

# River Waveney Trust

Strategic Plan  
2024-29



RIVER  
WAVENEY  
TRUST



# About us

The River Waveney Trust is an environmental charity dedicated to improving and protecting the River Waveney, its tributaries and catchment situated in Suffolk and Norfolk.

Proud to be part of the **Rivers Trust** movement, we are one of 65 local river trusts across the UK and Ireland.

We work with a wide range of partners including government agencies and other organisations, individuals and local community groups with the aim of delivering a catchment-based and integrated approach to managing the River Waveney and the surrounding land.

Our local volunteer groups are essential for key aspects of our work. Meeting on a regular basis, they support our project work through citizen science projects, river management and carry out practical conservation work in the catchment.

Working in partnership underpins all we do to deliver effective environmental projects and ensure the river is there for all to enjoy.





# Our Vision



A River Waveney at the heart  
of our community where  
people, waters, and nature  
thrive



# Our Mission

We will protect, enhance and promote the health of the River Waveney for nature and people





# Our Values

The River Waveney Trust holds four key values that guide everything we do:

- Our ***people*** are professional, inclusive, and recognised for their individuality and creativity
- Our ***approach*** is ambitious and visionary, celebrating diversity, and involving collaboration and partnership
- Our ***delivery*** is informed by data, holistic and underpinned by honesty and integrity
- Our ***impact*** is grassroots, mindful, respectful and empowering





# Our Objectives

As we deliver our Mission during 2024-29, we have set three ambitious objectives for the River Waveney, its tributaries and the entire catchment. We will:

- Identify and deliver projects that reduce pollution and flooding, improve water quality, restore habitats and enhance biodiversity.
- Maintain and increase access to the river for the benefit of the public, including provision for anglers and paddle navigation, whilst ensuring the protection and restoration of habitat for wildlife.
- Create advocates for the river and build healthier communities by connecting people to their local natural environment.





# What success looks like

By 2029, we are aiming for progress in these headline areas:

- Cleaner and healthier water
- Delivery of natural flood management and river restoration schemes
- Delivery of bathing water project(s)
- Continuation and expansion of farm cluster
- Sustained advocacy for a healthy river and reduced pollution
- Continuation of citizen science initiatives
- Increased volunteer engagement
- Continued management of fallen trees for access and biodiversity
- Improved public access to and along the river
- Increased public profile of the River Waveney Trust
- Increased individual and corporate membership of the Trust
- Sound administration and finances including larger reserves





# How we will deliver

In striving to attain our vision for the river and catchment, we will keep our mission and values close to heart. We will prepare annual delivery plans, with appropriate performance indicators (KPIs), including the detail of how we will achieve the ambition of this strategy. We will:

- Work in partnership – for example through the River Waveney Catchment Partnership, and with key partners such as Rivers Trusts, water companies, Environment Agency, Broads Authority, local authorities, town councils and many others
- Work closely with farmers, other landowners, business and local communities
- Support and empower our volunteers
- Increase organisational capacity and resilience, for example: ensuring our staff team is the right size for our ambition , ensuring our board is skilled and strategic, building reserves, expanding communications





# Our strategy

Our strategy builds on the achievements of the River Waveney Trust since our founding in 2012. The need for a 2024-29 strategy has been given fresh urgency by the global climate and biodiversity emergencies, and grave concerns about water quality, but also by the passion that people have expressed for our river, and the desire for direct and practical local action.

Working with our partners, our members and the wider public is central to everything we do, so this strategy was developed in consultation with many stakeholders.

- We reached out to partners and funders, volunteer groups, businesses along the river, district and county councils, parish and town councils, farmers, angling clubs, canoe clubs and other community organisations.
- We published an online survey to invite feedback and draw inspiration, receiving over 200 responses.

This engagement confirmed that the top issues for our stakeholders are water quality, river restoration and biodiversity, and almost 100 percent of respondents supported our overall direction.





# Contact us

*Office address:*

Riverside Centre

Staithe Road

Bungay, Suffolk NR35 1BF

*Registered address with the Charity Commission:*

c/o Waveney Heritage Centre

Grove Road

Brockdish, Diss, Norfolk NR35 1BF

This strategy was formally adopted by the  
RWT Board of Trustees on 11<sup>th</sup> July 2024



[www.riverwaveneytrust.org](http://www.riverwaveneytrust.org)

[info@riverwaveneytrust.org](mailto:info@riverwaveneytrust.org)

Companies House no 08189846

Charity Commission no 1149960

