

# WILD BY NATURE

**OUR STRATEGY FOR CHANGE 2025-2030**

**REWILDING  
BRITAIN**







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# WE ARE REWILDING BRITAIN

We're helping create a wilder Britain for nature, climate and people. We're inspiring a movement of rewilders across Britain's land and seas – a groundswell of hope, so that together we can ensure a wilder, nature-rich future that benefits us all.

## WHAT IS REWILDING?

Rewilding is the large-scale restoration of nature until it can take care of itself – and us – again. At its heart rewilding is about reinstating natural processes, like letting rivers flow freely and bringing back missing species and allowing them to replenish nature's remarkable web of life.

Rewilding brings people and communities together to find ways to work, live and prosper within flourishing ecosystems. It provides opportunities to create vibrant nature-based economies; for living systems to provide the clean air, replenished soils and flood prevention we need; and for us all to reconnect with wild nature.

Rewilding is a story of hope for tackling the nature and climate emergencies – helping us transition to a nature-rich, low-carbon future while delivering real, locally generated benefits today.



*We inspire people across Britain, including decision-makers, to unite and take positive action for a wilder world.*



# FOREWORD

Rewilding is one of the most powerful ways to restore nature, address climate breakdown, and create thriving communities. Since 2015, Rewilding Britain has championed this approach, sparking debate, driving policy change and supporting rewilding in action.

Global commitments, such as protecting 30% of land and sea for nature by 2030, provide a vital framework, but we need to go further. Rewilding is not just about protecting nature. It is about bringing life into our landscapes, rivers, seas, and communities.

Despite increasing public and political recognition of the importance of restoring nature, we estimate that only 1% of Britain's land and seas are in the process of rewilding. We believe that simply halting nature's decline is not enough. We need to restore and rewild the natural world.

Rewilding is about more than returning nature to the land and seas, it's about reshaping the systems that govern our relationship with the natural world. So, we're stepping forward with a five-year strategy that pushes boundaries, sparks imagination and fosters real, lasting change.

To create a world where nature and people thrive together, we need to reframe the way we use the land and seas and ensure that the benefits of this are equitably shared.

Our long-term vision is to see 30% of Britain's land and seas rewilding, guided by local community, culture and context. We recognise that achieving this ambition means focusing our efforts on creating the conditions that catalyse rewilding at the scale we need. Stepping up the pace of change requires political will, sustained funding, and ongoing support to enable many more landowners, sea-users, communities, and institutions to embrace rewilding.

In the face of the challenges of the 21st century, rewilding 30% of Britain is not just the right thing to do; it's the most productive use of Britain's land and seas.

This is our call to action. We're not here to tinker at the edges. We're here to enable landscapes and seascapes to pulse with life once more, economies to regenerate rather than deplete, and communities to take the lead.

We know that transformational change is possible when people work together. We hope you'll join us on this journey.

**It's time to Think big. Act wild.**

**"IN THE FACE OF THE CHALLENGES OF THE 21ST CENTURY, REWILDING 30% OF BRITAIN IS NOT JUST THE RIGHT THING TO DO; IT'S THE MOST PRODUCTIVE USE OF BRITAIN'S LAND AND SEAS."**



**Rebecca Wrigley**  
Chief Executive  
Rewilding Britain



**Justin Albert**  
Chair of the Board of Trustees  
Rewilding Britain





# SHAPING THIS STRATEGY TOGETHER

We spoke to hundreds of people working across the rewilding landscape, from communities and businesses to policymakers, charities and rewilding practitioners, to help shape this strategy.

Through surveys, focus groups and interviews, we asked what people wanted for the future of rewilding and Rewilding Britain.

Alongside this, we involved our whole team and trustees in shaping our thinking, testing priorities, exploring different pathways to impact, and drawing on case studies of successful systems change. The result is a long-term vision that is bold enough to inspire action but grounded in practical solutions. Listening and working collaboratively will remain central to how we deliver this strategy, because rewilding the future is something we can only do together.



**“REWILDING THE FUTURE IS SOMETHING  
WE CAN ONLY DO TOGETHER.”**

*Members of the Rewilding Network were key to our consultation. Launched in 2021, the Network now has over 1,000 members rewilding across Britain's land and seas.*







# OUR VALUES

Rooted in who we are, our values flow through everything we do, from the smallest act to the biggest ambition. They are integral to our five-year strategy.



*Together, our team has developed a new set of values that capture Rewilding Britain's culture and will guide our future direction.*

## TRANSFORMATIVE

We're inspired by the resilience and complexity of nature, working with creativity and purpose to catalyse systemic change and shift the way people relate to the living world.

## COURAGEOUS

We lead with bravery, hope and respect, challenging convention to uncover new possibilities at nature's scale. We move with agility, unafraid to tread new ground – from peatlands to policy rooms.

