefin tuna, harbour porpoise, bottlenose dolphins, and common dolphins

PERCENTAGE OF SURVEYS WITH SIGHTINGS



THE IMPORTANCE OF SURVEYING WILDLIFE OVER TIME

Cornwall Wildlife Trust manages a powerful programme of citizen science projects. This is particularly true of our marine work, with more than 4,053 hours given by volunteers in 2024/25 to capture data on the wildlife found in our seas.

Several of our marine citizen science projects have been running for more than 15 years, playing a crucial role in monitoring trends over time, helping us assess what changes are taking place and what they may mean for our work.

This is evident in our Sequest programme where trained volunteers systematically record and submit data on large marine species seen from our coast. Their records suggest a marked decline in the number of porpoises and bottlenose dolphins found in Cornwall's waters, while bluefin tuna and common dolphin sightings have shown a steady increase. This shift in the species found in our waters is further supported by data submitted by members of the public to the Cornwall Wildlife Trust-hosted Environmental Record Centre for Cornwall and the Isles of Scilly (ERCCIS), which shows a dramatic fall in the number of basking sharks seen in Cornwall over the past 25 years. One of the factors contributing to these changes is likely climate change, with an increase in average sea temperatures making our waters more or less suitable for certain species and their food sources.

Furthermore, evidence from our Marine Strandings Network suggests that, following a positive decline in cetacean strandings in the years following 2004 when the UK Government banned inshore pair trawling, strandings have increased in recent years and are now consistently more than double the levels from 10 years ago. Over 25% of the animals that the project assesses show evidence of injury due to bycatch – the accidental entanglement of marine animals in fishing gear.

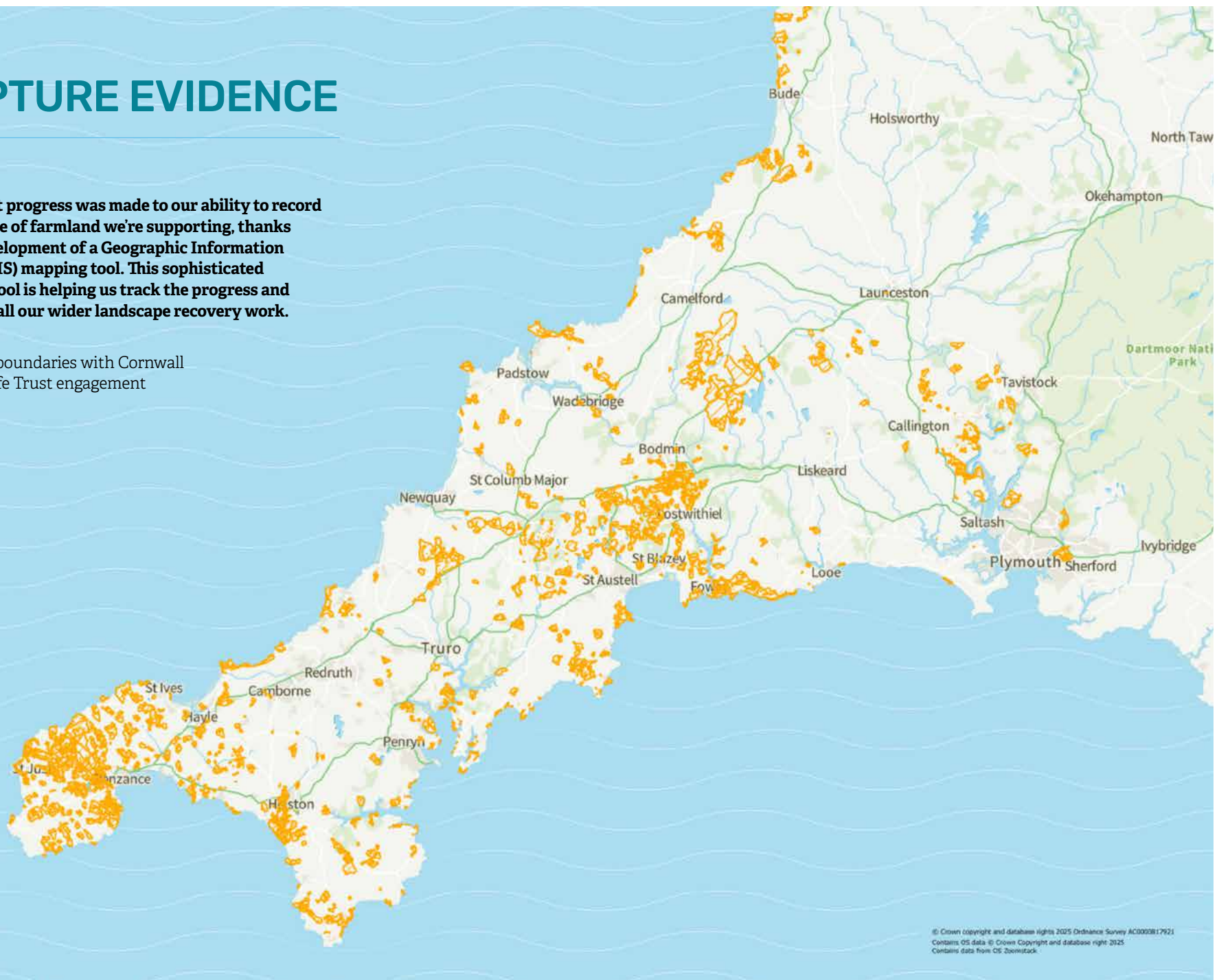
This evidence is used to increase awareness and understanding of the state of and challenges facing our seas, helping us advocate for changes to the practices and policies of other organisations.

