

CHAIRMAN'S INTRODUCTION

A stable Trust in a time of change

The report you are about to read shows steady progress against the targets in our Strategic Plan. Areas of our work that excite me are those work streams that contribute to our greater financial stability, to a more sustainable local environment and more working links with partners across the County to create a resilient natural environment. We have moved forward strongly on all of them during the year. We also saw the outcome of the referendum bringing the prospect of dramatic change in the ways Trust staff work in the

wider landscape. Responding to these political developments will dominate our thinking in years to come.

There have been changes that have made increasing demands on the Trustees. Financial austerity put pressure on all our income streams and is requiring us to work

increasingly hard to improve the efficiency of our fundraising systems. Meanwhile public demand for charities to demonstrate that they are transparent in their fundraising and conforming to both the law and best practice mean that scrutiny by Trustees is ever more rigorous. I am pleased that so far it appears that the standards and principles we have always applied meet and exceed the new expectations and for the future we will still aim to exceed the best.



As we came to the end of the year, two major projects, long in their development, approached their launch, due in early 2017. These are; the major project to raise understanding of our marine environment, Guardians of the Deep, valued at £446,100 and the Landscape Partnership Scheme project, the Fifth Continent, through which we will be working with the communities of Romney Marsh and committing £5,000,000 over the next 5 years. The major part of the funding for both these projects comes from Heritage Lottery Fund (HLF). Over the period 1995 to 2016, Kent Wildlife Trust has received over £6, 500, 000 from HLF supporting a wide variety of projects. This makes the Trust one of the major recipients within the Wildlife Trusts of this crucial source of support for the environment and I see the benefits of this support all around me when I visit our reserves and offices. The Trust has worked with many other partners delivering their own projects across the County and supported by HLF, so this figure is only

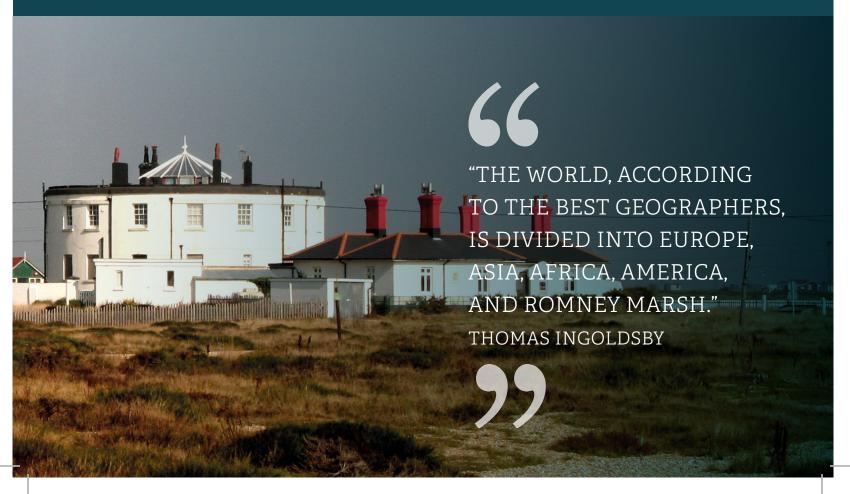
part of what the Trust has been able to invest in strengthening the County's environment.

The steady receipt of legacies from supporters provides another important buttress to our work together with an immensely encouraging signal that people believe we are doing the right things in the right way – and they want to help us do more.

