

# Championing Nature

ANNUAL REPORT

**Shephard & Moyes**  
Do good, better



MADE POSSIBLE BY



**Emirates**

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# Foreword

Championing Nature forms part of the multi-year partnership between Wimbledon and Emirates as the Official Airline of The Championships. Both organisations strive to be a force for good, using our resources to give back, and Championing Nature is founded on that shared commitment.

It has been established with a long-term goal of creating positive impact in communities across England through connections and engagement with nature. To make sure that goal is achieved, and that impact is measured from the very start of the programme and tracked over the next five years, it was important for us to have an independent and respected evaluation and impact partner onboard.

This report has been compiled by our evaluation and impact partner Shepherd & Moyes. With extensive experience in the nature sector, they are well placed to carry out this crucial work across Championing Nature.

We hope you enjoy reading this report as much as we have enjoyed seeing the programme come to life over the last year. We look forward to the years ahead and to seeing these encouraging early impact figures grow even stronger as the programme develops.

Usama Al-Qassab  
Director, Marketing & Commercial  
The All England Lawn Tennis Club

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# Introduction

Championing Nature is an ambitious partnership between Wimbledon, Emirates and four Wildlife Trusts (London, Birmingham and the Black Country, Lancashire, Manchester and North Merseyside, and Northumberland), helping people connect to nature in their communities. Through a £7 million investment over six years, the programme aims to create lasting positive change for children, young people and families in urban communities, while supporting nature recovery, improving wellbeing and creating opportunities for people to take action for nature. This is being delivered through seasonal Heartbeat events, education and family learning activities, young people's programmes and capital investment to create a legacy within communities.

The programme has made a strong start in its first year, delivering a wide range of inclusive and engaging nature-based activities that are successfully reaching underserved communities across the UK. The strength of the programme lies in its place-based and partnership-led approach, with Wildlife Trusts building trusted relationships with schools, families, community organisations and young people to deliver accessible, practical and meaningful experiences close to where people live. Learning from the year one

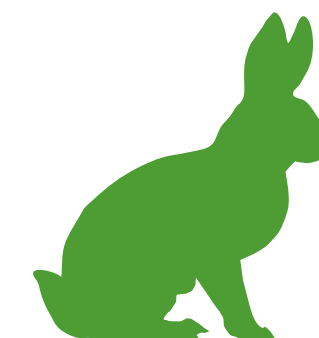


evaluation demonstrates the value of long-term engagement, hands-on activity and flexible delivery approaches that respond to local needs and barriers.

This first annual report highlights the programme's achievements over the first 12 months of delivery between April 2025 and April 2026, detailing who the programme has reached, what has been delivered and the impact so far in terms of improving connections to nature, learning about and developing a greater appreciation for nature, and feeling inspired to take action. As this report shows, Championing Nature has made a strong start, and year one provides a good platform from which to deepen engagement, build on opportunities and continue to create meaningful change.

Claire and Amy

Shephard and Moyes LTD



# Executive summary: achievements

In its first year, Championing Nature has established a broad programme of activity across all four Wildlife Trusts, including school learning, youth engagement, family activity, community events and emerging legacy projects. This delivery model has created varied and accessible ways for children, young people and families to experience and connect with nature close to home.

The programme has successfully reached underserved communities, including schools and neighbourhoods experiencing high levels of deprivation.

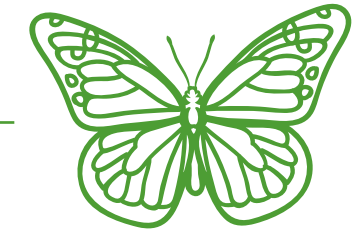
Together, these early results show that the programme has established a strong delivery base and is reaching the communities it set out to support.

## SO FAR THE PROGRAMME HAS REACHED

**865**  
SESSIONS DELIVERED

INCLUDING  
**29**  
HEARTBEAT  
MOMENTS

AND  
**836**  
CORE PROGRAMME  
SESSIONS



**28,539**  
PEOPLE ENGAGED



INCLUDING  
**14,654**  
CHILDREN AND  
YOUNG PEOPLE

AND  
**13,885**  
ADULTS

# Executive summary: impact

Early evaluation findings demonstrate strong positive outcomes across learning, wellbeing and connection to nature, building on the programme's strong delivery and reach in its first twelve months.

Participant feedback highlight the value of creating accessible opportunities for people to connect with nature close to home:

“”

It gave me an escape from urban life where one can often feel powerless and invisible to somewhere that feels like I can make a difference by playing a part in a wider community to foster our green spaces.