8

CAPTURE EVIDENCE

Significant progress was made to our ability to record the acreage of farmland we're supporting, thanks to the development of a Geographic Information System (GIS) mapping tool. This sophisticated mapping tool is helping us track the progress and impact of all our wider landscape recovery work.

- Farm boundaries with Cornwall Wildlife Trust engagement

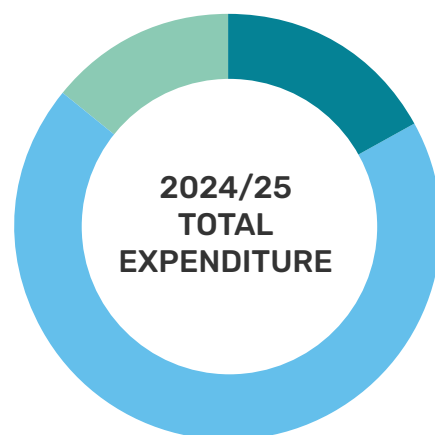
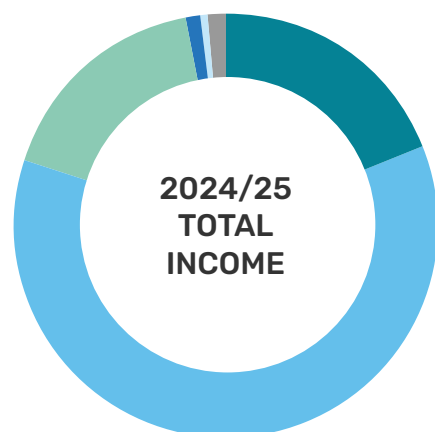


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SUMMARY OF FINANCES

STATEMENT OF FINANCIAL ACTIVITIES



The following summarises income and expenditure for Cornwall Wildlife Trust (including our subsidiary company, Cornwall Environmental Consultants) for the 2024/25 financial year. Further information can be found in our 2024/25 annual accounts.

TOTAL INCOME	2024/25
Donations, membership and legacies	1,498,986
Programme grants and contracts	4,677,255
Consultancy income	1,263,825
Other trading activities	85,782
Investments	33,572
Other	88,295
TOTAL	7,647,715

TOTAL EXPENDITURE	2024/25
Raising funds	1,006,341
Programme work on land and at sea	4,592,933
Environmental consultancy	966,758
TOTAL	6,565,577

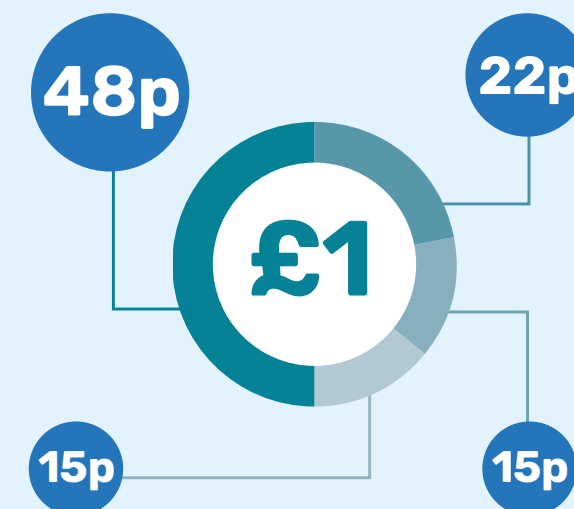
1.62 million

In general reserves against a target of £819,000
This provides resource to **invest further in our 2030 strategy for nature recovery in Cornwall.**