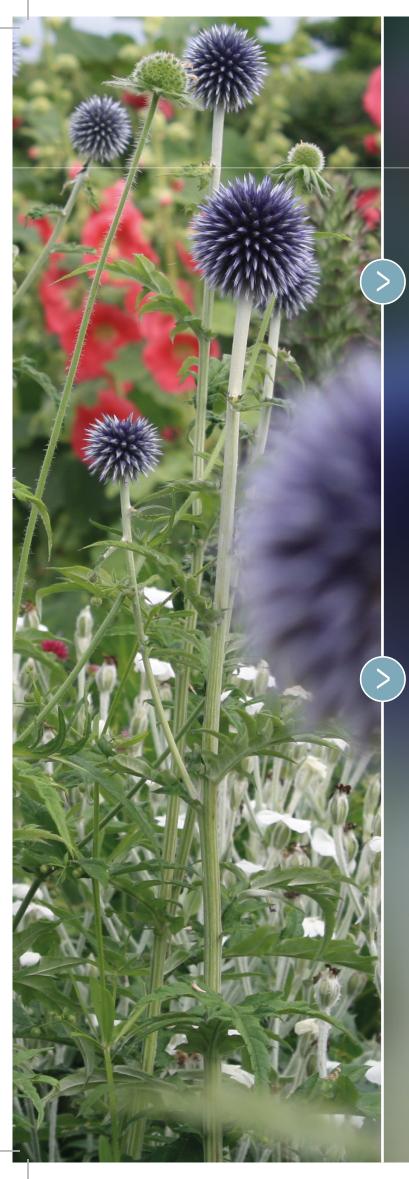
2017 will be a very busy year. I look forward to a year that will offer us huge challenge and even more opportunity. With the invaluable support of a skilled staff team, committed Trustees, our very supportive body of members and our dedicated pool of volunteers, I know that we are in a great position to tackle all that and more.

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Michael Bax Chairman







In the next four years, we are striving to ensure that

- Our wildlife is actively protected and restored, now and in the future
- People and communities are intrinsically connected to nature and are active custodians of their environment
- Organisations see the value of the natural environment in helping them to achieve their own objectives and missions
- > Kent Wildlife Trust is a robust, thriving, well-resourced, confident and secure organisation.

We will do this by

- Protecting and restoring biodiversity
- Maintaining the land and sea that we already manage and influence
- Increasing the area on land and at sea we manage and/or successfully influence
- Positioning Kent Wildlife Trust as a key driver playing a critical role in responding to economic, societal and environmental challenges facing Kent
- Maintaining, developing and investing in existing and additional sources of income
- Developing a compelling lifelong engagement between the people of Kent and Kent Wildlife Trust.

This review outlines what we have achieved in 2016.

Strategic Objectives

1 Protect and restore biodiversity – translating strategy and policy to action Our understanding of the state of nature on our reserves and in the wider landscape is increasing. Surveying and monitoring wildlife at a landscape-scale helps us to assess the impacts of our conservation work. In 2016 we implemented a more strategic programme of monitoring on our reserves, surveyed 42 Local Wildlife Sites, 8 Roadside Nature Reserves and set up a new project, Riversearch, on the River Eden, to gather information on the river and its wildlife. We could not do all this without the help of our amazing volunteers; we have now set up and trained three Ecology Groups of volunteer surveyors who help us with this work.

After all our work to promote the importance of protecting the marine environment, the Trust was delighted that three more Marine Conservation Zones were designated in Kent coastal waters. The evidence gathered through our marine wildlife survey programmes is vital to the identification and



Elephant Hawk Moth © Tom Marshall



protection of such areas. With the help of our dedicated volunteers, we carried out 11 Shore-Search activities this year and managed to carry out 4 Sea-Search dives, despite very poor diving conditions throughout the summer.

An understanding of Kent's wildlife enables the Trust to provide high quality advice to local planning authorities with the aim of getting the best policies and decisions that protect wildlife. Despite the increasing emphasis placed on economic factors, 69% of the planning applications we have commented on mention wildlife in the decision, either as grounds for refusal, or to set conditions for wildlife protection. Despite

our best efforts, due to changes in the national planning policy context, only 3 of the 9 current Local Plans include protection for Local Wildlife Sites in policy wording. To start to address this, we delivered training sessions to planning staff at most of the Kent Local Authorities this year to demonstrate how wildlife sites and networks can be incorporated into planning policy.

Our Connectivity team secured significant project income this year for landscape-scale conservation projects which will help make Kent a healthy place for wildlife to flourish. This includes the *Fifth Continent* project, a Landscape Partnership Scheme funded by the Heritage Lottery Fund, to work with communities, landowners, land managers and a wide range of other partners to enhance, restore, reconnect and enjoy nature and heritage on the Romney Marsh.



2 Maintain the land and sea that we already manage and influence

Our aim to manage all Kent Wildlife Trust nature reserves in as sustainable way as possible, is something we continue to strive for in both an economic and environmental sense. By the end of 2016, 90% of Kent Wildlife Trust sites were covered by approved and consented management and/or work plans heading towards our target of 100% being in sustainable management.

