

# BIODIVERSITY AND ENVIRONMENTAL EDUCATION SOCIETY (BEES)

England & Wales · Charity number 1187828

## Details

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**Other names** BEES

**Status** Registered

**Legal form** CIO

**Registered** 2020-02-07

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** 46 Pigeon Lane  
Fornham All Saints  
Bury St. Edmunds  
Suffolk  
IP28 6JP

**Phone** 07941674227

**Email** [info@beeanatureguide.org.uk](mailto:info@beeanatureguide.org.uk)

**Website** <https://www.beeanatureguide.org.uk>

## Activities

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**Objects:** FOR THE PUBLIC BENEFIT, TO ADVANCE THE EDUCATION OF THE PUBLIC IN THE ALL ASPECTS OF NATURE AND ENVIRONMENTAL PROTECTION.

**Activities:** Biodiversity and Environmental Education Society (BEES) charity is offering the UK's first comprehensive nature guide training course. The course will be taught outdoors and online covering topics in natural and human sciences. We aim to open broadly to the adult public and minimise cost to participants. It will run initially in Suffolk and Norfolk, with accredited nature guide certification.

## Classification

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- **How:** Provides Advocacy/advice/information
- **What:** Education/training
- **Who:** The General Public/mankind

## Geography

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- Norfolk
- Suffolk

## Finances

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Period end	Income	Expenditure	Assets	Employees
2024-12-31	£6,865	£1,023	-	-
2023-12-31	£480	£1,812	-	-
2022-12-31	£253	£1,595	-	-
2021-12-31	£8,389	£4,688	-	-
2020-12-31	£2,063	£1,171	-	-

## Trustees

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Name	Role	Appointed
<b>Dr Anneloes Martinsen</b>	Chair	2019-06-01
David Cammaerts		2019-06-01
Dr Lee Norman Fletcher		2020-07-14
Sam Rogers		2024-03-24

**BIODIVERSITY AND ENVIRONMENTAL EDUCATION SOCIETY (BEES)**

England & Wales - Charity number 1187828

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# Accounts

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# Annual Report 2024



**Biodiversity & Environmental  
Education Society**



# Report of the trustees for the year ending 31 December 2024

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**Biodiversity & Environmental  
Education Society**

Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK  
[www.beeanatureguide.org.uk](http://www.beeanatureguide.org.uk)

# Letter from the Chair

What a year it has been! Raising biodiversity and environmental awareness to protect our natural heritage is what we do at Biodiversity and Environmental Education Society (BEES). We are incredibly proud to have celebrated the successful conclusion of our first-ever 3-year nature guide training programme. In July 2024, our inaugural cohort of nature guides officially graduated, marking a significant achievement for our charity.

The graduation ceremony, which I had the pleasure of chairing, was a truly brilliant day. It was held in the beautiful setting of Shimpling Park Farm in Suffolk, where John and Alice Pawsey, farmers and owners of the site, welcomed our participants, teachers, and volunteers. It was a magnificent day that brought together our passionate participants, dedicated teachers, and invaluable volunteers. This gathering not only celebrated their hard work but also provided a unique opportunity to connect and deepen our understanding of sustainable and wildlife-friendly farming.



The BEE a Nature Guide course programme was born from a vision, and I could not be more delighted by the enthusiasm and commitment shown by everyone involved. I am immensely proud of our first graduated nature guides, who poured their passion into crafting insightful guided walks and written guides. They have not only mastered their subject but have also become powerful communicators, making vital knowledge about our natural world accessible and actionable for others.

By launching this network, we have successfully established a new generation of ambassadors for nature. This is a crucial step in raising biodiversity and environmental awareness, and I am excited to see our network and impact grow in the future.

On behalf of the charity, I want to extend a huge thank you to our teachers, volunteers, and trustees. Your commitment and expertise have been fundamental to this incredible project. Together, we have built the foundation for a greener future. Thank you for making BEES a success.

**Anneloes Martinsen**

# Our Ethos

## Our Values

### Accessibility

Our course is accessible to all members of the public over the age of 18 regardless of background. Existing knowledge or experience is not necessary, only enthusiasm, interest in the natural world and the willingness to learn. We provide a course programme that is financially accessible.

### Sustainability

We manage our resources effectively and efficiently whilst delivering value to the public. We are a charity that is socially, ethically and environmentally responsible. We value creativity and diversity.

### Quality

We provide a high-quality learning experience based on the most up-to-date scientific evidence and information. We welcome feedback and continuously endeavour to improve the content of our programme and maintain a high educational standard.

### Network and Partnership

We promote trust and bring people and communities together to create a strong network of nature guides and ambassadors for nature. We endeavour to cultivate partnerships and connect with other charities, organisations, community groups, and individuals involved in, and promoting, wildlife and environmental protection, education, and public interest to create an integrated and multidisciplinary network in line with our mission and vision.

### Passion

We are all passionate about nature and are committed to inspiring others to share our passion.

## Our Vision

Our vision is for all people to live in harmony with, and with respect to, all natural environments and the life forms which inhabit them.

We want a world where people are curious about nature and are able to enjoy it, where people are excited to obtain new knowledge, and where all have the opportunity to develop skills to better safeguard nature regardless of circumstance or background.

## Our Mission

To educate the public about all aspects of nature, to raise nature awareness and environmental issues, to give them tools to better protect our natural heritage.





# Reference and administrative details

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Address: 10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK

Trustee names at the end of 2024:

- Anneloes Martinsen, PhD (Chair)
- Lee Norman Fletcher, PhD
- David Cammaerts, MSc
- Laura Benstead, who was appointed for a two-year term in the course of 2023
- Sam Rogers, who was appointed for a two-year term in the course of 2024

Website: <https://www.beeanatureguide.org.uk>

Email: [contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)

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Anneloes Martinsen



Lee Fletcher



David Cammaerts



Laura Benstead



Sam Rogers



# Structure, governance, and management

The CIO’s governing document was first approved on 7th February 2020 and last amended on 2nd October 2020.

Since February 2024, BEES is governed by five passionate and dedicated trustees. During the course of 2024 BEES could also rely on the help of a small team of volunteers. Trustees were selected based on affinity, skills and experience, and passion for our cause. The chair holds a long-term friendship with one of the other trustees sharing the same passion and desire to create a network of nature guides throughout the UK. The relationship between trustees and volunteers within the organisation is genuine, friendly, and positive.

Because the charity is still in its infancy, day-to-day administration, financial planning and reporting were done by the trustees and working meetings were organised on a regular basis to keep track of progress and tasks to perform and deliver our objectives. Decisions during trustees’ meetings were made by the quorum (per our governing document, the quorum is two charity trustees, or the number nearest to one third of the total number of charity trustees, whichever is greater, or such larger number as the charity trustees may decide from time to time).



# Objectives and activities in the year

Biodiversity and Environmental Education Society (BEES) is a small charity aiming to grow national awareness and knowledge of nature and environmental issues through adult education: training and supporting all who love and are interested in nature to become skilled nature guides and go on to share their knowledge and enthusiasm with their friends, families, colleagues, and communities.

The objective of BEES is: “For the public benefit, to advance the education of the public in all the aspects of nature and environmental protection” (BEES Governing document).

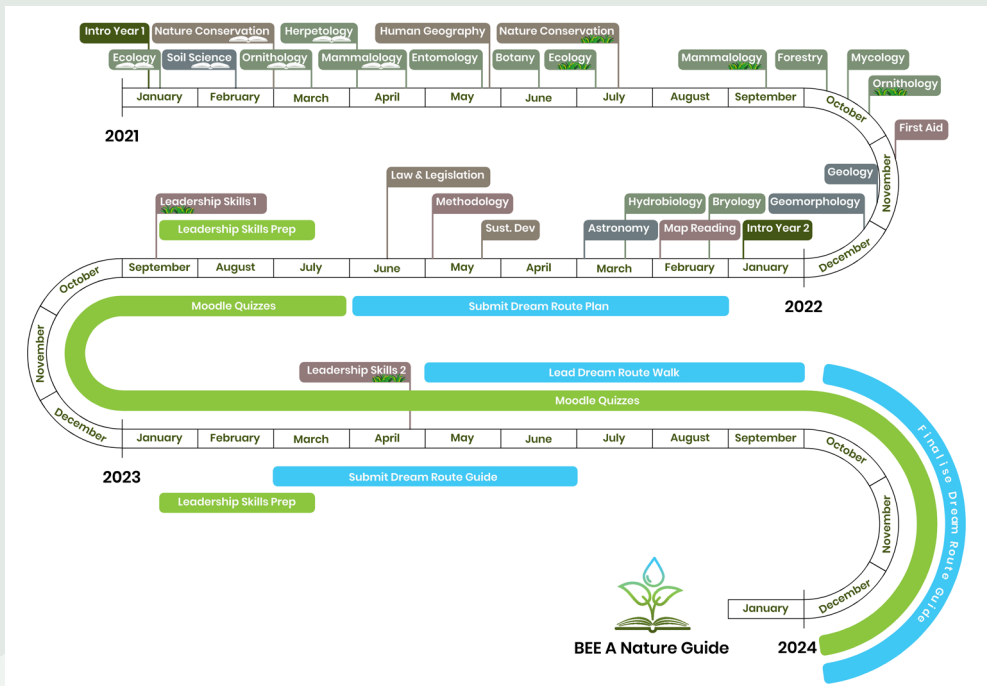
To do so, we have developed the first low-cost nature guide training course programme in the UK, starting in Suffolk and Norfolk.

The course programme runs over 3 years:

- a first year and a half of theory and practical courses covering in breadth and depth the many facets of the Natural Sciences – from Ecology to Astronomy, Mycology to Earth Sciences, and practical skills in leadership, nature guide methodology, first aid, and navigation (see all of our subjects on the following page)
- a second and third year to practice the participant’s newfound knowledge to foster confidence and leadership skills to lead their own guided walks

Further details about the course programme are available on our website <https://www.beeanatureguide.org.uk/the-course>.

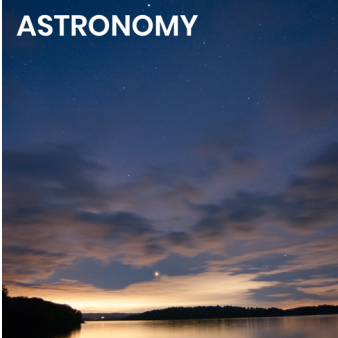
We provide a combination of **online theory** and **outdoor practical sessions**, led by our team of talented teachers, all recruited based on their skills and experience in their relevant fields – these span various backgrounds including academics and researchers, school teachers, naturalist society leaders, professionals, and other community experts.



We have developed an **online learning platform** using Moodle, a well-known educational course management system (CMS). Our Moodle learning environment is designed not only for online teaching sessions but also for self-training, including continuous access to session recordings, digital recreations of our written handbooks and other learning material, for interacting with participants and teachers through our BEEhive forum, and with the ultimate objective to develop a network of ambassadors for nature. During 2022 and 2023, we worked on the creation of quizzes for each of our course topics for our participants to test their knowledge and skills, and made them available for most of our subjects.

# BEE A Nature Guide - Subjects

ASTRONOMY



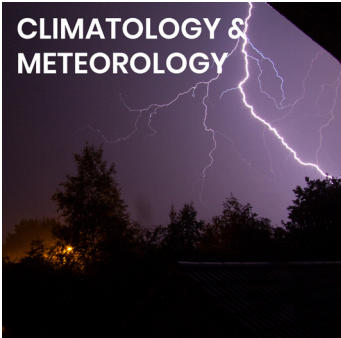
BOTANY



BRYOLOGY



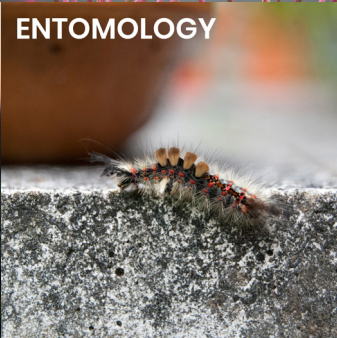
CLIMATOLOGY &  
METEOROLOGY



ECOLOGY



ENTOMOLOGY



FIRST AID



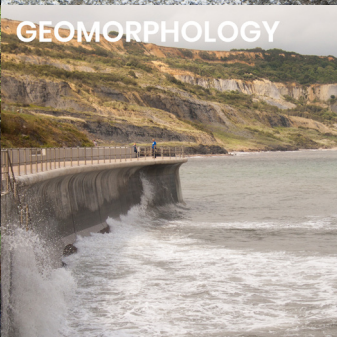
FORESTRY



GEOLOGY



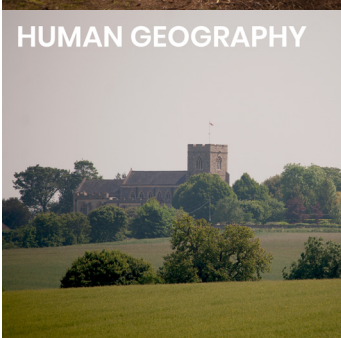
GEOMORPHOLOGY



HERPETOLOGY



HUMAN GEOGRAPHY



HYDROBIOLOGY



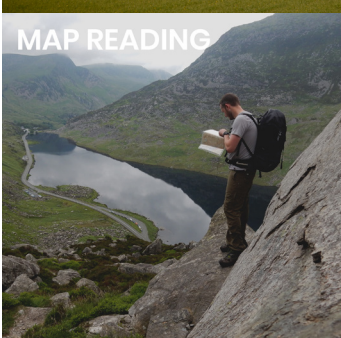
LAW & LEGISLATION



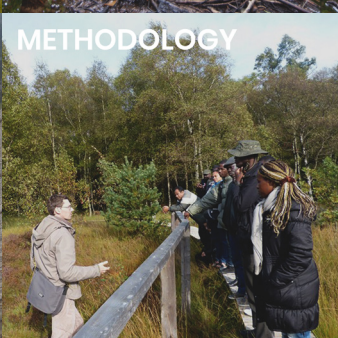
MAMMALOLOGY



MAP READING



METHODOLOGY



MYCOLOGY



NATURE  
CONSERVATION  
& MANAGEMENT



ORNITHOLOGY



SOIL SCIENCE



SUSTAINABLE  
DEVELOPMENT



During our outdoor activities, we visit various natural sites across the East of England — these may for example be sites looked after by the Wildlife Trusts, RSPB or Country Parks. Each outdoor session offers the opportunity for participants to learn more about the topics covered during the theoretical stages of learning and for our teachers to illustrate those theoretical concepts with observations made in natural environments.

A third major component of our course is to provide our participants with a **handbook for each subject**. The handbooks are written and edited by our trustees and volunteers, with help from the Cercles des Naturalistes de Belgique and our expert teachers. We design and publish a printed book for each participant, hand curated by our charity trustees and volunteers and printed using an eco-printer to limit our footprint. We also digitally transform the handbooks so they can be also accessible online through our Moodle learning environment.



