

**REWILDING  
BRITAIN**



# **THINK BIG ACT WILD**

2030 Vision & Strategy



# INTRODUCTION

Rewilding has recently moved from being a niche idea to playing a significant role in the fight against some of the biggest global challenges we face. Rewilding Britain has been at the forefront of this change since its formation in 2015, acting as a catalyst for debate and action, and demonstrating the power of working with nature to build a green economy where people and nature thrive.

The rewilding movement is now at a crucial point. There's growing recognition that nature-based solutions like rewilding, alongside rapid decarbonisation of the economy, are vital to address the climate and ecological emergencies. Through COP15, global leaders have set out a worldwide requirement for 30% of land and sea to be set aside for nature. There's increasing public, private and government interest in rewilding and the solutions it presents. Yet our estimate is that less than 1% of Britain's land and seas are rewilding.

As the first and only non-landowning organisation focused on upscaling rewilding across the country, Rewilding Britain is uniquely placed to accelerate

change and expand rewilding within Britain's land and seas. Land use change and the protection of marine environments are critical for the survival of the living ecosystems on which we depend, let alone to achieve government and business targets of a nature positive, decarbonised future.

Rewilding Britain wants to see rewilding flourish across Britain, reconnecting us with the natural world, sustaining prosperous communities, and tackling the biodiversity and climate crises. This means 30% of Britain's land and seas dedicated to rewilding by 2030. Rewilding nearly seven million hectares of Britain is the start of a green, just and healthy society.



**30%**  
**LAND & SEAS**  
**REWILDING BY**  
**2030**



# REWILDING'S FIVE PRINCIPLES

1.

## Support people and nature together

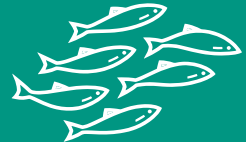
Rewilding can enrich lives and help us to reconnect with wild nature while providing a sustainable future for local and wider communities.



2.

## Let nature lead

From the free movement of rivers to natural grazing, habitat succession and predation, rewilding seeks to reinstate natural processes, including reintroducing missing species where appropriate.



3.

## Create resilient local economies

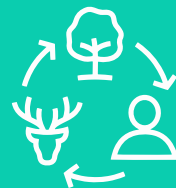
Rewilding creates opportunities for resilient new nature-based economies. It's about finding opportunities for livelihoods that thrive alongside and enrich nature.



4.

## Work at nature's scale

Rewilding is restoring ecosystems with enough space to allow nature to drive the changes and shape the living systems on which we all depend. Scale may come from single landholdings or through joining up nature so it can thrive from mountain top to doorstep, from source to sea.



5.

## Secure benefits for the long-term

Rewilding leaves a positive legacy for future generations. Securing the continued, long-term benefits of rewilding areas is key to a healthy, prosperous future for nature and people.



# REWILDING – A NATURAL SOLUTION

The climate and ecological emergencies are no longer fringe concerns but are increasingly recognised as urgent existential threats to both nature and human society. Britain is one of the world's most nature-depleted countries, ranked 189 out of 218 for biological intactness, with 56% of UK species in decline and 15% threatened with extinction.