Grant funding has been successfully applied for which will help us achieve our conservation grazing management on grassland, heathland, marshland and wood pasture while providing some income from surplus animals as a result of a breeding programme.

The Trust established Ecology Monitoring Groups in three Local Planning Areas and baseline monitoring commenced in all other Local Planning Areas on key reserves.

We have been successful in applying for Woodland Environmental Stewardship Grants on four woodland sites which will provide around £8,000 per year towards management.

Our ambitions to have the whole of Kent and Medway covered by Living Landscape area management plans moved forward considerably. Plans for extensive integrated Living Landscapes are at various stages of development with ten area plans under advancement across the county at Blean, Mid-Kent Downs, Darent Triangle, Lower Stour, Ashford, Sevenoaks Greensand Commons, Dover, Wilderness Down, North Kent Marshes and Romney Marsh.

During the year resources were secured, at least in part, for development and management at Sevenoaks Greensands Common, Mid-Kent Downs, Romney Marsh and Ashford.

Our plans to ensure credible and well managed Local Wildlife Sites are maintained, progressed with 42 out of 466 (9%) Local Wildlife Sites reviewed and plans approved by the Kent Nature Partnership board. This is the result of our rolling programme of survey, assessment, consultation with conservation bodies and landowners. The annual target for the number of sites reviewed is 5%.

The Trust worked hard towards achieving a 10% growth in commercial, sponsorship, grants and project income. The level of income generating activity continues to increase with 35 land based bids submitted with 9 successful, 12 unsuccessful and 14 pending decisions.

Attempts have been made to promote the sale of reserve produce such as firewood and woodcraft products. Livestock sales remain at a fairly low level while funds for livestock are being actively sought. We are still making an income from the sale of Hogget through local suppliers.





3 Increase the area on land and at sea we manage and/or successfully influence.

This year, we influenced the management and protection of 9,589 hectares of land and sea to benefit wildlife, exceeding our target for the year. This brings the cumulative total of the marine environment and land that we manage or influence for wildlife to 36,065 hectares. Eight hectares of new land was acquired during 2016 thus creating a new chalk grassland nature reserve in Dover. Coombe Down was abandoned for nearly a century resulting in the loss of hundreds of chalk grassland plants and animals. This was the only site in Kent for the rare Frog Orchid – now extinct in Kent. The Trust now has an opportunity to restore species-rich chalk grassland and bring back the Frog Orchid.

We work with landowners across Kent to provide conservation management advice and support its implementation. For example, we worked with the landowners and managers of 25 sites in the Ashford area, clearing scrub, restoring meadows, hedge planting, coppicing woodland area and restoring wetlands. A networking event for landowners was very successful, allowing 40 landowners to share experiences of habitat restoration and conservation management.

The Water for Wildlife project has had a very successful year, working on the North Kent Marshes, the River Eden and its catchment, the River Stour, Ash Levels and Westbere Marshes and the River Rother. Activities include installing fencing along riverbanks to stop cattle trampling vegetation and damaging water vole habitat, creating pond complexes to benefit turtle doves, repairing sluices to enable better management of water levels, naturalising river courses, controlling invasive non-native species and restoring flood meadows.

Marine conservation work during 2016 has focussed on seeking better management for Marine Protected Areas, to include the reduction of damaging activities so that the marine habitats can begin to recover. To help more people find out about marine wildlife and understand the need to protect marine habitats, in 2016, we undertook the development work for a project, Guardians of the Deep, which will engage communities around the coast to help look after Marine Protected Areas. Many people have expressed an interest in becoming coastal guardians. As part of this work, we piloted activities such as Beach Schools, enabling children to learn new skills in an outdoor environment, and Marine Explorers, teaching young people about marine wildlife as they gain new skills in snorkelling and water safety.

Our ability to provide conservation advice to landowners and businesses is dependent on the skills of our knowledgeable and experienced staff. The Trust resources its ability to provide such advice through the support of our members, charitable grant funding and, increasingly, by charging for professional advice. In 2016 income from the provision of conservation advice was £100,369, all of which is ploughed back into our charitable work.