Sample of our BEES handbooks

We believe that financial circumstance should not be a barrier to environmental education and try to ensure the course is kept as financially accessible as possible. As such, the fee to enrol on the course (£320 in 2021), does not cover the full operating costs of running the programme. The charity relies on fundraising and donations to make up the remainder. No additional charity funds are made from running the course and the fee offers substantial value for money given its breadth and depth, and combination of theoretical and practical training. Our vision is for the course to be able to be delivered free to those of financial hardship so anybody, regardless of their socioeconomic circumstances, may learn.

We also share knowledge with members of the public by providing articles on some relevant topics about nature on our website and facebook pages so that everyone can be informed.

**Statement by the charity trustees:**

**At the end of 2024, the charity did meet its objectives and complied with its duty to have due regard to guidance on public benefit as published by the Charity Commission.**

The charity enjoys collaborative links with fellow charitable organisations, the British Naturalist's Association and Cercles des Naturalistes de Belgique.



**BRITISH  
NATURALIST'S  
ASSOCIATION**

Founded 1905



**CNB**  
Cercles des Naturalistes  
de Belgique

Although new to the UK, our training model has been successfully pioneered by our partners in Belgium, the Cercles des Naturalistes de Belgique (CNB) registered charity in Belgium. They have trained about 10,000 ambassadors for nature since 1975. We are excited to bring this training method to the UK and help to develop and support a growing community of nature guides. Our course programme also receives the recommendation and support of the British Naturalist's Association (BNA), a registered charity in the UK since 1905. They are the national body for naturalists in the UK and have instituted graded membership to formally recognise specific levels of knowledge and achievement in the field of natural history to those who study and gain field skills both professionally and recreationally.



# Our achievements and performance in 2024

In 2024, we finished our training programme with our very first cohort of participants in both Suffolk and Norfolk. We reviewed their written guides early in the year and organised a graduation ceremony in July 2024, a major milestone for our charity. The graduation ceremony was a truly brilliant day. It was held in the beautiful setting of Shimpling Park Farm, in Suffolk, where John and Alice Pawsey welcomed our participants, teachers, and volunteers.



Presentation by Steven Rutherford FBNA, one of our teachers during the graduation ceremony at Shimpling Park Farm. Photo: BEES.

This event provided a wonderful opportunity for our participants, teachers, and volunteers to connect, share knowledge, and learn more about wildlife-friendly and sustainable farming practices. Our graduates have not only gained valuable knowledge but are now equipped to share their passion with their families, friends, and communities during their own guided walks.



Guided walk led by John Pawsey from Shimpling Park Farm on the graduation ceremony day. Photo: BEES.

Our first graduated nature guides dedicated their time and energy to creating guided walks and written reports that are filled with knowledge, passion, and a clear call to action to protect our natural world. Our trustees and teachers worked hard during 2024 to review their written guides and ensure they delivered them with high standards and quality.



Anneloes Martinsen, the Chair, receiving flowers from Laura Benstead on behalf of the charity during the graduation ceremony. Photo: BEES.

We now have successfully launched our network of nature guides and ambassadors for nature, a vital step in raising biodiversity and environmental awareness. We look forward to growing this network in the years to come.

We also successfully fundraise in 2024. We successfully obtained a £5,000 grant from a charitable trust in East Anglia who provides grants to registered charities with a particular focus on the natural environment. We also received a donation of £1,000 from Taylor Wimpey East Anglia. Finally, one of our participants also generously fundraised and ran for BEES at the Norwich Half Marathon on 24th November 2024 and raised £375.46 from members of the public.

We will still carry on looking at diversifying our fundraising strategy in the coming years to generate a more stable base of resources to support the charity.

Because of the size of the charity and despite having looked for more volunteers to help us run the charity and its activities, we were not able to start a second cohort of participants in Suffolk and Norfolk whilst carrying on with our first cohort in both counties. The interest in our BEE a Nature Guide Course programme is however still growing. Since we launched our first training programme (and after the closing date of our first course programme), 96 members of the public have registered their interest in our next course programme, all waiting for further instructions regarding the opening of a second cohort. It shows the necessity and importance of having an accessible course programme about biodiversity and natural history, especially in these times of climate change and urgency of protecting our natural heritage for us and future generations.



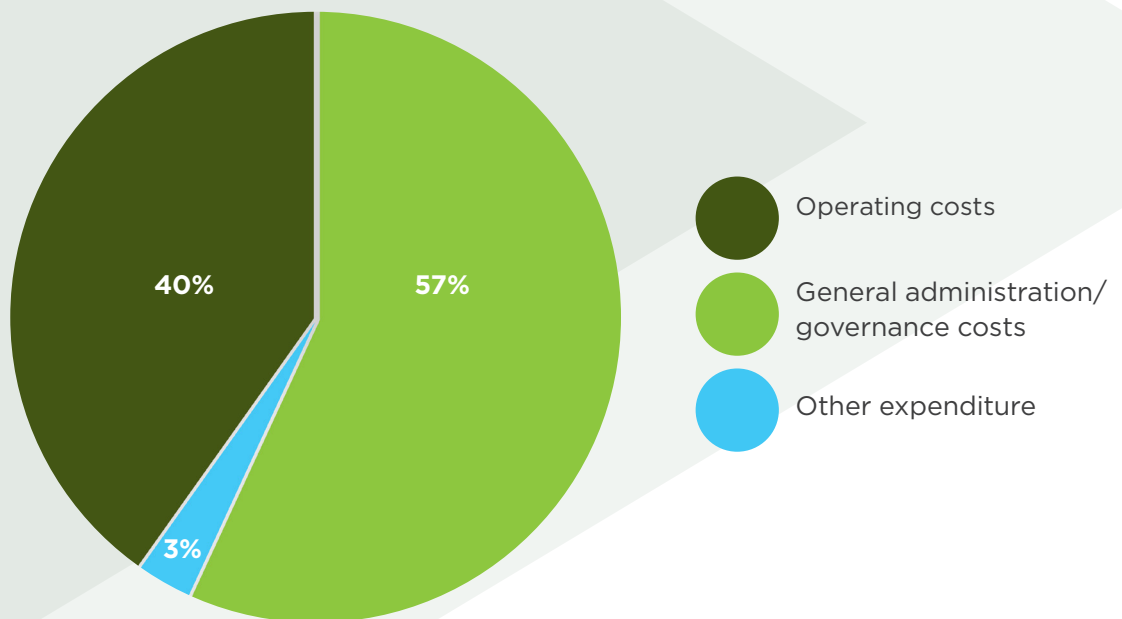
# Financial Review

At the beginning of 2024, we had £1,034 as open balance, income earned mainly from the BEE a Nature Guide course fees in 2021. The charity earned £6,865 during 2024 thanks to donations from a Charitable Trust, a private donor, and members of the public (see our BEES Receipts and Payments Accounts 2024).

100% of donations received go towards the operating costs of the course, including to help pay for the following:

- Production of course handbooks - these are designed, printed and bound in-house in order to keep costs, and our carbon footprint, as low as possible
- Cost of visiting wildlife sites - many of our outdoor practical sessions take place on land managed by other great organisations such as the Wildlife Trusts or RSPB. Making use of these fantastic sites for our course usually involves paying a fee or making a donation to those organisations
- Paying subject-expert teachers for their time holding lectures and teaching walks
- Cost of organising our graduation ceremony
- Equipment costs - to ensure participants get the most out of our sessions we purchase additional resources, such as identification guides, pond dipping/surveying equipment, digital microscopes, binoculars and hand lenses

We used £1,023 to pay for our operating costs, costs in relation to the delivery of our charitable activities (course material and equipment, and travel expenses), and for our general administration and governance costs (insurance, professional services, office costs, and the operating costs of our website).



At the end of 2024, we had £6,876 left on our bank account and PayPal account combined. We are holding £1,000 as designated funds (for ongoing website server fees, insurance and professional services) and classed by us not as reserve funds. We have a Reserve Policy in place stating that no funds should be held in reserve until all costs relating to present charity activity (i.e. relating to the current course cohort) are paid. The charity is currently in its infancy and therefore has very little funds to go towards a reserve.

The chair and trustees will prioritise raising funds in 2025 through private donations, grants or exploring other revenue streams.

## BEES Receipts and payments accounts 2024

For the Period from:		1/1/2024	To:		31/12/2024
Receipts	Amount		Payments	Amount	
	(to nearest £)			(to nearest £)	
Opening balance	£1,034		Operating costs		
Donations from members of the public	£865		Course material	£411	
Donations from funding body	£5,000		General administration/governance costs		
Donations from private body	£1,000		Insurance	£180	
			Professional services	£156	
			Website operating costs	£246	
			Other expenditure		
			Advertising and marketing	£30	
<b>Total:</b>	<b>£7,899</b>		<b>Total:</b>	<b>£1,023</b>	
<b>Closing balance:</b>	<b>£6,876</b>				

### Notes:

Our open balance (£1,034) slightly differs from closing balance from 2023 (£1,031) due to rounding up and down figures.



# BEES in numbers in 2024



Running our **1st** nature guide training course in the UK



We operate our course programme in **2** counties - Suffolk and Norfolk



The charity is run by **5** passionate and dedicated trustees



**8** volunteers gave up a bit (or more) of their time to help us raise environmental awareness during the course of 2024



The charity relies on **18** teachers to run the BEE a Nature Guide training course and pass on their knowledge to our participants



**26** participants were registered on the course in Suffolk and Norfolk



**96** members of the public registered their interest in the BEE a Nature Guide course since we launched our first training programme



By the end of 2024 we had **540** followers on facebook



At the end of 2024, we had **£6,876** in our bank account to deliver our charitable activities



## Looking forward

Our main goal for the moment is to settle and establish the course programme in Suffolk and Norfolk. However, we have long-term aims to expand and cover the whole of the UK. We will work towards developing partnerships and collaborations with other organisations and individuals to create a pool of teachers, venues, and volunteers in other counties necessary to establish and make the course programme accessible to members of the public in other regions of the UK.

Short-term objectives for 2025 are mainly to review our course programme, recruit volunteers and look at expanding our fundraising strategy to make the course programme for a second cohort a success from start to finish. Specifically, in 2025, we will be working on the following priorities:

- Reviewing and improving the course programme based on feedback from participants and teachers.
- Recruiting skilled volunteers to help the charity develop and meet its long- and short-term objectives. This also includes developing a proper volunteer management policy and selection process.
- Working on developing our social visibility and fundraising strategy.
- Starting a second cohort of participants.



Shimpling Park Farm, Suffolk, July 2024. Photo: BEES.



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**Biodiversity & Environmental  
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# Report of the trustees for the year ending 31 December 2023

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# Letter from the Chair

Raising biodiversity and environmental awareness to protect our natural heritage, is what we do at Biodiversity and Environmental Education Society (BEES). We launched our first nature guide training course in 2021 and we carried on our work with our first cohort of participants in Norfolk and Suffolk in 2023. This year again our participants had the opportunity to develop their teaching and leadership skills during our second leadership skills session in Knettishall Heath in Suffolk. The presence of one of our teachers, David Horsley, and Nick Acheson, a renowned naturalist and group tour leader, on the day to provide feedback and suggestions to our participants was a great help and made it a wonderful day.

In spring and early summer 2023, six of our participants made us proud and presented their very first guided walk as part of our assessment to become nature guides. I had the pleasure to attend them all and was amazed by the effort, passion and didactic manner they all led their group in a reserve they were keen to share.



It was another busy year for the team and assessors as well to finalise all our online quizzes, review and assess the Dream Route walks and guides. The quality of all these, reflects our commitment to delivering an exceptional learning experience for our participants.

As Chair of the organisation, I would like to thank David Horsley, our ornithology teacher for his help during the sessions but also behind the scenes, and Laura Benstead for joining our Trustee team. It is thanks to volunteers like them that our team can carry on the incredible work they are doing to make BEES a success.

I would also like to thank all our participants for attending and enjoying our sessions, and to those who led their very first guided walk to obtain their BEE a Nature Guide certificate. It is their contribution and enthusiasm that give sense to BEES and our mission to create a network of nature guides and ambassadors for nature to raise biodiversity and environmental awareness.

**Anneloes Martinsen**

# Our Ethos

## Our Values

### Accessibility

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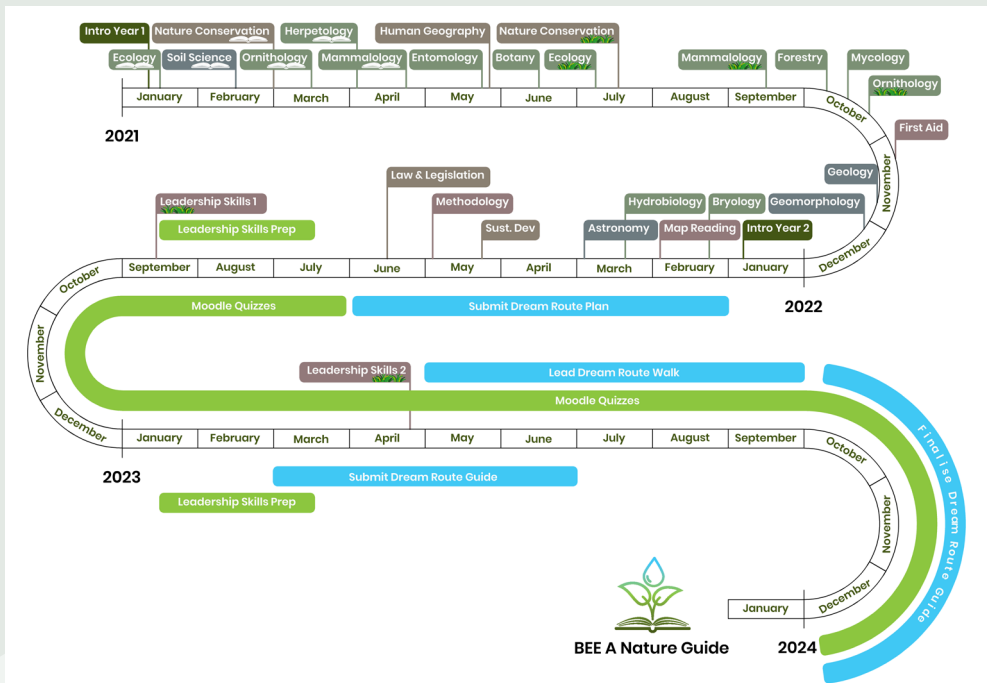
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- a first year and a half of theory and practical courses covering in breadth and depth the many facets of the Natural Sciences – from Ecology to Astronomy, Mycology to Earth Sciences, and practical skills in leadership, nature guide methodology, first aid, and navigation (see all of our subjects on the following page)
- a second and third year to practice the participant’s newfound knowledge to foster confidence and leadership skills to lead their own guided walks