FOR EVERY **£1.00** spent **opposite 85p** is spent on **work directly for nature**

48p is spent on programme **work on land and sea**

22p is spent managing and **improving our nature reserves**



15p is spent **fundraising, raising awareness, and encouraging people to take action for wildlife**

15p is spent **delivering Cornwall Environmental Consultants, benefitting nature**

**LOOKING
AHEAD**



LOOKING AHEAD

As a nationally important site for nature and an exemplar of our rewilding work, Helman Tor will remain a priority. We will continue to expand the grazing of pigs and cattle across the landscape, while also exploring opportunities to introduce a herd of Exmoor ponies, whose grazing and browsing behaviours will further benefit nature at the site.

Following the government's announcement in February 2025 that they will be granting a small number of wild beaver release licences, we plan to implement work to establish a sustainable, genetically diverse population of wild beavers across the Par and Fowey river catchments. Years of preparation have brought us to this milestone as we look to secure a wild release licence for up to 15 pairs of beavers. Their reintroduction will be a focus throughout our 2030 strategy and beyond, as we ensure their integration alongside communities, conducting mitigation measures where required and monitoring their impact.

In east Cornwall, efforts to create and restore temperate rainforests at our West Muchlarnick nature reserve will increase, with our first areas of tree planting planned for winter 2025. Towards the far west, work across Penwith will continue to support the peninsula's farmers to increase nature-friendly farming, benefiting internationally rare lowland heathland habitats.

At sea, our understanding of the environmental importance of Cornwall's south coast for people, wildlife, and carbon storage continues to grow. Work to ensure its effective protection will increase in 2025/26, as we continue to collaborate with local fishing communities, residents, businesses, and other key stakeholders, including The Crown Estate, who manage much of the seabed around England's coastline. Alongside this work to alleviate the pressures facing our marine environment ('passive restoration'), we also aim to increase work to create and restore marine habitats ('active restoration'). This includes efforts to expand

intertidal seagrass restoration, while simultaneously exploring the opportunity of a native oyster restoration initiative, which would be the first of its kind in the south west.

Finally, we will continue to be a strong voice for nature – working with MPs, councillors, and other decision-makers to ensure wildlife is represented in the choices that shape Cornwall's future.

At the heart of all our work remains a simple but powerful principle: **everyone has a role to play in creating a Cornwall where nature thrives.** Whether by planting, restoring, gardening, fundraising, volunteering, advocating, or simply connecting with nature – **collective action can make a lasting difference.**



THANK YOU

Our heartfelt thanks to all volunteers, members, supporters, and other individuals and organisations who've supported our work to create a Cornwall where nature thrives.

You've protected more land for nature, restored and created habitats, ensured wildlife in Cornwall has a voice, and helped thousands of people connect with Cornwall's natural world. Thank you.



CORPORATE SUPPORTERS

Thank you to all the businesses who supported our work over the past year, including Reserve Guardians, project sponsors, members of our Wilder Business network, businesses who took part in Wild Work days. We're especially grateful to **Seasalt Cornwall**, **St Eval**, **Sunhouse Creative**, and **Cornish Orchards** for their phenomenal support.

FUNDING PARTNERS

Much of what we do would not be possible without the organisations, charitable trusts, and people who generously provide grants to our work, including **The National Lottery Heritage Fund**, **The Swire Charitable Trust**, **Rewilding Britain**, **The Tanner Phoenix Trust**, **Cornwall Community Foundation**, **The Razey Family Trust**, **The Golden Bottle Trust**, **Biffa Award**, **Sea-Changers**, and the **Norman Family Charitable Trust**.

STATUTORY PARTNERS

Throughout 2024/25, statutory partners, including local and national government bodies, contributed funding, advice, and information to assist our work, such as **Cornwall Council**, **The Environment Agency**, **Forestry Commission**, **Natural England**, **National Landscapes**, **the Marine Management Organisation**, and **Cornwall Inshore Fisheries and Conservation Authority**.

