

More NATURE Everywhere, for Everyone

Transforming how we live with nature by 2030

Berkshire Buckinghamshire & Oxfordshire Wildlife Trust

Image: Ric Mellis

WHO WE ARE

Berkshire Buckinghamshire & Oxfordshire Wildlife Trust

It's dawn, and our three counties are waking up. A barn owl drifts over farmland. Bees stir in wildflower meadows. Children pause on the way to school to collect strawberries from a community garden.

These moments tell the story of nature embedded into our lives. For more than 60 years, the Berkshire, Buckinghamshire & Oxfordshire Wildlife Trust (BBOWT) has been leading the way in nature's recovery. From caring for precious nature reserves to shaping regional policy, we work where nature needs a voice. We bring together communities, farmers, businesses and decision makers to restore habitats, influence how land is managed and ensure new places are built with wildlife in mind.

Our future is one where nature is not separate from everyday life, but supports health, prosperity and resilience across our region. And as part of the Wildlife Trusts, we are connected to a nationwide movement working together to bring nature back.



Image: Jon Hawkins

This ISN'T a traditional STRATEGY...

...it's a simple view of how life across Berkshire, Buckinghamshire and Oxfordshire could look and feel by 2030.

Nature recovery will not happen through nature reserves alone. It depends on **transforming the systems that shape our lives.** They include the way we produce food and design the places we live. Right now, systems are under pressure and nature is in decline.

For every £1 invested in nature, far more is spent on activities that degrade it. The result is rising costs, increasing risk and places that are less healthy and less resilient than they could be. But **a different future is possible.**

In our towns, cities and landscapes, land is being managed differently. Places are being designed with **nature at their heart**, and people are **reconnecting with the natural world.** Including nature at the heart of our systems will shape our health, our economy and our everyday lives.

What follows is a glimpse of a typical day in 2030 shaped by better choices about how land is managed, how places are built and how people connect with nature.

A day where nature is not something separate, but part of everyday life.

Berkshire Buckinghamshire & Oxfordshire Wildlife Trust





YOUR morning commute

In 2030, your daily journey feels greener, healthier and more connected to nature. Streets and new developments are designed with nature at their core. Trees line your route, waterways manage rainfall and reduce flood risk, and green spaces are part of everyday infrastructure. Nature helps cool the city, clean the air and support wildlife, so even routine journeys contribute to a healthier environment for people and nature.

Image: Paul Hobson

How this is happening

- **Nature** has a strong and consistent voice in the **decisions shaping our region.**
- Businesses, developers and councils are **making nature-positive design the norm** in how places are planned, built and managed.
- Land is being planned and funded differently, with **nature recognised as essential infrastructure** rather than an optional extra.
- Local plans and policy are **embedding nature** and whole-life environmental performance into **decision-making.**
- **Development is contributing to nature's recovery at scale,** through Biodiversity Net Gain and wider nature-positive approaches.

OUTDOOR LESSON in nature



Image:Ric Mellis

Young people learn and grow with nature as part of everyday life. By 2030, access to nature is designed into education, communities and the places where children live, learn and play. Schools, neighbourhoods and public spaces are connected to nature-rich environments that support health, wellbeing and learning. A new generation develops a lifelong connection to the natural world and the confidence to care for it.

How this is happening

- Education and visitor centres are established as **thriving community hubs,** connecting people with nature through learning and shared experience.
- Through our **Wilder Schools programme,** more young people experience nature as part of everyday education.
- Young people are actively shaping the future through our **Youth Board and wider youth strategy.**
- Nature connection is **embedded from the earliest years,** supporting lifelong relationships with the natural world.
- Communities are part of BBOWT, with **inclusive opportunities to volunteer, take action and lead change** for nature where they live.

WORKPLACES & Developments



Image: Vaughn Matthews

By 2030, workplaces and new developments are designed with nature at their core. Urban environments support thriving habitats, with nature integrated into buildings, streets and public spaces as standard. Across the region, business and economic growth align with nature, recognising it as essential infrastructure that underpins long-term prosperity, resilience and environmental health.

How this is happening

- Businesses, organisations and landowners are **embedding nature-positive practices** into how they operate, invest and grow.
- Our **ecological expertise** is shaping decisions across sectors, influencing how places are planned, designed and managed.
- Strategic partnerships are **shifting behaviour and expectations,** embedding nature into mainstream business and development practice.
- **Policy at local, regional and national levels** is supporting nature-positive growth, aligning economic ambition with environmental outcomes.
- Local Nature Recovery Strategies are **informing investment and planning decisions**, guiding where and how nature recovery is delivered at scale.

