

**Inspiring  
Generations:  
learning through  
exploration &  
discovery**







*HSBC is proud to have supported WWT's successful Inspiring Generations programme across the UK. Thousands of children from disadvantaged backgrounds have had the opportunity to develop life skills and an understanding of nature in a wetlands environment.*

Sue Alexander, Senior Manager of Environmental Programmes, HSBC

## Inspiring Generations

HSBC and Wildfowl & Wetlands Trust (WWT) share the belief that wetlands are vital for both people and wildlife. Inspiring Generations, a 6 year partnership between HSBC and WWT, inspired thousands of children from disadvantaged backgrounds to enjoy, care about and take action for wetlands.

Over 75,000 pupils from 970 schools in some of the poorest areas of the UK have benefited from free school visits to our wetland reserves thanks to our partnership. For many of these young people this was a rare opportunity to spend time immersed in nature and develop their knowledge and appreciation of the natural world.

***Education is key – if we don't give young people access to these places and get them excited and enthused, how can we expect them to care about and want to protect our natural world for future generations.***

Kate Humble, President of WWT





# Free school visit programme

**75,572**

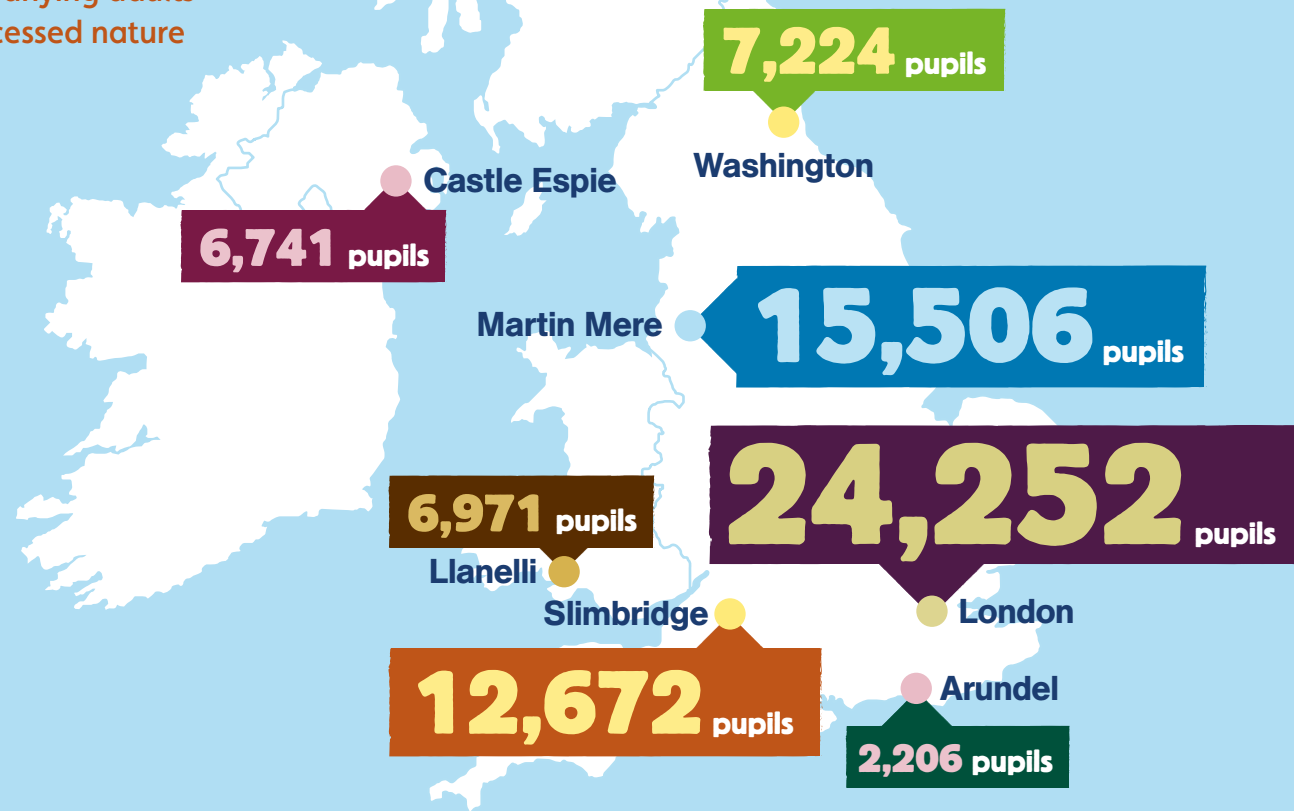
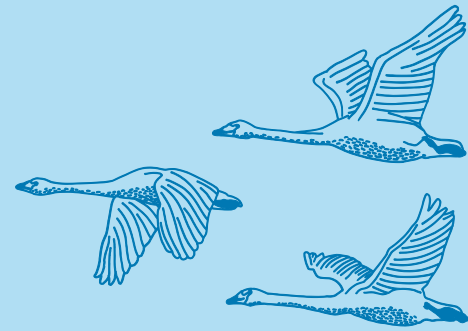
school children benefited from a free visit to one of our wetland centres

**OVER 970**

schools took part

**15,695**

accompanying adults also accessed nature



Learning in the natural environment is known to have a positive impact on pupils' wellbeing, engagement, skills and attainment. WWT believes it is also key to inspiring the next generation of budding environmentalists. The Inspiring Generations project has enabled pupils from some of the UK's most disadvantaged areas, to have an outdoor learning experience unlike any other.


