



Annual Impact Report, May 2025

75 Media & Yorkshire Dales Millennium Trust



Registered Charity, No: 1061687 Company Limited by guarantee,
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www.ydmt.org

21 vulnerable people supported through our partnership



1125 tree dedications made through our partnership



1 hectare of meadow habitat set on the road to recovery



Since our partnership began in 2021, you have donated an incredible £18,640, supporting our work across multiple project areas.

A huge thank you from all at YDMT for enabling us to support people, landscape and wildlife!

We are so grateful to be working with you to deliver positive social and environmental impacts in the Dales and beyond!

YDMT 2025-2028 Strategy!

We're really excited to share our new 3 year strategy that will underpin our work as we adapt to changing needs and priorities. Over the next 3 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. We look forward to the prospect of renewing our partnership so you can continue to help realise our vision for a thriving Yorkshire Dales!

Our Purpose

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

Our Vision

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

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 nature², 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.

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 of 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 interlinking priorities over the next three years

Together for Trees Latest

We urgently need a practical and cultural response to re-connect people with nature in order to protect our woodland habitats for future generations, reduce the loss of our wildlife and combat climate change. With the support of 75 Media, Together for Trees is addressing this need and 2 years into our 3 year strategy, we have achieved so much, making significant progress against our 3 year targets:

Woodland Creation

- Working with 45 landowners to create a wide variety of woodlands across the Dales and Nidderdale.
- Planting 82,815 woodland trees across 66 hectares.
- Planting 13,522m of hedgerow, using 64818 hedge plants.
- Planting 107 landscape trees with 9 landowners.



Woodland Management

- Completed the development of our Woodland Management Plan template, piloting it in 3 woodlands.
- Written 9 management plans in partnership with landowners.
- Developed our woodland biodiversity monitoring survey ready for trialling this spring - we are leading the way with our evaluation of biodiversity, collaborating with partners to develop condition and baseline surveys.

Community Engagement

- Four community growing schemes up and running across the Dales, with 242 attendees engaged through 24 events including seed collection, germination box building and tree growing workshops.
- 41 tree planting events with 479 volunteers planting 15,000 trees - 165 of these volunteers were part of our outreach programme and were either young people or those facing disadvantage.
- We have successfully supported 4 woodland trainees with 3 moving onto full time roles in the sector.



Plastic Free Woodlands

- We continue to lead nationally on addressing the issues of single use plastics in woodland creation - we have now developed 24 recycling hubs across England, Wales and Scotland.
- New citizen science app launched to build a UK wide map of plastic guards needing removal to inform new recycling hub locations. 1.7 millions shelters have been mapped to date.

Restoring our Woodlands for Nature

Just 9% of England's native woodlands are in good ecological condition, primarily due to inappropriate or no management, and one third of all woodland species are in decline.

With the support of 75 Media, we are changing this story. Our project *Restoring our Woodlands for Nature*, will be a catalyst for change, inspiring innovative management in small woodlands, promoting the benefits for our wildlife and putting pressure on government and the forestry sector to do more. Here are some highlights from the past year of our project:

379 volunteers have engaged in woodland management activities, across 23 events (activities included: removing tree shelters, controlling invasive species, understory planting, identifying veteran trees)

5 training events on woodland management were held, for landowners and community groups, with 91 attendees.

Hosted three events to promote the project to woodland owners, highlight the benefits of improved woodland management, and update on available funding.

We have worked with 19 landowners to carry out woodland management work, and our management project as a whole has provided advice and guidance to a total of 70 landowners.

Last year, a total of 124,600kg or 124.6 tonnes of used tree shelters were recycled, and we interacted with 108 landowners.

