



The  
**Wildlife**  
Trusts

# THE #30DaysWild EFFECT



Ten years of noticing nature  
and changing lives



[WILDLIFETRUSTS.ORG/30DAYSWILD](https://www.wildlifetrusts.org/30dayswild)



# Summary

Each June, The Wildlife Trusts invite people to do something 'wild' every day for 30 days. That might be a walk through a favourite woodland or surveying birds in a local park. It could be as simple as sitting outdoors, noticing your surroundings and listening to birds. The challenge is called **30 Days Wild** and, since 2015, over three million people have taken part. As it celebrates its tenth year, this review shares the story, success and impact of the UK's biggest annual nature challenge.

June is when wildlife looks, sounds, and feels most noticeable across the British Isles. As the days get warmer, swifts swoop over towns, butterflies enjoy flowers in bloom and chicks prepare to fledge the nest. For the last ten years, millions of people have embarked on a 30-day challenge to soak it all up.

*30 Days Wild* is not just about going outside, but actively taking time to do something focused on or about the natural world each day for a whole month. There are no other rules and people can run with it as far as their imagination takes them. Children have made model hedgehogs from pinecones, amateur artists have taken sketchbooks to riverbanks, and families have gone to beaches to remove litter. *30 Days Wild* is a recipe for adventure, learning, creativity and finding out something about yourself along the way.

In reviewing *30 Days Wild*, what emerges most strongly is people's fundamental need for nature and feeling part of the world around them. This sense of being more connected to the natural world is not only beneficial but essential – for individuals, society, and the planet.

The review brings together academic studies that categorically prove how *30 Days Wild* benefits health, wellbeing, and pro-conservation behaviour. More broadly, it explores societal changes around nature connectedness over the corresponding years. Academic studies, media exposure and a global pandemic have transformed people's understanding of the importance of nature for their health and happiness.

At the same time, urbanisation and technological developments have accelerated our appreciation of and need for more nature in our lives.

Sadly, the joy experienced through *30 Days Wild* is set against the backdrop of dramatic nature loss and climate breakdown, and the struggle to restore our natural world. Nature is our playground and sanctuary but it is also under huge pressure. Evidence shows that one in six species in the UK are threatened with extinction<sup>1</sup> and native plants have declined by half<sup>2</sup>, while extreme weather records are smashed every year<sup>3</sup>. Simultaneously many people, and especially some children, suffer from nature disconnection and deficit, contributing to health issues including shortened attention span, obesity and struggles with mental health.<sup>4</sup>

We need to make our world wilder and to achieve that, we need to become a bit wilder ourselves. Simple acts of wildness – in June, or at any other time of the year – can work wonders for how we think and feel. Better still, they motivate us to help nature, at home, work and in our communities. This dedication and commitment to nature can become the foundation for regeneration and recovery, while also helping people to be calmer, creative, and more positive.



Harry Shepherd

Media Manager, The Wildlife Trusts

- 1 State of Nature report (2023), p10
- 2 Plant Atlas 2020: Mapping Changes in the Distribution of the British and Irish Flora (2023)
- 3 Climate change indicators reached record levels in 2023, (2023), WMO
- 4 Last Child in the Woods, Saving our Children from Nature deficit disorder (2005) Richard Louv

"30 Days Wild helped me take notice of the wildlife around me"



# Foreword

Craig Bennett

chief executive of The Wildlife Trusts

*30 Days Wild* has evolved from humble beginnings into the UK's biggest annual nature challenge, reaching over half a million people every year. It brings schoolchildren joy, spurs businesses to do more for nature, gets people exploring, and reminds us of the beauty of the natural world, wherever we live and whatever our circumstances. Above all, it is a fun, inclusive and open idea that can be enjoyed by anyone, anywhere.

*30 Days Wild* is also proven to improve people's outlook and inspire pro-nature behaviour. Whether it's planting wildflowers or getting involved in a community project, every nature-themed activity develops our appreciation of wildlife and wild places – and motivates us to do what we can do to help.

In an era of generation-defining crises for nature and climate, there is nothing more important than forging deeper connections with the natural world. The emotions and connections we experience from dedicating time to nature are the foundations for finding solutions to the greatest challenges of our time.

Sir David Attenborough once remarked, "No one will protect what they don't care about; and no one will care about what they have never experienced." *30 Days Wild* has proved to be a conduit for people to connect and reconnect with the natural world and discover just how powerful those feelings can be. It has helped people change careers and recover from illness, transformed the way businesses approach sustainability, and motivated millions to do something positive for nature where they live and work. We are grateful to players of People's Postcode Lottery and all the supporters of *30 Days Wild* for making this possible.

We need to rewild ourselves to rewild the earth – every year, *30 Days Wild* provides an excellent place to start.

Dr Amir Khan

NHS doctor and vice-president of The Wildlife Trusts

I remember hearing about *30 Days Wild* years ago and thinking, more than anything, it sounded very fun. As we celebrate it turning ten, I know it has also helped to transform lives and provided a much-needed boost to our relationship with nature in Britain.

I've heard stories about *30 Days Wild* instilling a sense of purpose and expanding people's horizons. It has helped families and neighbours to develop closer bonds, and broken barriers that affect people from enjoying the natural world. It has shown that focusing on nature can open doors and provide opportunities that otherwise may never happen.

The level of participation has grown impressively, from 18,000 people taking part in 2015 to over half a million consistently over the last few years. In turn, the *30 Days Wild* community grows and changes every year, attracting new people to join in, share the joy and give it a go.