Birmingham and Black Country Wildlife Trust Participant

As the programme moves into its second year, Championing Nature is well positioned to build on this momentum, expanding reach, deepening impact and strengthening its role as a flagship partnership delivering environmental and social change across urban communities.



97%

agree participation supports their health and wellbeing



87%

feel more connected to nature



93%

feel inspired to take action for nature



73%

of participants are from one of Championing Nature's priority underserved communities

# About Championing Nature

As part of a six-year partnership agreement, Wimbledon and Emirates have created a £7 million fund, using the platform of Wimbledon to create positive impact in communities across England through connection and engagement with nature, with a specific focus on disadvantaged children, young people (aged 16–24) and families. The fund supports the Championing Nature programme in partnership with four urban Wildlife Trusts, each delivering targeted engagement with children, young people and families, four annual Heartbeat Moments aimed at wider community engagement, alongside a physical legacy project.





### LONDON WILDLIFE TRUST (LWT)

London Wildlife Trust is delivering hands-on nature lessons directly linked to the National Curriculum within schools. These school sessions enable children aged 4–11 to take part in activities including pond dipping, minibeast hunting and becoming plant detectives. School sessions are run from six of the Trust’s nature reserve facilities in the boroughs of Camden, Southwark, Richmond, Hounslow, Waltham Forest and Hackney.

Local primary schools near the Trust’s nature reserves, where more than 50% of pupils are eligible for pupil premium, double the UK average, have been targeted with a subsidised offer to reduce barriers to access.

The Trust’s family learning programme helps parents learn alongside their children, providing quality time together outdoors that is fun and educational.

Alongside the educational and social activities, London Wildlife Trust is making physical improvements to two of its sites. Launched in March this year at Woodberry Wetlands, the Trust has created a brand new and bespoke natural play area. The Trust will also create a new learning space and sensory wildlife garden at Gunnersbury Triangle, with work set to begin in 2027.





### **BIRMINGHAM AND BLACK COUNTRY WILDLIFE TRUST (BBCWT)**

Through Championing Nature, the Birmingham and Black Country Wildlife Trust is expanding its education programme into new areas across Birmingham, focusing on schools in 14 designated red wards, all of which are in the top 20% most deprived wards in the city. The education programme has targeted primary school-aged children, with plans to expand to other age groups over the course of Championing Nature.

Alongside the education programme, the Trust is also delivering a wide ranging community engagement project. This consists of a series of monthly events, including the four seasonal Heartbeat Moments. These events have been broad in scope to create a wide range of engagement opportunities, from open days, walks and talks to wellbeing sessions, climate cafés and more. All activities have taken place in some of the most nature-deprived areas of the city, as well as on the Trust's nature reserves.

For their legacy element, BBCWT is putting significant investment into their Centre of the Earth site in central Birmingham, which will provide much improved facilities for programme delivery from 2028.





### THE WILDLIFE TRUST FOR LANCASHIRE, GREATER MANCHESTER AND MERSEYSIDE (LANCSWT)

The Wildlife Trust for Lancashire, Manchester and North Merseyside's Championing Nature programme is delivering a transformative, community-driven initiative that addresses the decline in access to nature in the Wythenshawe area. Wythenshawe is near Manchester Airport and experiences multiple forms of deprivation. Originally designed as a garden city, it is now often referenced as Europe's largest council estate, containing some of the wards with the highest indices of multiple deprivation in the UK.

The programme is focusing on creating a sense of belonging by empowering the community, in particular children, young people and families, to care for local wildlife and green spaces. This has included

delivering learning workshops in community centres, creating seven new school partnerships, community volunteering, habitat restoration and species recording. To deliver this, the Trust is working with youth clubs, community groups and entry-to-employment programmes, helping to develop the skills and confidence of young people and young adults through engaging and meaningful activities.





### **NORTHUMBERLAND WILDLIFE TRUST (NWT)**

Northumberland Wildlife Trust is focusing its Championing Nature delivery in Newcastle on increasing nature connection for children and young people through school partnerships, community events, nature reserve visits and a youth activism programme.

Its education programme activities include offering free training to help educators confidently incorporate outdoor learning and nature into their teaching, building long-term relationships with schools and other education groups to embed nature in the curriculum, and facilitating nature visits and habitat improvements in school grounds.

Alongside the education programme, the Trust is investing in a youth activism initiative targeted specifically at 16–24-year-olds. The young people have co-designed programmes that they feel are relevant to their needs, including increasing green skills and raising awareness of, and action for, nature.

The Trust is working with Newcastle City Council to secure a site just outside the city to create a legacy capital project, using currently derelict buildings on an old farm and turning the site into a nature centre that will provide spaces for community events, education activities and youth activism sessions.