Tube clearance with 75 Media volunteers as part of our Plastic Free Woodlands Project



Mark Corner, recently spoke about his work with YDMT. He owns The Hawes, a 35 hectare woodland, where 75 Media volunteers have carried out planting activities, contributing to the 5,000 supplementary trees planted in the last 3 winters. This has created a mixed aged structure, enhancing the biodiversity of the site and making it more resilient to climate change. The woodland now stretches across much of the fell to provide a vital habitat for wildlife and create interest in the landscape. Here's what Mark had to share with us:

75 Media under planting using non-plastic trial guards at The Hawes to create a varied age structure



“YDMT have pioneered a plastic tree guard recycling scheme and helped me remove thousands of redundant tree guards for recycling. They are masters at coordinating groups of volunteers to help with this physically demanding task and I have had the pleasure of hosting many such groups, including local environmental organisations, refugees, young people, and teams from local businesses.

YDMT has also funded and organised the planting of thousands of new trees to replace failed original planting. In doing so they have trialled a number of non-plastic guards which may offer a ‘greener’ alternative for future industry planting.

YDMT deserve all the support possible to help them deliver for the landscape, wildlife and people who live in or visit the Yorkshire Dales and for our environment more widely.”

Seed to Sapling Latest



With 75 Media's support, our Seed to Sapling project continues to put people at the heart of our woodland work. The project supports Dales communities to grow native saplings from local provenance seed and create their own woodlands. By creating a network of community experts to set up and sustain their own tree nurseries, the project is strengthening our efforts to develop a landscape richer in trees with more species diversity within the Yorkshire Dales and across our uplands.

Working together with communities across the Dales

This winter we celebrated the planting of the first trees grown from seed as part of our Seed to Sapling project! The two hazel saplings originated from seeds collected at Ivelet Wood, near Muker in Swaledale, where hazel trees have grown since the end of the Ice Age. Hazel was the dominant tree across Swaledale for thousands of years, and before the introduction of oil and plastic, was a key part of the local economy and culture, and it's likely that hazel trees will have contributed to the very soil in which the new saplings were planted.

Swaledale's tree growing scheme, a collaboration between YDMT, Sustainable Swaledale and the Reeth Community Orchard Group, was one of the first to get underway as part of our Seed to Sapling project, which is now in its third year.

Four schemes are now in operation, ensuring the right trees are available to plant in the Dales, including rare and threatened montane species that are well suited to the Dales but scarcely found nowadays and hard to source through commercial nurseries.



"The Gardening Group, Sustainable Swaledale and YDMT recognise the vital role of nature in our past, present and future for our health and well-being. I would like to thank YDMT for its continuing support and the Gardening Group for collaborating with us and hosting the tree planting event."

Rob McDonald of Sustainable Swaledale

"The planting of the first hazel saplings in Swaledale, was made possible by the commitment and practical efforts of our Sustainable Swaledale friends and the support of YDMT. We value and appreciate these partnerships, and our areas of mutual interest will only benefit and strengthen our relationships."

Chris Browne of Reeth Community Orchard Group

YDMT Woodland Trainees Update

Our first Woodland Traineeship was a huge success, with Chloe going on to join the Forestry Commission as a Development Woodland Officer, continuing her dream of becoming an Arborist. Matt continued the trend with a fantastic 12 months at YDMT leading to a job in the woodlands team at the Yorkshire Dales National Park Authority! With the support of 75 Media, we are continuing to address the shortage of young people coming into the forestry sector, with Aila and Olivia having been with us for the last 12 months. Very excitingly, Olivia recently started a new role as Woodland Officer for the Lake District National park. Here is what she fed back about her time with YDMT:

I've felt really supported throughout my time at YDMT, starting with Carol as my manager. She's always been there when I needed guidance, offering quarterly in-depth one-to-ones to make sure I felt confident in my role and had the support I needed. Carol's always approachable and more than happy to answer questions or offer advice whenever I've needed it (daily!). I've learned so much from her, especially when it comes to managing community members during our tree nursery events. Her support has been key in helping me navigate challenges and stay focused throughout this traineeship.

The woodlands team has been equally amazing. I've spent full days with Chris and Mike, learning about how our schemes and funding work, woodland management, and engaging with landowners. They've shared so much practical knowledge, and it's been invaluable to get that hands-on learning. Having Aila alongside me, as another trainee in the same position as me, has been a big plus too—we've been able to push each other and share the experience of the traineeship, which has been really encouraging.

