MAKE IT WILD

IMPACT REPORT

2024–25

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Make It Wild's first Impact Report, covering July 2024 to June 2025. What we achieved, how we measure our environmental and social performance, and where we are heading next.

Executive Summary

Make It Wild was founded on one belief: nature can recover, if we give it room to.

Since 2010 we have grown from a single rewilded field in North Yorkshire into a network of nature reserves supported by landowners, volunteers and business partners across the UK.

As this report went to print we passed a milestone worth marking: 150,000 trees planted since the organisation began. Trees are the easiest part of our work to see. The harder, slower work of letting soil recover, water return and species find their way back is what this report is really about.

Across biodiversity restoration, carbon sequestration, wellbeing and community engagement, we have shown that a small organisation can have a large effect when nature is given a genuine say in how land is managed.

“It’s not our aim to support nature. It’s our purpose.”

Helen & Christopher Neave, Founders

We have chosen to publish our first carbon footprint in full, including the parts we are not yet satisfied with. A credible impact report shows the whole picture, not just the flattering half.

About Make It Wild

Our story

Make It Wild began when founders Helen and Christopher Neave bought 26 acres of land in North Yorkshire, with one intention: to give it back to nature. They planted 20,000 trees. Birds returned. Ponds filled with new life. Watching that recovery happen, on their own land, in a few short years, they decided to do the same thing at scale, and Make It Wild was born.

Our purpose

Nature has a seat at our decision-making table, not as a metaphor but as a working principle. We turn down partnerships that conflict with our values, and every project is judged first on what it does for nature and on whether we can look after the land well for years to come.

“What would nature say?”

Three connected pillars

01

Rewilding & Conservation

Restoring habitats and giving biodiversity room to recover on its own terms.

02

Tree Planting & Carbon Mitigation

Helping businesses and individuals plant real woodland and mitigate their impact.

03

Wellbeing, Education & Experiences

Helping people reconnect with nature through education, volunteering and unhurried time on our working reserves, including guests at our holiday cottage.

The Year in Numbers

19

New UK nature reserves

150k+

Native trees planted

450+

Business partners

1.5k

People getting their boots muddied

13m kg

CO_2 sequestered by our trees since 2011

600+

Acres of protected landscape

Figures shown are lifetime totals since 2010, as published on makeitwild.co.uk at the time of writing.

Biodiversity & habitat restoration

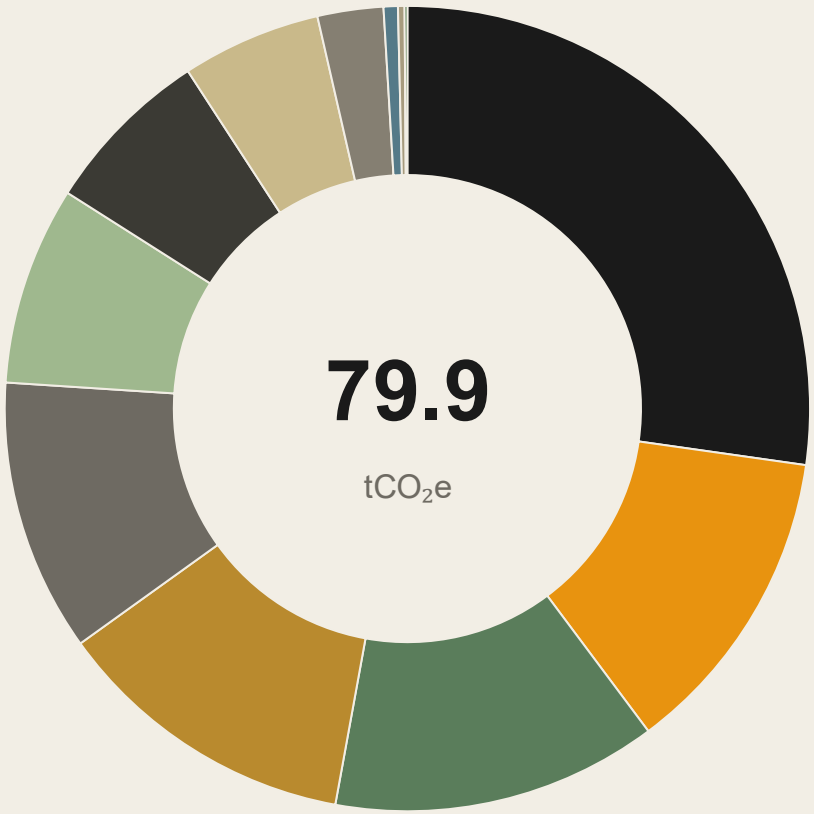
Our primary impact is ecological. Across our sites our work centres on:

- Rewilding marginal land
- Planting native species
- Enhancing habitat for insects, birds, mammals and fungi
- Encouraging natural regeneration
- Working with partners to extend the benefit for biodiversity beyond our own boundaries

“Giving biodiversity room to recover on its own terms.”

Suggested photo: natural regeneration and bluebells, Bank Woods

Our footprint: 79.9 tCO_2e



Raw materials & consumables	21.85 t
Waste	10.06 t
Buildings (embodied)	10.49 t
Staff commuting	9.80 t
Company vehicles (fuel + embodied)	8.78 t
Electricity	6.39 t
Water	5.47 t
Equipment (plant/office/kitchen)	4.48 t
Food & drink	2.12 t
Digital footprint	0.46 t
Business travel (rail + air)	0.21 t
Paper & stationery	0.09 t

Self-reported, covering July 2024 to June 2025 and grouped into the standard Scope 1, 2 and 3 categories (full breakdown on the next page). A 10% tolerance (7.9 tCO_2e) is included for data uncertainty. Not independently assured, and subject to final verification.