*The entry fees alongside the cost of transport frequently mean schools cannot partake in what are extremely worthwhile real life learning experiences.*

**Michael Moore**, teacher at Bloomfield Primary School Bangor (visitor to Castle Espie Wetland Centre)

*Some of the reactions have seemed quite bizarre – I've had children screaming at ants and asking if they're still in London. These little moments have reminded me that many children in London just don't get access to this space, so being able to visit somewhere like this will have really opened their eyes.*

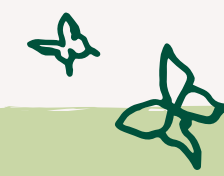


**Paul Lawston**, Learning Manager at London Wetland Centre





**78%**  
**OF TEACHERS**

rated their visit as  
**EXCELLENT**  
(a score of 5 out of 5)  
for supporting their  
learning objectives



**91%**  
**OF TEACHERS**

said the visit was  
**EXTREMELY  
ENJOYABLE**  
for their pupils




*As a teacher it is great to go to the sessions, they are closely linked to the national curriculum and it's lovely to see the children so engrossed in their learning.*

**Mary York**, teacher at Elmfield School for Deaf Children, Bristol (visitor to Slimbridge Wetland Centre)

*Thank you, we loved our trip. So many children said they had a lovely day and one child asked if we could move our school to the centre!*

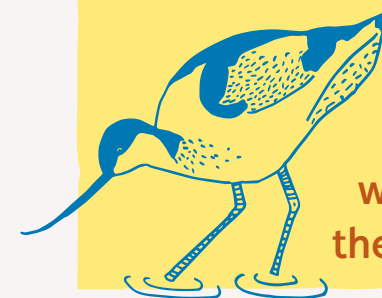
**Kate Thorgilson**, teacher at Tredworth Infant and Nursery Academy (visitor to Slimbridge Wetland Centre)



Following their visit,







**75% OF PUPILS**  
were talking about how  
cool wetlands are and...



**92%  
OF PUPILS**  
were talking about  
the wildlife they saw


*Do you know something?  
I really, really, really love pond snails.*

**Lucy**, aged 6  
(pupil who visited Castle Espie Wetland Centre)



Following their visit,  
**99%**  
**OF TEACHERS**

said they would  
recommend a  
visit to WWT to  
a colleague



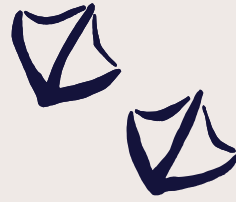
*It was a real treat for them and they are the sort of kids who never get the chance to visit an amazing place like WWT Wetland Centre... I think this is a fantastic scheme – so would like to obviously thank WWT for making it available, but to HSBC as well.*

**Jane**, teacher at Samuel Rhodes School (visitor to London Wetland Centre)



## Outdoor learning research

We wanted to find out if children were inspired to help nature after coming to visit one of our Wetland Centres, and carried out research into the immediate and long term impact. The results informed our delivery of the Inspiring Generations programme and the development of our Formal Learning provision. They have also been shared across the outdoor learning sector.



After 12 months...

**89%**  
learned  
something  
new

**91%**  
remember  
their visit

**62%**  
are more  
interested  
in wildlife  
and nature

...and think that wetland environments need protecting.

Overall the experience inspired children from economically disadvantaged schools more than those from advantaged communities.

*Unlike some children from more advantaged backgrounds these children really took in what they were experiencing and they seemed to cherish every minute of their visit with us.*

**John McCullough**, Learning Manager at Castle Espie Wetland Centre



## Learning resources

Informed by our research, we have used programme funding to develop a range of resources to enhance pupils' learning experience, before, during and after their visit, with a view to creating a long-lasting impact.

*High quality self-led resources gave teachers accompanying the school trips the confidence to make the most of their self-led time. These resources really enhance the self-led time, and encourage the students to look more closely at the world around them.*

**Elizabeth Pearce**, Learning Manager at Arundel Wetland Centre







## Capital investments

The support from HSBC has enabled us to invest in improvements at our centres, as well as our new Learning Zone website, to enhance the experience of all schools that visit us and other visitors too.

Our new Water Labs help teachers to highlight the important role wetlands play in the environment. Following the suggestions of the extensive accessibility audits that we carried out, our facilities and resources are now fully inclusive for all learners.

***The new website will be an invaluable asset going forward – a much more user friendly and clear website which gives a more professional look to our learning provision.***

**Sarah Rees**, Learning Manager  
at Llanelli Wetland Centre

## Learning legacy

In addition, the scheme has enabled WWT to augment its offer, creating a huge and lasting legacy for our Formal Learning provision.

Our staff have been able to trial new approaches to outdoor learning and gain experience of working with pupils with different needs. We now have strong relationships with schools that hadn't previously visited us and our teacher-training programme has supported more than 150 teachers and teaching assistants to provide pupils with further opportunities for learning in nature.



***The legacy lives on with the great resources, materials and learning zones and all the great lessons learned.***

**Elizabeth Pearce**, Learning Manager  
at Arundel Wetland Centre





## Inspiring Generations partnership legacy

Inspiring Generations has allowed thousands of children, often from disadvantaged backgrounds, to experience nature hands-on. Opportunities to immerse children in nature, and inspire budding environmentalists, are critical to protect and restore our vital wetlands for the future.

Thank you HSBC for helping us to reach over 75,000 children, and begin what we hope will be a new awareness and appreciation of the natural world around them, and in particular a passion for wetlands and wetland wildlife.





***Every child needs nature. Not just the ones with parents who appreciate nature. Not only those of a certain economic class or culture or set of abilities. Every child.***

**Richard Louv**, author of *Last Child in the Woods: Saving our Children from Nature-Deficit Disorder*, 2013.