



ESSEX & SUFFOLK RIVERS TRUST BUSINESS STRATEGY 2020 - 2023





Introduction

We are an environmental charity set up in 2013 dedicated to improving and protecting rivers in Essex and Suffolk, making them a better place for people and wildlife.

We are part of the Rivers Trust movement, one of 60 local rivers trusts across UK and Ireland.

We work in collaboration with a range of partners to deliver a catchment based and integrated approach to managing rivers in Essex and Suffolk.

Our strategy sets out what we hope to achieve over the next 3 years in order to meet our mission as an organisation. We have set out five main objectives that will not only work towards our vision but will also see us grow in strength as an effective organisation.



Achievements to Date

East Suffolk Catchment Partnership: as host for this partnership we have produced catchment plans for the area and facilitated partnership working in the catchment.

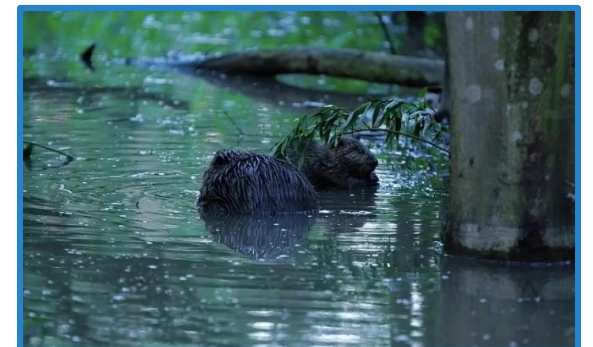
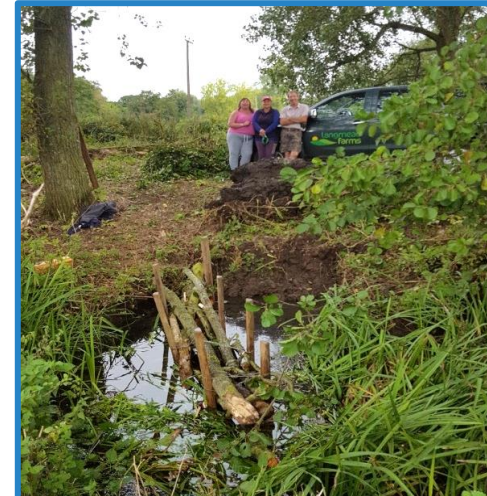
River Deben Holistic Water Management Programme: consisted of three natural flood management projects in the Upper Deben.

East Suffolk Watershed Initiative: included restoration of 650m of water meadow dyke at Easton, desilting of a dyke at Bramford, channel restoration and creation of an interception pond at Shottisham.

River Colne: A two-year project was completed along the River Colne to add 3,550 m² of trees and shrubs to the riverbank.

The Topsoil Project: contributed to a Managed Aquifer Recharge trial at Broxstead, Suffolk, and investigated sources of sediment and pollution runoff into Layer Brook at Abberton Reservoir in Essex.

Spains Hall Estate: worked in partnership with Spains Hall Estate and Environment Agency to install natural flood management measures.





Our 20-Year Vision

Rivers are the veins that feed our farmland and wildlife habitats and provide water for domestic and industrial use. They are hugely important for wildlife and people and yet many are in a poor state due to pollution, over-abstraction, modification, habitat loss and management neglect.

Essex and Suffolk Rivers Trust wants to do something about this and over the next 20 years we will work with partners, landowners, farmers and local communities to bring about significant improvements. Following a catchment based approach we want to see:

Water quality improved and more places for safe bathing

Improvements to habitats and connectivity with Nature Recovery Networks

Natural flood management as the norm not the exception

Water resources able to meet human needs without compromise to wildlife

Innovative adaptation and mitigation approaches to tackling impacts from climate change

Nature at the heart of people's engagement with the environment, reducing waste, improving water quality and increasing biodiversity

We call this **WIN WIN!**



Our Mission

'to protect, promote, and enhance our freshwater and estuarine ecosystems for both people and wildlife'

Over the next three years we will work in partnership to develop and implement a programme of practical projects focusing on conservation, restoration and enhancement of rivers and riparian habitats in Essex, Suffolk and the wider region.

We will take a strategic, influential, catchment-based approach, working with others, to embrace the river environment and the opportunities and challenges presented by surrounding land and its management.

We will also seek to influence national and regional policies to bring about positive environmental gains and benefits within an increasingly challenging spectrum of demands on water resources, rivers and aquatic environments.



Our Objectives

We have identified five main objectives. These include project work but also concentrate on growing the charity so that in three year's time we will be in a stronger and more sustainable position.

