

Berwickshire Marine Reserve



Accelerate provided clear advice and guidance and an effective sounding board to help us shape our future direction and plans.



Background

The Berwickshire Marine Reserve (BMR) is a Scottish charity, established in 1984, which manages a voluntary marine reserve covering 8km of the Berwickshire coastline, from the fishing towns of Eyemouth to St Abbs. The area is world-renowned for its rich biodiversity. BMR's main objectives are to lead nature recovery and restore the biodiversity of the shoreline and coastal waters. At the same time, it monitors changes in local biodiversity and sea conditions, especially the impact of climate change and economic activity on these ecosystems.

BMR is also active in engaging local communities in conservation and environmental efforts and education about the importance of coastal biodiversity and ecosystems. It also seeks to encourage sustainable recreation and economic activity in the area that can benefit both local communities and the environment.

Need for support

The organisation applied to Accelerate for support in updating its strategy to reflect its changing strategic environment.

The challenges presented by climate change has meant that this issue needs to be at the forefront of its activities. BMR was also needing to align itself more closely with the conservation priorities and policies of the Scottish Government. There was a feeling within the charity that it had to be more ambitious in its approach if it was to continue to have a meaningful impact on the conservation of the Berwickshire coastline. In achieving these objectives, BMR was also conscious of the need to increase its membership as well as recruit additional trustees.

What we did

Accelerate facilitated several strategy workshops with staff and trustees. Desktop research was conducted on both the national and local policy environment. Work was done in exploring eco-business opportunities as BMR looks to decrease its reliance on external funding by generating new and diverse income streams.

A brief was also produced for BMR to use in recruiting trustees - introducing the organisation and its refreshed strategy. It also served as a means of extending connections across the wider community and also to attract trustees with a broader or more varied skill set. Additionally, Accelerate's brief recommended ways to better engage with its membership – as they would have an important role in fully implementing the new strategy.

Accelerate has now helped to develop a three-year strategy – laying out the direction of travel and the priorities for the organisation for the immediate years ahead. Already, BMR has been successful in recruiting new trustees and is currently in the process of expanding its membership with increased engagement.

[Watch the video case study here](#)