# Case study: celebrating school engagement in Wythenshawe

Championing Nature has allowed the Wildlife Trust for Lancashire, Manchester and North Merseyside to offer a regular and structured programme of work for primary schools in the Wythenshawe area of Manchester.

Wythenshawe is home to significant parks and woodland, however, many families face social and economic barriers that limit regular engagement with nature.

In this part of the programme, Trust staff spend time with classes at the school, using the school site to deliver the sessions.

For the schools and pupils, this approach has two clear advantages. Firstly, it allows schools to take part in more engagement sessions because there is no transport costs involved. Secondly, it connects young people to the nature that is directly on their doorstep.

*'I think [it engages] because it's what the children can see around them, it's not necessarily teaching them about birds that are from another country, it is things they can see in their garden, and I think the children have loved it... they loved it because it is their environment'*

**Teacher, Ringway Primary School, Wythenshawe**

Each school has four sessions with the same group of young people, all delivered by the same member of Trust staff, so that both can build a relationship over time.

In the sessions, pupils investigate nature directly through hands-on activities. The benefits to schools are substantial, as the programme provides young people with different ways of learning.

*'I just think it's important to get them outside and it teaches them all different communication skills with each other... it's all about taking turns, giving them their own freedom to kind of lead themselves into how they want it to go. And I think just being outside is awesome.'*

**Teacher, Ringway Primary School, Wythenshawe**

It brings a different voice into the classroom and provides the pupils with an opportunity to experience something they otherwise would not have been able to and learn in a different way.

*'I don't get the chance to go out and get muddy, as we only have a small garden.'*

