



# My WILD Work

Partnerships with the Wildlife Trust for Birmingham and the Black Country; good for people, good for business and good for wildlife.







## Why partner with us?

**We believe a partnership should be tailored, flexible and mutually beneficial.**

### About us

We have been leading the way in urban nature conservation since 1980 as the only charity uniquely focused on protecting and enriching the habitats and wildlife of Birmingham, Dudley, Sandwell, Walsall and Wolverhampton.

Our focus is to create a 'Living Landscape' where space for nature is protected and created, our aim is for everyone to be connected to nature.

Through our team of conservationists, ecologists, education and engagement officers we work to ensure that the natural environment is at the heart of planning and decision-making.

The business sector has a vital role to play in sustaining the wild places within Birmingham and the Black Country. Partnering with us helps us to achieve our objectives and improve the quality of the local environment in which your employees and customers live and work.

### Partnership benefits

- Show your customers that you take Corporate Social Responsibility seriously
- Demonstrate your commitment to healthy, happy employees
- Take pride in the immediate impact your support has on improving local spaces for nature



"We massively value our relationship with The Wildlife Trust for Birmingham and the Black Country. We have worked together to raise awareness of important wildlife projects and to support local awareness of our brand. We are proud of our region and want to work, improve and maintain it for all those who live and work here"

**Chris Sadler**  
Managing Director  
Sadler's Brewing Co.

"Over the past year 100s of our employees have volunteered to help care and improve access to Wildlife Trust sites on wild work Days, helping to connect themselves and others with nature. With 80% of them saying they saw wellbeing improvements from taking part it's not hard to see why!"

**Olivia Whitlam,**  
Head of Sustainability  
Siemens PLC



# What is WILD Work?

WILD Work represents your partnership with us, through which our collective aims are to build a happier, healthier and more productive workforce and improve our local environment for the benefit of people and wildlife.

## Why WILD Work makes good business sense

1/4 adults suffer from a mental health issue every year



Poor mental health costs British businesses £1k per employee per year



Conservation & horticulture projects reduce depression, anxiety & stress symptoms

Natural England, Feb 2016



29% of people within the West Midlands Combined Authority are inactive



Physical inactivity causes 18 million sick days every year



Employees who get at least 75 minutes of vigorous-intensity physical activity per week miss an average of 4.1 fewer days of work per year



56% of all UK species are in decline & precious habitats are in decline with just 3% of the wildflower meadows we had in the 1930s remaining



80% of city-dwellers don't think that they spend enough time in nature.



Playing a part in helping to protect and enhance our wild spaces is rewarding and can boost feelings of positive wellbeing



Simply connecting with nature through conservation, volunteering, gardening or just 'being', is good for people, good for business and good for wildlife



# WILD Work Days



**Wild Work Days are an opportunity for your employees to get outdoors, learn new skills, connect with nature and have fun whilst supporting practical conservation projects.**



Your contribution towards Wild Work Days provides us with valuable funds, enabling us to buy tools and materials and continue our vital conservation and education work.

Wild Work Days can be arranged at our nature reserves, one of our partner sites or even on your own site.

Getting outside and engaging with nature has a profoundly positive effect on health and wellbeing as well as being fun and enjoyable. Our Wild Work Days are the perfect opportunity to engage with the Five Ways to Wellbeing; improving employee health and wellbeing which in turn boosts productivity.

## **Business Benefits:**

- Improved employee health and wellbeing with the potential to reduce sickness absence
- Actively engage in and improve the communities in which your business operates
- Collective pride in the immediate impact on the local space
- Boosted employee morale and team building
- Demonstrable commitment to environmental and social responsibility
- Improved reputation as a supportive employer

**£300 for up to 10 people  
£250 for each additional group of up to 10 people**





# Wild Work Days



## Wild Work Days provide the opportunity to get creative on your own site

Creating space for nature on your own site, even in urban areas, can be a simple and effective way to create new habitat and attract an array of species. Projects could range from building and installing homes for wildlife such as bird, bat or insect houses, improving outdoor break-out areas with natural benches and pollinator-friendly plants, creating a wildflower meadow or a mini-wildlife pond, to creating a unique space for outdoor meetings. Such spaces are equally beneficial for employee health and wellbeing too.

Our team are passionate wildlife experts who can provide a unique educational Wild Work Day including talks on urban wildlife, guided nature walks to learn about identifying bats, birds or butterflies, or even a shelter building, bush craft and fire lighting experience.

There is a 10% reduction in work absence if employees are able to look at a green space rather than a wall\*

### Employee benefits:

- Learn and develop skills and knowledge of the natural world
- Sense of achievement and satisfaction
- Increase feelings of self-esteem
- Reduce stress and boost creativity

\* Research by The Wildlife Trusts





# Wild Wellbeing Days



## Evidence shows that connecting with nature has positive impacts on physical, mental and social wellbeing

The Five Ways to Wellbeing are evidence-based public mental health messages developed by the New Economics Foundation (NEF) commissioned as part of the Foresight Project by the UK government's futures think-tank, Foresight.