## CURIOUS

We're open-minded and playful in our approach, welcoming diverse perspectives, exploring daring ideas, and finding equitable rewilding solutions in a complex and changing world.

## COLLABORATIVE

We create space for people to come together, across landscapes, coastlines and causes. We connect ideas, people and efforts so that rewilding can take root and thrive.

## CREDIBLE

We ground our work in evidence and insight, act with integrity and transparency, and share what works. We test ideas in the wild, learning and adapting as we go.



# THE NEXT FIVE YEARS

## OUR VISION

Our vision is to see rewilding flourishing across Britain, reconnecting us with the natural world, sustaining communities and tackling the climate and ecological crises.

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## OUR MISSION

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 and ecological crises.

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## OUR AMBITION

Our 2030 ambition is to see a massive upscaling of rewilding, supporting a rich and diverse mosaic of habitats and species across 30% of Britain's land and seas. This will allow nature to flourish while delivering significant ecological, economic and social benefits for and with people and communities.





# REWILDING THE SYSTEM

## OUR 2030 OBJECTIVES

We have four 2030 objectives to enable a systems change approach, along with a fifth enabling objective to strengthen our foundations.



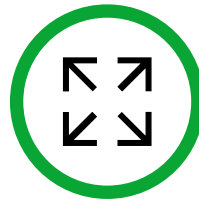
### NORMALISE REWILDING

Rewilding is embraced in the public narrative as an inspiring, viable and productive use of 30% of the land and seas that has people and communities at its heart.



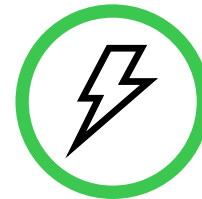
### ENABLE REWILDING

Rewilding is embedded in mainstream policy, legislation, funding, research and technology, driving a transition towards 30% rewilding of land and seas across Britain.



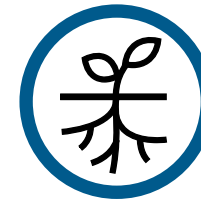
### SCALE UP REWILDING

A diverse portfolio of large-scale land and marine rewilding initiatives demonstrate the viability and ecological, economic and social benefits of rewilding – providing inspiration and evidence that influences others.



### INNOVATE REWILDING

A growing and diverse network of rewilding changemakers drives innovation, shares learning, and demonstrates the potential and viability of rewilding, creating ecological connectivity across land, seas and urban spaces.



### STRENGTHEN OUR FOUNDATIONS

Rewilding Britain is an inspiring, collaborative and inclusive organisation with the governance, income and culture that enables our people to deliver with energy, expertise and enjoyment.

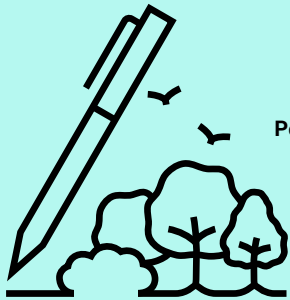




# REWILDING THE SYSTEM

## POWER

Shifts in structures and rules, such as policies, funding and research, drive transformational change that brings rewilding into the mainstream, guided by strong evidence of its benefits for nature, people, and communities.



Political commitments to our 30% rewilding manifesto asks

Stable and equitable funding and financing incentivises rewilding

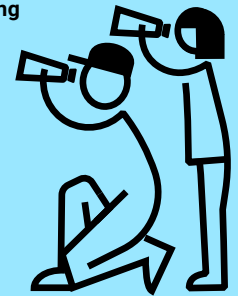
Influential organisations adopt and advocate for rewilding

Diverse allies work together to shift the narrative

Growing public support for rewilding

Future generations embrace rewilding

Diverse voices champion rewilding



## PUBLIC

Rewilding is embraced in the public narrative as a powerful, inspiring and productive use of the land and seas, that has people and communities at its heart.

## PRACTICE

A growing rewilding movement is co-creating and testing what works. Innovation becomes mainstream as trailblazing initiatives unlock new possibilities and demonstrate what's achievable at scale.



Evidence and insights drive policy change

Rewilding Challenge Fund accelerates large-scale initiatives

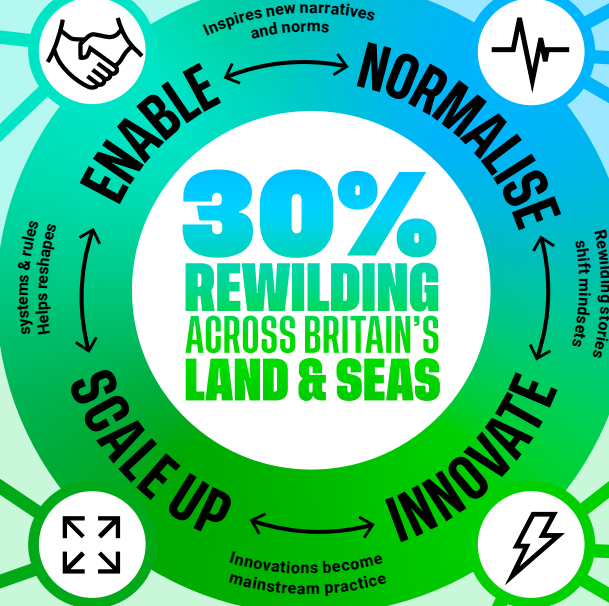
Large-scale rewilding 'demonstrators' inspire practical action

