

Our vision, mission and objectives

Our Vision

Across the UK the Wildlife Trusts share a vision for a Living Landscape and Living Seas, an environment rich in wildlife for everyone.

Our Mission

To protect wildlife, restore biodiversity and to connect people with the natural world in Hertfordshire and Middlesex.

Our Aim

To be recognised as the most active and influential local wildlife champion.

Our Values

We want to be:

- Influential, offering leadership in wildlife conservation
- Authoritative, operating with integrity, scientific soundness, reliability, professionalism and independence
- Active, delivery-focussed
- Inspiring, fully committed and enthusiastic about what we do
- Engaging, valuing and encouraging the contribution of others and welcoming a partnership approach

Our Objectives

Strategic

- To work with partners to restore resilient ecological networks by creating a rich and accessible Living Landscape throughout Hertfordshire and Middlesex
- To create and enhance nature reserves
- To inspire people about the natural world
- To encourage individual action for wildlife and the environment

Operational

- To increase our influence
- To raise our profile
- To grow our resources
- To cooperate effectively throughout the movement
- To develop and maintain the highest levels of governance and management
- Our objectives are set within the overarching objectives common to Wildlife Trusts throughout the UK – creating A Living Landscape and Living Seas.