We need everyone in our society to help nature and initiatives like *30 Days Wild* can play a big part in enabling people to take that first step. The more people are interested, the more they care, and the more likely they are to do something to help.

*30 Days Wild* continues to go from strength to strength because it is always evolving, day by day, year by year, one act of wildness to the next.



# 30 Days Wild IN NUMBERS



Over 3 million participants

Record year  
2021  
with 763,500  
participants

87 million random acts of wildness



Over 1,500 care homes

Over 20,000 schools

Almost 2,000  
businesses



Over 120 prisons



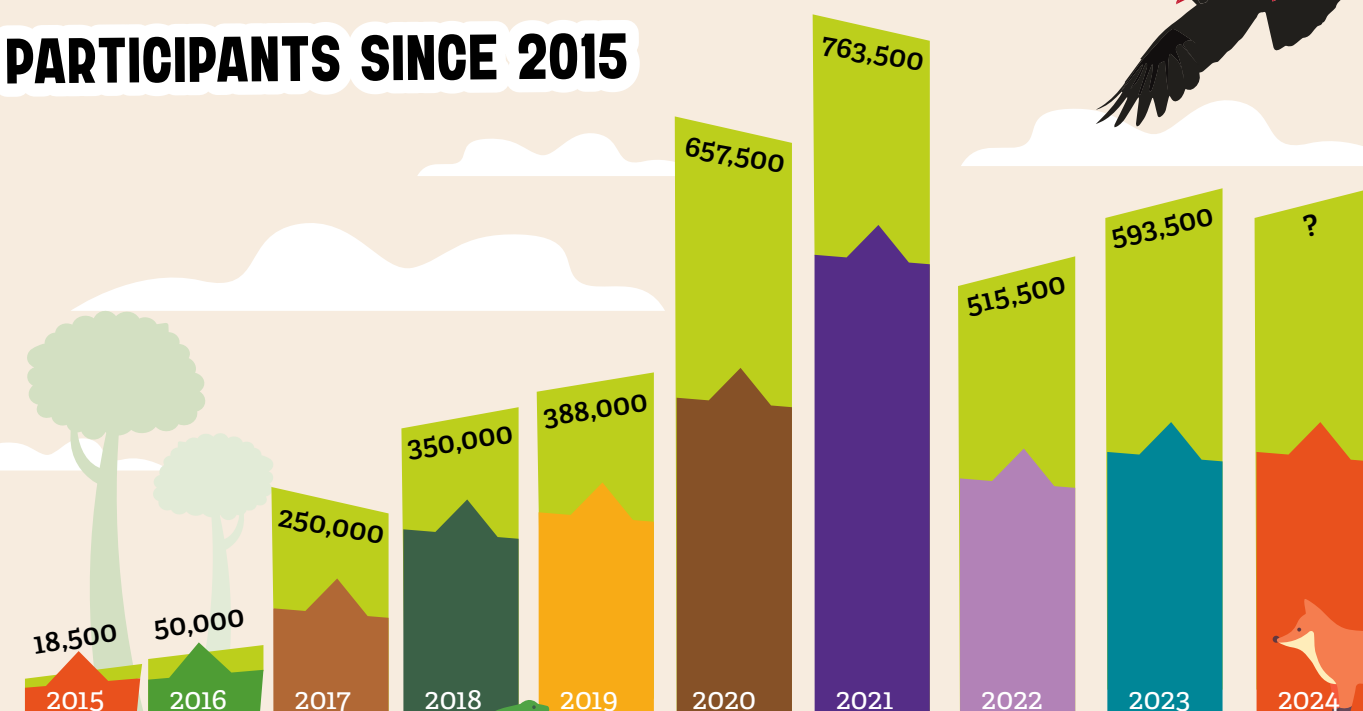
Favorite activities:

- Listening to birdsong
- Exercising outdoors
- Eating or drinking outdoors
- Identifying wildlife
- Planting wildflower seeds

#30DaysWild  
used over  
888,000 times



## PARTICIPANTS SINCE 2015





# History

**30 Days Wild** went live in June 2015 as a mass participation event, designed to help people get closer to everyday nature. The challenge took inspiration from other initiatives, including the One Nature Challenge devised by Canadian environmentalist and broadcaster David Suzuki, and the 100 Happy Days challenge, where participants aim to be happy for a hundred days in a row.

The idea focused on people challenging themselves, their friends, family, and neighbours to do something 'wild' every day throughout June. It was led by The Wildlife Trusts' central team and supported, promoted, and championed by the 46 Wildlife Trusts working across the British Isles. The Wildlife Trusts created prompts, ideas, and inspiration for how people could get involved but stressed there were no set rules and people could come up with whatever 'acts of wildness' suited their routine, interests, or mood. This was not about creating a difficult challenge with boundaries, but something accessible, adaptable, and open to individual interpretation.

Wallcharts, posters and stickers were created and stuffed into envelopes, and a competition was launched about urban wildlife. Stories in the press encouraged people to "explore the nature on your doorstep", while one ran with headline, "No excuses: just get out!" Renowned naturalist Simon Barnes jumped on the challenge concluding, "this project is not really about adding a bit of wild to an ordinary day. It's about trying to demolish the barrier that we have created between wild and tame."<sup>5</sup>

In its first year, *30 Days Wild* attracted over 18,000 people to get involved. People found meaning in the challenge and shared what they'd been up online.

One lady wrote, "Day one was to hug a tree hugged a tree, day two was to dance in the rain, today was go somewhere you haven't been before – it's brilliant and we're really loving it." The seeds of *30 Days Wild* had been sown and roots were beginning to grow.