Rewilding progress and impact is demonstrated

Rewilding innovators co-design solutions

Growing Rewilding Network turns niche ideas into mainstream practice

Local rewilding groups provide community-led hubs of action



Our 2030 objectives take a systems change approach because real change happens when public thinking shifts, power is influenced, and rewilding becomes embedded in everyday practice.





# NORMALISE REWILDING



## What we aim for by 2030

Rewilding is embraced in the public narrative as an inspiring, viable and productive use of 30% of the land and seas that has people and communities at its heart.

*Equipping future generations with a deep understanding of rewilding is essential to ensure its lasting impact. The weekend after graduating, these school friends celebrated with a stay at a rewilding project.*







# WHY NORMALISE REWILDING?

Rewilding has seen significant growth, with 83% support across Great Britain<sup>1</sup>, an expanding Rewilding Network of practitioners, and positive media coverage. Yet to create lasting change, we know we must broaden support, deepen understanding, and build a collective effort powered by people that is strong enough to shift public opinion and influence policies that enable a wilder future.

Reframing the narrative is crucial for shifting mindsets and driving behaviour change. We must empower people to redefine how land and marine resources are used, with a focus on a holistic approach. Equipping future generations with a deep understanding of rewilding is essential to ensure its lasting impact.

## WHAT IT WILL TAKE

We must address perception barriers, particularly among those who rely on land and seas for their livelihoods, showing that rewilding is an inclusive solution. Sharing success stories can demonstrate its benefits across environmental, social, and economic areas. Collaborating with new and existing partners will amplify our message and ensure rewilding becomes a cultural norm.

**“TO CREATE LASTING CHANGE, WE KNOW WE MUST BROADEN SUPPORT, DEEPEN UNDERSTANDING, AND BUILD A COLLECTIVE EFFORT POWERED BY PEOPLE THAT IS STRONG ENOUGH TO SHIFT PUBLIC OPINION AND INFLUENCE POLICIES.”**



Sharing success stories can demonstrate the benefits of rewilding. Here a ranger at Rewilding Network member Wild Ennerdale shows just one of the many employment opportunities the project has created.





# THE CHANGES WE WANT TO SEE

## Public understanding and support for rewilding is broad, inclusive and growing.

- Public support significantly expands, building a broad and inclusive coalition.
- Deeper public understanding of rewilding through the delivery of an annual awareness raising campaign.
- Increased media visibility drives engagement and grows our supporter base.
- Stronger supporter relationships translate into meaningful action and influence on policy.

## Rewilding is championed by relatable voices.

- Receptive land and marine managers act as visible rewilding champions, bringing to life and sharing its environmental, social and economic value.
- Empowered communities identify and elevate their own rewilding champions.
- Success stories from diverse communities showcase rewilding's benefits.
- Enhanced support for rewilding as a result of exposure to a wider range of before-and-after visuals.

## Rewilding is trusted and amplified by a diverse network of allies.

- A diverse ecosystem of allies works together to normalise rewilding across sectors.
- High profile Rewilding Ambassadors boost our credibility and reach underserved audiences.
- Strategic collaborations with brands, businesses and charities increase the visibility and credibility of rewilding.
- Rewilding is recognised by businesses as a trusted, mainstream approach in their reporting.

## Future generations understand and embrace rewilding.

- A review identifies the most effective ways and the key organisations who are engaging young people with rewilding.
- We connect and support partners to strengthen and coordinate efforts for broader impact.
- Pilot initiatives test and refine approaches that inspire and engage diverse youth audiences across learning and engagement settings.



# BUILDING ON PROGRESS

## Snapshots of success from our first 10 years normalising rewilding

- 83% of the British public now support rewilding – a huge shift from almost no recognition just 10 years ago.
- We've reached millions with our message of hope through our website, social media, newsletter, media, talks and events.
- We won Gold and Best Show Garden at RHS Chelsea Flower Show 2022 for our rewilding garden.
- Rewilding is now a regular theme on BBC Radio 4's long-running drama *The Archers*.
- Rewilding has shown up loudly and proudly at nature marches and lobbies – helping shift the political dial.