4 Position Kent Wildlife
Trust as a key driver playing
a critical role in responding
to economic, societal and
environmental challenges
facing Kent and Medway



Common Spotted Orchid $\, @ \,$ Kent Wildlife Trust

The Trust continued to pursue its charitable object of rigorously promoting the importance of wildlife in Kent and in 2016 the national and international context of this message was to the fore. We also continued to ensure that key local audiences know that the quality of our environment plays a positive role in the economic and social challenges facing Kent and Medway.

We continued to ensure that the County's MPs are aware of the importance of our environment and the contributions they can make to strengthen its future. We achieve this through letters and meetings. Dominating the year was The United Kingdom European Union Membership Referendum that took place on 23 June 2016 - an event that will have lasting implications for our environment.

The contribution of the voluntary sector to this debate was under intense scrutiny with repeated guidance on constraints that charities had to



observe. The Trust drew upon the research undertaken by The Wildlife Trusts and a number of other environmental charities to produce a position statement that, pointing to the cross-border aspect of wildlife, promoted the need for strong international collaboration and effective regulation. The Trust produced a statement that was properly tested against the governance and review arrangements the regulation required and it was available through our website to many supporters who looked to us for an authorative view.

Following the outcome of the Referendum the Trust has continued to work within The Wildlife Trusts movement to promote the protection of our environment that will be at least as strong as we have now. The Trust has pointed to the need to retain the many benefits we draw from the land, to replace the Common Agricultural Policy systems that have enabled the Trusts to work with the farming sector with effective recompense to landowners.

Towards the end of the year we contacted a number of MPs in the County for their help in approaching the Treasury to ask for the value of The Landfill Communities Fund, a highly successful and essential lifeline for many community and environmental projects, to be recognised. This campaign was successful with the Fund being maintained at a higher level than was expected.

The Trust can only provide advice and be viewed as an authoritative voice if we have strong analytical skills and the capacity to communicate our expertise. During the year we continued to build our staff team and their skills to make the case for a public commitment to support strong wildlife systems in the County.











Cowslip © Andy Vidler

5 Maintaining, developing, and investing in existing and additional sources of income



At the end of 2016, Kent Wildlife Trust registered with the Fundraising Regulator, thereby agreeing to the commitment made to donors and the public as set out in the Fundraising Promise.

Fundraising materials are now expected to carry the new logo, and in so doing underlining to the public that Kent Wildlife Trust operates with the highest principles. The Trust continues to ensure that it complys with all of the recommendations of the Etherington review and the expectations of the Fundraising Promise.

Income to the end of 2016 remained stable whilst the department worked on a new membership strategy designed to create growth in membership through 2017 and beyond.

A membership survey took place in November 2016 with a total of 755 members submitting a response to the survey. This information will be critical in understanding how our members perceive the Trust and what we can do differently as a result of this knowledge.



Project income remains strong with notable success from Heritage Lottery Fund, underscoring our continued ability to generate income from these sources at a time of increasing pressure on funders.

Support from more generous donors led to sizeable contributions to a number of new and existing projects and we are thankful to all of these donors. Central to this has been the continuation of our Flourish Fund which allows us to approach grant giving trusts with the first portion of project funds, thereby unlocking additional funding.

Our membership recruitment operation, in difficult conditions, brought in 1,790 members, below our target of 2,160. 'In house' welcome and anniversary telephone calls were launched helping the team better understand the motivations of our newer supporters and helping the Trust reduce attrition. After careful scrutiny, agreement was gained from Trustees to launch a lottery in 2017.



Legacy income remained strong realising £540,259. We are extremely grateful to all those who felt able to leave a gift in their will to Kent Wildlife Trust.

Better than expected income was generated through continued and better relationships with business, although the launch of the new corporate brochure was delayed. Similar delays have been experienced with a suitable follow up to the contacts we make however great strides have been taken in mapping a supporter journey for the first two years of membership.