Lunch BREAK



Image: Ric Mellis

In 2030, stepping into nature is part of your lunch break. Green spaces are woven into towns and cities, creating accessible, nature-rich places to rest, walk and recharge. These spaces support both people and wildlife, improving air quality, cooling urban areas and enhancing everyday wellbeing. Nature is no longer something you have to travel to find, it is part of daily life, right on your doorstep.

How this is happening

- Communities are **creating and caring for accessible green spaces,** making nature visible and part of everyday urban life.
- People from all backgrounds are **taking action for nature in ways that matter to them**, supported through inclusive engagement and community organising.
- Neighbourhoods are **mobilising for nature**, building shared ownership and local momentum.
- Urban areas are acting as **gateways to wider landscapes**, connecting people with nature beyond the city.
- Volunteers continue to play a **vital role in driving change**, supporting nature's recovery across the region.

Weekly FOOD SHOP

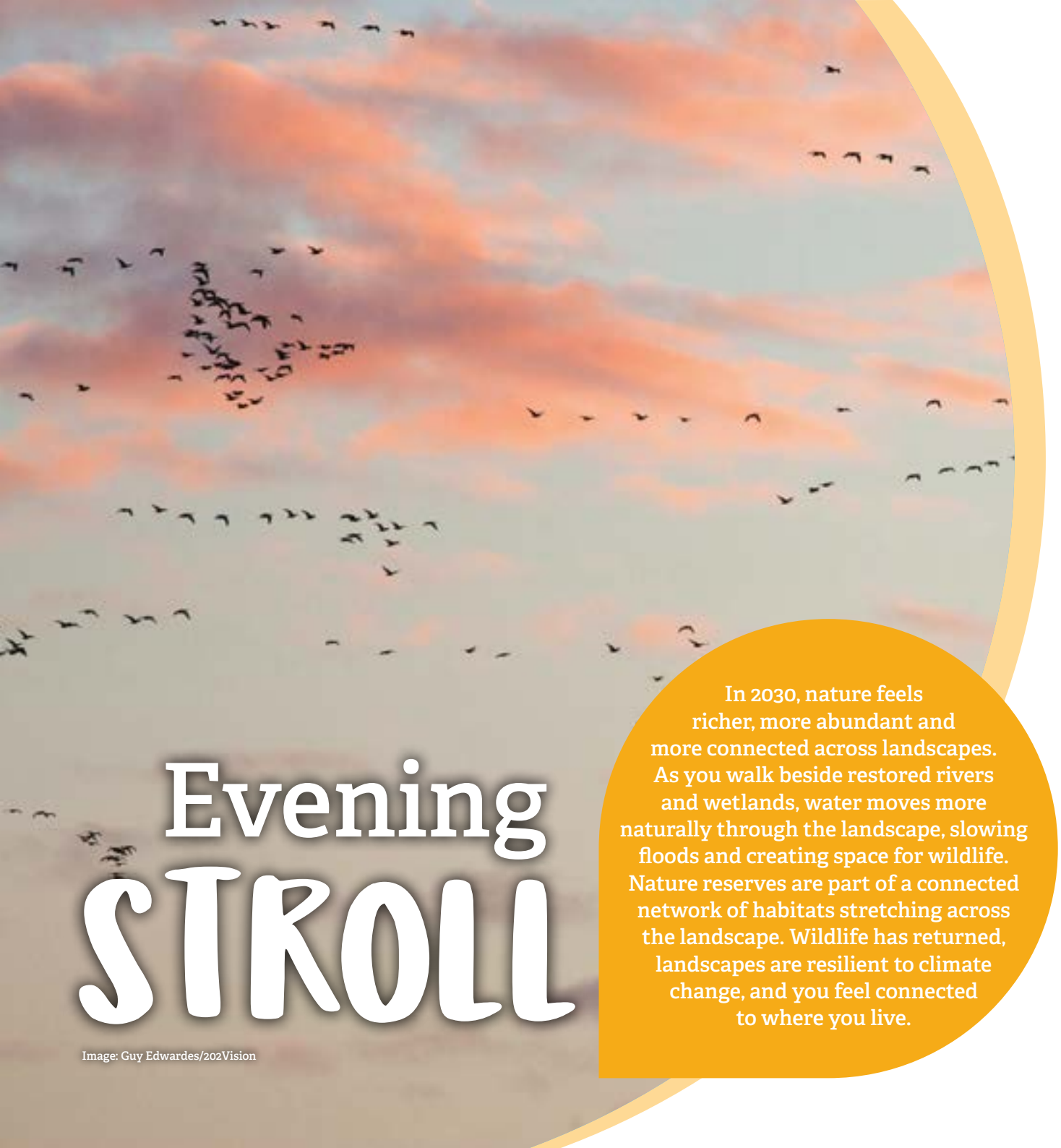


Image: Logan Walker

In 2030, the food you buy supports healthy soils, clean water and thriving wildlife. Farming across our region is rapidly shifting towards regenerative and nature-friendly systems that work with the land, not against it. Fields hold more life. Rivers run clearer. Food production is more resilient, more local and better for human health. Effective policy and everyday choices help drive a food system that restores nature while feeding people well.