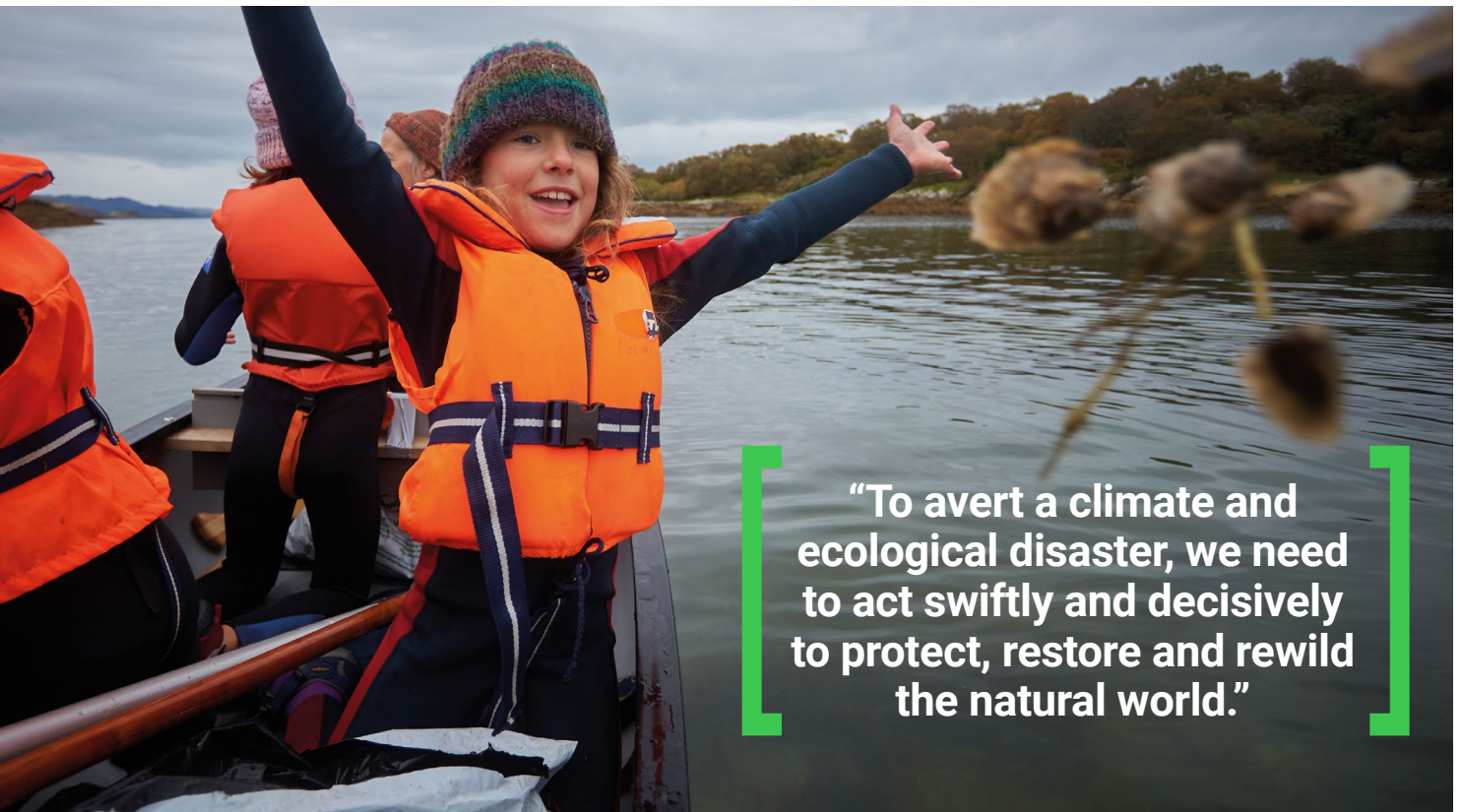
Nature is our life support system, our best carbon sink and our ally in mitigating the impacts of climate breakdown. We are learning at amazing speed about the role that living systems play in our shared prosperity, and how nature can bounce back – if we let it.

Rewilding is the large-scale restoration of ecosystems to the point where nature can take care of itself. In a country with depleted biodiversity and declining species, rewilding needs help and intervention to support and reinstate natural processes for nature to recover. As well as restoring the abundance and diversity of Britain's wildlife, crucially, it brings multiple additional benefits. It removes carbon from the atmosphere, allows species to

adapt to climate heating, creates opportunities to diversify rural economies and provides people with clean water, flood defences, breathable air, cleaner soil and health and well-being.

To avert a climate and ecological disaster, we need to act swiftly and decisively to protect, restore and rewild the natural world. Rewilding Britain's strategy aims to do just that. Through ambitious and pioneering work we will support rewilding initiatives, build evidence from our network of rewilding sites and challenge our decision-makers to change laws and policy to allow rewilding to restore our land and seas.

The implementation of our strategy will lead to a Britain that's more resilient to climate breakdown as well as wilder in nature. Through a combined focus on empowering a movement of rewilders on the ground and influencing policy and practice, this strategy will support the upscaling of rewilding across Britain at the pace and scale required. Because if nature thrives, we all thrive.



**“To avert a climate and ecological disaster, we need to act swiftly and decisively to protect, restore and rewild the natural world.”**



## OUR VISION

Our *Vision* is to see rewilding flourishing across Britain, reconnecting us with the natural world, sustaining communities and tackling the climate emergency and the extinction crisis.

Our *Mission* is to champion rewilding in Britain, acting as a catalyst for debate and action and demonstrating the power of working with nature to tackle the climate emergency and the extinction crisis.



# OUR VALUES

We aim to be bold, big-thinking and future-facing so that we can challenge and inspire positive, evidence-led action for inclusive change.