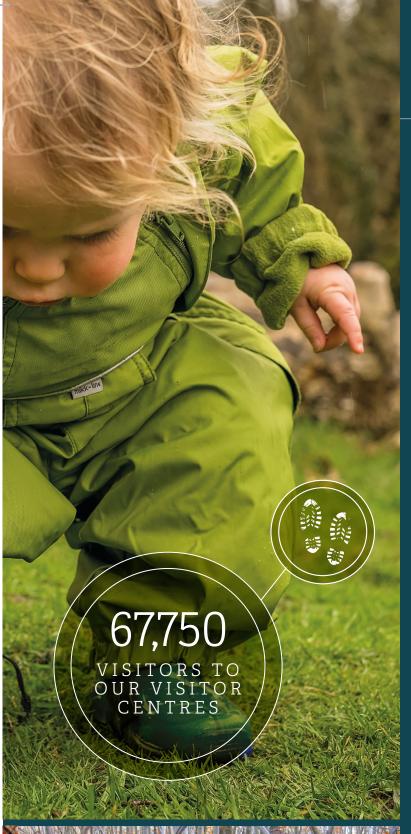


6 Develop a compelling lifelong engagement with the Trust amongst families, communities, organisations and decision makers with a clear cut progression route from passive engagement to ambassadorial roles

During 2016 we reviewed our membership offer and developed a new 2 year strategy for enhancing our membership programme. We invested significantly in our Visitor Centres across the county. Our Tyland Barn Visitor Centre has a more accessible car park and toilets. We implemented our new opening hours at Visitor Centres to ensure that they are open at the times most people want to visit. Improvements around catering, retail offer, events and interpretation has increased our sales and footfall across all centres. We welcomed 67,750 visitors (up 33% on the previous year) and secured sales of £129,216 (up 42% on the previous year). We also have a bright, new vision for the Jeffrey Harrison Visitor Centre at Sevenoaks and 2017 will see us take the first steps towards achieving this. Our ambitions to begin the refurbishment of our Tyland Barn Visitor Centre were not wholly realised in 2016. We will take this forward into 2017.

We extended our community engagement programme to communities across Kent, connecting children, young people and diverse communities with nature. Our *Painting the Town*







Green project, funded by the Big Lottery, created strong presence and some valuable outcomes for people and wildlife within Swale, Thanet and Medway and we were successful in securing funding from Heritage Lottery Fund to start working with communities at Cromers Wood, near Sittingbourne.

We are proud of our Forest School programme which is now operational on five sites across Kent and engaged 2,857 children, young people and adults in 2016. We were particularly saddened that Ann Nussey passed away in October 2016. Ann has had the most profound impact on so many lives, particularly through her immense contribution to establishing, supporting and financing the Forest School programme. She will be missed greatly by the team at Kent Wildlife Trust.

5,549 children and young people had wonderful, nature experiences at our visitor centres. Our education programme achieved the Learning Outside the Classroom quality badge in 2016 reaffirming the high standards of delivery in our learning programmes. We continued to deliver a full and vibrant programme of adult study days that were extremely well attended and made steps towards a more efficient booking system. The delivery of our Wild About Gardens programme has made great strides in expanding its development opportunities for those volunteer advisors that are the life blood of the programme advising, inspiring and engaging people to create wildlife friendly features in their gardens.

During 2016 we also appointed a new Volunteer Development Co-ordinator and reviewed our volunteer programme with a view to launching a new strategy in 2017. Having 1,056 registered volunteers at the end of 2016, we now want to ensure that the experience of volunteering with Kent Wildlife Trust is the best it can be.

Support from Organisations

The following corporate organisations have actively supported Kent Wildlife Trust as part of our corporate portfolio:

Corporate Ambassadors

Affinity Water Ltd BAM Nuttall Ltd

Brett Group

Century Residential Sales & Lettings

Fresca Group Ltd Gullands Solicitors Lakeside Village Peninsula Times Royal St Georges

She Management (UK) Ltd

The Net

UK Power Networks Ltd Wienerberger Ltd

Corporate Partners

Aylesford Metal Company Ltd

Amicus Horizon
Dalaz Developments
DCB (Kent) Ltd
CSP Ltd

Custodian Data Centres

Electrosonic Limited and Helvar Ltd

Gravesham Trophy Centre Hy-Ten Reinforcement Ltd

Lafarge Tarmac

Newnham Court Veterinary Hospital Raymond James Investment Services

Kreston Reeves LLP
Palmstead Nurseries Ltd
The Marstan Press Ltd
Tower Design & Print Ltd
Unipet International Ltd