**83%**  
OF THE BRITISH PUBLIC  
SUPPORT REWILDING



*'A Rewilding Britain Landscape' won Best Show Garden at Chelsea Flower Show in 2022 – bringing the messy beauty and joyous abundance of rewilding to millions of people across the nation.*



# ENABLE REWILDING



## What we aim for by 2030

Rewilding is embedded in mainstream policy, legislation, funding, research and technology, driving a transition towards 30% rewilding of land and seas across Britain.

*Morning mist clearing over Rewilding Network member Cefn Garthenor in mid-Wales. The project began its rewilding journey in 2021 to encourage nature and increase biodiversity.*





# WHY ENABLE REWILDING?

Momentum for rewilding is growing, but lasting success means reshaping the systems and rules that hold back change and making space for new ideas and solutions. We need a fundamental shift in how nature is valued – where restoring ecosystems at scale is not only possible but actively supported and rewarded.

## WHAT IT WILL TAKE

Mainstreaming rewilding needs a joined-up approach: aligning policy, regulation, funding, research, and technology to drive systemic change. Rewilding Britain plays a key role in this.

We will continue to strengthen our strategic advocacy and public campaigning work across the devolved nations. This means influencing decision-makers, pushing progressive policy, developing new investment models and refocusing research priorities. All of which are informed through generating robust evidence of the ecological, economic and social impacts of rewilding. We believe that it's through bold, collaborative action that we'll create the enabling conditions for rewilding to thrive at scale.

**“AS A CHARITY, WE DON'T OWN OR MANAGE LAND OR SEA BUT WORK CLOSELY WITH THOSE WHO DO. THIS GIVES US THE FREEDOM TO SPEAK OUT, ADVOCATE BOLD REFORM, AND COLLABORATE TO AMPLIFY CALLS FOR CHANGE.”**



Here, MP Roz Savage takes to the stage to show her support for our joint report at its parliamentary launch in Westminster. 'Wilder Seas,' produced in conjunction with the Marine Conservation Society, lays out a powerful blueprint for restoring marine ecosystems and unlocking a brighter future for nature and people.






# THE CHANGES WE WANT TO SEE

**UK and devolved governments integrate our 30% rewilding manifesto asks into policy, legislation and regulation as a key part of their nature, climate and just transition agendas.**

**Rewilding is incentivised through stable, accessible and equitable funding and finance mechanisms across diverse land ownership and marine management models.**

**Key land and marine organisations adopt and advocate for rewilding within their strategies and public messaging.**

**Research institutions prioritise and commission rewilding-related research.**



- Decision-makers and public bodies increasingly demonstrate support for our 30% rewilding asks as cost-effective, locally-led solutions to the climate and nature crises.

- Public-facing policy campaigns drive awareness, engagement, and support for 30% rewilding (such as grouse estate transition, truly protected Marine Protected Areas and lynx reintroduction).

- Political commitments to our 30% rewilding asks are secured across nations, political parties and levels of government.

- More stable and secure public funding supports and enables locally-led rewilding.

- Equitable investment models are developed for locally-led rewilding that demonstrate shared ecological, social, and economic returns.

- Private and philanthropic sectors accelerate high-integrity, equitable finance into large-scale rewilding within agreed principles.

- Rewilding accreditation frameworks are explored to strengthen credibility and accountability.

- Strategic relationships are built with land and marine organisations and alliances – especially those led by and representing local communities.

- Key organisations integrate rewilding into their policies and show public support for rewilding.

- Key research and knowledge gaps in rewilding are identified in collaboration with research partners.

- Rewilding-related topics are increasingly integrated into the priorities of key research institutions.

- Policymakers use insights from rewilding research to make informed, evidence-based decisions.