## GROWTH AND DEVELOPMENT

*30 Days Wild* has grown exponentially over the last ten years, with the last four instances seeing over half a million people take part each time. The Wildlife Trusts introduced different elements to inspire different audiences to give it a go. That included creating special packs for schools, care homes, businesses, and prisons – in addition to the wallchart and wildflower seeds that people receive when they sign up.

Other concepts have included the *Big Wild Weekend* – a dedicated weekend of events in the middle of June – the *Big Wild Breakfast*, *Big Wild Quiz* and *Big Wild Campout*, all designed to get people doing something fun, different from their day-to-day, and focused on nature. A festive version of the challenge, *12 Days Wild*, was created to take place from December 25th to 5th January each year. Individual Wildlife Trusts have organised a huge range of events including beach cleans, citizen science surveys, litter picks, children's camps, outdoor yoga, forest bathing, seashore safaris, and organic growing days.

The premise that *30 Days Wild* can be anything you want has seen families, schools, businesses, celebrity supporters and community groups evolve and interpret the challenge in an endless variety of ways. From hedgerow drinks recipes to counting butterflies, making dens to climbing hills, the responses to *30 Days Wild* are infinite, resulting in a challenge that is truly accessible to all.

## MONITORING AND EVALUATION

The University of Derby began monitoring and evaluating the impact of taking part in *30 Days Wild* in 2015. Studies were repeated and developed for the next five years, resulting in a wealth of evidence, data and papers on the benefits of taking part. The research, led by Dr Miles Richardson, Professor of Human Factors and Nature Connectedness, repeatedly found that taking part in *30 Days Wild* improves health, happiness, nature connection and conservation behaviours.<sup>6</sup> People reported feeling more relaxed and motivated to do more to protect wildlife after taking part.<sup>7</sup>

## 30 DAYS WILD AND COVID-19

The Covid-19 pandemic saw participation in *30 Days Wild* rocket with numbers almost doubling on the previous year. When confined to their homes, people became alive to nature on their doorsteps and the importance of time outside – while getting extra creative indoors. Although evidence suggests the pandemic negatively affected physical activity<sup>8</sup>, permitted opportunities to exercise outside and enjoy nature were savoured. Listening to birds (the most popular 30 Days Wild activity) offered joy and hope, with reductions in motor traffic noise meaning birdsong was louder in some urban areas.<sup>9</sup>

In homes, the smallest of outdoor spaces became vital refuges, while there was a dramatic increase in gardening, giving people positive experiences to learn, and get creative with friends and family.<sup>10</sup> This included transforming gardens into growing spaces and havens for wildlife, with The Wildlife Trusts roping in well-known gardeners to keep people motivated in turning tiny spaces into green oases. Inevitably, the focus on improving outdoor areas at home also highlighted barriers to gardening, such as lack of access to gardens or inadequate materials.<sup>11</sup> The flexible nature of *30 Days Wild* meant everyone could take part, even with limited resources. The challenge gave many a sense of purpose. People shared growing tips, boasted about their tomatoes, and gathered twigs and leaves for nature-themed arts and crafts.

At the time, Dom Higgins, head of health and education at The Wildlife Trusts, said: "This is giving people a reason to reflect on our relationship with nature, the way we live our lives and how we spend our free time. Precious moments outside on a daily walk help us to relax and feel happier. Even watching wildlife from a window, or on a webcam, connects us to that sense of being a part of nature, not apart from it."

## 30 DAYS WILD TODAY

For the past four years, more than half a million people have taken part in *30 Days Wild*. The challenge is a staple in calendars of people across the British Isles and around the world. It is championed by health professionals, support workers, psychologists, educators, celebrities, campaigners, and community leaders. In 2023, it was backed by the NHS for the first time, underlining the health benefits of taking part.

