

English Transcript

We love birds and we love nature. We think everyone should be able to enjoy nature and its benefits, but we know there are barriers that prevent many people from doing so.

That's why we are breaking down these barriers by creating new ways for more people to get outdoors and enjoy birds, and to be part of our brilliant community of staff, volunteers, members and supporters. This is what inclusion means to us.

A more inclusive community will help us to secure a better future for birds and nature. Engaging with different perspectives, skills, experiences and creative ideas increases our chances of succeeding in our goal. So, inclusion benefits people and birds.

We will continue to support our community and welcome new people by:

- Developing our staff and trustees' understanding of why inclusion matters
- Ensuring the opportunities we create are welcoming to all
- Breaking down barriers and reaching out to those currently underserved by our sector
- Building new and exciting partnerships
- Celebrating our community of staff, volunteers, members and supporters.

We are taking action now, so that by 2030 we will reach our goal of being a more diverse and inclusive community where everyone is welcomed, valued and supported to contribute to our mission: achieving the greatest impact for birds and for people. Will you help us to achieve this goal?