

# PROTECTING WILDLIFE FOR OUR FUTURE.

At Dugdale Nutrition we take great pride in our efforts to help the environment in any way possible.

As we take our environmental responsibilities seriously, we have recently become members of the Wildlife Trust for Lancashire, Manchester and North Merseyside.

The Wildlife Trust has over 765,000 members to date and is the UK's largest voluntary organization. With 135,000 members being part of the junior branch, we are extremely pleased to be part of such a worthwhile society, involving both adults and children who share an interest in conserving nature in their community.

The Trust focuses on volunteering, campaigns, education, community projects and protecting wildlife for the future. Over the past year, Mr Phil Dykes, the Reserve Manager, has hosted many events and activities in Clitheroe and its surrounding areas. These have involved all ages from 'Drakes & Ducklings' events with Ribblesdale Children's Centre to Walks with U3A groups.

Claire Kenny, the fundraising manager of the Trust says, "This involvement with residents and visitors to the area helps us to deliver our messages about caring for the environment and living sustainable lifestyles to protect our wildlife for future generations."

Key aspects of the Trust's work include:

- Land Management – Managing over 2000 acres of the region's most precious wild places in the form of 34 nature reserves.
- Community involvement – The Trust works with a wide range of community groups and individuals in both urban and rural areas, helping local people take action to regenerate their own environment.
- Education – With a pioneering Wildlife After School Programme (WASP) and superb education facilities at the Penwortham Environment Education Centre, the Trust places great emphasis on the importance of teaching the younger generation to understand and appreciate the natural world.
- Strategic Conservation – The Trust monitors all planning applications within its area and make comments where appropriate about the potential effect of the proposals on nature conservation. Providing advice to landowners, members of the public, farmers, businesses and local authorities.
- Promotion – The trust ensures that environmental issues remain on the public agenda through a variety of fundraising events, local and regional media exposure, a range of publications and visitor centres.

For more information on the valuable work the Trust do visit their website:

[www.lancswt.org.uk](http://www.lancswt.org.uk)

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