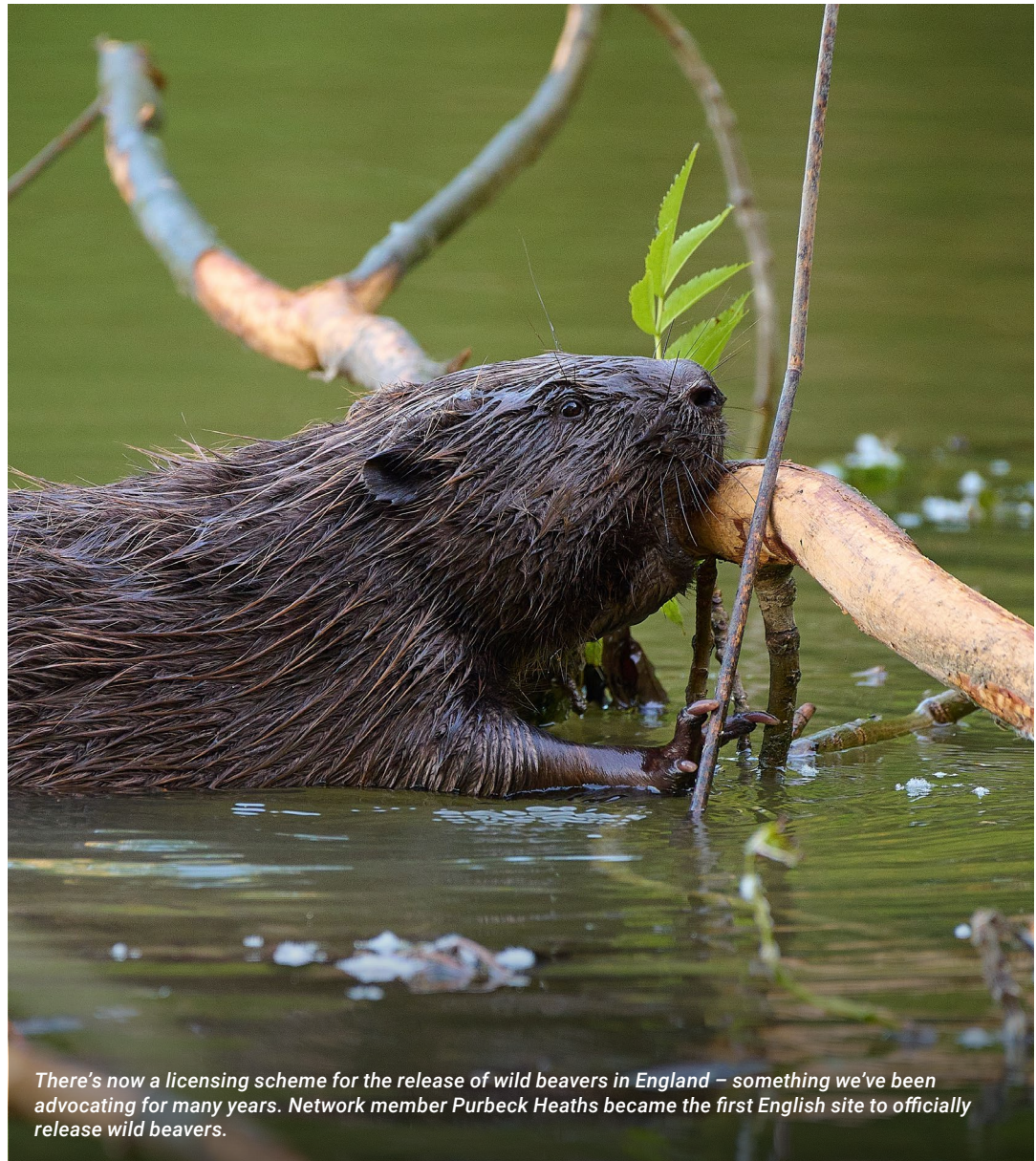


# BUILDING ON PROGRESS

## Snapshots of success from our first 10 years enabling rewilding

- Helped secure government investment in rewilding through the establishment of the £640 million Nature for Climate Fund.
- Played a major role in getting rewilding recognised and financially supported in the UK Government's Environmental Land Management scheme.
- Achieved official recognition of rewilding sites as contributing to the 30by30 nature target.
- Gained government recognition of natural regeneration alongside tree planting in funding and policy.
- Helped drive through the licensing of wild beaver releases – a major milestone for species reintroductions.
- Co-founded the Scottish Rewilding Alliance and co-launched the Rewilding Nation campaign – with thousands signing the charter.

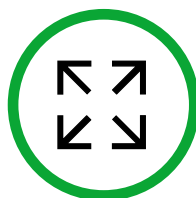
**£640M**  
**FOR REWILDING THROUGH THE NATURE  
FOR CLIMATE FUND**



*There's now a licensing scheme for the release of wild beavers in England – something we've been advocating for many years. Network member Purbeck Heaths became the first English site to officially release wild beavers.*



# SCALE UP REWILDING



## What we aim for by 2030

A diverse portfolio of large-scale land and marine rewilding initiatives demonstrate the viability and ecological, economic and social benefits of rewilding – providing inspiration and evidence that influences others.

*The world's first rewilding centre at Dundreggan is sharing its rewilding vision across the globe and generating revenue for the estate and the local community by providing jobs and attracting visitors to the area.*