PROJECT PARTNERS

We can achieve more for nature through collaborating with and / or delivering on behalf of others, including **Woodland Valley Farm**, **Cornwall Birds**, **Plantlife**, **Farm Cornwall**, **Cornwall Neighbourhoods for Change**, **Seasearch**, **South West Water**, **the University of Plymouth**, **the University of Exeter**, **Cornwall Climate Care**, and the various community and special interest groups associated with Cornwall Wildlife Trust that are taking action for nature.

WILDLIFE PATRONS

2024/25 saw us launch our Wildlife Patron scheme, which includes some of our most committed members, each showing remarkable support to our work. We are hugely grateful to our Wildlife Patrons for all they do.

THOSE WHO REMEMBERED CORNWALL WILDLIFE TRUST IN THEIR WILLS

We would like to thank and remember everyone who left a gift in their Will to Cornwall Wildlife Trust in 2024/25 and convey our best wishes to their family and friends. Gifts in Wills are one of the most powerful ways to protect the future of Cornwall's wildlife and wild places, ensuring generations to come can experience the joy of nature.



Cornwall Wildlife Trust

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"This year has marked significant progress in our efforts to restore and protect nature in Cornwall, ensuring that both wildlife and communities can flourish."

We are deeply grateful to all who have contributed and look forward to building upon this in the coming year."

Oliver Blount, Chair of Cornwall Wildlife Trust



Cornwall Wildlife Trust is a registered charity formed in 1962 by a group of volunteers who were passionate about Cornwall's natural environment and wanted to safeguard it for future generations.

REGISTERED CHARITY NUMBER: 214929

COVER IMAGE: SNORKELLING IN KELP: WILDERNESS PHOTOGRAPHIC | PAGE 2 - COAST PATH: MATT WALPOLE | PAGE 3 - BLUEBELL WOOD: BEN WATKINS | PAGE 4 - HUMPBACK WHALE: ADRIAN LANGDON | PAGE 5 - APRIL: SAVANNA HOWELL, MAY: BEN WATKINS, JUNE: BEAVER DAM: LAUREN JASPER, JULY: WILDERNESS PHOTOGRAPHIC, AUGUST: CORNWALL WILDLIFE TRUST, SEPTEMBER: MATT SLATER | PAGE 7 - OCTOBER: SCOTT MARSDEN, NOVEMBER: CORNWALL WILDLIFE TRUST, DECEMBER: SAMUEL DAVIES, JANUARY: GIO PRINCE, FEBRUARY: CARE JAMES, MARCH: OSCAR MILLER
PAGE 8 - BOSTRAZE LANDSCAPE: BEN WATKINS | PAGE 9 - TREE PLANTING: CORNWALL WILDLIFE TRUST, MID WEEK VOLUNTEERS: ANNA SAMBROOK | PAGE 10 - POND COMPLEX CRENEY FARM & HELMAN TOR EVENT: CORNWALL WILDLIFE TRUST, SURVERYORS LOOE ISLAND: CLAIRE LEWIS
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PAGE 15 - EDIBLE CRAB: LAUREN HOLFORD, VOLUNTEER REMOVING INVASIVE PLANTS: FINN STARKEY | PAGE 16 - POLLOCK IN SEAGRASS: MATT SLATER | PAGE 17 - WELLBEING COURSE: RETHINK, NHS | PAGE 18 - RESTORE NATURE NOW: BEN MAY | PAGE 19 - HUSTINGS: SAVANNA HOWELL
PAGE 20 - LOU TONKIN, LEE J PALMER, LYDIA COOKE | PAGE 21 - BEAVER: JO NOON | PAGE 22 - ROCKPOOL RAMBLE: KATIE BELLMAN, RESTORE NATURE NOW: ELEANOR CHURCH, HELMAN TOR EVENT: CORNWALL WILDLIFE TRUST | PAGE 25 - DAMSEL FLY: VAUGHN MATTHEWS
PAGE 27 - WEST MUCHLARNICK: SAMUEL DAVIES | PAGE 26 - TAMWORTH PIGS: ALEX EATOUGH, SEAGRASS PLANTING: LEWIS JEFFERIES, MATT WITH CORNISH MPS: CORNWALL WILDLIFE TRUST | PAGE 27 - SILVER STUDDED BLUE BUTTERFLY: BEN WATKINS
PAGE 28 - ST. MICHAEL'S MOUNT AND SEAGRASS: KATIE MAGGS | CREATIVE LOUJONESDESIGN.COM