**Pupil at Ringway Primary School, Wythenshawe**

*'I enjoy the opportunity to look at birds and trees and stuff.'*

**Pupil at Ringway Primary School, Wythenshawe**

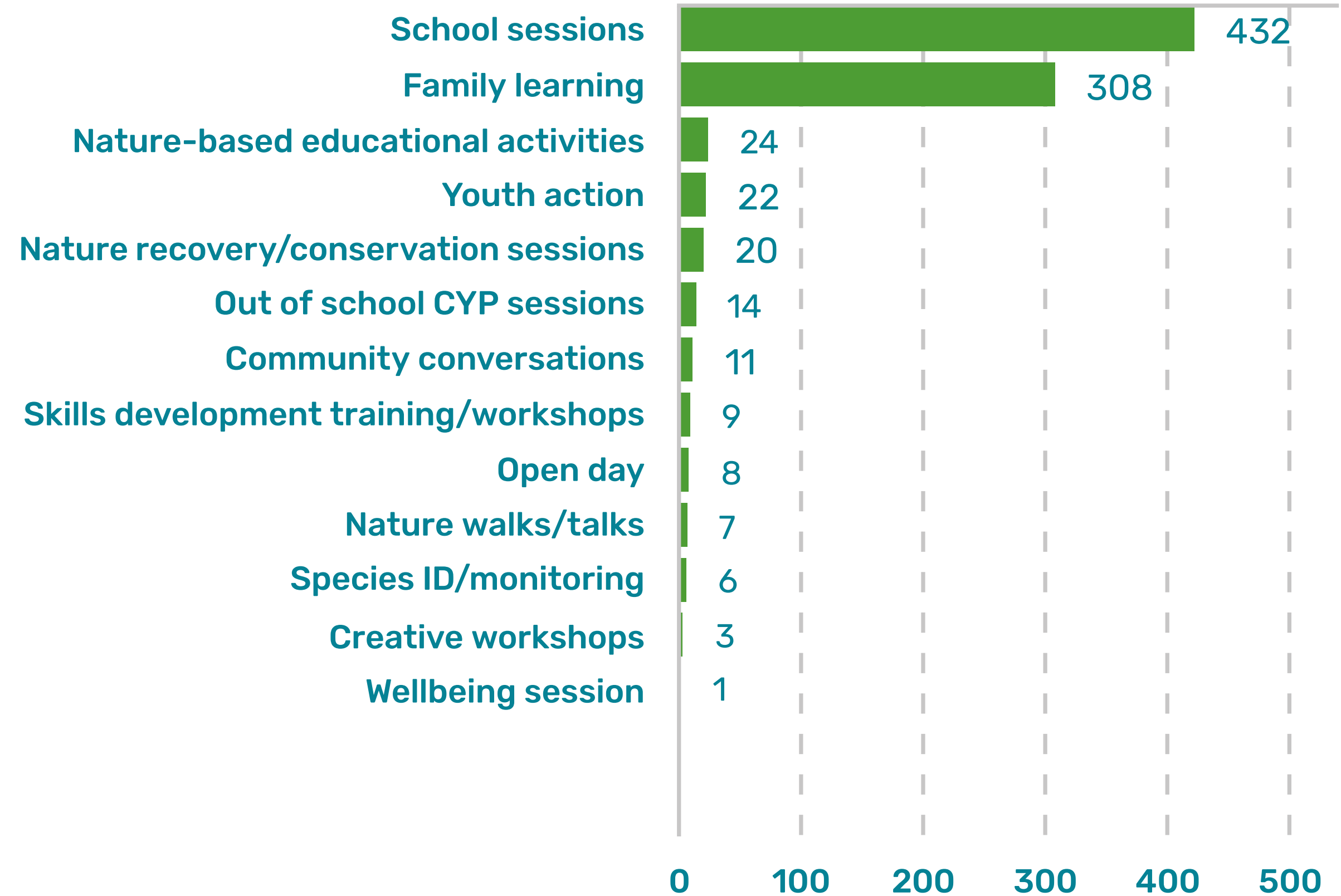
# Delivery to date

Between April 2025 and April 2026, Championing Nature has delivered 865 sessions in total, including 29 Heartbeat Moments and 836 core programme sessions. As the chart shows, a large proportion of activity to date has focused on school-based and family learning sessions.

“”

Taking part in the meadow restoration and hearing what else Lancashire Wildlife Trust have been doing in the area made me very happy that after years of neglect Wythenshawe nature areas are being looked after.

Lancashire Wildlife Trust Participant



# Taking action for nature



Championing Nature is successfully inspiring participants to take practical action for nature beyond programme activities.

Participants have reported making positive changes in their own lives, supporting local environmental initiatives and becoming more actively involved in nature recovery.



## KEY OUTCOMES

**73%**  
SPENT MORE  
TIME IN NATURE

THE MOST REPORTED OUTCOME, DEMONSTRATING A STRENGTHENED CONNECTION WITH NATURE AND INCREASED ENGAGEMENT IN OUTDOOR ACTIVITIES.

**56%**  
ATTENDED OTHER  
NATURE-BASED  
ACTIVITIES

MORE THAN HALF OF PARTICIPANTS HAVE CONTINUED THEIR NATURE JOURNEY BY ENGAGING IN ADDITIONAL ENVIRONMENTAL AND OUTDOOR ACTIVITIES.

**46%**  
MADE THEIR  
GARDEN, BALCONY  
OR OUTDOOR  
SPACE MORE  
NATURE-FRIENDLY

NEARLY HALF OF PARTICIPANTS HAVE TAKEN PRACTICAL ACTION AT HOME TO SUPPORT WILDLIFE AND BIODIVERSITY.

**31%** SUPPORTED A LOCAL PROJECT TO  
IMPROVE NATURE IN THEIR COMMUNITY

PARTICIPANTS HAVE TRANSLATED THEIR INCREASED AWARENESS INTO COMMUNITY ACTION, HELPING TO SUPPORT LOCAL NATURE RECOVERY INITIATIVES.

**27%** CREATED SPACE AND CONDITIONS  
FOR NATURE TO THRIVE

OVER A QUARTER OF PARTICIPANTS HAVE REPORTED MAKING CHANGES THAT DIRECTLY SUPPORT NATURE IN THEIR LOCAL ENVIRONMENT.

## ADDITIONAL ACTIONS REPORTED

20% started volunteering for the Trust

19% gave money to support nature recovery

12% built green skills or explored a green career

10% engaged with decision-makers or organised others to take action for nature

10% supported local nature-recovery campaigns

8% became a member or supporter of their local Wildlife Trust

8% started volunteering in their community



# Reach



To date, a total of 28,539 people have taken part in Championing Nature sessions. Of these, 25,712 people took part in core programme activities, and 2,827 people took part in Heartbeat Moments. 59% were children and 41% were adults.

Championing Nature also engaged volunteers, local residents and individuals facing additional barriers to accessing nature, including people with physical or mental health challenges and those with Special Educational Needs and Disabilities (SEND). This broad reach demonstrates the programme's ability to connect diverse communities with nature and create opportunities for participation across different age groups and backgrounds.

So far, postcode and demographic data from participants indicate that Championing Nature is successfully reaching a broad range of underserved communities including children, young people and families living in areas of high deprivation.

The programme is designed to engage not only young people directly, but also wider family units and community groups through schools, family events and community activities. This is reflected in the age profile of survey respondents, with a significant proportion of responses completed by parents and adult family members participating alongside children and young people.