Corporate Members

2SB Management Systems A Cut Above Tree Services Ltd

Advo Group Ltd Allhallows Leisure Park

AMM Books Andrews Garage Arterworks

Best Western - Donnington Manor Hotel

BNI Sittingbourne

Broadhembury Caravan & Camping Park

C & G Installations Ltd Chart Hills Golf Club Cloud Bookkeeping Medway Conker Conservation Ltd

Court Farm Butchery and Country Larder

Craniworks
Dayone Wellness
Down To A Fine Art
Down To Earth Trees Ltd
DPM Facilities Ltd

Earl Street Employment Consultants Ltd Elmore & Sons Electrical Contractors

EPPS Construction Ltd

Fellgrove Ltd Estover Energy Ltd Four Jays Group

F.A. Bartlett Tree Expert Co Ltd

Gaza Timber

Gardening By Design Garden & Home Design Ltd Greencut Horticulture Ltd

Green-earth.com

Great Field Farm Self Catering Bed

& Breakfast & Holidays

Geo Media Hadlow Estate Headland Weald Ltd Hugh Lowe Farms Ltd

Hunton Engineering Design Ltd

Hever Castle

Jack Raven Bushcraft Jarmans Solicitors Jim Drew Photography Kent Wool Growers Kings Hill Golf Ltd Konnectapps Ltd

Lady Dane Veterinary Centre

Lafarge Cement UK

Lordswood Osteopathic Clinic Liberty Property Trust UK Ltd Loxton Installations Ltd

Loughlin Ltd Lotty's Flowers

Lovelock Virtual PA Services

Marsh Christian Trust M.I Security Ltd

Monitor Pest Control Ltd Mulberry Cottages Network Rail (CTRL) Ltd Newton Transport Ltd

North Kent Cleaning Services Ltd

Nizels Golf Club

Northforeland Golf Club

Ovenclean

Owlet Apple Juice

Peak Performance Business Coaching

Pentland Homes Ltd

Palace Farm Hostel & Campsite Peter Norris (Haulage) Ltd Prestige Sport Injury Clinic Q Hotels-Bridgewood Manor Hotel

Quex Park Estates Readie Construction Ltd Riverford Home Delivery

Simple Life Ltd Southern Water PLC

St Jame's Place Wealth Management Sutton & East Surrey Water PLC

Swale MOT Centre Ltd Sweeep Kuusakoski Ltd

Swiftcure Ltd Target Ink Ltd

Thanet Waste Services Ltd The Dog & Duck Leisure Parks The Kent Discount Club The Kitchen Room

The Potted Garden Nursery

Tilfen Land
Tomsett Kent
Tregothnan Kent
UPG Printers
Window Fix Direct
Worldwide Fruits Ltd

Utility Warehouse - Emma Everson

Corporate Supporter

Arabella Bianco

Arriba Wellness Club/Live Life Well

Axeworks

Big Jam Studios Ltd Aylesford Nursery Brookfield Plants

Buckland Lakes, Reserve & Fishery City Central Cleaning & Support Services

Clickaskip Design Advantage

Grant-making Organisations

Kent Wildlife Trust is extremely grateful for the support of the following grant-making organisations:

- Alan Evans Memorial Trust
- Biffa Award
- Big Lottery Fund
- Henhurst Charitable Trust
- Heritage Lottery Fund
- Ibstock Cory Environmental Trust
- Kent Community Foundation
- Little Cheyne Court Wind Farm Community Fund
- Marsh Millions
- Police Property Fund
- Port of Dover Community Fund
- R G Hills Charitable Trust
- Sevenoaks District Council
- Tesco Local Community Grants
- The Banister Charitable Trust
- The Cobtree Charity Trust
- The D'Oyly Carte Charitable Trust
- The David Fenton 1989
 Charitable Trust

- The Godinton Charitable Trust
- The Henry Starnes Charitable Settlement
- The Jill and Kenneth Rush
 Charitable Trust
- The Linley Wrightman Shaw Foundation
- The St Mary's Charity
- The Sussex Community Foundation
- The Sussex Lund Fund
- The Swire Charitable Trust
- The Tory Family Foundation
- The Whitehead Monckton Charitable Foundation
- Up on the Downs Landscape Partnership
- Veolia Environmental Trust
- Viridor Credits
- W H & A Hawkins Charitable Trust
- Wren