### Evidence shows benefits from nature include improvements to:

- physical health through increased physical activity
- psychological wellbeing including reductions in stress and anxiety, increased positive mood, self-esteem and resilience
- social wellbeing through improved social functioning and social inclusion

#### LEARN

Develop life skills  
Control anxiety  
Cope with stress

#### BE ACTIVE

Boost energy levels  
Increase endorphins  
Calm group tension  
Improve relaxation

#### CONNECT

Utilise natural spaces  
Lower stress levels  
Relieve tiredness

#### TAKE NOTICE

Learn stress signifiers  
Increase self awareness  
Enable relaxation

#### GIVE

Increase self-esteem  
Increase resilience  
Improve social framework



# Wild Wellbeing Days



77% of employees who experienced a Wild Wellbeing Day with their Wildlife Trust showed an increase in their overall wellbeing\*

Our bespoke Wild Wellbeing Days are built around the needs of your business, following a consistent framework with a set of core themes to complement the Five Ways to Wellbeing:

- Learn:** Hands-on learning about different environments e.g. woodlands and rivers
- Give:** Protecting local wild space by taking part in practical conservation activities
- Take notice:** How to be mindful in nature
- Be active:** Fitness through walks and practical conservation activity
- Connect:** Ideas on how to stay connected with nature

Wild Wellbeing Days can include topics such as:

- The health and wellbeing benefits of connecting with nature
- Where to find wild spaces in an urban environment
- Discovering and exploring wild spaces wherever you are
- Ideas on how to build nature into your everyday life such as a wildlife walk on the canal
- Mindfulness and tuning into nature
- Practical conservation activity
- Creativity in the natural environment such as wild kitchen and campfire

Health and Wellbeing Surveys using the Warwick Edinburgh Mental Wellbeing Scale are carried out pre and post attendance and lunch is provided.

Employees will receive follow up literature regarding health and wellbeing and how to stay wild.

Contact us to discuss your requirements.

\* Feedback from Siemens PLC





# Sponsor a Wildlife Magazine



'Wildlife' is our high quality, high impact magazine which is distributed to over 3,300 local households three-times annually.

Our strength is in our members, they give us a powerful voice, listened to by leaders at local and national level as well as making regular donations to protect local wildlife.

Wildlife magazine is our platform to share updates about our work to our dedicated supporters.

As an alternative to selling traditional advertising space this is an opportunity to showcase your support by sponsoring one or even a whole year of issues. Your Sponsors' Story will include an article complete with interviews, photographs and your logo.

1 issue = £3,000  
3 issues = £8,000





# Event Sponsorship



From Wildlife Festivals and Wild School Roadshows to Expert Talks and Wild Play Days, sponsoring an event is a great way to show your commitment to our environment and local wildlife, helping us to raise our profile, produce educational sessions and engage with the public.

Sponsorship helps to fund the logistics of event management as well as promotional and marketing materials, which can include your business name and logo. You may even want to encourage your employees to volunteer to help the event run smoothly.



# Fundraising

Download our A-Z of fundraising for lots of ideas for independent fundraising; whether your employees want to challenge themselves to run a marathon, climb a mountain, or simply hold a coffee morning, we'll provide everything you need from sponsorship forms to donation buckets and stickers. You will receive a certificate of thanks as well as recognition through our social media platforms, website and member magazine.

[www.bbcwildlife.org.uk/Fundraising](http://www.bbcwildlife.org.uk/Fundraising)

There are many other ways your business can support our work and we're always open to discussing new ideas.

BOOK OUR CENTRE OF THE EARTH HQ FOR A SPECIAL MEETING \* TAKE PART IN 30DAYSWILD [WWW.BBCWILDLIFE.ORG.UK/30DAYSWILD](http://WWW.BBCWILDLIFE.ORG.UK/30DAYSWILD) \* HOLD A FUN FUNDRAISER \* PROVIDE A VENUE OR REFRESHMENTS FOR OUR EVENTS \* HOST A DONATION BOX IN YOUR OFFICE OR CANTEEN \* PROVIDE MATCHED FUNDING FOR SPECIFIC PROJECTS \* SPONSOR A RESERVE, A PROJECT OR A MEADOW \* BUY HEDGEHOG HOMES FOR LOCAL SCHOOLS \* SPONSOR A TRAINEE OR APPRENTICE \* PROVIDE A HIGH QUALITY RAFFLE PRIZE \* ADOPT US AS YOUR LOCAL CHARITY ENCOURAGING EMPLOYEES TO FUNDRAISE FOR US \* ENCOURAGE OR SUPPORT EMPLOYEES TO BECOME MEMBERS





# Become a Business Member



## Membership Packages

Benefits	Bronze	Silver	Gold
One day of Wildlife Trust for Birmingham and the Black Country staff time* for up to 10 employees per year			
Either one day of Wildlife Trust for Birmingham and the Black Country staff time* for up to 20 employees or two days of staff time for up to 10 people per year			
10% discount on additional Wild Work Days or Wild Wellbeing Days			
10% discount for all employees on Wildlife Trust for Birmingham and the Black Country online shop			
Certificate of Membership			
Wildlife Trust for Birmingham and the Black Country 'Wildlife' Magazine 3 times year (No. of copies)	5	10	25
Your business name and logo on our website outlining your membership level and a mention of thanks in our annual report			
Recognition of your membership in our Wildlife member magazine distributed to over 3,300 households			
Annual subscription (excluding VAT)	£500	£1,000	£2,000

\*Wildlife Trust for Birmingham and the Black Country staff time could include Wild Work Days, preliminary ecology surveys, training on practical or surveying skills, initial consultation for consultancy services, educational talk to employees or customers, craft or engagement activities at employee fun days plus we are open to discussion on other ideas





# Contact



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## Our Achievements

Financial year 2017/18



Improved  
42ha of public  
open space,  
restored 1.7km  
of hedgerow &  
naturalised 612m  
of watercourse so  
wildlife can thrive



maintained 9  
Nature Reserves



37 local sites  
improved for  
wildlife & people





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

Sir David Attenborough  
President Emeritus  
The Wildlife Trusts



[www.bbcwildlife.org.uk](http://www.bbcwildlife.org.uk)



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