

# MAKE IT WILD



Make it Wild is an enterprise focused entirely on enhancing the natural environment. It was established in 2016 following a family project to create a nature reserve just six years earlier. Buoyed up by the amazing ecological results from sowing wildflowers, digging ponds and planting 18,000 trees, they decided to launch the Make it Wild enterprise to expand their contribution to nature recovery.

As founders, Christopher and Helen Neave can testify, *“If you give space back to nature it quickly returns, the ecology is transformed. We knew we had to carry on and do more of the same.”*



Wildlife is in serious decline, both in the UK and across the world. In fact, 60% has been lost 1970 and that trend needs to be urgently reversed.

Make it Wild has already created 9 nature reserves in North Yorkshire covering an area of 400 acres and is expanding further in 2023 to include partners in Derbyshire and Norfolk. It is actively engaged in rewilding, adding freshwater ponds, installing bird and animal habitat boxes whilst also restoring wetlands and wildflower meadows.

As well as protecting irreplaceable ancient woodland, it is also creating new woodlands and has planted over 60,000 UK native, broadleaf trees to date.

Make it Wild works with business partners to assist them in achieving their sustainability objectives, including offering woodland sponsorship and carbon offsetting, as well as allocating newly planted trees on per-activity bases e.g., a tree per new client or a tree per sale of a particular product.

All its new tree plantations are filmed by drone and other aerial imaging techniques. These photographic records are augmented with digital maps. This means the trees allocated to a particular client are easily identified, along with knowing their exact position in the woodland.



Clients receive a Certificate with all this information and can, by arrangement, visit the reserve containing their trees. It is also possible for a business to send in a team to take part in tree planting or related, nature-based team participation sessions.

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