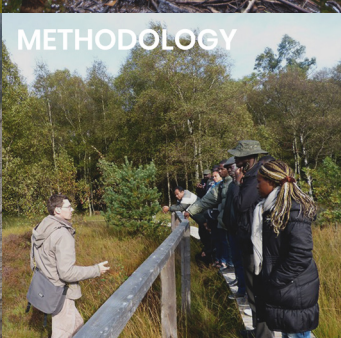
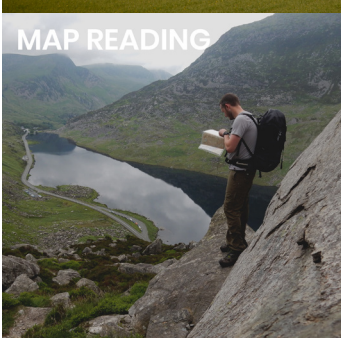
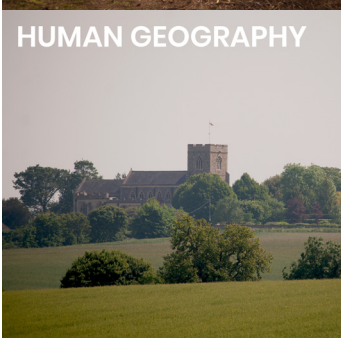
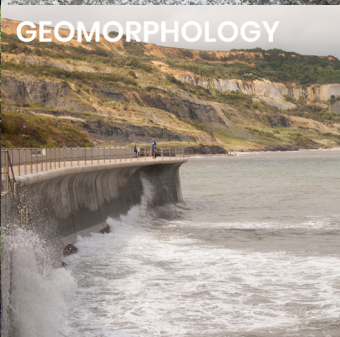
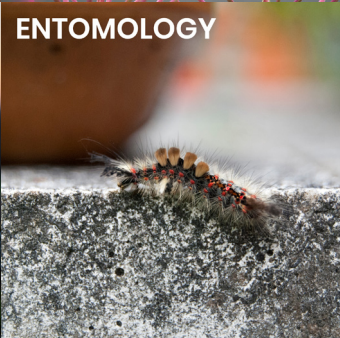
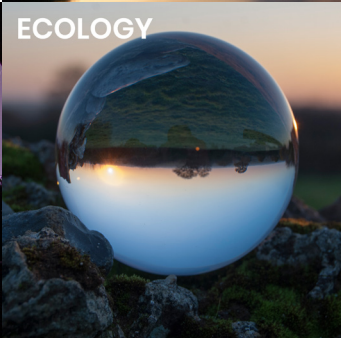
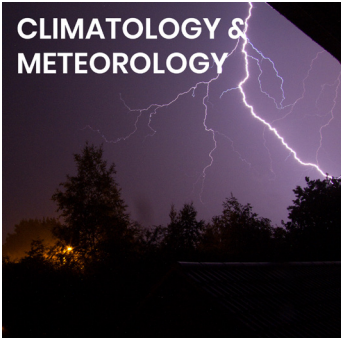
Further details about the course programme are available on our website <https://www.beeanatureguide.org.uk/the-course>.

We provide a combination of **online theory** and **outdoor practical sessions**, led by our team of talented teachers, all recruited based on their skills and experience in their relevant fields – these span various backgrounds including academics and researchers, school teachers, naturalist society leaders, professionals, and other community experts.



We have developed an **online learning platform** using Moodle, a well-known educational course management system (CMS). Our Moodle learning environment is designed not only for online teaching sessions but also for self-training, including continuous access to session recordings, digital recreations of our written handbooks and other learning material, for interacting with participants and teachers through our BEEhive forum, and with the ultimate objective to develop a network of ambassadors for nature. During 2022 and 2023, we worked on the creation of quizzes for each of our course topics for our participants to test their knowledge and skills, and made them available for most of our subjects.

# BEE A Nature Guide - Subjects



During our outdoor activities, we visit various natural sites across the East of England — these may for example be sites looked after by the Wildlife Trusts, RSPB or Country Parks. Each outdoor session offers the opportunity for participants to learn more about the topics covered during the theoretical stages of learning and for our teachers to illustrate those theoretical concepts with observations made in natural environments.

A third major component of our course is to provide our participants with a **handbook for each subject**. The handbooks are written and edited by our trustees and volunteers, with help from the Cercles des Naturalistes de Belgique and our expert teachers. We design and publish a printed book for each participant, hand curated by our charity trustees and volunteers and printed using an eco-printer to limit our footprint. We also digitally transform the handbooks so they can be also accessible online through our Moodle learning environment.



Sample of our BEES handbooks

We believe that financial circumstance should not be a barrier to environmental education and try to ensure the course is kept as financially accessible as possible. As such, the fee to enrol on the course (currently £320), does not cover the full operating costs of running the programme. The charity relies on fundraising and donations to make up the remainder. No additional charity funds are made from running the course and the fee offers substantial value for money given its breadth and depth, and combination of theoretical and practical training. Our vision is for the course to be able to be delivered free to those of financial hardship so anybody, regardless of their socioeconomic circumstances, may learn.

We also share knowledge with members of the public by providing articles on some relevant topics about nature on our website and facebook pages so that everyone can be informed.

**Statement by the charity trustees:**

**At the end of 2023, the charity did meet its objectives and complied with its duty to have due regard to guidance on public benefit as published by the Charity Commission.**

The charity enjoys collaborative links with fellow charitable organisations, the British Naturalist's Association and Cercles des Naturalistes de Belgique.



Although new to the UK, our training model has been successfully pioneered by our partners in Belgium, the Cercles des Naturalistes de Belgique (CNB) registered charity in Belgium. They have trained about 10,000 ambassadors for nature since 1975. We are excited to bring this training method to the UK and help to develop and support a growing community of nature guides. Our course programme also receives the recommendation and support of the British Naturalist's Association (BNA), a registered charity in the UK since 1905. They are the national body for naturalists in the UK and have instituted graded membership to formally recognise specific levels of knowledge and achievement in the field of natural history to those who study and gain field skills both professionally and recreationally.



# Our achievements and performance in 2023

In 2023, we were still running our first course programme with our very first cohort of participants in both Suffolk and Norfolk. As part of our course programme, we organise two leadership skills sessions where participants can practice leading a short stop on a predefined route. It is a great opportunity for them to deliver some of their knowledge in a familiar and friendly environment, receiving feedback from the other participants, from the trustees and teachers present. In 2023, we organised our second leadership skills session. David Horsley, our ornithology teacher, and Nick Acheson, a renowned naturalist and group tour leader, were there to help our participants, providing constructive feedback and suggestions to improve themselves.



River dipping led by one of our participants during our second leadership skills session at Knettishall Heath, Suffolk.

We really saw the impact and importance of our leadership skills sessions we organised in 2022 and 2023 in building up the confidence of our participants in leading a guided walk.

Six of our participants went for it and presented their very first guided walk in 2023 in a nature reserve they were familiar with and keen to share with us and other members of the public. They all did a great job and we received amazing feedback from the assessors who were invited to join the walk and assess our participants' performance.

Here is one of our assessor's comment: "I co-assessed with Anneloes her student Mark on his guided walk. He was very good, so much so that I assumed he must regularly do it in his role as a volunteer warden for the Wildlife Trust. But no, turned out he had shown people the Nightingales once, but had not led a natural history walk before, so credit to him, & to her BEES course & its tutors." Roger Tabor, President, BNA



Snapshots of our participants leading their very first nature guided walk. We went to Thorndon Country Park in Southwest Essex, to Fingringhoe Wick Nature Discovery Park in Essex, to Hickling Broad Nature Reserve in Norfolk, to Cockaynes Reserve in Essex, to Mill Green and Writtle Forest in Essex, and finally to Cavenham Heath in Suffolk.

In 2023, we also finalised our online quizzes for our participants to test their knowledge as part of our assessment to obtain their BEE a Nature Guide certificate.

2023 was not just about learning, it was also another fantastic opportunity to meet with our participants and some of our teachers, and to foster and build strong and friendly relationships with everyone. We are working towards the development of our network of ambassadors for nature, and future nature guides that will lead nature walks to raise nature and environmental awareness. The effect of any forms of communication from the BEES ambassadors for nature and nature guides through guided walks, conversations with family and friends or at work, is exponential, and training them can have positive long-term impacts on biodiversity. The more we learn about nature, the better we can protect it.

All trustees, volunteers and teachers worked hard during 2023 to ensure the charity could keep on delivering a course programme of high standards and quality.

We put all our energy and efforts into the course programme in 2023. We therefore did not have the time to apply for grants in 2023. We will look at diversifying our fundraising strategy in the coming years to generate a more stable base of resources to support the charity.

We however applied for and got nominated for a Norfolk Community Biodiversity Awards 2023, in the Groups category, organised by the Norfolk Biodiversity Partnership. We did not win on this occasion but it was a great opportunity for people to get to know BEES and for us to be part of such an event which was held at Norwich Castle Museum on 21st June 2023.



Logo of the Norfolk Biodiversity Partnership who runs the Norfolk Community Biodiversity Awards, and which were sponsored in 2023 by the Norfolk Wildlife Trust, National Trust, Gressenhall Environment Hub, ZSEA, Banham Zoological Gardens, Pensthorpe and Lanpro.

Because of the size of the charity and despite having looked for more volunteers to help us run the charity and its activities, we were not able to start a second cohort of participants in Suffolk and Norfolk whilst carrying on with our first cohort in both counties. The interest in our BEE a Nature Guide Course programme is however still growing. Since we launched our first training programme (and after the closing date of our first course programme), 80 members of the public have registered their interest in our next course programme, all waiting for further instructions regarding the opening of a second cohort. It shows the necessity and importance of having an accessible course programme about biodiversity and natural history, especially in these times of climate change and urgency of protecting our natural heritage for us and future generations.



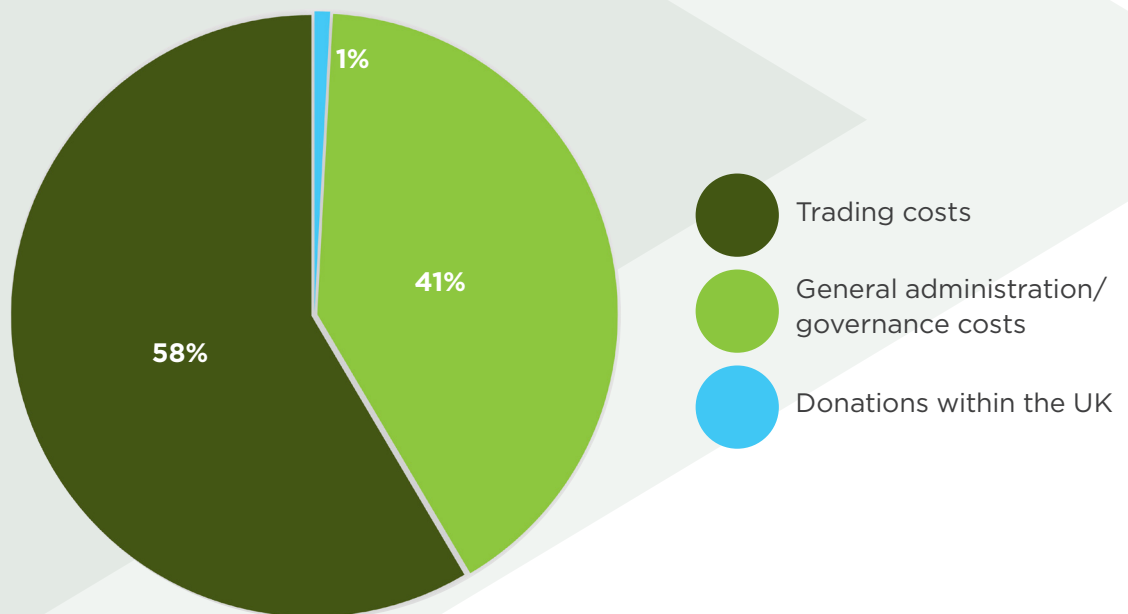
# Financial Review

At the beginning of 2023, we had £2,363 as open balance, income earned mainly from the BEE a Nature Guide course fees in 2021. The charity earned £480 during 2023 thanks to donations from members of the public (see our BEES Receipts and Payments Accounts 2023).

100% of donations received go towards the operating costs of the course, including to help pay for the following:

- Production of course handbooks - these are designed, printed and bound in-house in order to keep costs, and our carbon footprint, as low as possible
- Cost of visiting wildlife sites - many of our outdoor practical sessions take place on land managed by other great organisations such as the Wildlife Trusts or RSPB. Making use of these fantastic sites for our course usually involves paying a fee or making a donation to those organisations
- Equipment costs - to ensure participants get the most out of our sessions we purchase additional resources, such as identification guides, pond dipping/surveying equipment, digital microscopes, binoculars and hand lenses

We used £1,812 to pay for our trading costs, costs in relation to the delivery of our charitable activities (course material and equipment, and travel expenses), and for our general administration and governance costs (insurance, professional services, office costs, and the operating costs of our website), and for site visits donation.



At the end of 2023, we had £1,031 left on the bank account. We are holding £1,000 as designated funds (for ongoing website server fees, insurance and professional services) and classed by us not as reserve funds. We have a Reserve Policy in place stating that no funds should be held in reserve until all costs relating to present charity activity (i.e. relating to the current course cohort) are paid. The charity is currently in its infancy and therefore has very little funds to go towards a reserve.

The chair and trustees will prioritise raising funds in 2024 through private donations, grants or exploring other revenue streams.

## BEES Receipts and payments accounts 2023

For the Period from:		1/1/2023	To:		31/12/2023
Receipts	Amount		Payments	Amount	
	(to nearest £)			(to nearest £)	
Opening balance	£2,363		Trading costs		
Donations from members of the public	£480		Equipment	£488	
			Travel	£571	
			General administration/governance costs		
			Insurance	£180	
			Office costs	£86	
			Professional services	£320	
			Website operating costs	£152	
			Donations within the UK		
			Donation	£15	
<b>Total:</b>	<b>£2,843</b>		<b>Total:</b>	<b>£1,812</b>	
<b>Closing balance:</b>	<b>£1,031</b>				

### Notes:

Our open balance (£2,363) differs slightly from our 2022 closing balance (£2,359) due to rounding figures up and down.



# BEES in numbers in 2023



Running our **1st** nature guide training course in the UK



We operate our course programme in **2** counties - Suffolk and Norfolk



The charity is run by **4** passionate and dedicated trustees



**8** volunteers gave up a bit (or more) of their time to help us raise environmental awareness during the course of 2023



The charity relies on **18** teachers to run the BEE a Nature Guide training course and pass on their knowledge to our participants



**26** participants were registered on the course in Suffolk and Norfolk



**80** members of the public registered their interest in the BEE a Nature Guide course since we launched our first training programme



By the end of 2023 we had **536** followers on facebook



We had **£2,843** in our bank account to deliver our charitable activities



## Looking forward

Our main goal for the moment is to settle and establish the course programme in Suffolk and Norfolk. However, we have long-term aims to expand and cover the whole of the UK. We will work towards developing partnerships and collaborations with other organisations and individuals to create a pool of teachers, venues, and volunteers in other counties necessary to establish and make the course programme accessible to members of the public in other regions of the UK.

