

Thu 30/01/2025 08:31

Dear Colleagues,

This catch up will focus on the basics of our new five-year strategy and bring those who were not able to attend Staff Conference up to speed. I know that some staff really like to get stuck into the detail. Others are just happy to know that there *is* a strategy and that they fit into it. Below is a brief overview but with links to the main documents for those that would like to know more. We're looking at producing shorter at-a-glance version too as these are popular.

Our goal is clear

We want **everyone to be curious, knowledgeable, passionate, and caring about the environment**. Our mission is to create outstanding opportunities that inspire people to engage with and care for the environment.

These aspirations might seem simple but achieving them requires careful planning and effort. [Our new five-year strategy](#) focuses on four key areas of impact, called the **4Rs: Resilience, Reach, Recognition, and Recovery**. These represent the broad changes we aim to achieve to help us accomplish that goal. You can find out more and see what the 4Rs could look like in practice in my recent [Staff Conference Presentation](#).

To bring about these changes, we have identified 12 outcomes which are the benefits we aim to deliver. To achieve these outcomes, we will complete 31 outputs, which are the specific results of our planned actions over the next five years.

Everyone has a part to play

This might sound straightforward, but it's quite complex. Each year, we create a [Business Plan](#) outlining the activities and projects that we will focus on during the next 12 months. These are reflected in everyone's PDR so you can see where you fit into the bigger picture. The projects are performed alongside our regular work, and each project include multiple deliverables. In 2025 alone, we currently have planned around 160 projects, which are expected to result in around 1,000 deliverables that move us closer to our goal. Over the full five years, this strategy could involve over 800 projects, resulting in approximately 4,000 deliverables. In simple terms deliverables represent the specific products, services, or results that a project aims to deliver to its stakeholders. In essence, they are the "what" of the project.

Our ultimate goal may seem simple, but achieving it involves a wide-ranging and intricate programme of activities. The objectives in your PDR are linked to your centre or team plan, which in turn link to the business plan. So, you can see that every one of us has a crucial role to play in making it a reality. I hope that if the opportunity presents itself to get involved in a particular project you will take it up. It will help us achieve our goal and no contribution is too small.

Over the hills and far away

Last week, Amy Hopley from Millport, Sam Thompson from Nettlecombe and Preston Montford's Jon Calcraft and Charlotte Timerick successfully passed their Hill and Moorland Leader award. The assessment was kindly hosted by Rhyd-y-Creuau, and the candidates spent three days putting their navigational, leadership and peat bog wading skills to the test.

It was a challenging time with great resilience shown, particularly when they had to extract the Tourneo from a muddy verge after a long night navigation session. I hope you will join me in congratulating them on their fantastic achievement and wish them a lifetime of adventures in the uplands of the UK. Here they are, looking remarkably cheerful.



Updated Letterheads

With last week's news of our new Patron, the [templates](#) have been updated. Please remember to download templates to your own document folder first before typing your letter otherwise you end up sharing the contents with everyone. Yes, it still happens! We will be working our way through all our official documents and web pages and updating them as appropriate.

Amazon Vouchers

For those who were eligible for an Amazon Voucher last year, please don't forget that you need to redeem them. The email with all the details went out on 12th December. Once applied to your - or someone else's - Amazon account it will remain valid for 10 years.

There are no new starters this week. Previous catch ups can be found [here](#).

Best regards

Mark