What this means for Make It Wild

Procurement drives our footprint

The materials for establishing trees, plastic shelters, stakes and fencing, outweigh our energy use and our travel combined. We are constantly seeking lower-impact methods and have started planting some trees without tubes or stakes, though those areas need fencing instead.

Waste and embodied carbon matter

Landfill waste, more than half of it generated by guests at our holiday cottage, and the annualised embodied carbon in our buildings and equipment, together account for a meaningful share. Tree guards we reuse, donate or recycle. Cutting cottage waste, alongside reuse, repair and second-hand buying, is our focus for the year ahead.

Energy and travel are smaller, not negligible

Electricity, business road travel and staff commuting come to around 21 tCO_2e between them. Our sites are rural, so public transport is rarely an option, and remote working helps some of the team but not the majority, who work on the land.

Emissions by source

Source	Detail	Scope	tCO_2e
Company vehicles (fuelled)	Business road travel, incl. tractor and gator	1	5.14
Electricity	18,150 kWh	2	6.39
Business rail	2,800 miles	3	0.21
Business air travel	—	3	0.00
Raw materials & consumables	Tree shelters 10.42t, stakes 10.43t, misc. 1.00t	3	21.85
Staff commuting	40,480 miles	3	9.80
Embodied carbon — vehicles	Company fleet	3	3.64
Embodied carbon — buildings	Bank Wood Barn 7.82t, Heather Lea 2.67t	3	10.49
Plant, office & kitchen equipment	—	3	4.48
Waste	General 8.19t, mixed recycling 1.87t	3	10.06
Water	516 m^3	3	5.47
Digital footprint	Email & data storage	3	0.46
Work-related food & drink	—	3	2.12
Paper & stationery	—	3	0.09
Total			**79.9**

By scope: Scope 1 (direct) 5.14 t · Scope 2 (purchased electricity) 6.39 t · Scope 3 (indirect) 68.67 t

These sum to the 80.2 tCO_2e of line items, which rounds and reconciles to the headline 79.9 tCO_2e.

Reducing our impact

Reducing our environmental impact

- All outside catering we commission is plant-based
- We reuse or donate tree guards wherever possible and recycle the rest, and are trialling lower-impact alternatives including planting without guards where the site allows
- We work with suppliers who support a circular economy for waste
- We are maintaining and expanding our use of renewable energy
- We support our team's learning, including Carbon Literacy Training

Supporting nature beyond our sites

Alongside our own work, we support nature elsewhere through:

- A monthly donation to the Rainforest Trust, running since September 2024
- Support for mangrove restoration projects

These are contributions to projects beyond our own land. We do not count them as offsetting our own footprint.

Other sustainable practice

Equipment & materials

- Most vehicles, clothing and equipment bought second-hand
- Composting toilets on site
- Rainwater harvesting for the barn toilets and animal troughs

Energy & drainage

- Solar panels and battery storage
- Biomass boiler
- Sustainable drainage and a wildlife pond soakaway
- Bike racks, EV and e-bike charge points

Bank Wood Barn

- Built with reclaimed stone and timber
- Habitat boxes built into the structure
- Lime plaster, Geocell and sheep’s wool insulation

Supporting our team & community

Supporting our team

- 3 full-time, 3 part-time (incl. one apprentice), plus seasonal workers
- 4 contracted staff, plus work experience students, interns and volunteers
- Every salary exceeds the National Living Wage; directors take no salary
- Flexible and hybrid working where the job allows
- Ongoing development and external training where needed
- At least one team day a year, away from the day-to-day

Supporting our community

- Using local suppliers and contractors wherever we can
- Volunteering days on our reserves
- Talks in schools and community groups
- Guided nature walks and educational sessions
- Wellbeing events for people facing mental health challenges

“Partnering with Make It Wild is one of the best decisions we have ever made.”

Andrew Gray, Truth Legal

“Make It Wild made carbon offsetting easy, transparent and even enjoyable.”

Claire Milne, Ocura

Governance

Category	Land Team	Business Team	Board
Total staff	3 PT	1 FT, 4 PT	2
Minority ethnicity	0%	0%	0%
Disabled staff	0%	0%	0%
Age profile	Under 25 to 40+	Mostly over 40	All over 40

Diversity & inclusion snapshot. We recognise real opportunity to improve and start from an honest baseline. All recruiters are trained in equality and diversity.

Transparency & supplier governance

- Our first Impact Report; nature has a standing place in every decision
- Around 70% preference for local suppliers
- Environmental and social criteria applied to supplier selection where practical
- Routine ethical checks, including anti-modern-slavery checks with tree nurseries
- 100% of invoices paid within 30 days

Case Study

Behind every figure is a person, a site or a partnership. Hear a one of our partners tell it in their own words. https://youtu.be/6X_gETAnttM

Future Targets & Commitments

Environmental

- Increase our number of nature reserves to 30 by 2028
- Expand biodiversity monitoring across all sites

Social

- Continue developing team building, skills and knowledge
- Expand our community volunteer programme

Governance

- Establish Conservation Covenants across our land holdings
- Publish an Impact Report every three years

How to Get Involved

Everyone has a part to play in restoring land and helping wildlife recover.

Dedicate a tree

Mark an occasion, and add a real tree to a real reserve.

Support a landowner partnership

If you own or manage land, talk to us about what's possible.

Join a volunteering day

Come and get your boots muddied. No experience needed.

Offset your business emissions

Support our biodiversity-led model of carbon sequestration.

Book an experience or stay with us

Education, wellbeing or a holiday on a working reserve, for individuals, schools or teams.

Partner with us

makeitwild.co.uk

THANK YOU

This year's achievements are the result of a remarkable collective effort. To our volunteers, customers, landowner partners, team members and community supporters, thank you for helping us restore nature and inspire change.

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