Short-term objectives for 2024 are mainly to carry on with delivering our nature guide training course to our first cohort of participants in Suffolk and Norfolk, to make the course programme a success from start to finish. Specifically, in 2024, we will be working on the following priorities:

- Reviewing and assessing our first participants' written guides as part of their final assessment to obtain their BEE a Nature Guide certificate.
- Organising a graduation event for our first participants.
- Reviewing learning outcomes for our first cohort, and improve where possible by further integrating andragogic principles.
- Asking for and receiving feedback from our participants and teachers to continuously improve ourselves and the course programme.
- Recruiting skilled volunteers to help the charity develop and meet its long- and short-term objectives. This also includes developing a proper volunteer management policy and selection process.
- Working on developing our social visibility and fundraising strategy.



Strumpshaw Fen nature reserve (RSPB, Norfolk)



Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
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[contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)



**BIODIVERSITY AND ENVIRONMENTAL EDUCATION SOCIETY (BEES)**

England & Wales - Charity number 1187828

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# Accounts

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# Annual Report 2022



**Biodiversity & Environmental  
Education Society**



# Report of the trustees for the year ending 31 December 2022

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### **Biodiversity & Environmental Education Society**

Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK  
[www.beeanatureguide.org.uk](http://www.beeanatureguide.org.uk)

# Letter from the Chair

Raising biodiversity and environmental awareness to protect our natural heritage, is what we do at Biodiversity and Environmental Education Society (BEES). We launched our first nature guide training course in 2021 and we carried on our work with our very first cohort of participants in Norfolk and Suffolk in 2022. Our team successfully delivered the next steps of our course programme, with learning sessions online and outdoors for our participants, including our nature guide methodology course with a brilliant outdoor session at Knettishall Heath led by the chairman of the British Naturalists' Association (BNA), Steven Rutherford. We organised our first leadership skills sessions in each county where our participants could practice leading a stop or two to the rest of the group in a site they were familiar with. The positive feedback from our participants made us realise how much they enjoyed the sessions and how important these sessions are for those who are not teachers by training and feel less comfortable with speaking to an audience, and so we decided to plan another session in 2023. We are continuously seeking feedback and taking all suggestions on board to improve our course programme.



As  
Chair of the organisation,  
I would like to thank one of our volunteers,  
Laura Benstead for joining us early in the year and  
helping out during the outdoor activities and with other admin  
tasks later on. She has been of great help, interacting with  
our participants, making sure they were happy, providing  
useful and relevant input during the sessions and ensuring  
everything run smoothly. It is thanks to volunteers like  
her that our team can carry on the incredible work they  
are doing to make BEES a success.

I would also like to thank all our participants for attending and enjoying our sessions, and to those who have jumped in and planned to lead their very first guided walk in 2023 to obtain their BEE a Nature Guide certificate. It is their contribution and enthusiasm that give sense to BEES and our mission to create a network of nature guides and ambassadors for nature to raise biodiversity and environmental awareness.

**Anneloes Martinsen**

# Our Ethos

## Our Values

### Accessibility

Our course is accessible to all members of the public over the age of 18 regardless of background. Existing knowledge or experience is not necessary, only enthusiasm, interest in the natural world and the willingness to learn. We provide a course programme that is financially accessible.

### Sustainability

We manage our resources effectively and efficiently whilst delivering value to the public. We are a charity that is socially, ethically and environmentally responsible. We value creativity and diversity.

### Quality

We provide a high-quality learning experience based on the most up-to-date scientific evidence and information. We welcome feedback and continuously endeavour to improve the content of our programme and maintain a high educational standard.

### Network and Partnership

We promote trust and bring people and communities together to create a strong network of nature guides and ambassadors for nature. We endeavour to cultivate partnerships and connect with other charities, organisations, community groups, and individuals involved in, and promoting, wildlife and environmental protection, education, and public interest to create an integrated and multidisciplinary network in line with our mission and vision.

### Passion

We are all passionate about nature and are committed to inspiring others to share our passion.

## Our Vision

Our vision is for all people to live in harmony with, and with respect to, all natural environments and the life forms which inhabit them.

We want a world where people are curious about nature and are able to enjoy it, where people are excited to obtain new knowledge, and where all have the opportunity to develop skills to better safeguard nature regardless of circumstance or background.

## Our Mission

To educate the public about all aspects of nature, to raise nature awareness and environmental issues, to give them tools to better protect our natural heritage.





# Reference and administrative details

Biodiversity and Environmental Education Society (BEES) is a registered charity in England and Wales (registration number: 1187828) since 7th February 2020. It is a charitable incorporated organisation (CIO), whose only voting members are its charity trustees – ‘Foundation’ model constitution.

Address: 10 Redshank Close, Haverhill CB9 OPB, Suffolk, UK

Trustee names at the end of 2022:

- Anneloes Martinsen, PhD (Chair)
- Lee Norman Fletcher, PhD, who was appointed indefinitely in the course of 2022
- David Cammaerts, MSc

Website: <https://www.beeanatureguide.org.uk>

Email: [contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)

Facebook: <https://www.facebook.com/BEE.a.nature.guide>



Anneloes Martinsen



Lee Fletcher



David Cammaerts



# Structure, governance, and management

The CIO’s governing document was first approved on 7th February 2020 and last amended on 2nd October 2020.

Since mid 2020, BEES is governed by three passionate and dedicated trustees and during the course of 2021 and 2022, BEES could rely on the help of a small team of volunteers. Trustees were selected based on affinity, skills and experience, and passion for our cause. The chair holds a long-term friendship with one of the other trustees sharing the same passion and desire to create a network of nature guides throughout the UK. The relationship between trustees and volunteers within the organisation is genuine, friendly, and positive.

Because the charity is still in its infancy, day-to-day administration, financial planning and reporting were done by the trustees and working meetings were organised on a regular basis to keep track of progress and tasks to perform and deliver our objectives. Decisions during trustees’ meetings were made by the quorum (per our governing document, the quorum is two charity trustees, or the number nearest to one third of the total number of charity trustees, whichever is greater, or such larger number as the charity trustees may decide from time to time).



# Objectives and activities in the year

Biodiversity and Environmental Education Society (BEES) is a small charity aiming to grow national awareness and knowledge of nature and environmental issues through adult education: training and supporting all who love and are interested in nature to become skilled nature guides and go on to share their knowledge and enthusiasm with their friends, families, colleagues, and communities.

The objective of BEES is: “For the public benefit, to advance the education of the public in all the aspects of nature and environmental protection” (BEES Governing document).

To do so, we have developed the first low-cost nature guide training course programme in the UK, starting in Suffolk and Norfolk.

The course programme runs over 3 years:

- a first year and a half of theory and practical courses covering in breadth and depth the many facets of the Natural Sciences – from Ecology to Astronomy, Mycology to Earth Sciences, and practical skills in leadership, nature guide methodology, first aid, and navigation (see all of our subjects on the following page)
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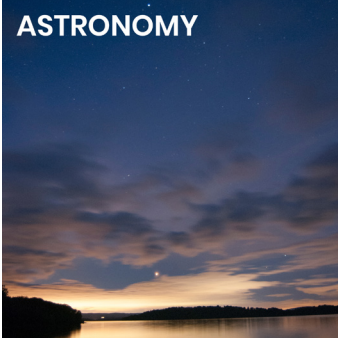
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# BEE A Nature Guide - Subjects

ASTRONOMY



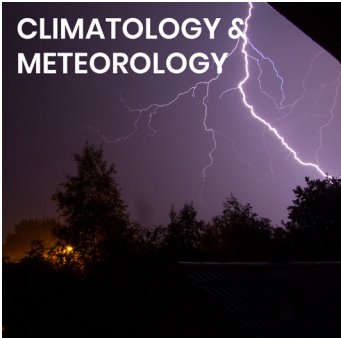
BOTANY



BRYOLOGY



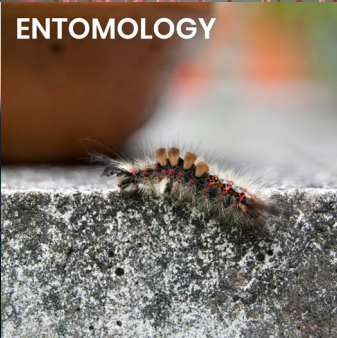
CLIMATOLOGY &  
METEOROLOGY



ECOLOGY



ENTOMOLOGY



FIRST AID



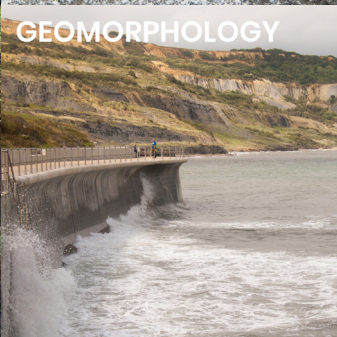
FORESTRY



GEOLOGY



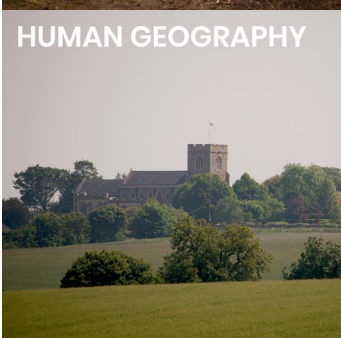
GEOMORPHOLOGY



HERPETOLOGY



HUMAN GEOGRAPHY



HYDROBIOLOGY



LAW & LEGISLATION



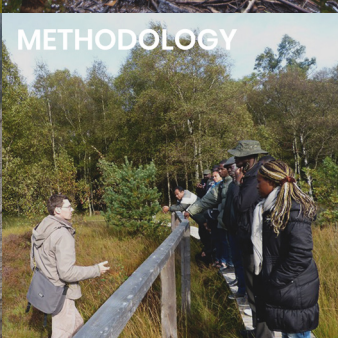
MAMMALOLOGY



MAP READING



METHODOLOGY



MYCOLOGY



NATURE  
CONSERVATION  
& MANAGEMENT



ORNITHOLOGY



SOIL SCIENCE



SUSTAINABLE  
DEVELOPMENT



A third major component of our course is to provide our participants with a **handbook for each subject**. The handbooks are written and edited by our trustees and volunteers, with help from the Cercles des Naturalistes de Belgique and our expert teachers. We design and publish a printed book for each participant, hand curated by our charity trustees and volunteers and printed using an eco-printer to limit our footprint. We also digitally transform the handbooks so they can be also accessible online through our Moodle learning environment.

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# 4

## Our achievements and performance in 2022

In 2022, we were still running our first course programme with our very first cohort of participants in both Suffolk and Norfolk. Due to COVID-19, we couldn't deliver all the course topics we had planned in 2021. We therefore delivered the remaining courses in 2022. Again, these were a combination of online and outdoor sessions. Some of our outdoor sessions involved awkward positions such as kneeling on the floor to have a closer look at mosses and lichens.



Looking at mosses (left) and chewing gum lichens (right) during our bryology outdoor session in St Helen's Picnic Site, in Santon Downham

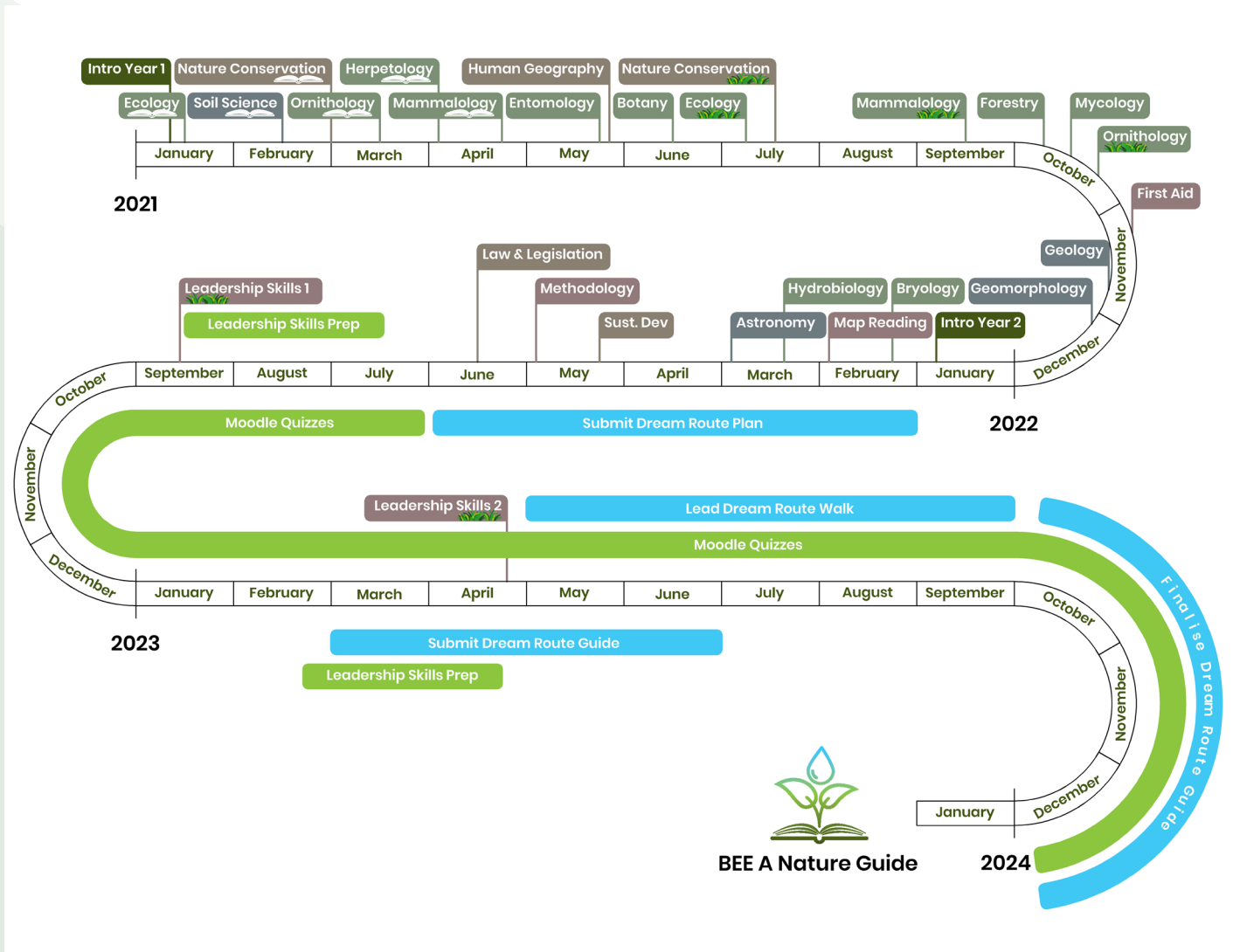
For our nature guide methodology course, we dedicated a full day of in-person indoor theory session and outdoor practical session with our teacher, Steven Rutherford, chairman of the BNA.



