



Birmingham &
Black Country

MY WILD WORK

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





“

Hogan Lovells is proud to be supporting the Wildlife Trusts in the UK through fundraising, skilled volunteering and participating in educational webinars. The pandemic has further highlighted the importance of connecting with nature to improve wellbeing and our colleagues have enjoyed attending a number of Lunch and Learn webinars, which equipped them with the knowledge and tools to connect with wildlife and wild spaces to improve their wellbeing. Another highlight for many has been participating in practical fundraising workshops led by the excellent staff at the Trust, which so far have included festive wreath making and building bird boxes.”

Fabienne Gress

Assistant Manager, Citizenship, Hogan Lovells UK

”

“

For over forty years, we have been leading the way in urban nature conservation.

We work for nature's recovery by restoring and creating habitat and connecting people with nature to achieve our vision for a greener future.

The business sector plays a vital role in sustaining and protecting the wild places across Birmingham and the Black Country. Partnerships help us to achieve our objectives and improve the quality of the environment in which you, your employees and customers live and work.

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

”

Why partner with us?

- Lead by example and demonstrate how your Corporate Social Responsibility policies contribute to the preservation of our natural heritage
- Provide unique learning and engagement experiences to your workforce through interaction with our experienced team
- Build a happier, healthier and more productive workforce
- Take pride in enabling and inspiring your workforce to connect with the natural world

Why connecting people and wildlife matters

Nature is in Decline



41%

of all UK species have declined since 1970 and hedgehog numbers have fallen from 30 million in 1950 to just 1 million

By acting now and working together, we can put nature into recovery

We work to increase biodiversity through our conservation projects

Source: wildlifetrusts.org/sites/default/files/2019-10/State-of-Nature-2019-UK-full-report.pdf

Disconnect with Nature



80%

of city-dwellers love nature but don't get enough of it

The more people who care about nature the more chance we have of achieving nature's recovery

We deliver educational activities to help people learn about nature

Source: wildlifetrusts.org/news/new-poll-reveals-city-dwellers-love-nature-dont-get-enough-of-it

Mental Health



1/4

people will experience a mental health issue every year in England

Connecting with nature improves people's health and wellbeing

We help people to connect with nature through our events and activities

Source: mind.org.uk and wildlifetrusts.org/sites/default/files/2019-09/SROI%20Summary%20Document%20-%20DIGITAL_0.pdf

Physical Health



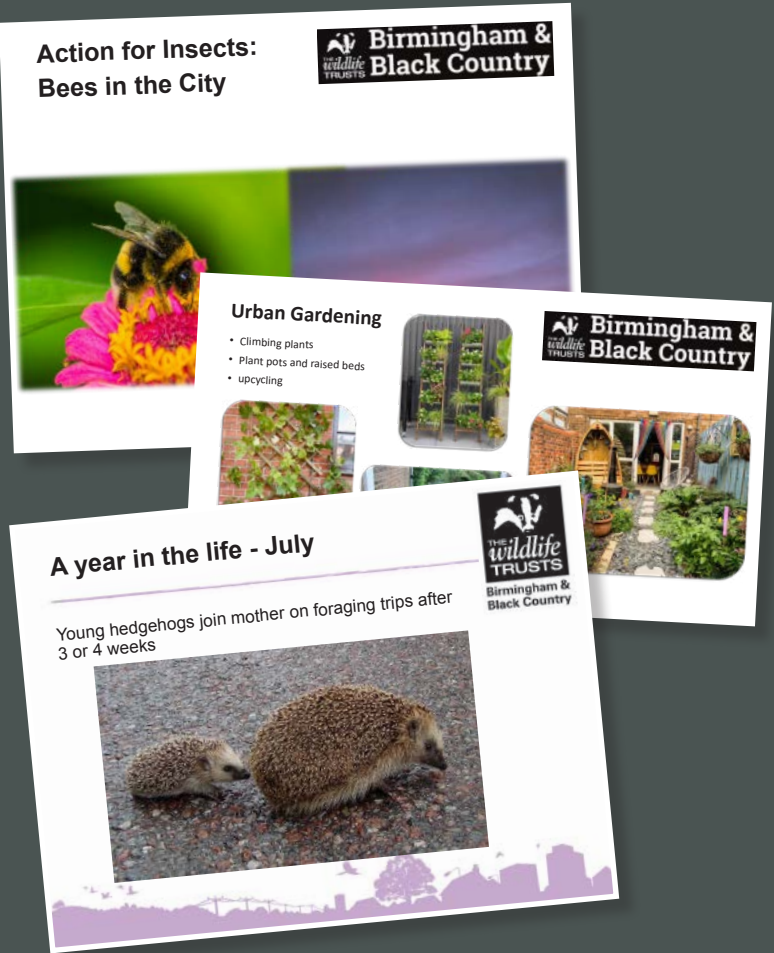
1/3

of adults in the West Midlands are inactive

Engaging with nature is a great way to stay active

We inspire people to be active in nature with our volunteer days

Source: wmca.org.uk/media/1865/wm-on-the-move-strategy.pdf



Lunch & Learn Sessions

Lunch & Learn Sessions are a great employee engagement opportunity; a chance to learn something new, find out more about the work of the Wildlife Trust and take a break from the daily grind.