The wider YDMT team has been just as supportive. Working with teams like Meadows, Green Futures, and Fundraising has given me such a well-rounded experience. I really appreciate that these teams have taken time out of their busy schedules to work with me and share their knowledge. It's made my time here even more enjoyable.



Hay Time Update

With the support of 75 Media, we continue to deliver vital meadow and pollinator work across the Yorkshire Dales & Forest of Bowland, helping to bring species rich grassland habitats back from the brink of extinction. Here's what we've been up to in the last 12 months:

- Engaged **21 landowners and managers** across the Yorkshire Dales National Park and Forest of Bowland National Landscape.
- Begun the restoration of **39.41 hectares** of grassland through appropriate management or the addition of locally sourced, native wildflower seed and plug plants, at a total of 27 different meadows.
- Delivered events, talks, training and volunteering sessions to **194 people**, helping more people to learn about and understand hay meadows, their importance, the restoration process and the wildlife that benefits from them.
- Expanded our team, with Eva joining as a **Community Conservation Officer**, adding capacity so we can do even more to support our wildflower habitats and pollinators.
- Distributed over **200kg seed** to be planted across the Yorkshire Dales, Nidderdale and Forest of Bowland.



Donor meadows at New Laithe and below, a community group supported by YDMT collecting wildflower seeds ready for propagation



Looking ahead: 2025-2028 Strategy

We've just finalised our Hay Time strategy for the next 3 years! Below are some of the key aims 75 Media will enable, as we work to **Restore, Protect and Celebrate** our grassland habitats.

Restore

Our restoration work will use locally sourced seed and plants to return degraded grasslands to wildflower rich meadows.

We will:

Deliver at least 100 schemes to restore or enhance meadows and other wildflower habitats, making grasslands in the local area botanically richer.

Develop a small-scale seed collection and growing project, with a focus on growing rarer species, upskilling volunteers and working in partnership with other organisations.

Protect

We will equip people with the knowledge and skills to successfully manage hay meadows.

We will:

Offer guidance and advice to at least 100 landowners through site visits, digital support and by writing meadow management plans.

Support farmers access funding, understand and identify botanical diversity and deliver nature friendly farming through 30 educational events.

Train 75 volunteers to carry out botanical surveys.

Celebrate

The public will be engaged with events and activities that raise awareness, enjoyment and understanding of species-rich meadows.

We will:

Deliver events that allow at least 500 people from different backgrounds and levels of knowledge to take in meadow themed activities.

Celebrate National Meadows Day annually with events that inspire and engage.

Create resources for exploring meadows in the local area.

Transforming a Littondale Meadow

75 Media's support for our Hay Time project enables stories like Earl and Judith's. After struggling to purchase a woodland in the Yorkshire Dales, they bought two fields in Littondale in the Spring of 2024, with a plan to plant trees on the land and create a woodland for future generations. However, the flat valley bottom of Littondale is perfect habitat for wading birds, including curlew. Trees provide the perfect perch for the predators of these rare birds, so tree planting is often restricted in these areas.

Luckily, hearing of YDMT's meadow work, Earl contacted YDMT with a plan to instead transform the fields into species-rich meadowland. After an initial site visit, and some soil testing to confirm the fields were suitable for restoration, a management plan was drawn up and the work was scheduled for the summer.

What Earl and Judith perhaps lack in land management experience they have made up for in enthusiasm. Judith has thrown herself into rebuilding damaged stretches of the dry-stone walls bordering the fields, while Earl has accompanied YDMT's Catherine Mercer, to survey the fields. This is a vital step in the restoration process, as it provides a baseline to look back on in future years and measure how the meadows are progressing.

Over summer, while Earl and Judith arranged for a neighbouring farmer to cut the meadows for hay and subsequently graze them, our meadows team got to work coordinating the brush harvesting of several donor meadows. A very wet summer, even by Yorkshire Dales standards, made both these tasks more difficult.



