

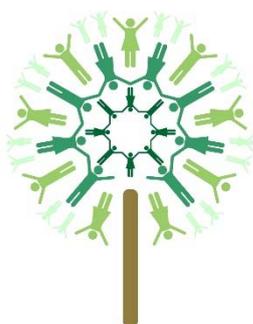
When both Crick Millennium and Jubilee Woods were instigated both shared the same objective and continue to do so since their respective management committees merged in 2017 to become Crick Woodlands, namely:

*“The charity’s objects are to provide and maintain a wood to be known as Crick Woodlands, which includes Crick Millennium Wood, Crick Jubilee Wood and ‘Friends of Cracks Hill’ for the benefit of the inhabitants of Crick and the surrounding area to be used for informal recreation, play or other leisure time occupation, a meeting area or place for community events and for any other lawful purpose consistent and for the general benefit of the community.”*

These objectives continue to be relevant to our overall Crick Woodland vision.

## Why have a vision?

Our **vision statement** explains the overall goal of the Woodlands Committee, and answers the simple question ‘Why are we here?’ and our answer is simple:



Crick Woodlands  
A community growing together

Registered Charity 1090645

### Vision statement: Crick Woodlands

- *Enhanced for and sustained by our community*
- *Accessible, engaging and educational*
- *Rich in wildlife*
- *‘Must-see’ places for all to enjoy and be proud of*

## Why have a strategy?

The vision is a goal and not the same as a **strategy**.

The **strategy explains how we are going to achieve and sustain our vision**.

As a high-level plan, a strategy is essential for clear and effective management planning and the vision is the end result.

The strategy also serves to help facilitate access to grant funding and support, by making clear the Crick Woodland aims.

## **Our strategic aims**

Based on our original objectives, we have been championing the following strategic aims since the inception of both Millennium and Jubilee Woods. This paper seeks to acknowledge the strategic aims we have been working toward. By making clear our strategy we will be able to provide a clear steer for future management committees.

It is also proposed that our strategy is regularly reviewed to ensure it remains relevant and effective in guiding the future management of our woodlands.

Our principle strategic aims are:

1. Creating and sustaining a community space
2. Enhancing the environment
3. Supporting wildlife

Underpinning and supporting these aims we must ensure:

- An effective management committee
- Adequate volunteers
- Appropriate funding
- Using suitable and effective equipment

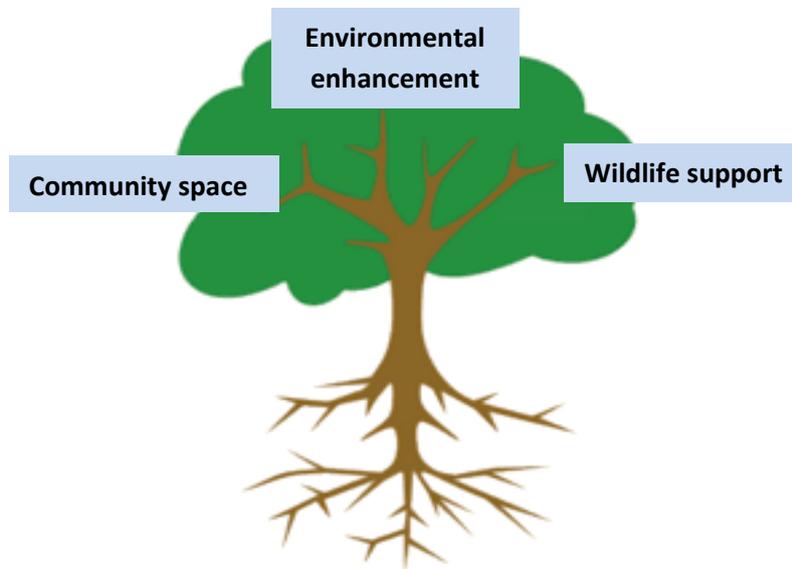
The following pages describe each of these in more detail.

## **Doing what is possible**

In proposing these aims we are mindful that we are all volunteers and that our time for woodland work is limited, typically to half a day once a week. What is proposed is therefore with this level of commitment in mind and what we believe is realistic and achievable.