## SURVEY DATA SHOWS

**70%** OF PARTICIPANTS IDENTIFIED AS FEMALE

**28%** MALE AND **1%** NON - BINARY OR OTHER GENDER

**24%** OF RESPONDENTS WERE YOUNG PEOPLE 11-24

**69%** WERE AGED 25-64

**35%** IDENTIFIED AS BEING FROM ETHNIC MINORITY COMMUNITIES

**17%** IDENTIFIED HAVING A DISABILITY OR LONG-TERM ILLNESS OR HEALTH CONDITION

**42%**

LIVE WITHIN THE TOP 30% MOST DEPRIVED NEIGHBOURHOODS IN ENGLAND

Overall, 73% of survey respondents are from one or more of Championing Nature's priority underserved communities.

# Reach



In addition, the programme is successfully engaging schools serving communities experiencing higher levels of socioeconomic disadvantage. In England, eligibility for free school meals is commonly used as an indicator of lower household income and deprivation.

Of the schools engaged through Championing Nature:

- 66% provide free school meals to more than 25% of pupils
- 24% provide free school meals to more than 50% of pupils

This demonstrates the programme's strong reach into communities where access to nature, outdoor learning and environmental opportunities may otherwise be more limited.

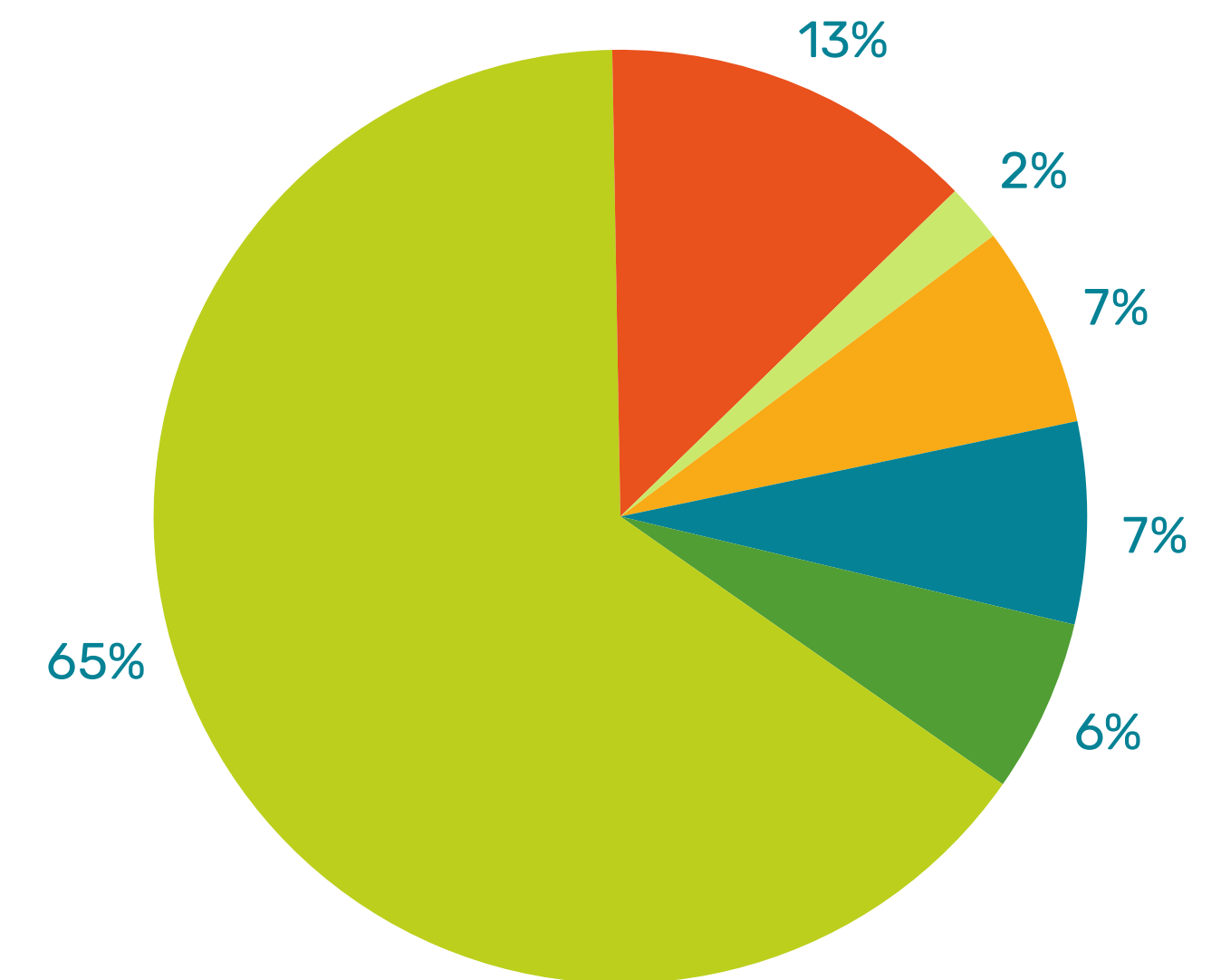


'It helped provide me with some much needed perspective during a difficult time job seeking. Getting back out into nature and meeting new people helped me to destress and reconnect with green spaces.'

**Lancashire Wildlife Trust Participant**

'I gained employment in the conservation sector, and I am certain that volunteering with the trust and gaining AQAs in 'Invasive Species Management' and 'Forestry Management' through the trust will have helped me to be selected for interview.'

**Lancashire Wildlife Trust Participant**



# Case study: connecting communities through nature in Birmingham



BBCWT hosted a community engagement day at their Eco Park site, consisting of two linked but distinct events. The morning session gave participants the opportunity to observe licensed bird ringers safely handling, recording and releasing wild birds. This was followed by an afternoon family drop-in event featuring creative activities, informal nature engagement and opportunities to explore Eco Park and learn more about the site and the Trust's work.

The bird-ringing session attracted participants with a strong interest in birds, conservation and wildlife in general. While most people were nature enthusiasts, the event was fully booked and attracted a wide range of age groups, including young children, students, parents and older people from across Birmingham. Many had not visited Eco Park before, so the event was a useful way to introduce people to the site.

Students and early-career conservationists were particularly interested in gaining practical experience, and families attended because of children's enthusiasm for birds and wildlife.

People valued the opportunity to see birds up close and learn directly from experienced bird ringers. The hands-on nature of the session created excitement and memorable experiences for both adults and children.

*'I watch it quite often online, but never in real life, let alone ever held a bird. It was magical this morning, just getting to hold that little goldcrest.'*