## Visionary

We want to see rewilding flourishing across Britain, and believe we can all play a role in building a better world.

## Pioneering

We're thought leaders, championing bold action and exploring innovative solutions.

## Credible

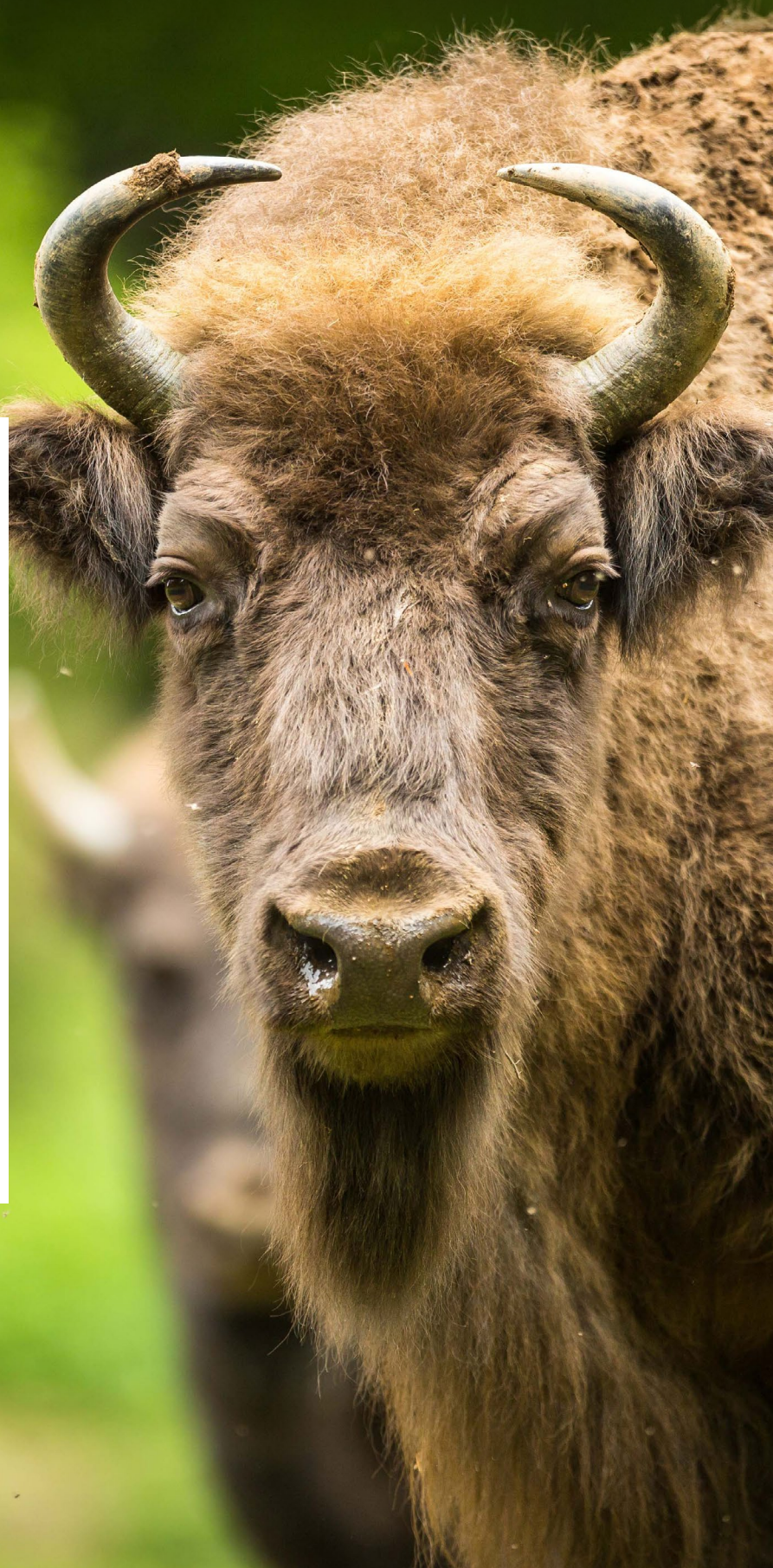
We are guided by the best available scientific evidence, technical expertise and real life experiences.

## Collaborative

Everything we do is through working in partnership with others, and by bringing people and communities together.

## Inspiring

We believe in a hopeful, positive future for our planet that matches the scale of the challenges we face.