Garden of England Cottages Garden Ornaments Direct Green Farm Kent Harbow Ltd Hillborough Properties Ltd Howfield Manor Hotel Iffin Farmhouse Laser Transport International Ltd Laundry Cottage B&B Microwave Service Company Ltd Not Just Travel Percunia 2016 Ltd Richard Stone Architect Sharon Cresswell Craniosacral Therapist Squires Young Landscape Architecture Thanet Sheep Dog Society The Cleaning Clinic Utility Warehouse - Pinkpiggy.biz Whitstable Bay Veterinary Centre Woodland Hill Photography

Earle's Landscapes Ltd Frost Contracting

Corporate Sponsors

- Amicus Horizon
- Jarmans Solicitors
- Gravesham Trophy Centre
- Mulberry Cottages
- The Net
- Unipet International





DRAFT CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

FOR THE YEAR ENDED 31 DECEMBER 2016

	Unrestricted funds 2016	Restricted funds 2016	Total funds 2016	Total funds 2015
	£000	£000	£000	£000
Income from:				
Donations and legacies	918	13	931	1,659
Other trading activities	129	-	129	91
Investments	86	-	86	63
Charitable activities	1,441	1,364	2,805	2,587
Other incoming resources	48	-	48	27
Total income	2,622	1,377	3,999	4,427
Expenditure on:				
Raising funds	432	-	432	405
Charitable activities	2,629	1,036	3,665	3,087
Total expenditure	3,061	1,036	4,097	3,492
Net income (expenditure) before investment gains:	(439)	341	(98)	935
Net gains on investments	107		107	
Net income (expenditure) before transfers:	(332)	341	9	935
Transfers between Funds	(83)	83	-	-
Net movement in funds	(415)	424	9	935
Reconciliation of funds:				
Total funds at 1 January 2016	5,820	7,309	13,129	12,194
Total funds at 31 December 2016	5,405	7,733	13,138	13,129
All activities relate to continuing operations.				

All activities relate to continuing operations.



DRAFT AUDITED BALANCE SHEET

AS AT 31 DECEMBER 2016

	2016	2016	2015	2015
	£000	£000	£000	£000
Fixed assets:				
Tangible assets		7,778		7,754
Investments		1,822		2,653
		9,600		10,407
Current assets				
Stocks	19		18	
Debtors	827		1,105	
Investments - short term deposits	2,601		1,501	
Cash at bank and in hand	584		662	
	4,031		3,286	
Creditors: amounts falling due within one year	(493)		(564)	
Net current assets		3,538		2,722
Net assets		13,138		13,129
Charity Funds:				
Restricted funds		7,733		7,309
Unrestricted funds		5,405		5,820
Total funds		13,138		13,129
Please note that figures are in thousands.				

FINANCIAL REVIEW

Kent Wildlife Trust recorded a draft surplus of £9,000 in 2016. This was better than the deficit that the Trust had budgeted. Income included £876,000 (2015 £895,000) in membership subscriptions. Income from charitable activities including membership subscriptions totalled £2,805,000 (2015 £2,587,000) and voluntary income amounted to £931,000 (2015 £1,659,000) which included £540,000 (2015 £955,000) in legacy income. We are very grateful for all donations and bequests made to the Trust, enabling us to continue the work for wildlife that we do.

Expenditure is contained and carefully monitored and staff and volunteers ensure that best value is obtained at all times.

The decrease in the value in the Trust's investment portfolio corresponds in an increase

in the value of short-term deposits as some investments were transferred on maturity. Income from investments amounted to £86,000 compared with £63,000 the previous year. All investments are monitored and managed by Trustees at Audit Committee and Council levels.

The figures shown above have been extracted from the draft Trustees report and audited financial statements for the year ended 31st December 2016 and are not the full statutory report and accounts. These figures are subject to final approval by the Trustees and sign off by the auditors. Once this has been completed in July 2017, they will be forwarded to the Charity Commission and Companies House. Copies of the signed report and accounts will then be available from our head office.