At the beginning of September, specialist contractors carried out the restoration. With the right management this work will set these fields on the road to becoming richer in botanical diversity, supporting a wide range of wildlife including pollinating insects, small mammals and ground nesting birds.

Earl recently shared with us:

“In hindsight we are glad that we were unable to find a small woodland for sale in the Yorkshire Dales! We are so pleased with our two fields in Littondale, which has long been one of our favourite places, and are more than grateful to YDMT in general and Catherine Mercer, the Hay Time Project Manager, in particular, for the guidance they have provided us with in our upland meadow restoration project.

We have been aware of the good ecological work that YDMT has been carrying out in the area for some time now and have been gratified to find out both how easy your organisation is to work with and how well you complement our ideas on the environment. With the scientific background that YDMT gives us, we feel much more confident in our aim of successfully creating an area of rich botanical diversity in the years to come.”

Community Outreach - Green Futures

We're so grateful for your ongoing support for our outreach work, enabling projects under Our Green Futures banner. The programme provides opportunities for people from diverse and vulnerable backgrounds to get outdoors in and around the Yorkshire Dales, developing new skills, forging connections and broadening relationships with each other and the natural world.

In the last 9 months, 9 groups have been introduced to the beauty of Nidderdale, with 170 people attending sessions at Brimham Rocks, Denton Moor and the Druids Temple on the Swinton Estate.

Better Place Bradford, Brimham Rocks

In June, we partnered with Better Place Bradford, who work to increase access to nature for young families. For our first trip to Nidderdale, we took families to explore the stunning Brimham Rocks.

For the 12 participants, including 7 children under 10, all from minoritised ethnic backgrounds and with limited access to green space at home, this trip was about being alongside people as they connected with nature and found a sense of belonging in this incredible landscape. It was a privilege to build on the work of Better Place's exploration of local parks and venture into a National Landscape like Nidderdale. We believe it opens up a new world – expanding nature from something sometimes overlooked to something vast and awe-inspiring.

This journey isn't just about expanding horizons, it's about breaking down barriers to nature and ensuring that everyone, no matter where they live, has the chance to experience its grandeur. At Brimham Rocks, we connected with the landscape's rich artistic history, creating scrapbooks with charcoal, ink stamps, wax rubbings, and leaf printing.

Bradford Young Carers, Denton Moor

The young people who attended face challenges with their caring roles. With this in mind ourselves and the Yorkshire Peat Partnership worked together to create a session plan that was both informative and allowed for a space and place for young people to relax and connect with nature.

We shared with the group the importance of moorlands, and how we are working to restore Denton Moor. We then spent the next hour walking up onto the Moor and discovering a landscape which most of the young carers had never experienced. We met some Sphagnum moss and had great fun enjoying the soft bouncy ground of the peat bog. While enjoying the bog, the young people identified different types of mosses and grasses and snacked on bilberries and crowberries, (bilberries were the firm favourite).

We then made our way to the Bog Bothy for a creative writing workshop, creating poems as they shared their experiences of the moorland and later visited transects and created artworks using purple moor grass, heather and bracken by smashing them into fabric.



"I enjoy the fact that my kids are happy. I have had some health issues and it has been so good to get out of the house and forget my worries. I have enjoyed seeing the children so happy and care free. It made me feel relaxed and calm."





A truly heartfelt thank you for support in the last year and since our partnership began in 2021, with your £18,640 of funding and volunteer support enabling YDMT to deliver big things for people, landscape and wildlife.

In the last 12 months alone, 17 volunteers from 75 Media and its clients have planted 500 trees and removed 1600 plastic tree guards for recycling - it's always a pleasure meeting the 75 Media team, engaging them with our partnership through hands on habitat creation and management work that delivers positive climate and biodiversity impacts.

We hope you have enjoyed the last year as much as we have and we look forward to our work together in the year ahead.

A HUGE THANK YOU TO ALL AT 75 MEDIA FROM EVERYONE AT YDMT!