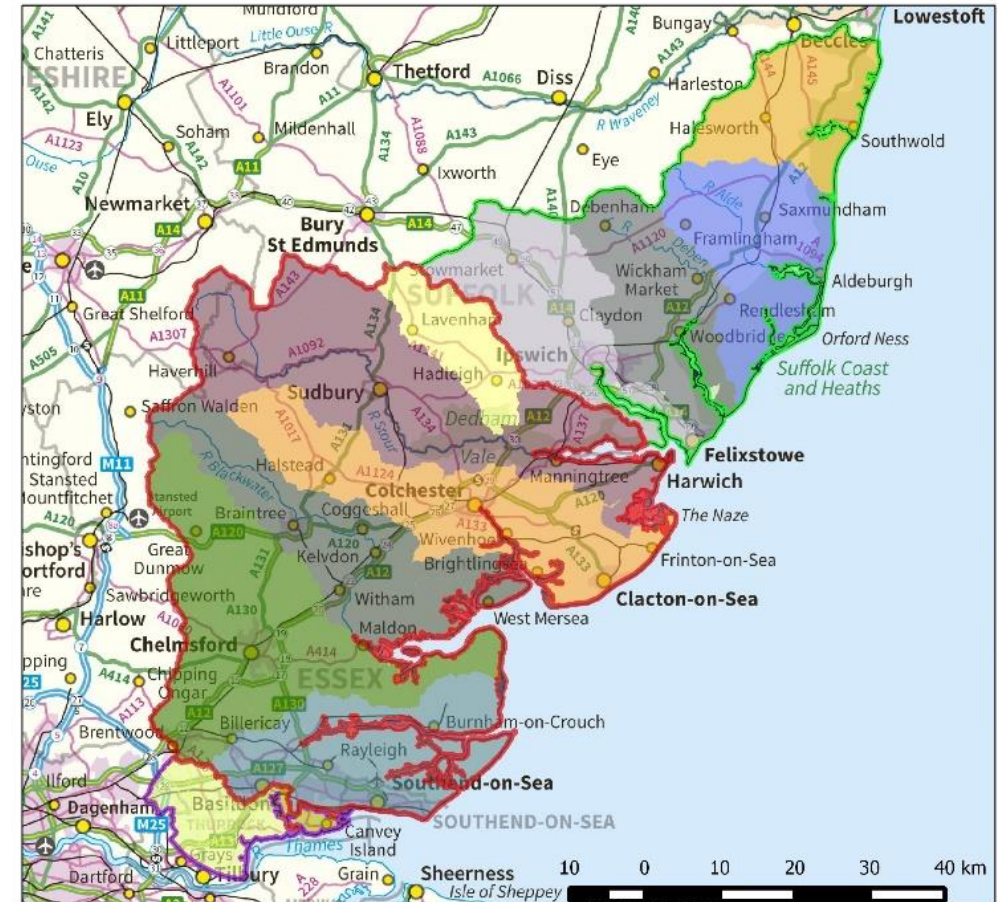
1. **Working with partners, develop and implement a programme of practical projects across at least five rivers in Essex and Suffolk**
2. **Develop our influence, engagement and collaborative partnerships within Essex, Suffolk and the wider region**
3. **Develop marketing, profile and communications**
4. **Develop income**
5. **Grow the organisation so that it has the capacity and infrastructure to take forward its mission**



Objective 1: Working with partners, develop and implement a suite of practical projects/programmes across at least five rivers in Essex and Suffolk

Our aim is to take a catchment-based approach to rivers in the two counties, identifying where issues need to be addressed and seeking appropriate actions in partnership with others, to include the following themes:-

- natural solutions to flood and water management
- improving the aquatic environment for native species
- creating new wetland features
- creating new and enhancing existing riparian habitats, including tree planting
- removing obstacles to the passage of fish and other species
- invasive non-native species control
- survey, data gathering and monitoring to inform project development, implementation and aftercare



Objective 2: Develop our influence, collaborative partnerships and community engagement within Essex, Suffolk and the wider region

Our ethos is to work in partnership to deliver projects and where possible, act as a catalyst and enabler for partners to take forward new projects and initiatives. Over the next three years we will:-

- Increase productivity and output of our Catchment Partnerships
- Develop more engagement activities in the medium term through online resources and outreach, citizen science projects and local events, working in collaboration with other environmental organisations to avoid duplication
- Develop our volunteer resources, adding to our capacity to get things done and bringing many benefits to individuals, ESRT and the river environment



Objective 3: **Develop marketing, profile and communications**

While the current priority is to re-igniting project activity, this must go hand in hand with a campaign to increase the relevance, visibility and profile of ESRT, key ingredients to generating support and new income. Over the next three years we will pursue the following objectives:-

- Develop our websites and actively manage them through regular content updates and encouraging user interaction and feedback
- Keep our partners and stakeholders regularly informed
- Cultivate media contacts to increase ESRT's visibility and presence
- Seek opportunities to reach out to new and existing stakeholder groups and the general public through events and seminars, using online media where appropriate



Objective 4: **Develop our income**

It is vital that we generate additional income over the next year to secure the resources and capacity needed to deliver on our vision and mission. Over the next few years we will focus on:-