Our nature guide methodology course with indoor theory session at Hopton Village Hall (left) and outdoor practical session at Knettishall Heath (right)

We also organised our first leadership skills sessions in each county. Those sessions were intended for our participants to practice leading a stop along a predefined route, in front of their peers in a friendly and familiar environment. It was an opportunity for them to build up their confidence in talking in front of an audience and in managing time and the group. Our teachers and trustees present on the day provided useful feedback for them to take home.

During 2021 and 2022, our participants learned a lot about nature, biodiversity and environmental issues. They had the opportunity to practice and enjoy sharing their newfound knowledge during our leadership skills sessions. See below for more details about the course programme they followed:



2022 was not just about learning, it was also another fantastic opportunity to meet with our participants and some of our teachers, and to foster and build strong and friendly relationships with everyone. We are working towards the development of our network of ambassadors for nature, and future nature guides that will lead nature walks to raise nature and environmental awareness. The effect of any forms of communication from the BEES ambassadors for nature and nature guides through guided walks, conversations with family and friends or at work, is exponential, and training them can have positive long-term impacts on biodiversity. The more we learn about nature, the better we can protect it.

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We spent all our energy and efforts into the course programme in 2022. We therefore did not have the time to apply for grants in 2022. We will look at diversifying our fundraising strategy in the coming years to generate a more stable base of resources to support the charity.

Because of the size of the charity and despite having looked for more volunteers to help us run the charity and its activities, we were not able to start a second cohort of participants in Suffolk and Norfolk whilst carrying on with our first cohort in both counties. The interest in our BEE a Nature Guide Course programme is however still growing. Since we launched our first training programme, 70 members of the public have registered their interest in our next course programme during the course of 2021 (and after the closing date of our first course programme), and 30 more in 2022, all waiting for further instructions regarding the opening of a second cohort. It shows the necessity and importance of having an accessible course programme about biodiversity and natural history, especially in these times of climate change and urgency of protecting our natural heritage for us and future generations.



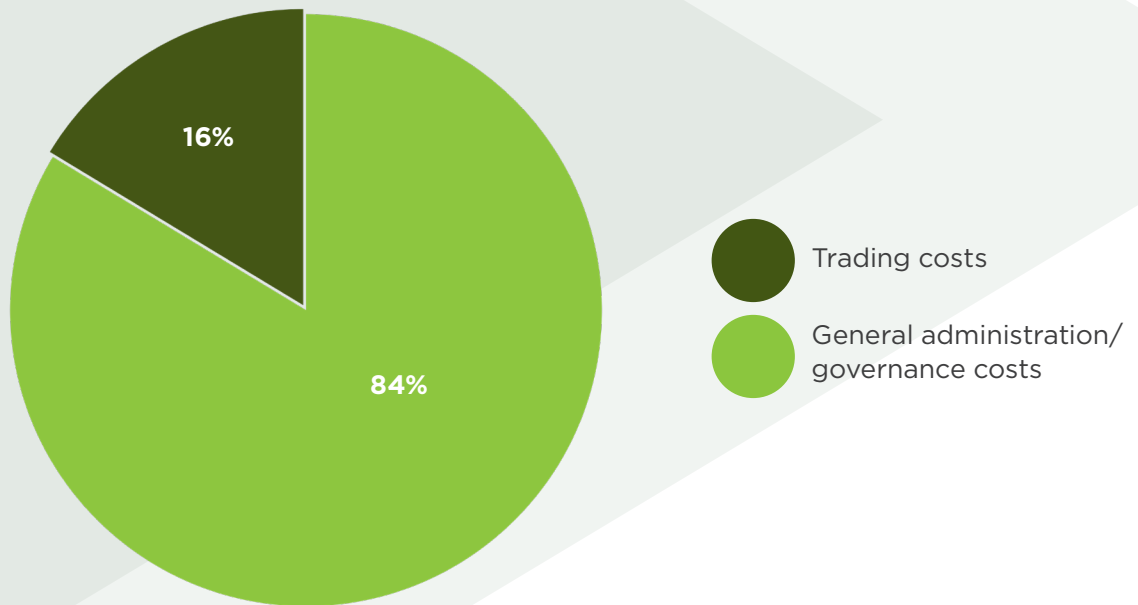
# Financial Review

At the beginning of 2022, we had £3,701 as open balance, income earned mainly from the BEE a Nature Guide course fees in 2021. The charity earned £253 during 2022 thanks to donations from members of the public (see our BEES Receipts and Payments Accounts 2022).

100% of donations received go towards the operating costs of the course, including to help pay for the following:

- Production of course handbooks - these are designed, printed and bound in-house in order to keep costs, and our carbon footprint, as low as possible
- Cost of visiting wildlife sites - many of our outdoor practical sessions take place on land managed by other great organisations such as the Wildlife Trusts or RSPB. Making use of these fantastic sites for our course usually involves paying a fee or making a donation to those organisations
- Equipment costs - to ensure participants get the most out of our sessions we purchase additional resources, such as identification guides, pond dipping/surveying equipment, digital microscopes, binoculars and hand lenses
- First aid training - our first aid course is provided by an external certified first aid training provider, who charge us for this service

We used £1,595 to pay for our trading costs, costs in relation to the delivery of our charitable activities (course material and equipment, and travel expenses), and for our general administration and governance costs (insurance, professional services, office costs, payroll, tax, and the operating costs of our website).



At the end of 2022, we had £2,359 left on the bank account. Of these funds, £1,259 will be used for costs relating to the current course cohort over their third year of the course programme. We are holding the remaining £1,100 as designated funds (for ongoing website server fees, insurance and professional services) and classed by us not as reserve funds.

We have a Reserve Policy in place stating that no funds should be held in reserve until all costs relating to present charity activity (i.e. relating to the current course cohort) are paid. The charity is currently in its infancy and therefore has very little funds to go towards a reserve.

## BEES Receipts and payments accounts 2022

For the Period from: 1/1/2022		To: 31/12/2022	
Receipts	Amount (to nearest £)	Payments	Amount (to nearest £)
Opening balance	£3,701	Trading costs	
Donations from members of the public	£253	Course material	£151
		Equipment	£78
		Travel	£32
		General administration/governance costs	
		Insurance	£179
		Office costs	£104
		Payroll	£707
		Professional services	£144
		Tax	£49
		Website operating costs	£151
<b>Total:</b>	<b>£3,954</b>	<b>Total:</b>	<b>£1,595</b>
<b>Closing balance:</b>	<b>£2,359</b>		



# BEES in numbers in 2022



Running our **1st** nature guide training course in the UK



We operate our course programme in **2** counties - Suffolk and Norfolk



The charity is run by **3** passionate and dedicated trustees



**14** volunteers gave up a bit (or more) of their time to help us raise environmental awareness during the course of 2022



The charity relies on **18** teachers to run the BEE a Nature Guide training course and pass on their knowledge to our participants



**26** participants were registered on the course in Suffolk and Norfolk



**100** members of the public registered their interest in the BEE a Nature Guide course since we launched our first training programme



By the end of 2022 we had **534** followers on facebook



We had **£3,954** in our bank account to deliver our charitable activities



# Looking forward

Our main goal for the moment is to settle and establish the course programme in Suffolk and Norfolk. However, we have long-term aims to expand and cover the whole of the UK. We will work towards developing partnerships and collaborations with other organisations and individuals to create a pool of teachers, venues, and volunteers in other counties necessary to establish and make the course programme accessible to members of the public in other regions of the UK.

Short-term objectives for 2023 are mainly to carry on with delivering our nature guide training course to our first cohort of participants in Suffolk and Norfolk, to make the course programme a success from start to finish. Specifically, in 2023, we will be working on the following priorities:

- Finishing the content of the course material for the remaining subjects
- Preparing, formatting, and printing out the remaining handbooks
- Organising and scheduling another leadership skills session per county
- Improving our online learning platform by adding quizzes for our participants to test their newfound knowledge, but also by creating activities and stimulating the interaction between participants
- Scheduling and attending our first participants' guided walks as part of their final assessment to obtain their BEE a Nature Guide certificate. This also includes reviewing their written guide
- Organising and scheduling the course programme for a second cohort of participants in Suffolk and Norfolk
- Reviewing learning outcomes for our first cohort, and improve where possible by further integrating andragogic principles
- Asking for and receiving feedback from our participants and teachers to continuously improve ourselves and the course programme
- Recruiting skilled volunteers to help the charity develop and meet its long- and short-term objectives. This also includes developing a proper volunteer management policy and selection process
- Working on developing our social visibility and fundraising strategy



Outdoor guided walk led by one of our teachers at Knettishall Heath, Suffolk Wildlife Trust.



Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
[www.beeanatureguide.org.uk](http://www.beeanatureguide.org.uk)  
[contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)



**BIODIVERSITY AND ENVIRONMENTAL EDUCATION SOCIETY (BEES)**

England & Wales - Charity number 1187828

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# Accounts

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# Annual Report 2021



**Biodiversity & Environmental  
Education Society**



# Report of the trustees for the year ending 31 December 2021

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## **Biodiversity & Environmental Education Society**

Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK  
[www.beeanatureguide.org.uk](http://www.beeanatureguide.org.uk)

# Letter from the Chair

2021 has been a challenging year for everyone, personally, professionally, emotionally, and physically. BEES charity wasn't spared either. But with the perseverance and dedication of our trustees and volunteers, we launched our very first nature guide training course, the first of its kind in the UK. Built from scratch with the support of two environmental organisations, the British Naturalist's Association (BNA) and the "Cercles des Naturalistes de Belgique" (CNB), we are proud to have gotten this high-quality nature guide training course off the ground despite COVID-19 and social restrictions. Our adult course programme is accessible to anyone with no prior background in sciences required, giving its participants the necessary knowledge and tools to be able to lead guided nature walks. We want to make education as accessible as possible to members of the public and pass on knowledge about all aspects of nature and wildlife conservation through topic-specific courses, well-designed handbooks and practical training sessions. Ultimately, we want to create a network of ambassadors for nature to soon offer a range of nature walks as part of a regular programme of the organisation accessible to any members of the public, including individuals, families, young and older adults.



As Chair of the organisation, I would like to thank our Trustees, Lee Fletcher and David Cammaerts, for their continuous trust in BEES and passion for educating people and raising environmental awareness. I would also particularly thank some of our volunteers who worked hard behind the scenes during 2021 and helped running the charity and delivering on its objectives. Our Trustee Support Officer, Sam Rogers has dedicated a tremendous amount of time, aside of his full-time job, to support the Chair and the charity, from copywriting, to wildlife photography and design of our wonderful handbooks, but also printing, stapling, binding the handbooks, and solving IT issues and helping with other admin tasks. I would like to express my sincere gratitude for his incredible help throughout 2021. Others have also helped behind the scenes to assist with the operations of the course programme and other important admin and financial duties.

But we wouldn't have been where we are today without our participants who trusted us and registered on our first nature guide training course in Suffolk and Norfolk! It has been a real pleasure to meet them online first and then in-person later in the year. A nice bunch of friendly and like-minded people, who are shaping our course programme with their feedback on the organisation and content of our course programme.

Thank you everyone for giving a sense to BEES and what we are trying to achieve to protect our planet, for us and our children.

**Anneloes Martinsen**

# Our Ethos

## Our Values

### Accessibility

Our course is accessible to all members of the public over the age of 18 regardless of background. Existing knowledge or experience is not necessary, only enthusiasm, interest in the natural world and the willingness to learn. We provide a course programme that is financially accessible.

### Sustainability

We manage our resources effectively and efficiently whilst delivering value to the public. We are a charity that is socially, ethically and environmentally responsible. We value creativity and diversity.

### Quality

We provide a high-quality learning experience based on the most up-to-date scientific evidence and information. We welcome feedback and continuously endeavour to improve the content of our programme and maintain a high educational standard.

### Network and Partnership

We promote trust and bring people and communities together to create a strong network of nature guides and ambassadors for nature. We endeavour to cultivate partnerships and connect with other charities, organisations, community groups, and individuals involved in, and promoting, wildlife and environmental protection, education, and public interest to create an integrated and multidisciplinary network in line with our mission and vision.

### Passion

We are all passionate about nature and are committed to inspiring others to share our passion.

## Our Vision

Our vision is for all people to live in harmony with, and with respect to, all natural environments and the life forms which inhabit them.

We want a world where people are curious about nature and are able to enjoy it, where people are excited to obtain new knowledge, and where all have the opportunity to develop skills to better safeguard nature regardless of circumstance or background.

## Our Mission

To educate the public about all aspects of nature, to raise nature awareness and environmental issues, to give them tools to better protect our natural heritage.





# Reference and administrative details

Biodiversity and Environmental Education Society (BEES) is a registered charity in England and Wales (registration number: 1187828) since 7th February 2020. It is a charitable incorporated organisation (CIO), whose only voting members are its charity trustees – ‘Foundation’ model constitution.

Address: 10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK

Current trustee names:

- Anneloes Martinsen, PhD (Chair)
- Lee Norman Fletcher, PhD
- David Cammaerts, MSc

Website: <https://www.beeanatureguide.org.uk>

Email: [contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)



# Structure, governance, and management

The CIO’s governing document was first approved on 7th February 2020 and last amended on 2nd October 2020.

Since mid 2020, BEES is governed by three passionate and dedicated trustees and during the course of 2021, BEES could rely on the help of a small team of volunteers. Trustees were selected based on affinity, skills and experience, and passion for our cause. The chair holds a long-term friendship with one of the other trustees sharing the same passion and desire to create a network of nature guides throughout the UK. The relationship between trustees and volunteers within the organisation is genuine, friendly, and positive.

Because the charity is still in its infancy, day-to-day administration, financial planning and reporting were done by the trustees and working meetings were organised on a regular basis to keep track of progress and tasks to perform and deliver our objectives. Decisions during trustees’ meetings were made by the quorum (per our governing document, the quorum is two charity trustees, or the number nearest to one third of the total number of charity trustees, whichever is greater, or such larger number as the charity trustees may decide from time to time).