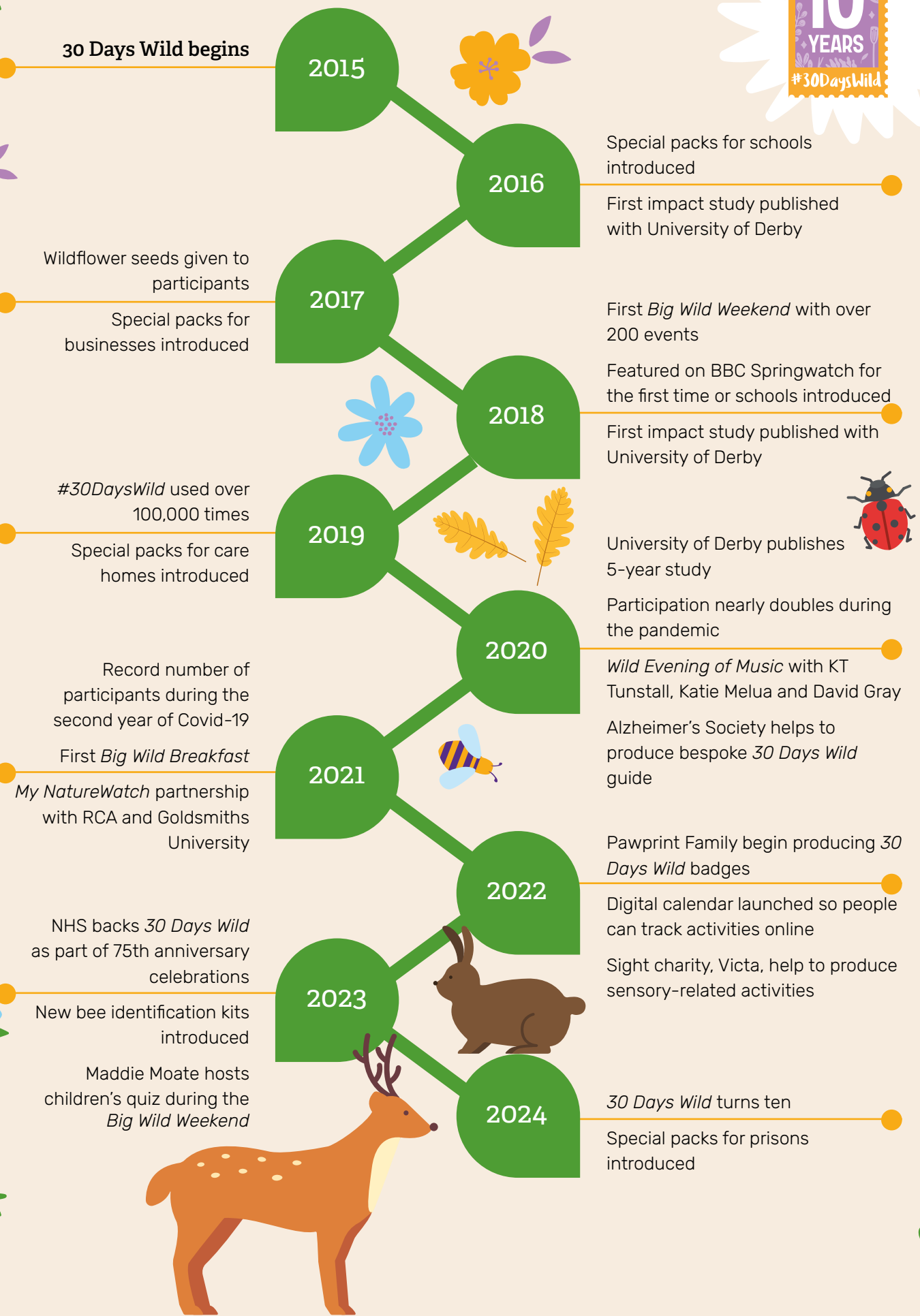
Since *30 Days Wild* began in 2015, there has been substantial growth in research and understanding of the importance of nature for improving health. A positive relationship with nature is critical for supporting good mental health and preventing distress<sup>12</sup>, as well as underpinning the health of the natural world. Participatory initiatives like 30 Days Wild can play a central role in encouraging people to enjoy nature, and inspiring nature recovery projects at home, the workplace, and in communities.

- 6 **30 Days Wild: development and evaluation of a large-scale nature engagement campaign to improve wellbeing (2016)** Richardson, M., Cormack, A., McRobert, L., and Underhill, R. PLoS ONE 11(2):e0149777. Doi:10.1371/journal.pone.0149777
- 7 **30 Days Wild and the relationships between engagement with nature's beauty, nature connectedness and wellbeing. (2018)** Richardson, M. & McEwan, K. Frontiers in Psychology, 9:1500. Doi: 10.3389/fpsyg.2018.01500.
- 8 **Impact of COVID-19 on physical activity: A rapid review (2022)** Amariyllis H Park, Sinan Zhong, Haoyue Yang, Jiwoon Jeong, and Chanam Lee
- 9 **Singing in a silent spring: Birds respond to a half-century soundscape reversion during the COVID-19 shutdown (2020)** Elizabeth P. Derrberry, Jennifer N. Philips, Graham Derrberry, Michael. J Blum, David Luther
- 10 **Experiences of gardening during the early stages of the COVID-19 pandemic (2022)** Jonathan Kingsley, Lucy Diekmann, Monika H. Egerer, Brenda B. Lin, Alessandro Ossola, and Pauline Marsh
- 11 **Experiences of gardening during the early stages of the COVID-19 pandemic (2022)** Jonathan Kingsley, Lucy Diekmann, Monika H. Egerer, Brenda B. Lin, Alessandro Ossola, and Pauline Marsh
- 12 **Nature: How connecting with nature benefits our mental health**, Mental Health Foundation [mentalhealth.org.uk/our-work/research/nature-how-connecting-nature-benefits-our-mental-health](https://mentalhealth.org.uk/our-work/research/nature-how-connecting-nature-benefits-our-mental-health)

5 Going wild in June, blog by Simon Barnes (2015) [simonbarnesauthor.co.uk](https://simonbarnesauthor.co.uk)



# 30 Days Wild Timeline



## MEASURING THE IMPACT OF 30 Days Wild

The University of Derby, led by Dr Miles Richardson, monitored the impact of **30 Days Wild** from 2015 to 2020. In developing the studies, researchers identified the need for interventions to improve health and wellbeing that are accessible and cost-effective<sup>13</sup>, and how nature provides a new paradigm for public health<sup>14</sup>. The research noted how most people spend most of their time indoors and, when outside, do not consciously interact with nature<sup>15</sup>. **30 Days Wild** provided a framework through which researchers could explore how nature engagement and connection was affected through participating in the challenge.

Surveys were conducted among participants at baseline (i.e. before the challenge began), at the end of *30 Days Wild* and again two months later. The research repeatedly found that taking part in *30 Days Wild* improves health, happiness, nature connection and conservation behaviours<sup>16</sup>. People reported feeling more relaxed, with a greater motivation to protect wildlife. The studies also found that the benefits of the challenge can last long after the month has ended.