How this is happening

- More farmers are transitioning to nature-friendly systems that **improve soil health, water quality and biodiversity,** while building climate resilience and producing healthy food.
- Farmer clusters, landscape partnerships and trusted sources of advice, including our Land and Farm Advice Service, are **enabling people to create multi-functional, nature-friendly landscapes.**
- We are **demonstrating and promoting best practice** on our own land and through partnerships with farmers and landowners.
- Growing **demand for food from nature-friendly farms is being supported** by shorter supply chains, local food strategies and fairer markets.
- National and local policy, together with new investment, are **helping farms adapt and be fairly rewarded** for the benefits they provide to society.
- By working with farmers across our region, we are creating viable pathways to ensure **30% of land is managed well for nature by 2030** while supporting a thriving local food and farming sector.



Evening STROLL

Image: Guy Edwardes/202Vision

In 2030, nature feels richer, more abundant and more connected across landscapes. As you walk beside restored rivers and wetlands, water moves more naturally through the landscape, slowing floods and creating space for wildlife. Nature reserves are part of a connected network of habitats stretching across the landscape. Wildlife has returned, landscapes are resilient to climate change, and you feel connected to where you live.

How this is happening

- Landscape-scale habitat restoration is **reconnecting ecosystems** and **restoring natural processes** across priority areas.
- Work across the Bernwood, Otmoor, Ray and Thames catchments is **restoring rivers, reconnecting habitats** and **engaging communities** at scale.
- Wetlands, rivers and floodplains are being restored and expanded, **improving water quality, supporting wildlife** and **reducing flood risk.**
- Nature reserves are being **expanded and better connected,** strengthening ecological networks across the region.
- Evidence-led conservation and land management are increasing the **diversity and abundance of wildlife** across our landscapes.
- Species are being reintroduced where appropriate, helping **rebuild functioning ecosystems.**
- People are increasingly **experiencing and valuing** the landscapes, species and habitats that make our region special.



Time to UNWIND

In 2030, access to nature is part of everyday life, supporting wellbeing, health and a sense of belonging. Time spent outdoors helps you slow down, feel grounded and reconnect. People feel better, communities feel stronger, and more people are inspired to care for the natural world.

Image: Matthew Roberts

How this is happening

- Nature is increasingly recognised for its role in **supporting health and wellbeing**, shaping how places and services are designed.
- More people are **connecting with and valuing nature through meaningful experiences**, building lasting relationships with the natural world.
- An inclusive culture is **fostering a strong sense of belonging**, ensuring everyone can access and benefit from nature.
- Storytelling is **bringing nature to life**, helping people understand its value and motivating action.
- Digital platforms are **expanding access to nature**, reaching new audiences and supporting connection in different ways.

What makes this POSSIBLE?

Berkshire Buckinghamshire & Oxfordshire Wildlife Trust

At the heart of our strategy are two goals, supported by the capabilities and partnerships needed to deliver change at scale across Berkshire, Buckinghamshire and Oxfordshire.

1 Build a movement for change

- Promote nature connection for everyone.
- Support diverse communities to act for nature.

2 Achieve 30% of Land Well-Managed for Nature

- Ensure our nature reserves are rich in wildlife.
- Collaborate to create bigger, wilder, connected landscapes.

Enabling this change

- **Impact Fund -** unlocking investment in nature recovery and land use change.
- **Community organising -** building local action and participation.
- **Storytelling -** connecting people to nature and motivating change.
- **Inclusive culture -** ensuring everyone can take part and benefit.
- **Digital transformation -** expanding reach and engagement.
- **Assets and infrastructure -** creating places for people and nature to thrive.

Foundations

- Governance & business planning
- Income generation
- A strong & bold voice
- Sustainable practice

Our place

Berkshire, Buckinghamshire and Oxfordshire

All working together to reshape how land is used, how places are built, and how people connect with nature.





YOUR PART IN 2030

However you live in Berkshire, Buckinghamshire or Oxfordshire – as a resident, parent, farmer, business owner or volunteer – you are part of this.

This is not just about helping nature. It is about shaping the future of the places we live, the food we eat, and the health of our communities.

Nature is not somewhere else. It is here and it needs all of us.

We measure our impact through the recovery of nature, the transformation of systems, and the everyday experiences of people living in a nature-rich region.

Nature RECOVERY FUND

Image: Sue Croxford

Berkshire Buckinghamshire & Oxfordshire Wildlife Trust

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