# 3

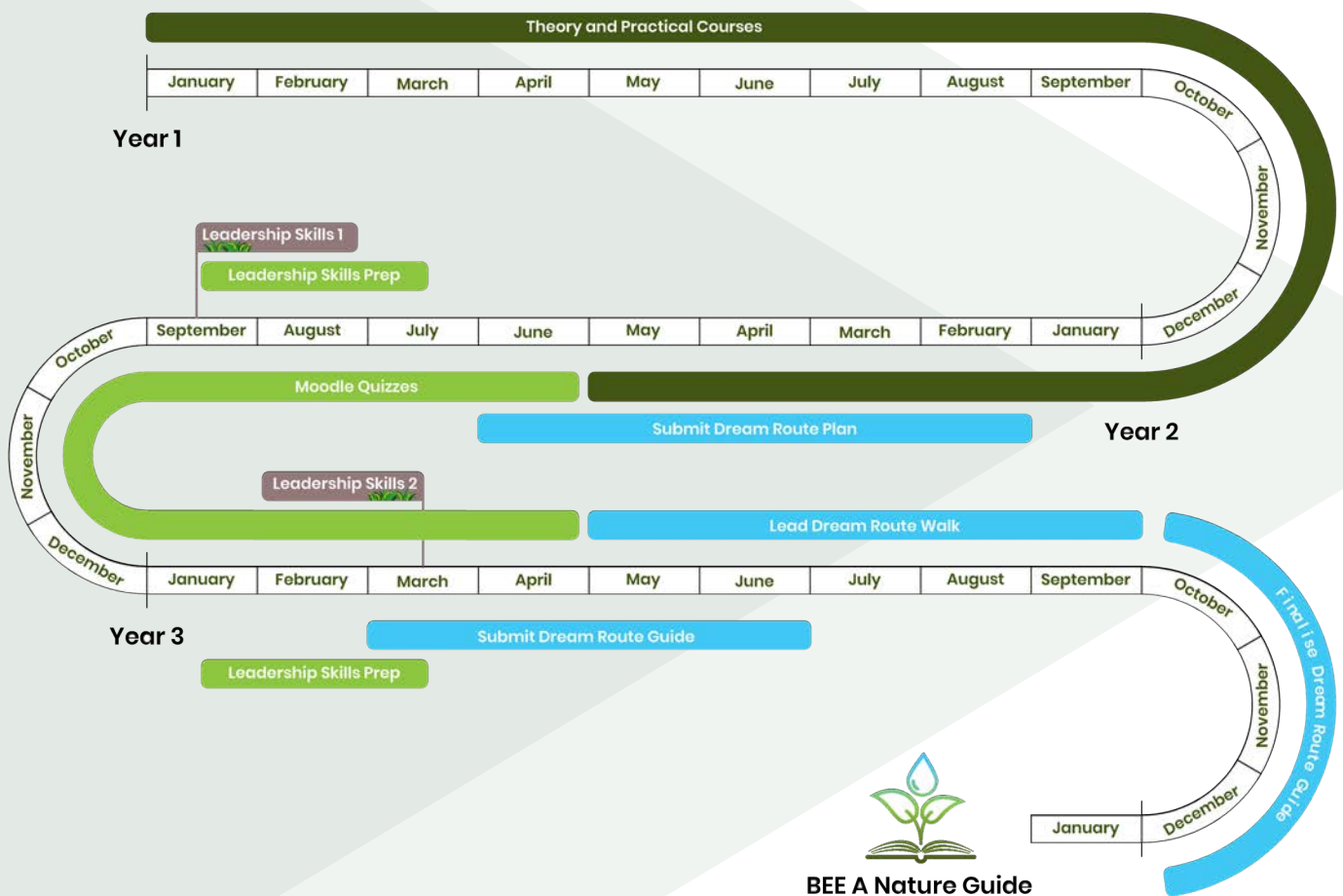
## Objectives and activities in the year

Biodiversity and Environmental Education Society (BEES) is a small charity aiming to grow national awareness and knowledge of nature and environmental issues through adult education: training and supporting all who love and are interested in nature to become skilled nature guides and go on to share their knowledge and enthusiasm with their friends, families, colleagues, and communities.

The objective of BEES is: “For the public benefit, to advance the education of the public in all the aspects of nature and environmental protection” (BEES Governing document).

To do so, we have developed the first low-cost nature guide training course programme in the UK, starting in Suffolk and Norfolk.

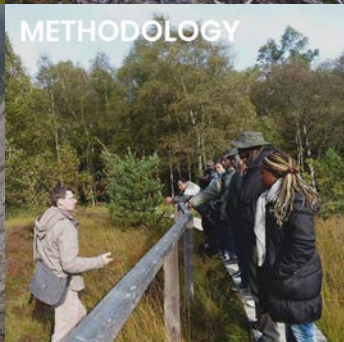
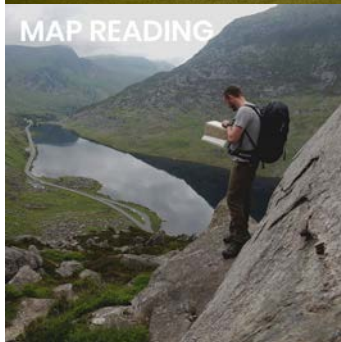
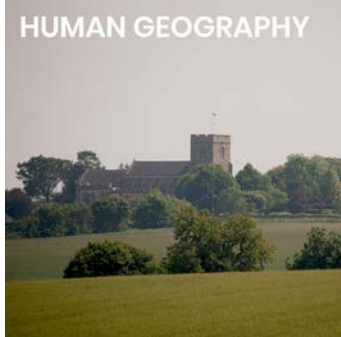
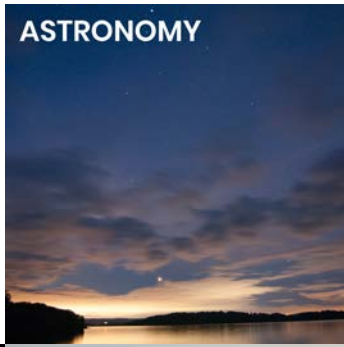
The course programme runs over 3 years:



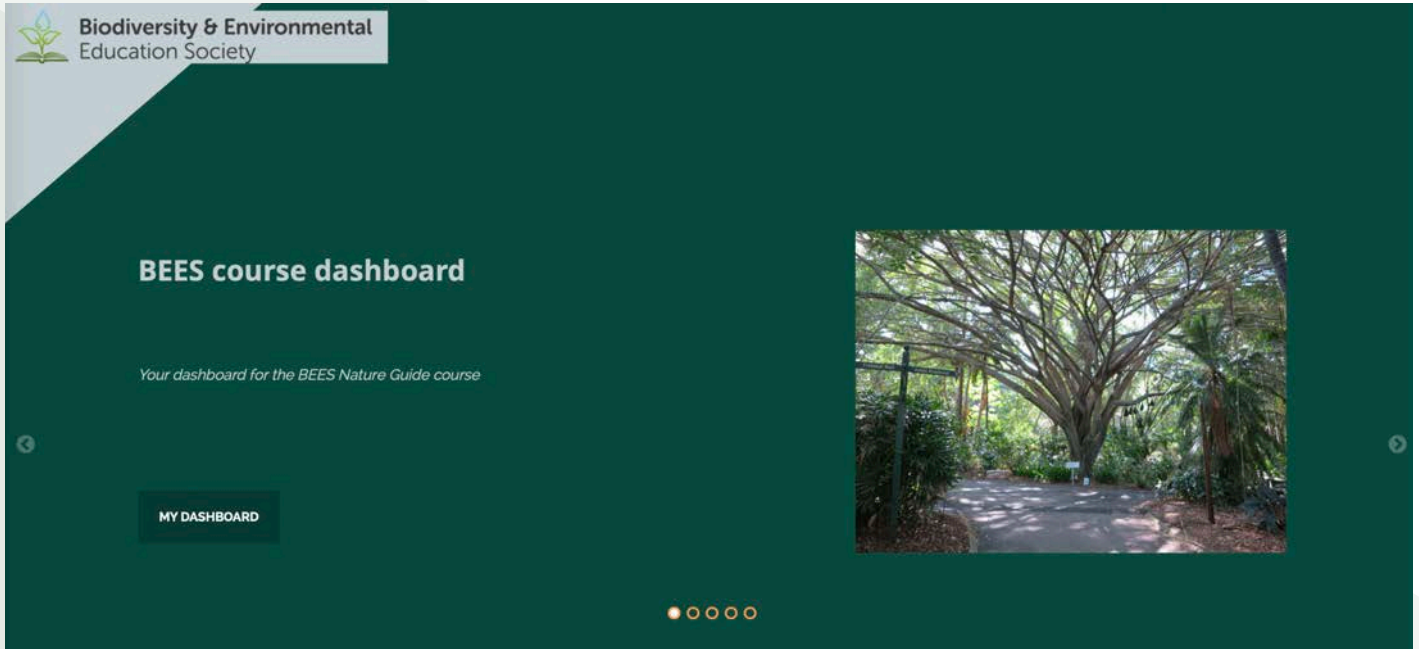
- a first year and a half of theory and practical courses covering in breadth and depth the many facets of the Natural Sciences – from Ecology to Astronomy, Mycology to Earth Sciences, and practical skills in leadership, nature guide methodology, first aid, and navigation (see all of our subjects on the following page)
- a second and third year to practice the participant’s newfound knowledge to foster confidence and leadership skills to lead their own guided walks

Further details about the course programme are available on our website <https://www.beeanatureguide.org.uk/the-course>.

# BEE A Nature Guide - Subjects



We provide a combination of **online theory** (initially planned as in-person, indoor sessions at local community locations but moved fully online due to COVID-19 constraints), and **outdoor practical** sessions, led by our team of talented teachers, all recruited based on their skills and experience in their relevant fields — these span various backgrounds including academics and researchers, school teachers, naturalist society leaders, professionals, and other community experts. We have developed an online learning platform (see figure of our dashboard) using Moodle, a well-known educational course management system (CMS). Our Moodle learning environment is designed not only for online teaching sessions but also for self-training, including continuous access to session recordings, digital recreations of our written handbooks and other learning material, for interacting with participants and teachers through our BEEHive forum, and with the ultimate objective to develop a network of ambassadors for nature.



The Dashboard of our online learning platform

During our outdoor activities, we visit various natural sites across the East of England — these may for example be sites looked after by the Wildlife Trusts, RSPB or Country Parks. Each outdoor session offers the opportunity for participants to learn more about the topics covered during the theoretical stages of learning and for our teachers to illustrate those theoretical concepts with observations made in natural environments.



Outdoor guided walk led by one of our teachers at Lackford Lakes, Suffolk Wildlife Trust.

A third major component of our course is to provide our participants with a **handbook for each subject**. The handbooks are written and edited by our trustees and volunteers, with help from the Cercles des Naturalistes de Belgique and our expert teachers. We design and publish a printed book for each participant, hand curated by our charity trustees and volunteers and printed using an eco-printer to limit our footprint. We also digitally transform the handbooks so they can be also accessible online through our Moodle learning environment.

We believe that financial circumstance should not be a barrier to environmental education and try to ensure the course is kept as financially accessible as possible. As such, the fee to enrol on the course (currently £320), does not cover the full operating costs of running the programme. The charity relies on fundraising and donations to make up the remainder. No additional charity funds are made from running the course and the fee offers substantial value for money given its breadth and depth, and combination of theoretical and practical training. Our vision is for the course to be able to be delivered free to those of financial hardship so anybody, regardless of their socioeconomic circumstances, may learn.



Sample of our BEES handbooks

We also share knowledge with members of the public by providing articles on some relevant topics about nature on our website and facebook pages so that everyone can be informed.

#### **Statement by the charity trustees:**

**At the end of 2021, the charity did meet its objectives and complied with its duty to have due regard to guidance on public benefit as published by the Charity Commission.**

The charity enjoys collaborative links with fellow charitable organisations, the British Naturalist's Association and Cercles des Naturalistes de Belgique.



Although new to the UK, our training model has been successfully pioneered by our partners in Belgium, the Cercles des Naturalistes de Belgique (CNB) registered charity in Belgium. They have trained about 10,000 ambassadors for nature since 1975. We are excited to bring this training method to the UK and help to develop and support a growing community of nature guides. Our course programme also receives the recommendation and support of the British Naturalist's Association (BNA), a registered charity in the UK since 1905. They are the national body for naturalists in the UK and have instituted graded membership to formally recognise specific levels of knowledge and achievement in the field of natural history to those who study and gain field skills both professionally and recreationally.



# Our achievements and performance in 2021

In January 2021 and early February 2021, we launched our first nature guide course programme with 11 and 15 adult participants in Suffolk and Norfolk respectively.

## Course material:

All trustees, volunteers and teachers worked hard during 2021 to ensure the charity could deliver a course programme of high standards and quality which is as accessible as possible to the adult public.

We worked hard on the preparation of the course material for our different topics. One of our volunteers helped with translating the course material received from our partner charity in Belgium from French into English. The trustees then started reviewing, editing, writing additional material, and adapting the content to the British wildlife, law and natural environment, and improving the course content to create a high-quality educational programme, with the help of our brilliant teachers. We maintained our partnerships with the CNB and the BNA, by meeting with them to discuss our progress and plans for the future. We are grateful for the continuous support of the CNB who have kindly provided their own course material to use as a basis for our own and for providing a lot of wildlife images to illustrate our course handbooks.

In 2021, we delivered the following course topics: ecology, soil science, nature conservation and management, ornithology, herpetology, mammalogy, botany, forestry, mycology, first aid (from a registered provider First Aid For Life (<https://firstaidforlife.org.uk>) delivering a three-year certificate), geology and geomorphology.

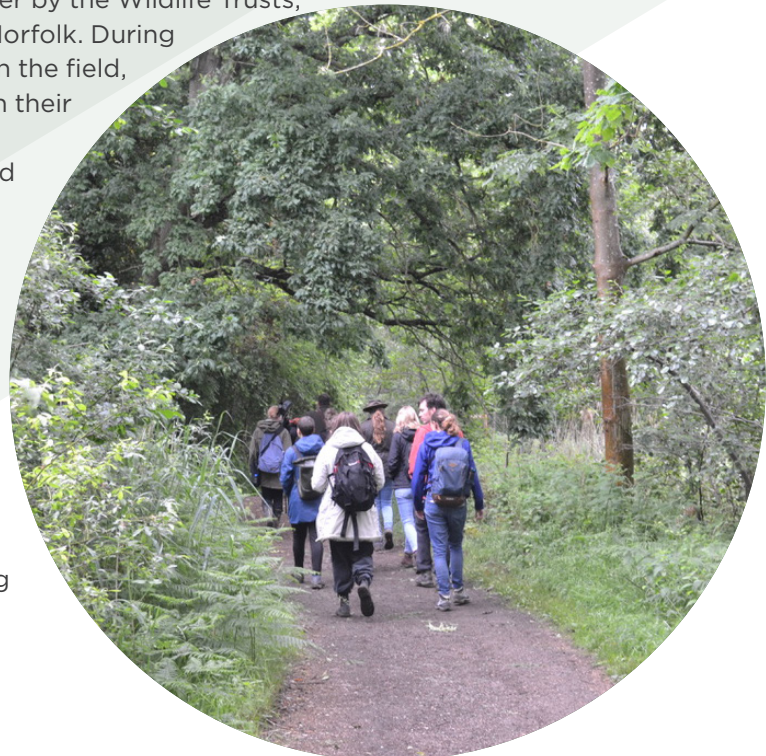
Half of our teachers volunteered to pass on their knowledge to our participants, in the form of an online lecture and for most of them through an outdoor practical sessions. But all worked hard and on a voluntary basis to prepare the course content and material.