**Overall, those participants with the lowest connection to nature before doing *30 Days Wild* gain the greatest benefit by taking part.**<sup>17</sup>



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- <sup>13</sup> Embedment in the Environment: A New Paradigm for Well-being? *Perspect Public Health*. (2010) Stevens P Nov 1;130(6):265-9. PMID:21213562
- <sup>14</sup> Embedment in the Environment: A New Paradigm for Well-being? *Perspect Public Health*. (2010) Stevens P. Nov 1;130(6):265-9. PMID:21213562
- <sup>15</sup> On public influence on people's interactions with ordinary biodiversity. *PloS one*. (2015) Skandrani Z, Daniel L, Jacquelin L, Lebourcier G, Bovet D, Prévot AC. Jul 8;10(7):e0130215. PMID:26154622

- <sup>16</sup> Beyond Restoration: How 30 Days Wild increases engagement with nature's beauty and brings wellbeing (2018) Miles Richardson and Kirsten McEwan
- <sup>17</sup> 30 Days Wild: Who benefits most? Richardson, M. McEwan, K., & Garip, G. (2018). 17(3), 95-104.



# THE 30 Days Wild EFFECT



“My favourite thing was spending time outdoors with my daughter”

© JON HAWKINS

One of the key outcomes of the research was how likely somebody was to undertake pro-conservation behaviours through *30 Days Wild*. This is defined by actions that directly benefit wildlife, such as planting pollinator-friendly plants, helping wildlife in gardens, volunteering with nature organisations, or getting involved in a community growing project.

The findings show that these behaviours increased over the course of the challenge. Encouragingly, this continued after *30 Days Wild* had finished, showing that participants continued to want to help wildlife post-June and beyond. Generally, the lower a person's pro-conservation score was before *30 Days Wild*, the greater the increase from taking part.<sup>18</sup>

The research provides clear evidence that forging deeper connections with nature brings sustained benefits to people's health, while also improving pro-nature behaviours. In both urban and rural areas, nature can provide solutions to more complex problems. The more people feel inspired and motivated to get outside, the greater the benefits to both people and planet.

## NATURE AND PUBLIC HEALTH

Nature-based activities can be transformational for individuals, but the benefits are also realised by wider society. Research shows that nature-based health and wellbeing programmes could save hundreds of millions of pounds each year and reduce society's reliance on the NHS<sup>19</sup>. The Wildlife Trusts help to deliver programmes that tackle health issues including

anxiety, depression and social isolation. Many of these schemes fall under the banner of green prescribing, an evidence-based pillar of social prescribing that harnesses the health, wellbeing, and social benefits of spending time in nature. Green prescribing enables GPs and other health care practitioners to refer people to nature-based programmes to improve physical and mental health. The research shows that if just one of these programmes was offered to everyone likely to take them up – estimated at 1.2 million people – it could result in annual cost savings to the NHS of £635.6 million<sup>20</sup>.

The potential of nature-based projects for improving public health is colossal. For some people, initiatives like *30 Days Wild* provide the motivation they need to improve their relationship with nature and benefit from doing so. Others require greater support, structure and time, which is where green prescribing comes in. These kinds of programmes can help tackle some of the causes of preventable illnesses, for example social isolation can lead to or depression or physical inactivity. Greater investment in community-based health services, combined with greater participation in initiatives like *30 Days Wild*, could be transformational for public health.

## RECOGNISING OUR RELATIONSHIP WITH NATURE

Our understanding of the importance of fostering deeper connections with nature has followed a similar trajectory to *30 Days Wild* over the last ten years. When

Miles Richardson founded the *Nature Connectedness Research Group* in 2013, 77 research papers used the term. By 2023 that 77 had grown to 1,720. Richardson also helped to develop the *Pathways to Nature Connectedness*, which provide ways to improve our relationship with nature. Central to this new relationship is moving away from utility and control, and beyond knowledge and identification. A sustainable relationship with nature is rooted in 'noticing', 'feeling', 'beauty', 'celebration' and 'care'<sup>21</sup>. These themes are central to *30 Days Wild*, with a particular emphasis on taking some time to notice, rather than just being outside. Through activities enjoyed for *30 Days Wild*, people are sowing seeds to rekindle their relationships with nature. The strength of human relationships with nature is critical to addressing huge societal challenges around health and wellbeing, and fundamental to nature recovery.

Miles Richardson writes, “Sadly, people in the UK have one of the lowest levels of nature connection in Europe. We enjoy art and poetry that considers nature, we cherish naturalists and enjoy nature documentaries, and millions of us are members of nature conservation organisations, yet the reality is that we are not a nation of nature lovers. Within a failing global relationship with nature, people in the UK are more distant than most. No surprise, as the UK is one of the most nature depleted countries on the planet.”<sup>22</sup>

Human relationships with nature are the root causes of environmental crises of the twenty-first century. Equally, human wellbeing depends on the health of

the natural world. Richardson argues the *Pathways to Nature Connectedness* need to be “applied to societal scale.”<sup>23</sup> That is the key for repairing our relationship with nature, and accessible, mass participation, and motivational initiatives like *30 Days Wild* can play a central role in realising that ambition.

Miles Richardson says: “*30 Days Wild* couldn't have arrived at a more important time. Reversing nature loss and stabilising the climate are monumental challenges that require action on every level, from local participation through to international cooperation. Central to this is improving individual and societal relationships with nature. Relationships are real. The closer the relationship, the more we care and do for our friends and family – that thinking needs to be applied to nature too as relationships make the world go round. Nature doesn't have an advertising budget and competition for attention is high, so *30 Days Wild* is important in taking the idea of noticing nature mainstream.

“The language around nature connection is really important. People can also feel disconnected when all they hear about is devastation and decline. But we know that people want to live meaningful lives and are always searching for ways to find meaning. Developing deeper and stronger bonds with nature provides a positive vision of a future where both people and nature can thrive.”