### Strategic Aims

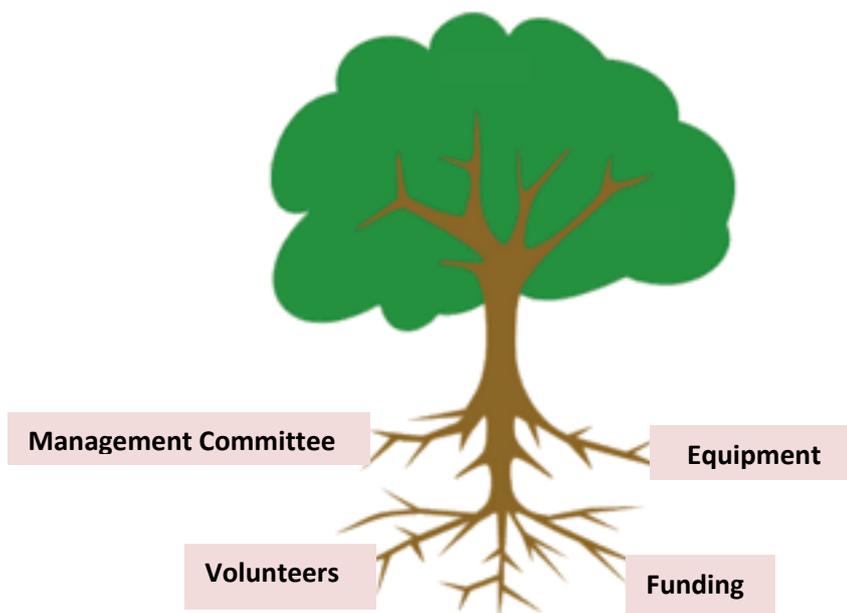
Our 3 strategic aims can be thought of as the branches of a tree that we are nurturing:



**Fig. 1**

### Supporting our aims

Underpinning and supporting our strategic aims are the following essential components, without which we cannot operate effectively:



These can be thought of as the roots of our tree, as without them we will not achieve our strategic aims; they support and enable the rest of our activities and plans.

## Our 3 Strategic Aims explained

Think of these as the branches of a tree that we are nurturing (see Fig. 1)

Creating and sustaining a community space	Enhancing the environment	Supporting wildlife
<p>This remains the guiding principle for the creation of the woodlands and was the principal aim described in the constitution of each woodland management committee.</p> <p>We will aim to:</p> <ul style="list-style-type: none"> <li>increase the use of our woodlands as community spaces for all to enjoy and look to support further use by schools, educational groups and organisations</li> </ul> <p>Each woodland provides community spaces for:</p> <p><b>Recreational use:</b> for visitors to explore, enjoy and improve their physical and mental wellbeing</p> <p><b>Educational use,</b> and outdoor activities and workshops for schools, groups and learners of all ages which enhance their appreciation of these community spaces</p>	<p>Trees remove carbon from the atmosphere, assisting our efforts to reduce the effect of global warming. The rate at which the trees take in carbon will increase as they age.</p> <p>We will aim to:</p> <ul style="list-style-type: none"> <li>maintain the woodland in good condition for the lifetime of our trees, and consider the benefit of replacing trees that fail to maintain the benefit of the carbon reduction they offer, or to allow the space this creates.</li> <li>manage the woodland in ways which mimic the natural process of plant, thin, fell and replant</li> <li>be strategic in our management of tree species to maintain appropriate biodiversity and achieve our Woodland goals</li> </ul>	<p>The woods provide new and important habitats for insects and plants and support wildlife.</p> <p>We will aim to:</p> <ul style="list-style-type: none"> <li>improve these habitats to better support new life and increase wildlife diversity</li> <li>practice organic and carbon-neutral activity to reduce negative or damaging effects on wildlife or the health of volunteers and visitors</li> <li>prevent the import of soil and other organic matter to avoid contamination by disease, insects and invasive species.</li> </ul>

**Underpinning components explained**

Think of these as the roots of the tree illustrated in Fig. 2

Management Committee	Volunteers	Funding	Equipment
<p>The <b>Management Committee</b> organises and manages its voluntary members, its obligations and assets and the woodlands it has created so these areas can be enjoyed by the local community.</p> <p>The Management Committee creates and supervises the implementation of actions plans to achieve its short, medium and long term objectives.</p> <p>We will aim to maintain an effective, committed and inclusive committee of members, so effective management of the woodlands is continued and can be handed on to each succeeding generation.</p>	<p><b>Volunteers</b> work in the woods and surrounding areas, maintaining them in good condition.</p> <p>Volunteers can be both regular and occasional and include members of the management committee and local companies such as Cummins of Daventry.</p> <p>Maintaining an effective volunteer force reduces the load on our funds.</p> <p>We will aim to encourage more volunteers, both occasional and regular, to take part in our woodland management and being part of a team which they enjoy contributing to and take pride in.</p> <p>Our aim is to create woodlands for the community and by the community.</p>	<p><b>Funding</b> by way of grants, sponsorship and donations both one-off and through the Local Lotto have enabled the management committee to meet its obligations, generate new woodland and to build a healthy financial reserve.</p> <p>We will aim to seek funding for which we qualify and continue our efforts to increase sponsorship and donations and look to generate other income streams (such as through the Woodland Carbon Code scheme) so that we continue to be well funded.</p>	<p>Necessary and appropriate <b>equipment</b> enables our volunteers to undertake their work effectively and safely.</p> <p>Examples are petrol-driven hedge trimmers, grass and brush cutters and our tractor.</p> <p>We will invest in training where necessary to operate equipment safely.</p> <p>Regular maintenance will help to ensure our tools remain effective and safe to use.</p>

## Our Logo

Our logo encapsulates much of the thinking behind our strategy; illustrating a tree formed by people joining together, with the tag line: a community growing together. We will use our logo to brand our communications and marketing materials and as a simple way to illustrate our strategy and vision.



Registered Charity 1090645