They can be delivered in person at your location or virtually via Zoom. Our one-hour Lunch & Learn Sessions range from Mindfulness in Nature, Wildlife Gardening, Urban Hedgehogs, Bees in the City or an Introduction to Garden Bird Identification.

£300

Block book 4 sessions for just £1000

Workshops

If you are looking for a more hands-on experience we also offer workshops from bird box making to willow weaving. They can be delivered in person at your location or virtually via Zoom with resources posted direct to participants.



Workshop:	Introduction to Bird Identification and Build a Bird Box
Cost:	£1,020
Duration:	1.5 hours
Participants:	Up to 30
Resources:	Sustainably sourced bird box kits



Workshop:	Willow Weaving / Christmas Wreath Making
Cost:	£970
Duration:	1.5 hours
Participants:	Up to 30
Resources:	Willow sourced from our nature reserves (seasonal activity)

All prices exclude VAT.

Business Membership

Joining us as a business member is the simplest way to partner with us. We offer three different packages to accommodate businesses of all sizes.



Membership Packages	BRONZE	SILVER	GOLD
Use of our logo on your website			
Certificate of membership			
Partnership recognition on our website			
One named representative invited to our Annual General meeting			
Article in our Wild Work e-newsletter			
Wild Experience Days for up to 10 employees*	0	1	2
Complementary 1-hour lunch and learn session	1	2	3
10% discount on Wild Experience Days, Wild Wellbeing Days and Lunch and Learn sessions			
Complementary copies of Wildlife member magazine	5	10	15
Article in Wildlife member magazine distributed to over 3,300 households	1/8 page	1/4 page	1/2 page
Annual subscription	£500	£1,000	£2,000

*See pages 6-7 for more details on our Wild Experience Days.

All prices exclude VAT.





Wild Experience Days

Our Wild Experience Days are an opportunity for your colleagues to join our experienced team for a unique day of practical or educational activities.

Arrange a fun day away from the 'office' with the chance to learn new skills, connect with nature and build team rapport.

Contributions towards Wild Experience Days provide valuable funds to purchase tools, materials and resources that enable our vital conservation and education work.

Wild Experience Days can be arranged at one of nature reserves, project sites or even your own site.

Here are some examples of what a Wild Experience Day could involve:

- **Practical nature conservation** – join us at one of our project sites for a hands-on experience supporting our habitat restoration projects undertaking work such as coppicing, pond restoration, planting pollinator friendly plants, path creation and hedge laying.
- **Guided nature tour** – join an experienced conservationist for a private guided tour of one of our nature reserves or project sites.
- **Species identification training** – a mix of classroom and field training to learn how to identify species from bats, birds and butterflies.
- **Wild craft skills** – get back to nature with a day of traditional wild craft skills such as willow weaving, fire lighting and den-building.

Light refreshments, training, tools and equipment are provided for all Wild Experience Days.

£300 for up to 10 people

£250 for each additional group of up to 10 people

Poly Roger Tours

Alternatively, you may even want to arrange an urban canal safari and litter picking expedition on our unique punt **The Poly Roger**. Made from 99% recycled plastic this open-air boat is specially designed to help remove litter from our waterways. Our skipper will take you on a tour of the Birmingham canal sharing information about local history, wildlife spotting and litter picking along the way!

A trip for up to 10 people is **£550**

Business Benefits

- Boosted employee morale and team building
- Actively engage in conservation projects where your business operates
- Collective pride in the immediate impact on local spaces
- Demonstrable commitment to environmental and social responsibility
- Improved reputation as a supportive employer

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

All prices exclude VAT.



"a wonderful programme... we not only learned about the five ways to wellbeing but actually practiced them too..."