<sup>18</sup> 30 Days Wild: A 5-year review (2020) [wildlifetrusts.org/30-days-wild-5-year-review](https://wildlifetrusts.org/30-days-wild-5-year-review)

<sup>19</sup> A Natural Health Service: improving lives and saving money, The Wildlife Trusts (2023)

<sup>20</sup> A Natural Health Service: improving lives and saving money, The Wildlife Trusts (2023)

<sup>21</sup> Beyond knowing nature: Contact, emotion, compassion, meaning, and beauty are pathways to nature connection. PloS one, (2017).Lumber, R., Richardson, M., & Sheffield, D. 12(5), e0177186

<sup>22</sup> 'What psychological endeavour is greater than a habitable planet?' [bps.org.uk/psychologist/what-psychological-endeavour-greater-habitable-planet](https://bps.org.uk/psychologist/what-psychological-endeavour-greater-habitable-planet)

<sup>23</sup> Applying the Pathways to Nature Connectedness at Societal Scale (2020) Miles Richardson [findingnature.org.uk/2020/11/17/pathways-societal-scale/](https://findingnature.org.uk/2020/11/17/pathways-societal-scale/)



# 30 Days Wild STORIES

## Grace Gavigan

Grace, from Port Talbot, grew up sandwiched between the mountains and coastline of West Wales. She has taken part in 30 Days Wild since she was eight years old. Now 18, Grace is pursuing a degree in law, with aspirations to become an environmental lawyer. She credits 30 Days Wild as instrumental in igniting her passion for protecting and restoring nature.

"Ten years ago, I dipped my toes into a month-long wild adventure like no other, and I've been hooked ever since! From the age of eight until now, The Wildlife Trusts' 30 Days Wild has become an essential month-long dose of wildness. With every year that passes, I find myself pushing the boundaries of what I can learn and achieve for nature in my community. This has included a garden trail camera project, photographing, and recording local wildlife, and campaigning to reduce the use of disposable plastics by local businesses. I've also organised fundraising projects to help create an abundance of mini wildflower havens for bees, butterflies and other pollinators to thrive where I live."

"When I started out on 30 Days Wild, I wanted to attract more wildlife to my garden, planting flowers and creating habitats for different species. Over the last 10 years, there's been a big increase in visiting wildlife, including pollinators, birds, badgers (and now visiting cubs), foxes and hedgehogs. One of my most memorable wildlife visitors was a Lapwing in the winter of 2019. Wildlife is really struggling but we can all take steps to help, and I'm certainly motivated to play my part."

"What began as a wild month of fun with my family has inspired and influenced my ambition for the future. I've studied issues including micro plastic and environmental impacts of HS2 and am now pursuing a career in environmental law. I want to help protect our natural environment and benefit communities by addressing issues like pollution, wildlife protection, and climate change."

"Here's to a decade of wild escapades and sharing my passion for all things wild!"



© JEMMA NIXON

## Robb Kirby Wilson

Robb Kirby Wilson, 51, from Northampton, says nature saved him after suffering the tragic loss of his husband.

Three years ago, my husband was diagnosed with brain cancer. The news came totally out of the blue and shocked us both to the core. After his diagnosis, we'd often go to nature reserves and other wild places, watching the birds and enjoying peacefulness during what a very difficult time.

After 10 months, he sadly passed away. I'd been his carer the whole time and was by his side when he passed, peacefully at home. It was the most difficult experience of my life.

I spent the next few months trying to get back into the swing of things and returned to work. But I wasn't in the right place, suffering from shock and depression and had to take a break.

At my lowest point, I would just sit at home staring at the wall, as all motivation to do anything had disappeared. I was really struggling and couldn't see a way out.

While scrolling through social media one day, I stumbled came across 30 Days Wild. I read it and read it again. This was what I was looking for. A reason to go out again, to explore, to find new hidden gems.

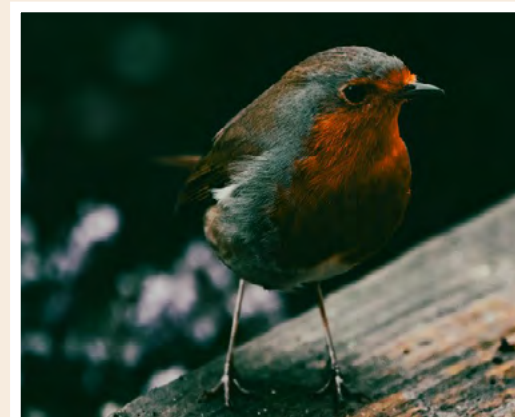
So that's what I did. Every day, I would see what The Wildlife Trusts recommended doing, and go out and do it. Whether it was spending ten minutes in the garden or taking long walks through woodland, it gave me something to focus on. It got me off the sofa and out into the world again.

Because of 30 Days Wild, my mental and physical health improved. I found purpose in things again and got into a routine. I dusted down my camera and rediscovered my passion for photography, which I have since turned into a job.

Fast forward to today and I'm rarely at home and have my camera with me all the time. I take photos of anything and everything, from little seedlings sprouting to big red kites swooping overhead. My walking boots are always in the back of the car caked in mud.

30 Days Wild isn't just about reconnecting people with nature, it's also a way of reconnecting with yourself. It's helped me to appreciate the beauty of nature on my doorstep and the reward you get for taking that first step outside.

I'm determined to play my part in helping wildlife, because I know how much the natural world has given me. It wouldn't be an exaggeration to say nature saved me and I am determined to give something back.