Due to the COVID-19 pandemic, we started the course programme fully online using an online learning platform that we developed from scratch in 2020. We had to be creative during the lockdowns and for instance we sent boxes with soil samples and a pH kit to the participants for use during the online practical session of soil science.

As the government restrictions were lifted, we finally met in-person and resumed the outdoor activities, visiting various natural sites being looked after by the Wildlife Trusts, RSPB or Country Parks in both Suffolk and Norfolk. During those practical sessions, participants learnt in the field, discovering or rediscovering natural places in their county, becoming more aware of their close environments and why it is crucial to help and protect every little piece of nature.

Some of our volunteers helped us with the preparation of the course programme (course material content, design, or operations), and the running of our activities by moderating our online sessions and assisting the teachers during the outdoor practical sessions.

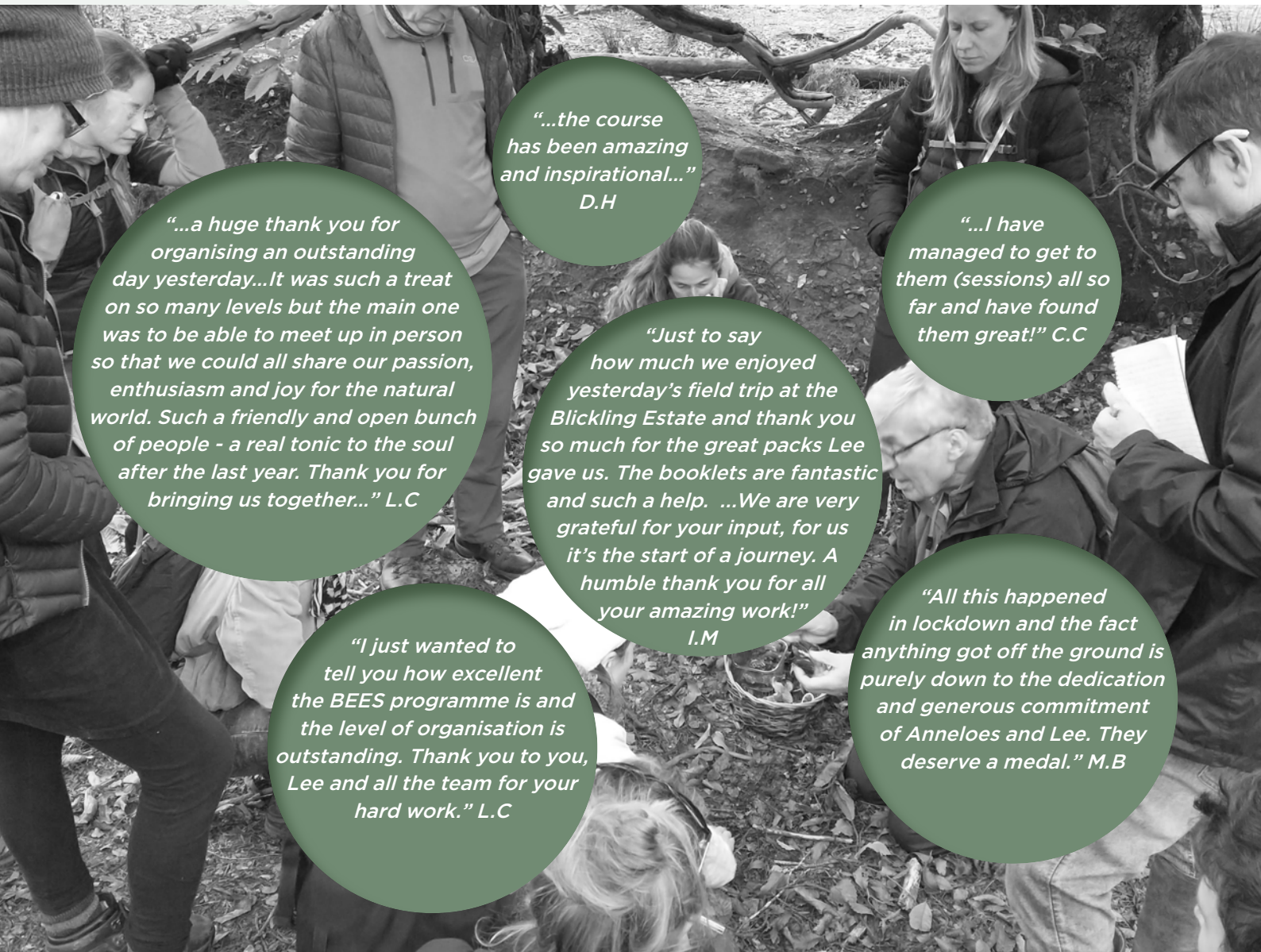
Due to COVID-19, we couldn't deliver all the course topics we had planned. The remaining courses are scheduled for early 2022.



Strumpshaw Fen (RSPB)

## Feedback from our participants:

We believe the course programme, from content to its organisation, is an amazing value for money. Because nature can't wait and there is an increasing need for knowledge and actions from the public, everyone at BEES worked hard and as best as they could to achieve the charity's objectives. We received great and encouraging feedback from our participants.



*"...the course has been amazing and inspirational..."*  
D.H

*"...a huge thank you for organising an outstanding day yesterday...It was such a treat on so many levels but the main one was to be able to meet up in person so that we could all share our passion, enthusiasm and joy for the natural world. Such a friendly and open bunch of people - a real tonic to the soul after the last year. Thank you for bringing us together..."* L.C

*"Just to say how much we enjoyed yesterday's field trip at the Blickling Estate and thank you so much for the great packs Lee gave us. The booklets are fantastic and such a help. ...We are very grateful for your input, for us it's the start of a journey. A humble thank you for all your amazing work!"*  
I.M

*"...I have managed to get to them (sessions) all so far and have found them great!"* C.C

*"I just wanted to tell you how excellent the BEES programme is and the level of organisation is outstanding. Thank you to you, Lee and all the team for your hard work."* L.C

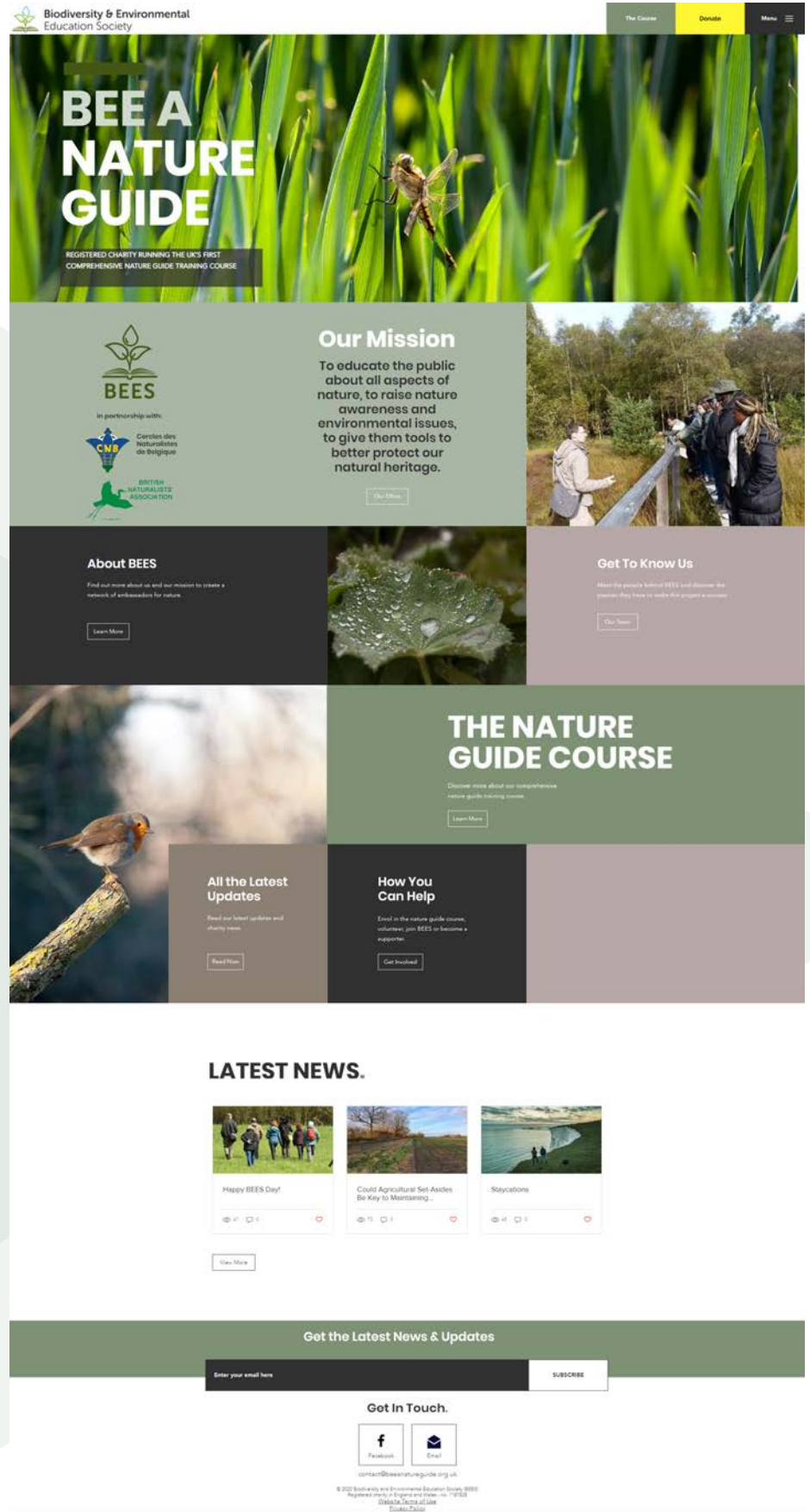
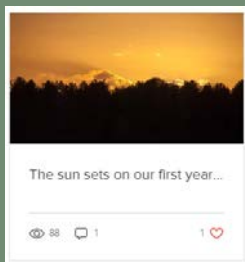
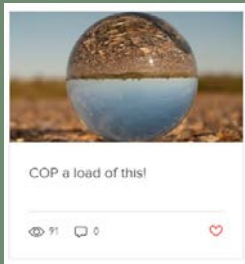
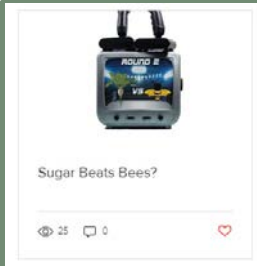
*"All this happened in lockdown and the fact anything got off the ground is purely down to the dedication and generous commitment of Anneloes and Lee. They deserve a medal."* M.B

## Ongoing interest in our course programme:

In 2020, one of our volunteers created a professional-looking website. As mentioned in our previous report, by the end of 2020, visits to our website were increasing and 70 people registered their interest in the course programme by filling out our registration form on the website. By the end of 2020, 23 members of the public registered their interest and then finalised their place on the course by paying the course fees either at the end of 2020 or early January 2021. By mid-January 2021, another 31 people visited the website and filled out the course registration form. In total and by mid-January 2021, 101 members of the public registered an interest in our course programme and the charity officially had 26 participants on the course to make up our very first cohort. This interest was very encouraging and promising for a first year of such an educational programme, especially during the COVID-19 pandemic. It showed the necessity and importance of having an accessible course programme about biodiversity and natural history, especially in these times of climate change and urgency of protecting our natural heritage for us and future generations. Since we launched our first training programme, 70 more members of the public have registered their interest in our course programme during the course of 2021 (and after the closing date of our first course programme) and are waiting for further instructions regarding the opening of a second cohort (hopefully in 2022).

## Growing our visibility:

Some of our volunteers have dedicated some of their time to research and provide short and longer articles we published on our website and facebook pages to keep members of the public informed about current nature conservation and wildlife-related topics. This has also helped us increase our social visibility. Our facebook page had a total of 514 followers at the end of 2021.



Screenshot of Biodiversity and Environmental Education Society (BEES)'s website and recent blog posts.

## Grants and fundraising:

As we focussed our resources on the preparation and delivery of our course programme, we did not have the time to apply for grants in 2021. We will look at diversifying our fundraising strategy in the coming years to generate a more stable base of resources to support the charity.



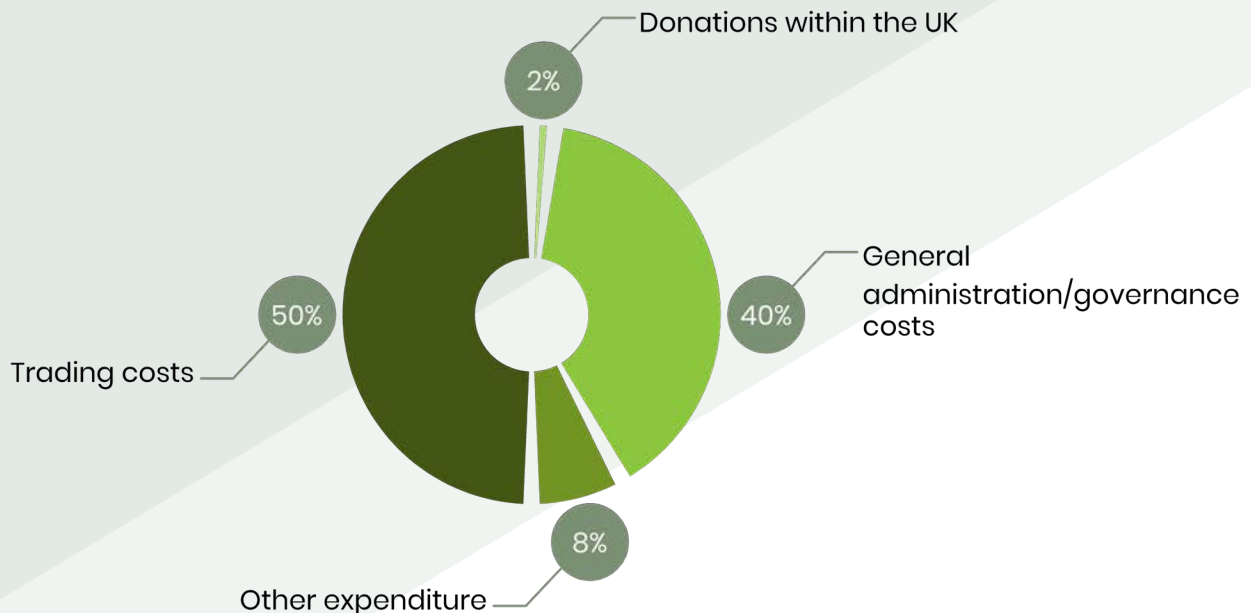
# Financial Review

The charity earned £7,497 during 2021 (see our BEES Receipts and Payments Accounts 2021). Our principal source of income in 2021 was the BEE a Nature Guide course fees. The course fees accounted for 98% of the charity's income at the end of 2021. We received some donations from members of the public and had £892 as open balance at the start of 2021.