# WHY SCALE UP REWILDING?

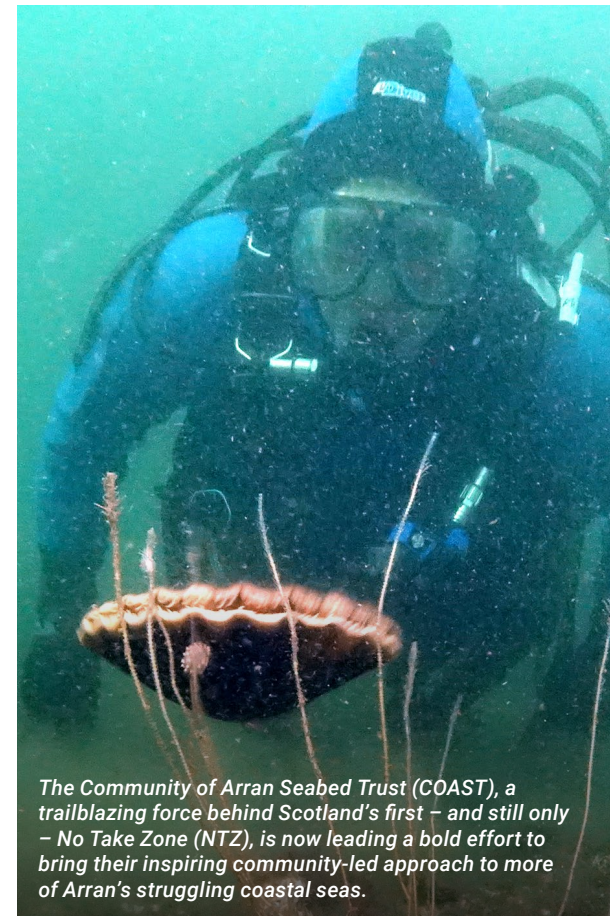
Rewilding is most powerful when working at nature's scale and when allowing natural processes to lead. Whether this be across larger areas or by linking smaller sites together, we want to see interconnected landscapes and seascapes, from the wild edges of our coasts to the heart of our towns and cities.

Inspiring initiatives like the Community of Arran Seabed Trust, Loch Abar Mòr, Wild Peak and Wild Purbeck already show that rewilding is possible at a meaningful scale. But to truly transform our relationship with land and sea, we need more ambitious, inclusive models across a range of ownerships and management types. These models must act as blueprints for the future, sparking momentum, informing policy, and attracting meaningful investment.

## WHAT IT WILL TAKE

At Rewilding Britain, we aim to inspire and enable a wider diversity of large-scale rewilding initiatives across Britain that support localised decision-making and bring shared value for nature, the economy and local communities. By generating robust data, demonstrating real-world benefits and showcasing investable business models, these projects will help shift rewilding from the margins to the mainstream as a credible, scalable solution to our ecological and climate crises.

**“BY GENERATING ROBUST DATA, DEMONSTRATING REAL-WORLD BENEFITS, AND SHOWCASING INVESTABLE BUSINESS MODELS, LARGE-SCALE PROJECTS WILL HELP SHIFT REWILDING FROM THE MARGINS TO THE MAINSTREAM.”**



*The Community of Arran Seabed Trust (COAST), a trailblazing force behind Scotland's first – and still only – No Take Zone (NTZ), is now leading a bold effort to bring their inspiring community-led approach to more of Arran's struggling coastal seas.*

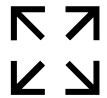


# THE CHANGES WE WANT TO SEE

**An increase in large-scale (>1,000ha) land and marine rewilding demonstrator sites across Britain drive change and inspire wider action.**

**Large-scale rewilding innovators are empowered to grow and accelerate their early-stage initiatives through targeted funding, support and impact measurement.**

**Evidence and insights from large-scale rewilding demonstrators are captured, shared and used to inform practical action and policy.**



- Early-stage rewilding initiatives are identified and supported to scale up in ambition and impact.
- Diverse, multi-stakeholder and community-led partnerships co-design and deliver investable large-scale rewilding.
- Peer learning and collaboration are fostered through strong connections between rewilding sites.
- Demonstrator sites showcase measurable ecological, social, economic and financial benefits.

- Rewilding Challenge Fund recipients receive tailored funding, expert advice and peer support to scale their rewilding projects.
- The Rewilding Monitoring Framework is piloted and refined, helping award holders track progress and demonstrate impact.
- The Rewilding Funding programme is continuously reviewed and adapted to meet the evolving needs of large-scale rewilding initiatives.

- Enhanced monitoring and evaluation tools strengthen the rewilding evidence base.
- Learning from large-scale initiatives is synthesised and shared in accessible ways.
- Evidence informs decision-making at both practical and political levels.

# BUILDING ON PROGRESS

## Snapshots of success from our first 10 years scaling up rewilding

- Enabled three large-scale projects with £300,000 of investment through our Rewilding Challenge Fund:
  - Wilder Blean, a project to rewild tens of thousands of hectares across South East England
  - Sussex Bay, a seascape-scale vision for a healthy marine ecosystem taking in 100 miles of coastline
  - Scotland's Community of Arran Seabed Trust, one of the largest community-led marine projects of its kind in the UK.
- Engaged major landowners and 1,000ha+ projects to scale up rewilding.
- Galvanised support for nature in England's Land Use Strategy.
- Assessed opportunities for rewilding in all national parks and encouraged national park authorities to write nature restoration into their management plans.