## Participant

The event also successfully demonstrated that meaningful wildlife experiences can happen within an urban environment. The West Midlands Ringers Group were involved in delivering the session highlighted the importance of making specialist conservation activities more accessible to communities.

*'[Working with the Trust here at the Eco Park] with the range of community we have around here, it's an opportunity to engage with lots of different communities.'*

## West Midlands Ringers Group

Participants appreciated the combination of creativity and wildlife engagement, enjoying the opportunity to explore nature through art, conversation and informal learning. The event also helped increase awareness of Eco Park as a community resource and encouraged people to think differently about urban green spaces.

The Trust also highlighted the importance of improving engagement with communities in east Birmingham who may not traditionally access nature reserves.

*'It's predominantly Muslim, Arab, South Asian communities around here [who live near the Eco Park]. It's really going to help us connect with communities that maybe wouldn't come out to our other reserves.'*

## Aisha Mahmood, Birmingham and the Black Country Wildlife Trust

# Communications and brand awareness

Media and communications activity have played an important role in amplifying the impact of Championing Nature during its first year, helping to raise awareness of the programme and strengthen visibility for the partnership between Wimbledon, Emirates and the four urban Wildlife Trusts.

Across the year, Championing Nature media coverage has had an estimated reach of more than 35 million people, spanning broadcast media, radio, online and print media.

Combined social activity has achieved an estimated reach of approximately 20.7 million people, with particularly strong performance from Northumberland and Lancashire Wildlife Trusts.

Early analytics indicate strong levels of local engagement, with social media content across the four Trusts, reaching more than 150,000 people collectively. In addition, early findings show that almost half of participants (49%) were aware that Championing Nature is supported by Wimbledon and Emirates.

Together, this coverage has helped position Championing Nature as a growing and exciting programme, increasing public awareness of local environmental action while strengthening recognition of the partnership supporting delivery.



# Case study: bringing nature to London through ‘Wonderful Wildlife Weekends’

‘Wonderful Wildlife Weekends’ take place fortnightly at Camley Street Natural Park, near London’s King’s Cross. Free to attend, the events offer pond-dipping and wildlife discovery activities (minibeast hunting, arts and crafts) for children and families. The events encourage participants to explore freshwater habitats, identify pond creatures and spend time outdoors within an urban nature reserve in central London.

The sessions are led by LWT staff and attracts many participants, including local residents, families travelling from other parts of London, home-educating families and people who discovered the activity while visiting the site. The drop-in format enables people to engage flexibly, with some families staying for a short time while others remain for several hours exploring the pond-dipping activities and the wider reserve.

