



Press Release
7th March 2011

Northmoor Trust to re-launch as the Earth Trust

Oxfordshire charity the Northmoor Trust is to re-launch as the Earth Trust in a bold re-branding move that will see an even greater emphasis on supporting people and on sustainability. The Trust's name will officially change on **Friday 11th March 2011**.

Graham Scholey, Chair of the Earth Trust said: "This is a thrilling time to be Chairman of the Trust. During the past 18 months we have nearly doubled the amount of land we manage for wildlife and achieved much to be proud of.

Behind the scenes, we have also been doing a lot of hard thinking about the challenges ahead and the difference we want to make. It is this that led to our decision to revisit our name and identity."

Harry Barton, Chief Executive said: "Changing our name has been a big decision, and an incredibly exciting one. Our work is all about persuading people to live greener lifestyles, and we need to reach more people. Our new name, Earth Trust, is a much better reflection of who and what we are."

"There has never been a more exciting and challenging time to be working for the future of the natural environment. It's easy to get disheartened by the bad news stories, but let's not forget the positives. People are far more aware of issues like climate change and wildlife conservation than they were ten years ago, and it's heartening to see so many communities starting to make changes to their daily lives. And there is still a huge task ahead, and we need to get many more people on board. This is what the Earth Trust is all about."

The Earth Trust has more than **1,200 acres** of stunning countryside to explore, including the iconic Wittenham Clumps, wildlife-rich meadows and over two miles of the River Thames. Caring for these special places will remain a priority, but the Trust's re-branding also marks the launch of plans to restore wildlife to a mile of the Thames, open a new visitor centre at Radley lakes and much more.

Martin Wood, Patron of the Trust and founder of the international company, Oxford Instruments, said: "There is a time in every organisation's life when it needs to take a good look at itself and what it is trying to achieve. This is a big, bold move that I am fully behind."

The celebration to mark the change of name to Earth Trust includes Open Days on 11th and 12th March from 11am-3pm at the Earth Trust Centre. Free and open to all, people can enjoy music from bands The Epstein and The Yarns, storytelling, countryside and land management crafts and activities for all the family.

Harry Barton said: "This is a great moment for the Trust, its supporters and everyone interested in our work. Come and see us on 12th March and join the celebration."

Ends

Press contact, interviews, photo opportunities and site visits:

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Notes to editors

1. The Earth Trust

The Earth Trust is a registered charity ([Reg. Charity No. 1095057](#))

For more information on our aims, objectives and events visit www.earthtrust.org.uk (from 8th March).

2. Welcome to the Earth Trust

At the Earth Trust we think that the best way to look after the places we love is to change the way we live. We give people life changing experiences that reconnect us to the natural world.

The Earth Trust is all about people and the way they feel, think and act towards the environment. We are convinced that the world is currently at a turning point. At the Earth Trust we believe this is a challenge we can all rise to by making small changes to the way we live. We are convinced there are many people out there who have the ingenuity and passion to make a difference. We believe it's our job to help them do so.

- 3. Farm Step:** The Earth Trust is dedicated to supporting people and nature. Our Farm Step project, for example, will encourage people into farming by supporting those held back by land prices. Successful applicants will set up their 'green business' on Trust land and help the wider population achieve a sustainable future.
- 4. A River of Life:** Plans are underway to create a wetland wilderness along 2 miles of the River Thames. This visionary project includes the creation of channels, ponds and scrapes which will contribute significantly to Biodiversity Action Plans for wet woodland, wet grassland, fen and reedbed and encourage species such as skylark, lapwing and otter.
- 5. Connecting Naturally:** Big Lottery funding will help the Earth Trust create 10 wildlife gardens at Children's Centres as part of a dynamic new project reconnecting young families with the natural world. The Earth Trust will work with ten Children's Centres in Oxford, Berinsfield and Banbury, providing much-needed access to green space and helping families build lasting relationships with the natural environment. The project will help establish local connections with nature and overcome barriers that prevent families with young children from enjoying the natural world. It will run for three years.
- 6.** The Northmoor Trust was named after the road where the Trust's patrons, Martin and Audrey Wood, lived when they launched the charity. It was felt that the name failed to communicate effectively the objectives and true ethos of the organisation.