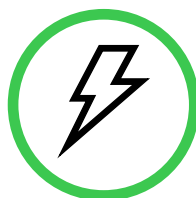
**£300K**  
INVESTED IN THREE LARGE-SCALE PROJECTS



*Our £100,000 funding is enabling Sussex Bay to accelerate their vision to create a healthy marine ecosystem across 100 miles of Sussex coastline.*



# INNOVATE REWILDING



## What we aim for by 2030

A growing and diverse network of rewilding changemakers drives innovation, shares learning, and demonstrates the potential and viability of rewilding, creating ecological connectivity across land, seas and urban spaces.



*Reintroducing lynx could help reduce the impact of deer browsing on woodlands – helping to restore habitats and natural processes while providing economic opportunities for local communities.*





# WHY INNOVATE REWILDING?

Many individuals and groups are keen to rewild but tell us that they lack the knowledge or support to take the first step or expand their ambitions. By providing innovation funding and facilitating the sharing of learning and insights among rewilding practitioners, we'll help move niche rewilding innovations into mainstream practice.

As rewilding in Britain is still evolving as an approach, we have the opportunity to develop and share innovative new rewilding practices. Knowledge-sharing is key; rewilders learn best from one another, and we will strengthen the networks that enable practitioners to learn from one another and adapt solutions to their own contexts.

**“KNOWLEDGE-SHARING IS KEY; REWILDERS LEARN BEST FROM ONE ANOTHER, AND WE WILL STRENGTHEN THE NETWORKS THAT ENABLE THIS.”**

## WHAT IT WILL TAKE

To build momentum, we'll expand our support for Local Rewilding Networks, nurture grassroots participation, and promote inclusive models of rewilding. Through the further development of our Rewilding Monitoring Framework we'll support the collection of robust, standardised data to showcase rewilding's full ecological, social and economic benefits. Not only will this help inform practical decision-making, it will give policymakers, funders and communities the crucial evidence they need to invest in nature-led change.



*Remote sensing techniques using drones can provide fantastic insights into how landscapes become more complex with rewilding.*




# THE CHANGES WE WANT TO SEE

**A diverse and growing Rewilding Network drives the adoption of rewilding as a mainstream practice.**

**Rewilding impact, progress and learning are demonstrated through robust monitoring and practical knowledge sharing.**

**Rewilding is championed locally by a diverse, empowered community of practitioners and advocates.**

**Rewilding innovators accelerate progress and overcome challenges through our funding and support.**

- 
- The Rewilding Network expands as a hub for knowledge exchange, peer support, access to funding and advocacy.
  - Rewilding Network members receive tailored support, expert advice and networking opportunities that inform and foster good practice.
  - A dynamic Rewilding Network map showcases a diverse range and scale of initiatives - from urban parks to coastal waters, iconic species reintroductions to community-led action.

- The success of rewilding is evidenced through projects adopting our Rewilding Monitoring Framework and collecting, analysing and sharing key data.
- Data-driven insights showcase the ecological, social and economic benefits of rewilding.
- Practical insights and tools are widely shared, enabling informed decision-making.
- Good practices are embedded and scaled across the Rewilding Network.

- Local Rewilding Networks grow and develop into community-led hubs of action.
- A diverse coalition of rewilding champions – farmers, fishers, community leaders, youth activists, businesses, etc. – advocate for change within their sectors and regions.

- Our Rewilding Innovation Fund drives new solutions and strengthens shared learning.
- A wider range of rewilders access funding, helping to grow a more diverse, inclusive rewilding movement.



# BUILDING ON PROGRESS

## Snapshots of success from our first 10 years supporting rewilding innovation

- Launched the Rewilding Network, the first Britain-wide network to facilitate knowledge exchange for rewilding land and seas – supporting 1,000+ members to actively rewild and share best practice, covering 180,000+ hectares.
- Celebrated a 120% increase in full-time jobs and 12x growth in volunteers across rewilding projects in the Rewilding Network.
- Backed 60+ projects with £1M+ through the Rewilding Innovation and Challenge Funds since 2021, boosting the bold efforts of rewilders to bring nature back and unlocking millions more pounds in public funding for them.
- Developed the trailblazing Rewilding Monitoring Framework and piloted it across five projects.
- Advanced multiple species reintroductions across extensive areas in the UK.

# 1,000+

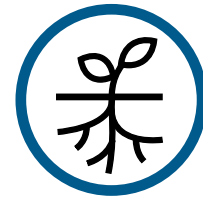
**NETWORK MEMBERS REWILDING  
ACROSS BRITAIN**



*Projects exploring the reintroduction of European elk, bison and beaver through robust ecological planning and community involvement are just a few of the rewilding schemes we've funded, helping bring their vision a step closer to reality.*



# STRENGTHEN OUR FOUNDATIONS



## What we aim for by 2030

Rewilding Britain is an inspiring, collaborative and inclusive organisation with the governance, income and culture that enables our people to deliver with energy, expertise and enjoyment.



