



PLANTLIFE

PRESS RELEASE

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Roger Crofts is new Chairman of Plantlife

Plantlife – the wild plant conservation charity – today welcomes a new Chairman of the Board of Trustees as Roger Crofts takes on the role. His first task as Chairman will be speaking to Plantlife supporters at the charity's AGM at the Chelsea Physic Garden in London. Roger has been involved with Plantlife since joining the Board of Trustees in 2001, most recently serving as Vice-Chairman.

It was during one of his early trips to Svalbard that Roger was first captivated by the sight of plants growing in the wild. In many visits to wild places from high mountains to the coast since then he has captured wild flowers through the camera lens. He is keen to increase understanding and protection of wild plants in their natural habitats and to achieve this he believes that greater understanding of the role of plants in our lives and the benefits that they can bring for this and future generations is a vitally important task for Plantlife.

'I am honoured to be elected as the new Chairman of Plantlife,' said Roger Crofts. 'For a small organisation, Plantlife has performed well above its size within Britain and further afield. It is my aim that we extend our influence at home by action on the ground to protect both common and endangered wild plants and to advocate those changes in policy and funding that are required to secure plant conservation. To achieve these ambitions, we wish to increase substantially our membership and our volunteers here in Britain. And I hope that we will harness the growing plant conservation movement in Europe through our leadership of the Planta Europa network to extend our influence further afield. Wild plants are the lifeblood of our society and will provide many opportunities for future generations provided that we understand their functions and safeguard their habitats, and extend that understanding throughout society. Without wild plants our survival on the planet will be unsustainable.'

'Plantlife has benefited from the support of many partners and I hope that they will recognise our achievements and continue to give us the support needed for strengthening plant conservation and for gaining increasing recognition throughout society of its importance to this and future generations.

The retiring Chairman of Plantlife is Philip Mould who will continue to serve on the Board of Trustees.

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Notes for editors

Roger Crofts has spent most of his working life in Scotland, as a researcher and later as a Government adviser and administrator in the Scottish Office. From 1992 - 2002, he was the first Chief Executive of Scottish Natural Heritage. Roger is now an adviser to NGOs, governments and government agencies around Europe on environmental management in rural areas. He is also a member of the Board of the National Trust for Scotland and Convenor of its Conservation Committee, a member of the Board of the Scottish Agricultural College, a Fellow of the Royal Society of Edinburgh, a Visiting Professor of

Geoscience at the University of Edinburgh and an Honorary Professor of Geography at Aberdeen University. Earlier in his career, Roger's work in Scotland, Ireland and Svalbard focused on the geomorphology of coastal and mountain systems.

In retirement he specialises in governance, strategic planning and implementation, public communication, public finance, energy, sustainable development, environmental systems and processes, environmental management, agriculture and rural affairs.

He styles himself as action-orientated, pragmatic, realistic, and hopefully creative, plain speaking, arguing for and forcing change. His recreational interests are cooking without a recipe book, restructuring gardens, singing in private, walking in the hills, photographing wild flowers, and helping people to understand the Earth's heritage and environment.

He is the co-author of 'Scotland: the creation of its natural landscape', joint editor of and contributor to 'Scotland's environment: the future' and 'Conserving Nature: Scotland and the wider world', and joint author of 'Land of Mountain and Flood: Scotland's geology and landforms'.

1. Plantlife's AGM and Annual Meeting of Supporter Members takes place on Friday 29 June at the Chelsea Physic Garden, Chelsea, London, between 10am and 3pm. The guest speaker at the meeting will be Sir Ghilleain Prance, Scientific Director of the Eden Project in Cornwall and former Director of the Royal Botanic Gardens, Kew.

2. For more information, please contact:
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