Participants attend for a variety of reasons, including wanting children to spend time outdoors, opportunities to engage with nature in the city, curiosity about pond dipping and finding accessible free family activities. Many families highlighted the importance of opportunities for children to connect with nature in an urban environment.

**‘[our son] is homeschooled, so I’m a bit concerned about him being indoors a lot. So, we definitely try to get out. We live in a flat as well. So, it’s definitely important for us to get outside.’**

**Parent**

The simple, hands-on nature of the pond dipping activity always proves to be highly engaging for both children and adults. Participants repeatedly describe the activity as fascinating, calming and enjoyable.

**‘It slows them down... they get to look at things which you don’t realise are even there.’**

**Parent**

Many valued the opportunity to slow down, spend time outdoors and discover wildlife in an urban environment. Others reflected on the importance of helping children develop awareness and appreciation of the natural world.

**‘You can’t improve more on a child’s education [than] by introducing them to the outside world.’**

**Parent**

The events create opportunities for children with additional needs to participate in a supportive environment. LWT staff reflect on the value of familiar relationships and safe spaces for young people attending the sessions. Staff also emphasise the lasting benefits of simple, regular nature connection:

**‘That’s what I say to parents: you don’t have to do too much; you can stay here for half an hour, and the benefits of that are lasting. Do it regularly, and you’ll see a difference.’**

**Abi March, London Wildlife Trust**

Overall, these fortnightly events demonstrate the value of accessible, free nature activities in helping families connect with wildlife, spend time outdoors and discover urban green spaces that support wellbeing, learning and connection to nature.

# Learning and reflections

Over the first year of delivery, several key themes have been identified that will help in shaping the ongoing development of Championing Nature.

Consistent, place-based delivery within trusted community settings has proven highly effective in building long-term relationships with children, young people and families, increasing repeat engagement and strengthening connection with nature over time. Practical, hands-on activities, particularly those focused on conservation, creativity and outdoor learning, continue to drive strong participation, confidence and wellbeing outcomes.

The programme has also demonstrated the value of long-term partnerships with schools, youth organisations, local authorities and community groups in reaching underserved audiences and embedding nature-based activity within existing community networks. Dedicated staffing capacity, flexible funding and improved programme coordination have enabled the four Trusts to trial more innovative and inclusive approaches, including youth leadership opportunities, accredited training and targeted activities for groups who may face barriers to accessing nature.

Communications and storytelling have also played an important role in raising awareness of the programme, celebrating impact and supporting wider public engagement across communities.



Key challenges during the first year have included reaching new and more diverse audiences beyond existing networks, managing the practical limitations of outdoor and seasonal delivery, and capturing consistent evaluation data across large-scale and open-access events. The Trusts will continue to adapt delivery models in response, strengthening outreach partnerships, refining evaluation approaches and developing even more flexible and accessible delivery formats to support participation across different communities.

As the programme moves into its second year of delivery, these insights will help inform future delivery, further strengthen impact and support continued growth across all four Trusts.



# Case study:

## Spring into nature - Northumberland's Heartbeat Moment



Northumberland Wildlife Trust hosted their spring Heartbeat Moment event aimed at local families at St Nicholas Park in Gosforth, just north of Newcastle city centre.

NWT are using their Heartbeat Moment events as gateways to other activities being offered for families and young people across the Trust.

The events are designed to offer families a wide range of activities to engage with, some delivered directly by NWT, others are provided through local partners. One such partner is the Natural History Society of Northumbria. Their work focuses on improving water quality in the Ouse Burn river and strengthening local people's connection with nature, making the event a valuable opportunity to engage communities living nearby and raise awareness of local environmental action.

The activities on offer are hands-on and allow young people to try a range of different activities.

*'... being able to see things in real life and to be engaged with it, touching things, looking for the little ladybirds with the magnifying glass, helps keep their interest.'*

**Parent**

The Heartbeat Moment events are also connected to the local community. This provides people with the opportunity to explore the nature that is on their doorstep.

*'I think a lot of people come with the thought that to be out in nature, you have to go out to Kilder Forest and stuff like that. So doing work, which allows people to recognise the value of their green space, is great.'*

**Partner**

One of the innovations provided by NWT at the Heartbeat Moments is a quiet hour at the start of the day. This provides families with children and young people who struggle in busier environments the confidence to come along and still take part.