# 2030 STRATEGIC AIMS

Our ambition is to see a massive upscaling of nature's recovery across at least 30% of Britain's land and sea by 2030, supporting natural forest and woodland, peatlands, rivers, moorlands, saltmarshes and healthy seas, as well as sustainable, green economies and rural communities.

A transition towards 30% rewilding will support large scale ecosystem restoration, boost carbon drawdown and help the UK and devolved governments to meet existing nature and climate commitments. Rewilding Britain's strategy is focused on catalysing change on the ground and ensuring rewilding's systemic approach is supported through progressive policy and legislation. We will achieve this through:

## Scaling up and connecting rewilding

By 2030 rewilding will restore and reinstate as wide a range of natural processes, habitats and species as possible – native forest, peat bog, moorland, heath, wetlands, grasslands, salt marshes, kelp beds, seagrass and living reefs – and with no loss of productive farmland.

We will inspire and empower Britain's largest landowners to commit to rewilding within a mosaic of smaller rewilding sites, providing connectivity between core areas, linking land and marine areas and connecting into the heart of our cities.

## Mainstreaming rewilding

By 2030 we will see an inspiring, diverse mosaic of habitats and species across our land and at sea which allows nature to flourish, while delivering significant benefits for people – including opportunities for green local economies; healthier air, water and soils; and better health and wellbeing.

By propelling rewilding into the mainstream we will achieve the necessary support from both legislation and funding to ensure a wilder future. Through integrated government policies and legislation as well as greater private and public funding mechanisms we will drive and incentivise land and marine use change.

## Nature for people

People are at the heart of rewilding. We will help to empower and inspire individuals, groups and communities to transition towards rewilding. Evidence from rewilders will demonstrate that nature-based economies increasingly provide alternative income streams and livelihoods as part of a just transition for rural and coastal communities.

By 2030 we will see communities leading, shaping and benefiting from rewilding where they are, as part of a growing movement that supports, learns about and derives multiple advantages from rewilding.



# 2025 OBJECTIVES

## Objective 1

### Scaling up rewilding:

We want to engage with Britain's largest public, NGO, community and private landowners to consider rewilding as part of their strategies and visions.

#### By 2025 we will:

- Work with the largest landowners to encourage them to commit to – and be in the process of – rewilding at least 200k hectares, in line with our rewilding principles
- Increase the area of large-scale rewilding initiatives who apply rewilding principles and provide positive models e.g. financial mechanisms, community wealth building, nature-based enterprises
- Provide practical support for landowners and initiatives to scale up their rewilding ambitions
- Identify areas where there is the best natural potential for rewilding to succeed on land and in marine areas.

**6.9M**  
**HECTARES**  
**REWILDING BY**  
**2030**

**“We will call on governments across all three countries to prioritise nature recovery alongside sustainable communities in our national parks.”**

## Objective 2

### Growing the rewilding movement:

Through the continued growth of our Rewilding Network, we're creating a community of rewilders who share practical advice, experience and evidence. We're focused on growth and diversity, supporting members to increase rewilding areas to 300k hectares on land and 200k hectares of seas.

#### By 2025 we will:

- Increase the diversity and number of Rewilding Network projects to over 400 covering over 300k hectares and 30 marine projects
- Build a growing movement of land and marine rewilders with valued access to learning, accessible resources and knowledge exchange through the Rewilding Network
- Collate robust data and evidence on the impacts of rewilding from Network projects through a newly developed Rewilding Monitoring Framework
- Support innovative approaches and practical tools through the Rewilding Innovation and Challenge Funds.

## Objective 3

### Wilder national parks and protected areas with a mix of habitats, wildlife corridors and land and marine uses:

We will call on governments across all three countries to prioritise nature recovery alongside sustainable communities in our national parks and protected areas. We want to see wilder national parks across Britain, with rewilding and nature recovery enshrined in legislation and with dedicated financial support.

#### By 2025 we will:

- Advocate that legislation, funding and resources in national parks are supporting nature restoration
- Achieve wilder and nature recovery areas across 50% of all national parks, with a minimum 10% of at least four national parks following a core rewilding approach
- Support key landowners (public, private, community and NGO) in national parks to showcase large-scale rewilding that brings nature-based economic and social benefits
- Advocate for and achieve new marine national parks and increased support for protected marine areas.