## Meg and Patrick Coles

Meg Coles and her son Patrick, 7, from Billericay, Essex take on all kinds of creative activities during **30 Days Wild** each year.

Meg Coles, and her son Patrick have taken part in *30 Days Wild* for the last four years. Sometimes they do creative activities – they’ve made nature clocks and art installations – other times it’s as simple as going for a walk in the woods. The challenge brings the family together, and they always continue activities beyond the end of June.

Patrick says: “I like *30 Days Wild* because I love being outside enjoying nature. I like listening to all the sounds outside like birds singing and stuff like that. It’s fun planning what we’re going to do each day with my mum. My favourite activities are the crafty ones, like making our nature clock. That was so cool. I liked looking after my strawberries too, especially when I got to eat them.

“It’s important for me to spend time outside in nature because it makes me feel really happy. I like going to places and looking at nice views and spotting wildlife. I am looking forward to my little brother Buddy

helping me with *30 Days Wild*. It will be fun to show him some of the cool stuff we do, and he should join in too because we’re family.”

When asked whether he’d like to continue doing *30 Days Wild* in the future, Patrick replied: “I will do it until I’m really old, 20 or something.”

Meg says, “I like the openness of it all and the fact you can do whatever suits you each day. It’s a great thing for children, getting them outside and away from screens. They love the sense of achievement and sharing that with friends at school.

“Patrick is so much happier running around fields or exploring in woods – you can see it in his face. He loves helping his dad in the garden and learning about plants and growing food. *30 Days Wild* also gets us together as a family, doing different things outside and having fun. There’s a real sense of community when taking part, with everyone supporting each other – including on social media. It’s so positive, which can be a rare thing to find online.”



## Sharon Lewis and Hazelgrove Court Care home

Residents at Hazelgrove Court Care home in North Yorkshire are buzzing for **30 Days Wild** each year.

Sharon Lewis works at Hazelgrove Court Care home in Saltburn, North Yorkshire, where residents have taken part in *30 Days Wild* for six years. They have gone on excursions to the coast and local woodlands, as well as activities on site.

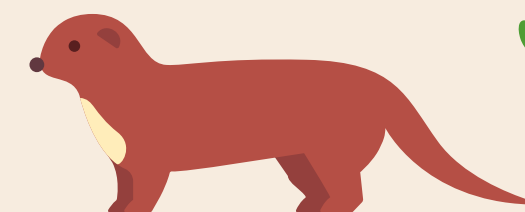
Sharon says, “We always take part in *30 Days Wild* and it brings our residents so much joy. Sometimes we do activities suggested by The Wildlife Trusts and other times, we come up with our own ideas. The flexible nature of *30 Days Wild* means everyone can take part, even if they have mobility issues or struggle to spend long outside.”

“Some of our residents are bed bound, but we can still bring the experience to them. That might be

through watching birds of prey on a webcam or doing some nature-themed crafts. We’ve also sponsored a barn owl box and receive updates and photos each month – it’s great for residents to know they are supporting wildlife, even if its from a distance.”

“*30 Days Wild* was a lifeline during the Covid-19 pandemic. We were looking for anything to keep busy and to find ways to enjoy the outside world, even if we couldn’t experience it.”

“Lots of residents really enjoy sensory experiences using objects found in nature, such as the touch of a pinecone and the smell of flowers. We always do love on a leaf, where people write the word love on a leaf, using whatever materials they want, and float the leaf on water. It’s such a simple activity but you can see how much people get out of it.”





Joanna Richards has worked on 30 Days Wild since it began.

"I remember when the idea of *30 Days Wild* was first floated and it was such an exciting concept, I couldn't wait to get started on the challenge myself, let alone get others involved. As a family that first year, we made elderflower cordial, set a moth trap, threw an al fresco party, climbed Helvellyn and collaged our daughter's desk chair using old wildlife magazines. It was an honour to pick it up the original concept and to see it flourish, with thousands of new people getting involved every year. I'm incredibly proud of what we've achieved and was delighted that we could provide solace through the challenge to so many people during lockdowns in 2020 and 2021."



Alan Wright organises 30 Days Wild for Lancashire Wildlife Trust:

"*30 Days Wild* is one of the best things that The Wildlife Trusts do, especially for children. Every year, we see thousands of kids fill scrapbooks with drawings of wildlife and go out exploring with binoculars and magnifying glasses. Keeping them doing something focused on nature for 30 days has huge benefits, while creating an army of nature enthusiasts who will keep those memories for a very long time."

George Cook organises 30 Days Wild for Avon Wildlife Trust:

"In 2021, I did a fundraising challenge where I went wild swimming everyday over the month, in some pleasant and some unpleasant bodies of water, raising over £600 for Avon Wildlife Trust. Another year, I had an amazing start to *30 Days Wild* by doing a sea safari from Padstow in Cornwall where we were joined by a pod of dolphins for almost an hour. It was incredible and I was lucky to get some great photos."



ELLEN @ HAZELGROVE COURT

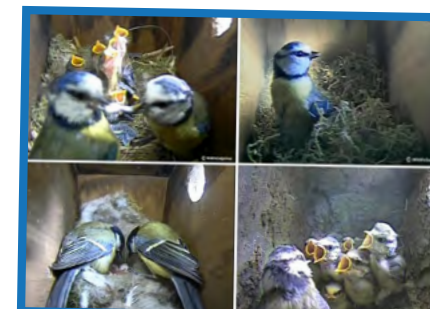
# Champions

*30 Days Wild* has attracted well-known supporters over the years including Ellie Harrison, Monty Don, Steve Backshall, Dr Amir Khan, The Vamps' James Brittain-Mcvey, Mya-Rose Craig, Liz Bonnin, Charlotte Church, Sophie Pavelle, David Oakes, Rob Rinder, Hannah Stitfall, Hugh-Fearnley Whittingstall, KT Tunstall, David Gray, Katie Melua, Nick Baker, Dermot O'Leary, Lucy Jones, Iolo Williams, and Maddie Moate.