*'I did come specially for the quiet hour... it is good especially in the holidays because everything gets busy and (my son) doesn't like too many people.'*

**Parent**

The Heartbeat Moments also provide a pathway into volunteering for some of the young people involved in the work NWT is doing with that age group. This gives volunteers practical experience of community work, alongside more hands-on opportunities such as tree planting.

*'I did one of the community planting events and found out about the community side, and I thought it sounded really good. Nature is really important to me, and it's something I'm really passionate about.. To start with, volunteering was more about the practical skills, physically learning how to do the jobs and plant the trees, but it's also about learning how to connect with people and how to communicate better.'*

**Volunteer**

For families, the Heartbeat Moments give everyone the opportunity to get up close to wildlife and discover the variety of insects and plants in the local area.



# Difference to date

At the start of the programme, all partners agreed a set of core outcomes for Championing Nature. This table summarises early progress against each outcome, drawing on delivery and evaluation data gathered during the programme's first year.

“”

I've decided to let parts of my garden grow wild, and I'm looking at whether there's a way for me to set up a small pond there too. I'm also in touch with my local councillor about positive changes we could make.

Birmingham and Black Country Wildlife Trust Participant

<p><b>More and a wider range of people will have engaged in nature</b></p>	<ul style="list-style-type: none"> <li>- 28,539 people engaged</li> <li>- 73% of participants are from one of Championing Nature's priority underserved communities (young people, people from deprived communities or ethnic minority communities, people with disabilities)</li> <li>- 23% of participants feel disconnected to nature in their daily lives</li> </ul>
<p><b>More people inspired to take action for nature</b></p>	<ul style="list-style-type: none"> <li>- 88% have a better understanding of what actions they can take for nature</li> <li>- 93% feel inspired to take action for nature</li> <li>- 77% will take away and use what they have learned in the future</li> <li>- 91% feel more confident that actions they can take for nature will make a difference</li> </ul>
<p><b>Increase in knowledge, appreciation and connections to nature</b></p>	<ul style="list-style-type: none"> <li>- 94% of adults and 87% of children enjoyed taking part</li> <li>- 92% learnt something new</li> <li>- 94% are more aware of what nature/wildlife is in their local community</li> <li>- 92% are more aware of what opportunities there are to get involved in nature-based activities</li> <li>- 87% feel more connected to nature</li> <li>- 95% have a greater appreciation for nature/wildlife in an urban environment</li> </ul>
<p><b>Improved health and wellbeing</b></p>	<ul style="list-style-type: none"> <li>- 88% report improved confidence, mood or wellbeing</li> <li>- 97% agree that taking part in Championing Nature events or activities is important for their health or wellbeing</li> </ul>
<p><b>Improved skills</b></p>	<ul style="list-style-type: none"> <li>- 91% have learnt new skills (e.g. species identification, practical conservation, creative skills)</li> <li>- 78% are more aware of what opportunities exist to access the nature-recovery or environmental sector (e.g. through volunteering, traineeships or other careers opportunities)</li> </ul>
<p><b>Greater voice</b></p>	<ul style="list-style-type: none"> <li>- 58% agree that the local community has been involved in shaping the Championing Nature programme</li> <li>- 76% felt they had the opportunity to share their views</li> </ul>
<p><b>Increased access to nature</b></p>	<ul style="list-style-type: none"> <li>- 91% feel more confident exploring or using local greenspaces</li> <li>- 83% are more likely to visit local green spaces again</li> <li>- 81% agree that opportunities to access or connect to nature in their local community have increased</li> </ul>

# Final remarks

Championing Nature has delivered meaningful impact in its first year. In just 12 months, more than 28,500 people have taken part in opportunities for children, young people and families in underserved urban communities to connect with nature in ways that feel welcoming, relevant and close to home.

The programme has demonstrated both strong reach and positive outcomes. Evaluation findings show that 92% learnt something new, 87% feel more connected to nature, 93% feel inspired to take action for nature and 97% said taking part was important for their health and wellbeing.

These results highlight not only great levels of participation, but genuine change in how people experience, value and engage with nature through the programme.

The results reflect the commitment of the four urban Wildlife Trusts and their partners, whose place-based delivery is helping more people feel that nature is accessible and relevant to their lives. The long-term nature of the programme has also been central to its success so far, giving the Trusts the stability to build relationships, respond to local priorities and create opportunities with the potential for lasting impact.

This first year has also provided valuable learning. While challenges remain, including reaching new audiences, reducing access barriers and strengthening communications, the programme is already adapting and evolving in response. With strong partnerships in place, growing community demand and early signs of lasting change in confidence, wellbeing and action for nature, Championing Nature moves into its second year of delivery with a clear sense of direction and a strong platform for future impact.





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