- Developing innovative solutions in partnership with others and securing resources to deliver on new projects
- Seeking funding from a wide range of public, corporate and trust sources to further our work
- Securing unrestricted income to ensure our longer term sustainability



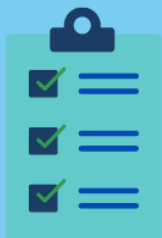
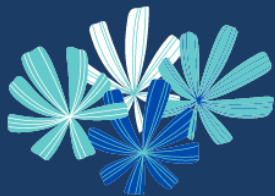
Objective 5: **Growing the organisation so that it has the capacity and infrastructure to take forward its mission**

We seek to grow our capacity, capability and resources in order to achieve our full potential. This will include:-

- Increasing staff capacity
- Recruiting more volunteers
- Harnessing internal and external expertise
- Growing staffing expertise in scientific, technical conservation management, marketing, fundraising, communications, engagement, education and volunteering



5 HA OF WET MEADOW,
WETLANDS, OPEN
WATER, IN-CHANNEL
HABITATS RESTORED



25 PROJECTS ACHIEVED
BY MARCH 2023

2000 RIPARIAN
TREES PLANTED BY
MAY 2023



10 KM OF RIVER
IMPROVED

20 CORPORATE
SPONSORS BY
MAY 2023



How are we doing?

We will measure our progress
against a set of key
performance indicators (KPIs)
that we have identified will
help us achieve our vision.



10 MEDIA MENTIONS
EACH YEAR

500 FACEBOOK
FOLLOWERS & 1500
TWITTER FOLLOWERS
BY MAY 2023

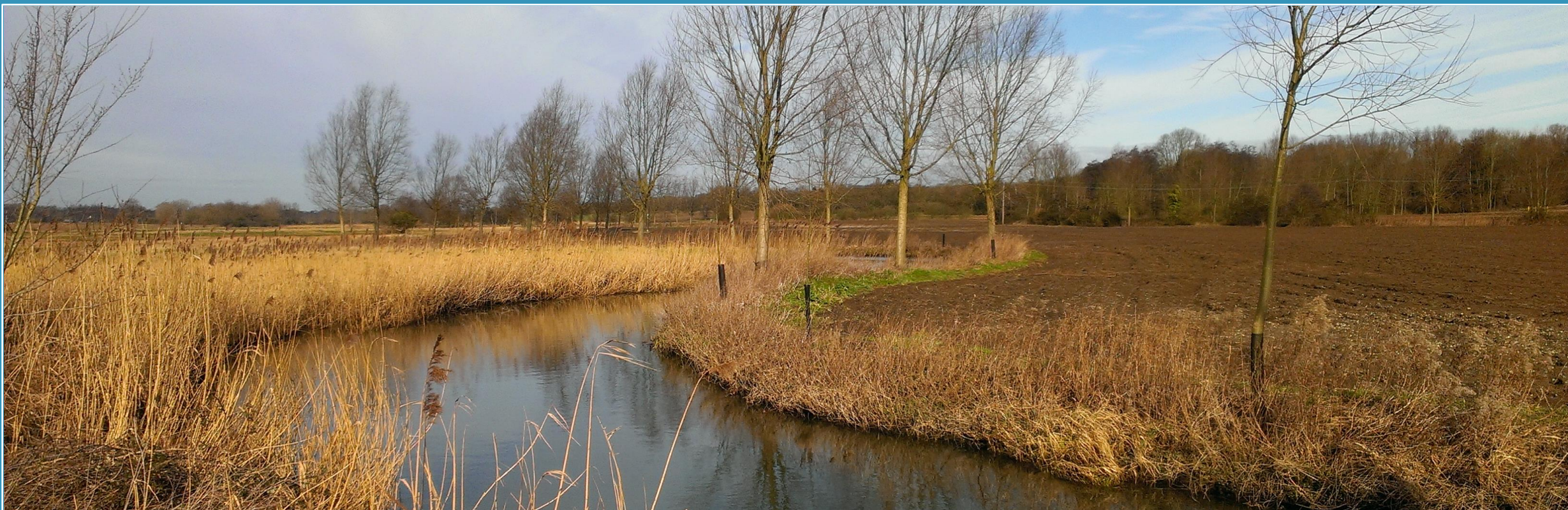


30 VOLUNTEERS
BY MARCH 2023

WORKED WITH
30 COMMUNITY
GROUPS EACH
YEAR



400 VOLUNTEER
DAYS BY MARCH
2023



ESSEX & SUFFOLK RIVERS TRUST

Essex and Suffolk Rivers Trust, Dairyley
Farmhouse, Finchingfield
Braintree, Essex, CM7 4NL
Charity No: 1157392
Company No: 8834787



Website: <https://www.essexsuffolkrivertrust.org>

Twitter: @EssexSuffolkRT

Facebook: @esriverstrust

Email: info@essexsuffolkrivertrust.org