*Nurturing a team that can deliver with energy, expertise and enjoyment is key to growing rewilding over the next five years and beyond.*





# WHY STRENGTHEN OUR FOUNDATIONS?

Delivering our ambitious strategy requires a strong foundation. Rewilding Britain enters this strategic period as a maturing organisation, having scaled up operations to meet our aspirations over the last 10 years. As demand for rewilding increases, we will support the growth of a well-resourced, skilled, diverse and adaptable team with robust internal systems that allow us to scale our impact.

For truly transformative rewilding action, we need to grow our annual income to £3 million by 2030 – sustaining core operations and creating opportunities to scale up rewilding. We will expand and strengthen funding streams, ensuring every penny contributes to meaningful impact. We'll also develop new ways for people and organisations to support rewilding's future.

## WHAT IT WILL TAKE

Rewilding Britain has grown significantly in recent years, and with that comes the challenge of maintaining operational excellence while staying true to our values. We need to ensure our governance structures evolve to support a larger, more complex organisation. At the same time, securing long-term funding is critical to delivering our strategy, while retaining the flexibility to respond to emerging opportunities. By investing in people, governance, funding, and knowledge management, we will be equipped to grow rewilding over the next five years and beyond.

**“AS DEMAND FOR REWILDING INCREASES, WE WILL SUPPORT THE GROWTH OF A WELL-RESOURCED, SKILLED, AND ADAPTABLE TEAM WITH ROBUST INTERNAL SYSTEMS THAT ALLOW US TO SCALE OUR IMPACT READY TO MEET THE CHALLENGES AHEAD.”**



*We're expanding and strengthening funding streams, ensuring every penny contributes to meaningful impact.*



# THE CHANGES WE WANT TO SEE

**Rewilding Britain secures sustainable and diversified funding to enable transformational impact.**

- Our income generation strategy ensures a diverse mix of ethical funding sources, including philanthropy, corporate partnerships, public funding and community-driven initiatives.
- We strengthen new and existing relationships with supporters who feel valued and connected to our mission to accelerate and scale up rewilding.
- We secure an annual income of £3 million by 2030, ensuring the financial stability needed to deliver our ambitious strategy.

**Rewilding Britain has resilient governance and internal operations that support our long-term strategy.**

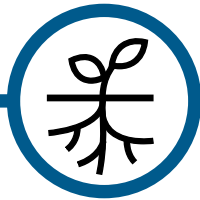
- Our Board of Trustees and Senior Leadership Team work effectively together, ensuring governance structures remain strong, flexible and fit for purpose.
- Our internal policies, processes and systems evolve in line with best practice, supporting efficient and transparent delivery.
- We prioritise environmentally responsible operations, reducing our organisational footprint where possible.

**A dynamic team and nurturing culture enable Rewilding Britain to thrive.**

- Our culture fosters leadership, collaboration and innovation, ensuring every team member can reach their full potential.
- Our team has the right skills and capacity to deliver our ambitious strategy, with clear pathways for professional development and growth.
- We embed equity, diversity and inclusion into our operations, ensuring that our organisation reflects the communities we serve.

**Our approach to data, knowledge and impact management strengthens our ability to lead on rewilding.**

- Our digital approach is values driven, enabling efficient delivery, ensuring data security and embracing technological innovation.
- We implement effective systems for tracking and evaluating our impact, ensuring continuous learning and improvement.
- Our data and insights are shared internally and externally to strengthen decision-making, advocacy and rewilding practice.





# BUILDING ON PROGRESS

## Snapshots of success from our first 10 years strengthening our foundations

- Built a credible, impactful organisation in 10 years, helping make rewilding mainstream.
- Established a strong, diverse board of trustees providing excellent governance.
- Built a skilled and courageous team of rewilding experts, communicators, policy leads, researchers, fundraisers and operations professionals.
- Secured stable, varied funding streams ensuring financial resilience – backed with transparent, robust reporting and effective financial management.
- Positioned ourselves to deliver future rewilding goals with confidence and strength – ready to meet the challenges ahead.

# 10 YEARS

## OF BUILDING A CREDIBLE AND IMPACTFUL ORGANISATION



*Our Marine Policy and Advocacy Lead coordinates the delivery of our marine work, working with others in the sector to mainstream marine rewilding into policy.*



# POWERED BY PEOPLE

Rewilding Britain is a collective effort powered by people who believe in a wilder future. Whether you're a rewilding practitioner, policymaker, funder, or passionate supporter, you can help make rewilding the norm.

Together, we can restore nature at scale, creating a future where people and the wild thrive side by side.

This strategy sets our direction, but it's people who will bring it to life.



# THINK BIG. ACT WILD.

[www.rewildingbritain.org.uk](http://www.rewildingbritain.org.uk)



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