100% of donations received go towards the operating costs of the course, including to help pay for the following:

- Production of course handbooks - these are designed, printed and bound in-house in order to keep costs, and our carbon footprint, as low as possible
- Cost of visiting wildlife sites - many of our outdoor practical sessions take place on land managed by other great organisations such as the Wildlife Trusts or RSPB. Making use of these fantastic sites for our course usually involves paying a fee or making a donation to those organisations
- Equipment costs - to ensure participants get the most out of our sessions we purchase additional resources, such as identification guides, pond dipping/surveying equipment, digital microscopes, binoculars and hand lenses
- First aid training - our first aid course is provided by an external certified first aid training provider, who charge us for this service

We used £4,688 to pay for our trading costs, costs in relation to the delivery of our charitable activities (course material and equipment, the operating costs of our online learning platform, and travel expenses), for our general administration and governance costs (insurance, professional services, office costs, payroll, tax, and the operating costs of our website), and for advertising and marketing of our course programme. We also gave £90 as donation to the Suffolk Wildlife Trust for letting us use their natural sites to run some of our activities.



At the end of 2021, we had £3,701 left on the bank account. Of these funds, £2,401 will be used for costs relating to the current course cohort over their second and third year of the course programme. We are holding the remaining £1,300 as designated funds (for ongoing website and online learning platform server fees, insurance and professional services) and classed by us not as reserve funds.

We have a Reserve Policy in place stating that no funds should be held in reserve until all costs relating to present charity activity (i.e. relating to the current course cohort) are paid. The charity is currently in its infancy and therefore has very little funds to go towards a reserve.

## BEES Receipts and payments accounts 2021

For the Period from:		1/1/2021	To:		12/31/2021
Receipts	Amount		Payments	Amount	
	(to nearest £)			(to nearest £)	
Opening balance	£892		Trading costs		
BEE a Nature Guide training course fees	£7,360		Course material	£1,745	
Donations from members of the public	£137		Equipment	£120	
			Online learning platform operating costs	£170	
			Travel	£311	
			<u>General administration/governance costs</u>		
			Insurance	£146	
			Office costs	£429	
			Payroll	£906	
			Professional services	£144	
			Software subscriptions	£11	
			Tax	£143	
			Website operating costs	£137	
			<u>Donations within the UK</u>		
			Donation	£90	
			<u>Other expenditure</u>		
			Advertising and Marketing	£336	
<b>Total:</b>	<b>£8,389</b>		<b>Total:</b>	<b>£4,688</b>	
<b>Closing balance:</b>	<b>£3,701</b>				



# BEES in numbers in 2021



We launched our **1st** nature guide training course in the UK



We operate our course programme in **2** counties - Suffolk and Norfolk



The charity is run by **3** passionate and dedicated trustees



We had **13** teachers who helped prepare the course material for the BEE a Nature Guide training course and passed on their knowledge to our participants



**14** volunteers gave up a bit (or more) of their time to help us raise environmental awareness during the course of 2021



**26** participants trusted us in our first year and registered on the course in Suffolk and Norfolk



**101** members of the public registered their interest in the BEE a Nature Guide course programme



By the end of 2021 we had **514** followers on facebook



We earned **£7,497** in 2021 to deliver our charitable activities



## Looking forward

Our main goal for the moment is to settle and establish the course programme in Suffolk and Norfolk. However, we have long-term aims to expand and cover the whole of the UK. We will work towards developing partnerships and collaborations with other organisations and individuals to create a pool of teachers, venues, and volunteers in other counties necessary to establish and make the course programme accessible to members of the public in other regions of the UK.

Short-term objectives for 2022 are mainly to carry on with delivering our nature guide training course to our first cohort of participants in Suffolk and Norfolk, to make the course programme a success from start to finish. Specifically, in 2022, we will be working on the following priorities:

- Finishing the content of the course material for the remaining subjects
- Preparing, formatting, and printing out the remaining handbooks
- Organising and scheduling the theory and practical sessions for the remaining subjects
- Improving our online learning platform by adding quizzes for our participants to test their newfound knowledge, but also by creating activities and stimulating the interaction between participants
- Organising and scheduling the course programme for a second cohort of participants in Suffolk and Norfolk
- Reviewing learning outcomes for our first cohort, and improve where possible by further integrating andragogic principles
- Asking for and receiving feedback from our participants and teachers to continuously improve ourselves and the course programme
- Recruiting skilled volunteers to help the charity develop and meet its long- and short-term objectives. This also includes developing a proper volunteer management policy and selection process
- Working on developing our social visibility and fundraising strategy



Outdoor guided walk led by one of our teachers at Lackford Lakes, Suffolk Wildlife Trust.



Biodiversity and Environmental Education Society (BEES)  
Registered charity in England and Wales - no. 1187828  
[www.beeanatureguide.org.uk](http://www.beeanatureguide.org.uk)  
[contact@beeandnatureguide.org.uk](mailto:contact@beeandnatureguide.org.uk)



**BIODIVERSITY AND ENVIRONMENTAL EDUCATION SOCIETY (BEES)**

England & Wales - Charity number 1187828

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# Accounts

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# Biodiversity and Environmental Education Society (BEES)

Report of the trustees for the year ending 31 December 2020

## 1. Charity reference and administrative details

Biodiversity and Environmental Education Society (BEES) is a registered charity in England and Wales (registration number: 1187828) since 7<sup>th</sup> February 2020. It is a charitable incorporated organisation (CIO), whose only voting members are its charity trustees – ‘Foundation’ model constitution.

Address: 10 Redshank Close, Haverhill CB9 0PB, Suffolk, UK

Current trustee names: Anneloes Martinsen (chair), Lee Norman Fletcher, David Cammaerts

Trustees who joined and/or stepped down during 2020: Jasmine Canham, Olive Jayne Burchill, Matthew Willkins, and Robert John Colgan.

Website: <https://www.beeanatureguide.org.uk>

## 2. Charity structure, governance, and management

The CIO’s governing document was first approved on 7<sup>th</sup> February 2020 and last amended on 2<sup>nd</sup> October 2020.

At the end of 2020, BEES was governed by three passionate and dedicated trustees and could rely on the help of four other volunteers. Trustees were selected based on affinity, skills and experience, and passion for our cause. The chair holds a long-term friendship with one of the other trustees sharing the same passion and desire to create a network of nature guides throughout the UK. The relationship between trustees and volunteers within the organisation is genuine, friendly, and positive.

Because the charity was in its first year, working meetings were organised almost every week to keep track of progress and tasks to perform. Decisions were made by the quorum (per our governing document, the quorum is two charity trustees, or the number nearest to one third of the total number of charity trustees, whichever is greater, or such larger number as the charity trustees may decide from time to time).

Across 2020 the organisation had up to seven trustees on its board. Our youngest founding trustee, Jasmine stepped down from her duties after a year and a half of dedicated work setting up the charity because she wanted to pursue her studies at university. Her input is still valued and as such she remains involved within the organisation in an advisory capacity. Three other trustees joined in the course of 2020 but voluntarily stepped down within a short timeframe. They were selected based on skills, knowledge, and experience (as evidenced by their CV) after applying for trustee positions we posted on Environmentjob, a well-known advertising website (<https://www.environmentjob.co.uk/jobs>). Two of them quickly realised that there was



more work to carry out than they had expected and they stepped down by mutual agreement. The third one, joined as Treasurer and unfortunately had to step down due to unforeseen professional issues.

#### *What have we learned?*

We have all learned from this challenging year. We had to learn to work remotely and hold meetings online most of the time, which sometimes makes communication between team members harder than it should be. We have also learned from the process of selecting new trustees. We did not have policies and procedures for the induction and training of trustees in place. Trustees were sent the charity's governing document to read and advised to look at "the Charity trustee: what's involved (CC3a)" document from the Charity Commission. We are currently working towards improving our policies and procedures in that regard, including allowing a month period of reflection after their induction for new trustees to understand how the charity is governed, structured, managed, what are its charitable objectives and how to achieve them, and give them the opportunity to withdraw their application if needed before being appointed.

### 3. Charity's objectives and activities in the year

Biodiversity and Environmental Education Society (BEES) is a small charity aiming to grow national awareness and knowledge of nature and environmental issues through adult education: training and supporting all who love and are interested in nature to become skilled nature guides and go on to share their knowledge and enthusiasm with their friends, families, colleagues, and communities.

As described in its governing document, the objects of BEES are: "For the public benefit, to advance the education of the public in all the aspects of nature and environmental protection".

To do so, we planned to launch the first low-cost nature guide training course programme in the UK, starting in Suffolk and Norfolk, in September 2020, accessible to all adults aged 18 and over. The course programme will run over 2 up to 3 years: a first year of theory and practical courses covering numerous facets of the natural sciences from ecology to astronomy, mycology to Earth sciences, and practical skills in leadership, nature guide methodology, first aid, and map reading; and a second (up to third) year to practice their newfound knowledge to foster confidence and leadership skills (further details about the course programme is available on our website <https://www.beeanatureguide.org.uk/the-course>).

Although new to the UK, this training model has been successfully pioneered by our partners in Belgium, the *Cercles des Naturalistes de Belgique* (CNB), registered charity in Belgium, since 1975. They have trained about 10,000 ambassadors for nature so far. Our course programme also receives the support of the British Naturalist's Association (BNA), a registered charity since 1905. We are excited to bring this training method to the UK and help to develop and support a growing community of nature guides.

Our planned activities for 2020 were as follows:

- Developing a website to attract members of the public, potential funders, and other organisations, and to promote our upcoming activities.
- Preparing the course content for each topic (22 different subjects).
- Looking for teachers to teach each individual topic.
- Looking for venues to carry on our course programme.



- Advertising for the course programme (hard advertising and online advertising) and recruiting participants.
- Looking and applying for grants to support our activities. We believe that financial circumstance should not be a barrier to environmental education and try to ensure the course is kept as financially accessible as possible. As such, the fee to enrol on the course (currently £320), does not cover the full operating costs of running the programme. The charity relies on fundraising and donations to make up the remainder. No profit is made from running the course and the fee offers substantial value for money given its breadth and depth, and combination of theoretical and practical training.
- Scheduling and launching the first training course programme, with a start date in September 2020 for Suffolk and Norfolk.

*Statement by the charity trustees:* Due to the COVID-19 pandemic, at the end of 2020, the charity did not meet its objectives nor comply with its duty to have due regard to guidance on public benefit as published by the Charity Commission.

## 4. Charity's achievement and performance

Due to the difficult times, we have all been through during the pandemic in 2020, we had to take the hard decision to postpone the start of our course programme from September 2020 to January 2021. This meant we could not deliver all our charitable objectives planned for 2020.

*What did we do during 2020?*

One of our volunteers created a professional-looking website and we started advertising, in magazines and online using our Facebook page. By the end of 2020, visits to our website were increasing and 70 people registered their interest in the course programme by filling out our registration form on the website. By the end of 2020, 23 members of the public registered their interest and then finalised their place on the course by paying the course fees either at the end of 2020 or early January 2021. By mid-January 2021, another 31 people visited the website and filled out the course registration form. In total and by mid-January 2021, 101 members of the public registered an interest in our course programme and the charity officially had 26 participants on the course to make up our very first cohort. This interest was very encouraging and promising for a first year of such educational programme. It showed the necessity and importance of having an accessible course programme about biodiversity and natural sciences, especially in these times of climate change and urgency of protecting our natural heritage for us and future generations.

We spent the second half of the year creating and adapting the course programme to follow the government health guidelines at the time. To facilitate the learning during social meeting restrictions, one of our trustees developed an online learning platform from scratch using Moodle, a well-known educational course management system (CMS). This platform has been designed not only for online teaching sessions but also for self-training, including continuous access to session recordings, handbooks and other publications, for interacting with participants and teachers through our BEEHive forum, and with the ultimate objective to develop a network of ambassadors for nature.

We worked on the course content material. One of our volunteers helped by translating the course material received from our partner charity in Belgium from French into English. The trustees then started reviewing and adapting the content to the British wildlife, law and natural environment, and improving the course



content to create a high-quality educational programme. We maintained our partnerships with the CNB and the BNA, by meeting with them. We are grateful to have received some feedback from one of the BNA trustees to improve the course content of some subjects.

We started recruiting and increasing our pool of teachers for the course and we scheduled the first training programme to start in early 2021.

We applied for grants (such as grants from the National Lottery and the Steel Charitable Trust) which were unsuccessful amid the wave of COVID-19 pandemic related stresses on all charities. We will look at diversifying our fundraising strategy in the coming years to generate a more stable base of resources to support the charity.

All trustees and volunteers worked hard during 2020 to ensure the charity could deliver a course programme of high standards and quality which was as accessible as possible to the adult public in 2021. We did launch and start the first nature guide training courses in Suffolk and Norfolk in January and February 2021 respectively, which will be detailed in our Trustee Annual Report 2021.

#### *Future plans?*

Our main plan is to settle and establish the course programme in Suffolk and Norfolk. However, we have long-term aims to expand and cover the whole of the UK. We will work towards developing partnerships and collaborations with other organisations and individuals to create a pool of teachers, venues, and volunteers in other counties necessary to establish and make the course programme accessible to members of the public in other regions of the UK.

Short-term objectives for 2021 are to deliver our nature guide training course to our first cohort of participants in Suffolk and Norfolk in 2021, to make the course programme a success from start to finish. This includes:

- Finishing the content of the course material for all the subjects.
- Preparing, formatting, and printing out all the handbooks.
- Organising and scheduling the theory and practical sessions for all the subjects.
- Asking for and receiving feedback from our participants and teachers to continuously improve ourselves and the course programme.
- Recruiting skilled volunteers to help the charity develop and meet its long- and short-term objectives.
- Working on developing our social visibility and fundraising strategy.

## 5. Financial review

It is worth mentioning that the charity was created just a few weeks before the first lockdown due to the COVID-19 pandemic. This global crisis impacted on the development of the charity and prevented the charity to meet its objectives and reach its financial target for 2020. Therefore, we did not have the income we had planned.

The charity earned £2,063.48 during 2020 (see our BEES Receipts and Payments Accounts 2020). Our principal sources of income in 2020 were loans from the trustees and the course fees. The loans provided by



the trustees came from personal savings and have been earned through lawful employment. It has been agreed, in meeting minutes, that the loans will become donations after two years if the charity cannot afford to pay them back. The course fees accounted for 43% of the charity's income at the end of 2020.

We used £1,171.06 to pay for the operating costs of our website and our online learning platform, and for advertising.

At the end of 2020, we had £892.42 left on the bank account.

We have a Reserve Policy in place stating that no funds should be held in reserve until all costs relating to present charity activity (i.e. relating to the current course cohort) are paid. The charity is currently in its infancy and therefore has very little funds to go towards a reserve. At the end of 2020, we were holding £350 as designated funds (for ongoing website and online learning platform server fees) and classed by us not as reserve funds.

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Annual Report Approved by the trustees