Hannah Stretton,
International Partnerships Officer,
University of Birmingham

"I would highly recommend a Wild Wellbeing Day to any organisation looking to focus on the wellbeing of their team"

Hannah Stretton,
International Partnerships Officer,
University of Birmingham

An example Wild Wellbeing Day itinerary:

- **Welcome:** light refreshments
- **Introduction:** presentation on the Health and Wellbeing benefits of connecting with nature
- **Be active:** a guided nature walk
- **Comfort break**
- **Give:** practical conservation activity
- **Connect:** spend time with colleagues making lunch around a campfire
- **Learn:** traditional wild craft skills such as willow weaving
- **Comfort break**
- **Take notice:** tuning into nature with a mindfulness exercise
- **Reflections:** ideas on how to build nature into everyday life and discovering wild spaces nearby

Employees are invited to take part in our anonymous Health and Wellbeing Survey using the Warwick Edinburgh Mental Wellbeing Scale to monitor improvements from attending Wild Work Days. Employees also receive follow up literature regarding health and wellbeing and how to stay wild.

£150 per person

Lunch, light refreshments, tools and equipment provided.

Wild Wellbeing Days

Growing evidence shows that connecting with nature has positive impacts on:

- 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
- Improved employee health and wellbeing with the potential to reduce sickness absence

CONNECT
Utilise natural spaces
Lower stress levels
Relieve tiredness

BE ACTIVE
Boost energy levels
Increase endorphins
Calm group tension
Improve relaxation

TAKE NOTICE
Learn stress signifiers
Increase self-awareness
Enable relaxation

LEARN
Develop life skills
Control anxiety
Cope with stress

GIVE
Increase self-esteem
Increase resilience
Improve social framework

All prices exclude VAT.

Sponsorship and Fundraising

Sponsorship

Sponsorship is a great opportunity to publicly demonstrate your commitment to nature's recovery by helping us raise our profile, achieve excellence in urban nature conservation and engage with wider audiences.



There are opportunities to sponsor our:

Magazine – our quarterly Wildlife magazine is distributed to over 3,300 households where we share updates and news about our projects. Sponsor a single issue or a whole year with your logo, an interview and business case study.

Events – From fundraisers such as Wild Walk Week to educational Wildlife Roadshows, sponsor an event for branded participant t-shirts and marketing materials. Plus encourage your workforce to get involved with event organisation and delivery.

Projects – our Natural Prospects programme helps to break down the barriers to working in the conservation sector – sponsor a trainee for a year or pledge your allegiance to a practical project site or nature reserve such as the installation of an interpretation board.

Vehicles – our van transports our team and our tools and equipment around Birmingham and the Black Country – sponsor the branding wrap with your logo. Our unique recycled plastic punt The Poly Roger enables us to keep our urban canals free of litter and provides educational trips for school groups – sponsor the upkeep of this unique form of transportation with your logo on its flag.



Fundraising

Whether you choose us as your Charity of The Year, donate a percentage of sales or arrange a pub quiz night, you can help our work for nature's recovery by encouraging your colleagues, clients and customers to fundraise for us - here's some ideas and you can download our fundraising guide at bbcwildlife.org.uk/fundraise

- Invite your clients to a charity dinner
- Donate a percentage of sales through the Work For Good platform workforgood.co.uk
- Host a donation box at your office
- Order your office supplies via Easy Fundraising or Give as You Live and choose us as your nominated charity
- Arrange a wear your wellies to work day
- Donate prizes for raffles
- Register for Wild Walk Week and set up a team for the 500 mile Redwing Challenge relay
- Send your business Christmas cards via dontsendmeacard.com and choose us as your nominated charity



VIEWS FROM THE ROWLEY HILLS ACROSS, DUDLEY, SANDWELL AND BIRMINGHAM, © 2020 VISION

Our Achievements

Financial year 2019/2020

Improved
42ha
of public open space

Restored
1.7km
of hedgerow

Naturalised
612m
of watercourses of
wildlife can thrive

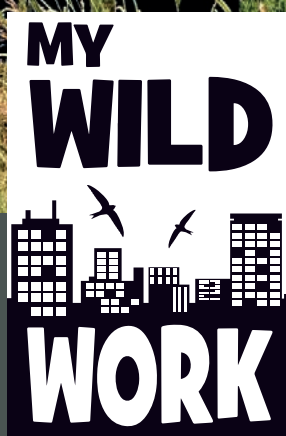
Maintained
9
nature reserves

Improved
37
local sites for
wildlife and people

Worked with
42
schools, helping
them get children
learning outside



Birmingham &
Black Country



For more information on how to partner
with the Wildlife Trust for Birmingham
and the Black Country, contact:

Emma Thompson

Head of Fundraising and Communication

07718 109570 | emma.t@bbcwildlife.org.uk

0121 523 0094 | bbcwildlife.org.uk/our-partners

Centre of the Earth, 42 Norman Street,
Birmingham, B18 7EP



Charity No. 513615



Join the conversation

Say hello on [facebook.com/WTBBC](https://www.facebook.com/WTBBC)
or on Twitter [@WTBBC](https://twitter.com/WTBBC)

Search for us on **YouTube**