Strategy 2025-28

People. Landscape. Wildlife

YORKSHIRE DALES MILLENNIUM TRUST

Yorkshire Dales Millennium Trust is a charity doing big things to support people, landscape and wildlife in the Yorkshire Dales and surrounding areas.

This special area inspires us to be ambitious and we have always prided ourselves on being a 'doing' organisation that makes a practical difference.

Over the next three years we will need to work harder than ever before to tackle the overlapping crises of climate change, biodiversity loss and inequality in access to nature.

We know that we cannot do this alone. That is why our 2025-2028 Strategy is centred around building partnerships and enabling others to deliver with us.

Our Purpose:

To bring people together to care for, enhance and appreciate the unique qualities of the Yorkshire Dales and surrounding areas.

Why we need to act now



Inequalities in access to nature

The opportunity to access nature is not equal. In 2022 77% of visitors to the Yorkshire Dales National Park were over 45, 70% were in A,B,C1 social grades, 97% were white and only 10% had a long-standing health issue or disability.[1]



The climate emergency

2023 and 2022 were the hottest years on record in the UK.[4]

The climate emergency requires an unprecedented step-change in land use to help meet net zero carbon targets. In the Yorkshire Dales we have the potential to increase the scale and pace of nature conservation to combat the harmful effects of a changing climate.

Nature Recovery

Only 6% of the total land area of National Parks is currently managed effectively for nature[2], and an estimated 2,000 species may have been lost from Yorkshire in the last 200 years.[3]

The Yorkshire Dales is one of the last refuges for well over 100 nationally important species. We need to ensure it remains a place where species recover and are able to spread.

[1] YDNPA Visitor Survey (2022) [2] National Parks Health Check Report (2024) [3] State of Yorkshire's Nature report [4] www.statista.com

Our vision

A Yorkshire Dales with thriving communities, resilient landscapes and abundant wildlife that provides a sense of belonging and inspiration to everyone.

Our interlinking priorities over the next three years

People

Inspire people to visit, live sustainably and care for this special area

We will help to create an inclusive and welcoming Yorkshire Dales that is accessible to everyone. We will give people the knowledge and skills to create long-lasting connections between each other and this special area, with a focus on connecting young and underrepresented groups with nature.

Together with our partners we aim to:

- Tackle inequalities in access, with a focus on our most underrepresented communities.
- Create opportunities for young people to benefit from outdoor experiences and get employment in the environment sector.
- Enable local community groups and supporters to develop new skills and contribute to the. sustainable future of the area.

Landscape

Conserve and celebrate the landscape and heritage of the Dales

Our work will enhance the qualities that make our landscapes unique, providing funding and support that helps to maintain, restore and improve our outstanding natural and rural heritage.

We will build partnerships that increase the scale and pace of nature recovery making our landscapes more resilient to the harmful effects climate change.

Working with farmers, land managers and communities, we aim to deliver a range of benefits:

- Increase tree cover to create a more wooded and resilient landscape.
- Enhance and expand species-rich grasslands.
- Support ecological systems, including providing nature based solutions to reduce flood risk in our major cities.
- Restore our rich built and cultural heritage.

Wildlife

Protect and enhance the environment and wildlife of the Dales

We will support people to understand, restore and manage our nationally and internationally important habitats, with a focus on connecting small areas of priority habitat and increasing biodiversity.

As a trusted local charity, we aim to:

- Connect areas of habitat to create ‘stepping stones’ for wildlife.
- Enable people to take a leading role in creating nature-rich habitats for the future.
- Upskill and support volunteers to help monitor habitat biodiversity.
- Work with partners to support rare species.

Our approach

We create vital connections to this special area, helping people to take meaningful positive action through our projects, partnerships and grants programme.



How we work

Delivering projects

We deliver transformative projects for people and nature, and use our skills to enable other organisations to increase their impact.

Enabling others

We raise and distribute funds, providing flexible grants and support for innovative community led action where it's needed most.

Collaborative partnerships

We are firmly rooted in our communities and have a greater impact by joining forces with our partners.

Our values guide everything we do

Enabling

We make real, practical things happen and are approachable, collaborative and inclusive.

Creative

We thrive on new challenges and act with entrepreneurial spirit to make a positive difference.

Caring

We are passionate about supporting people, landscape and wildlife and are committed to being sustainable.

Honest

We always act with integrity and are open, clear and fair.

How we measure success

Essential to achieving our priorities are our measures of success, these are central to all of our projects.

Our measures of success

People

- More people from underserved communities accessing the Dales.
- Increased confidence, wellbeing, skills and understanding of our natural world.
- More young people working in the environmental sector.
- More people connected with nature and enabled to take positive action locally.
- Access to community green spaces is improved.
- Communities delivering their own projects through our grants programme.

Landscape

- Species-rich grasslands, woodlands, landscape trees and hedgerows expanded.
- Evidence of increased connectivity between habitats.
- Increase in carbon sequestration.
- More plastic is removed and recycled in our woodlands.
- More Land Managers are engaged in delivering environmental outputs.
- A reduction in the number of built and cultural heritage assets that are at risk.

Wildlife

- Increase in rarer native meadow plants and tree species.
- Opportunities for people to learn about the natural world are expanded.
- More small woodlands being managed for nature.
- Changes in biodiversity and species populations are monitored.
- The number of local provenance trees and wildflowers available for planting is increased.

Some of our key targets

Key targets

15 residentials
providing respite for those who need it most

21 Trainee & Apprenticeship
opportunities provided

2,000 people
from marginalised communities connected with the Dales

Key targets

600 people
engaged in woodland activities

120,000 plastic tree guards
collected and recycled

We will support the planting of

100,000 trees & shrubs
across many smaller schemes

Key targets

50 small woodlands
improved for nature

6 tree nurseries
developed with local communities

100 restoration schemes
delivered to make grasslands botanically richer

How we want to develop our work

Over the next three years, we will continue to invest in a highly skilled and passionate team to deliver our priorities and develop new areas of work.

People

- Develop a partnership led approach for improving access to the Dales for all groups.
- Focus on long term support for those most in need, upskilling community leaders to access the Dales independently.
- Reduce the carbon footprints of our communities.
- Review how we help young people to develop skills needed for an innovative climate response.

Landscape

- Lead on a new landscape scale partnership across 'Three Counties' in the Lune Valley.
- Support the creation of a Northern Meadow Forum to share knowledge and skills.
- Work with the protected landscapes to develop large scale projects.
- Build the capacity of our Long Preston Floodplain partnership to create a thriving, natural floodplain.

Wildlife

- Create more varied habitats for wildlife such as wood pasture and wildlife hedgerow.
- Increase support for 'Red Listed' species.
- Improve connectivity mapping to develop and measure success of projects.
- Help deliver Local Nature Recovery strategies.

Organisational priorities



Underpinning everything we do is a well governed, well managed organisation that is respected and understood, where staff feel valued and equipped to deliver our aims.

To ensure we can deliver the maximum charitable benefits to the region we will focus on some key areas over the next three years...

- Improve how we Monitor, Evaluate and Learn from our work to ensure maximum impact.
- Develop a flexible, 'unrestricted' grants scheme that helps to increase our capacity with partners.
- Reduce our carbon footprint, working to the Funders Commitment on Climate Change.
- Build on our strong reputation locally and in the environmental community, and continue to grow our network of influence outside these areas.
- Continue to build a sustainable mix of income streams, underpinned by exemplary stewardship.
- Continue our work with Investors in People to support staff wellbeing and development.