## Dermot O'Leary

"I'm a huge bird nerd - whether it's watching the bluetits on my bird feeder, or witnessing the magic of peregrine falcons hunting, I am fascinated by our incredible UK wildlife. This June, join me and The Wildlife Trusts in the *30 Days Wild* Challenge. Try doing one thing 'wild' every day for the whole month and see how great it makes you feel! I just know that this would be top of the commands from the Royal Bird Force!"

(2024)



© WILDLIFE GADGET MAN

## Ellie Harrison

"We are all, but for 200 years of industrialisation, creatures of the land. It's why nature looks beautiful to us; why we know how to be in nature; and why nature makes us feel content. *30 Days Wild* from The Wildlife Trusts reminds us to notice nature in small moments every day. The stillness of even a few seconds changes our relationship with the planet and connects us with the truth of who we are."

(2020)



© JON CARTWRIGHT

## James Brittain-Mcvey of The Vamps

"Sometimes it can be hard in our busy lives to make a little time for us and get outside. We can get wrapped up in what we're doing, forgetting the incredible and wonderful things that are happening around us. That's why I look forward to June and The Wildlife Trusts' *30 Days Wild* challenge. It reminds me, whether I'm at home, on the road or in the studio that outside the door is the magic of nature. Doing something, anything, each day to appreciate this helps me feel connected and grounded to our amazing world."

(2022)



© JAMES BURLAND

## Steve Backshall

"*30 Days Wild* from The Wildlife Trusts is the perfect reminder to get outdoors every day and have fun! You can be a backyard explorer, or a neighbourhood naturalist, and take action for wildlife in your own patch. Or you can simply relax and enjoy your breakfast outdoors!"

(2020)



© HANNAH POLLOCK



# SUPPORTERS OF 30 Days Wild AND THE WILDLIFE TRUSTS

30 Days Wild is supported by players of **People's Postcode Lottery**,



with funds awarded to The Wildlife Trusts through Postcode Planet Trust. People's Postcode Lottery encourages its team in Edinburgh to join in 30 Days Wild and share what they've been up to.

- **Lise:** "My favourite thing is my garden. I have set up a feeding station for birds and have had many different types of birds coming to feed – my biggest excitement was the Great spotted woodpecker coming to feed."
- **Janah:** "I love doing a sunrise walk with my pup and taking some breakfast and tea to enjoy at the summit – it's so peaceful and the view is so beautiful."
- **John:** "My favourite is going to Loch of the Lowes. I used to spend hours there with the conservation teams, just a wonderful, peaceful place and worth a visit. Watching the osprey was so cool."
- **Susan:** "Walking in the Hermitage it is amazing. There is water, woodland and flowers that don't seem to grow anywhere else. There's a wee spot called the rumbling river – you stand on the bridge and when it's raining, the sound of the water its deafening."
- **Anna:** "My favourite thing to do in nature is to watch the sunrise! I love to hike up to the closest hill. When the sun peaks above the land, I love to watch the changing colour sky. It's nothing better than being a part of the surrounding nature!"
- **Simon:** "Whether its walking in the hills or floating in the sea in my kayak, my favourite thing to do is to stop and sit quietly to absorb the sights and sounds of the natural environment and the flora and fauna that share it with me, from tiny insects in the garden to pods of dolphins in the sea."

Thousands of other businesses and organisations have taken part in 30 Days Wild over the years, including many supporters of The Wildlife Trusts.

- Sustainable producers **Teemill** have created bespoke collections of 30 Days Wild attire, including t-shirts and hoodies decorated with wildlife.
- **Pawprint Family** have made special 30 Days Wild badges, with a percentage of every sale supporting The Wildlife Trusts.
- **Seedball** has created special wildflower seed packs for 30 Days Wild, made up of seed for native flowers including birdsfoot trefoil, cowslip and red clover.
- **Jordans Cereals** has run nature photography competitions among staff and planted wildflowers. Jordans works in partnership with The Wildlife Trusts to help oat famers protect land for nature.



© ANDY ROUSE



## The Wildlife Trusts

The Wildlife Trusts are 46 charities forming a federated movement which is supported by a central charity, the Royal Society of Wildlife Trusts. Together we have more than 900,000 members, 35,000 volunteers and 3,000 staff across the UK. We share a vision of nature in recovery, with abundant, diverse wildlife and natural processes creating wilder landscapes where people and nature thrive.

The Wildlife Trusts care for – and have restored – some of the most special places for wildlife in the UK. Collectively we manage more than 2,300 nature reserves, operate 123 visitor and education centres and own 29 working farms. We undertake research, stand up for wildlife and wild places under threat, and help people access and enjoy nature.

We work with businesses who are committed to being nature positive and take action to help restore 30% of land and seas for nature by 2030.

**The Wildlife Trusts,  
The Kiln, Mather Road,  
Newark,  
Nottinghamshire**

Registered Charity No. 207328

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# THE #30DaysWild EFFECT

NATURE  
HEROES



[WILDLIFETRUSTS.ORG/30DAYSWILD](https://www.wildlifetrusts.org/30dayswild)