## Objective 4

### Enabling policy context:

Rewilding Britain's 30% vision relies on legislation and policy changes that enable, incentivise and provide funding for rewilding. Well-researched evidence, combined with the global biodiversity framework, will support our demands on policies which govern nature, land and marine use, green economies, just rural and coastal transition and financing for rewilding.

#### By 2025 we will:

- Ensure that UK and devolved governments increasingly integrate our asks into targeted policies as a central part of their nature, climate and just transition agenda
- Help key institutions to mainstream rewilding into the policies governing the way they manage land and sea
- Advocate for an increasing range of financial and economic policies and mechanisms to support rewilding at scale
- Provide live guidance on emerging policy areas: tax, access & liability, land use & planning, wildlife reintroductions.

## Objective 5

### Building engagement:

We want to inspire increased public engagement with a diverse range of people more actively involved in the rewilding movement. Increasing awareness, understanding and engagement with rewilding and Rewilding Britain's work will create momentum behind positive action for a wilder, more prosperous Britain.

#### By 2025 we will:

- Be the go-to place for rewilding content, providing inspiring stories and evidence to build awareness and understanding of rewilding and its value
- Ensure that all our audiences know who Rewilding Britain is and our unique contribution and value
- See increased actions and engagement with rewilding from a wide range of audiences to maximise the impact of our work
- Provide debate and thought leadership based on solid data and evidence.

**REWILDING  
EVIDENCE  
DRIVING POLICY  
CHANGE**

**"We'll help key institutions mainstream rewilding into policies governing the way they manage land and sea"**



# OUR WORK IN ACTION

## Rewilding Innovation

The Rewilding Innovation Fund, established in 2021, is driving innovation to foster the scale and ambition of rewilding. It gives projects the confidence to explore a more innovative approach to land and marine management, unlocking funding and advice to those with the highest potential for impact. The learnings benefit the entire rewilding movement.

**Example:** Three projects across Britain received funding to measure the potential of scrub and wood pasture to capture carbon on their land, creating new models that use remote sensing (drone) techniques.



## Rewilding evidence & impact

Working with Rewilding Network sites, and other practitioners and academics, we are developing a rewilding monitoring framework to provide consistent, live data that demonstrates the impact of rewilding across ecological, social and economic metrics. We are creating maps that identify where there is the highest potential to achieve a transition towards 30% rewilding bringing huge benefits and productivity to Britain with minimal trade-offs in terms of loss of livelihoods, food or timber.

**Example:** Data from 50 rewilding projects across England and Wales shows a 78% increase of full-time equivalent jobs since these sites transitioned to a rewilding approach.



## Rewilding Network growth

The Rewilding Network, launched in 2021, brings together landowners, projects and local groups, enabling them to connect, collaborate and share experience. With around 900 members already the Network breathes new life into our depleted landscapes and ecosystems. It provides resources, advice, a place to meet and a collective voice for rewilders across Britain. We connect smaller or newer projects with those who are nearby or more established to share learning.

**Example:** In early 2023, 45 Network members came together on a rewilding site to address barriers to rewilding, endorsing the value of the Network as “so supportive, providing great literature, webinars, events and connections to other rewilders.”





# DELIVERY OF OUR STRATEGY


In recent years Rewilding Britain has grown rapidly in ambition and capacity for impact, building momentum, maximising opportunities and rising to the increasing demand for rewilding evidence and advice. Our staff team tripled in size in 2022, bringing in specialist skills to help deliver our vision, mission and 2025 objectives and to build the income and resources necessary for success.

To support the growth in impact, by 2025 we will ensure:

- Our internal systems, processes and governance support an organisation at our current scale
- Our income growth is sustainable with sufficient resilience & diversification in the pipeline
- We track our organisational performance through appropriate data and metrics
- Our team has sufficient capacity and resources to deliver our plans and ensure that each individual is well supported
- We are a diverse and inclusive organisation with equity and equality considered throughout how we operate.

To achieve our ambitions for 2030, we require significant growth over the next few years. We're diversifying and scaling up our fundraising efforts and estimate that we will require an annual budget of around £2.5 million to cover the organisation's operating costs and to fulfil our objectives for nature and people. For our latest published annual accounts, please [click here](#).

The Rewilding Britain strategy is driven by a senior leadership team led by Rebecca Wrigley, Chief Executive and Alastair Driver, Director, supported by a passionate and experienced Trustee Board.



**"Our staff team tripled in size in 2022, bringing in specialist skills to help deliver our vision, mission and five 2025 objectives."**



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# REWILDING BRITAIN



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