



London
Wildlife
Trust

Keeping it Wild Collective





Our Strategic Approach

Empowering young people is a dedicated part of our strategy

Purpose

Nature recovery for a thriving city

Vision

A London alive with wildlife, nature in everyone's neighbourhood

Goals

Inspire. Influence. Transform.

Enabling priorities

One

Membership
growth



Two

Youth
movement



Three

Visitor
experience



Four

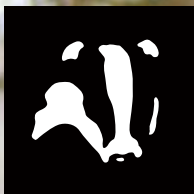
Digital
transformation



Five

Impact
measurement





Introduction

“Community is more important than ever. So it’s about having a space where they [young people] can come together, they can be themselves, they can meet each other.” **Interviewee 15**

At London Wildlife Trust, we’ve been working with young people to create meaningful opportunities to connect with nature since 2018. From our paid traineeships to the implementation of our Youth Board, and programmes such as Nature Nurtures: we have been able to see first-hand the incredible impact nature can have on our young communities. But there is more work to be done. Our recent evaluation of our Keeping it Wild programme showed young people’s need for structured employability support, role models, and practical experiences to build skills and confidence.

The Keeping it Wild Collective was created to address these needs with a new series of events and opportunities, designed by young people for young people! The Collective aims to bring together young Londoners aged 16-30 to gain skills, connections and support to work together to take action for nature and people in their neighbourhood and across the city.

The Collective will host regular workshops and events, at LWT’s nature reserves and online, on a range of themes from practical conservation to creative activities and career support. You don’t have to be a nature expert to take part; the aim of the Collective is to bring together people with different backgrounds, skills and passions – because nature recovery needs all of us.



Development

1. Listening

The listening phase was a key part of shaping the Collective, bringing together input from a mix of voices—young people, staff, and trustees—through a series of workshops.

We held five youth workshops and an alumni event to hear directly from the people we're trying to reach, ranging from those that have worked or volunteered with us before, to those that had never heard of the Trust. We came up with potential activities and projects, developed and tested our pilot sessions, worked on a marketing strategy, and created a final report to share our findings. **In total, 129 participants took part in the listening phase. The feedback from these sessions has been incredibly valuable in shaping the Keeping it Wild Collective, helping us make it as accessible and sustainable as possible.**





Development

2. Research

The research phase included interviews with 16 stakeholders and partners across London, focusing on underserved communities and those with experience in nature conservation.

Key themes that emerged through research sessions:

- 1 Importance of building **trust** through long-term, authentic engagement
- 2 **Mental health benefits** of access to urban green spaces
- 3 There's a clear **need for diversity** in the environmental sector
- 4 **Allyship** is key to fostering inclusivity

The findings pointed out that to get young people meaningfully involved in nature, we need to overcome barriers like limited access, lack of representation, and eco-anxiety.







Delivery

1. Masterclasses

The Collective will offer regular Masterclasses led by artists, environmental leaders, and experts, focusing on skill development for young people in areas like activism, conservation, and career progression.

Topics will include advocacy, citizen science, eco-politics, leadership skills, and more.

Where possible, we'll work with young hosts to showcase the diversity of careers and people in the environmental sector, and to platform young voices.

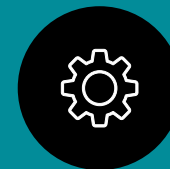
The goal



Empower young people to take action for nature



Connect communities with green spaces



Build skills to kickstart their careers



Work with hosts to **raise young voices**



Delivery

2. Microvolunteering

Microvolunteering sessions will offer accessible, hands-on opportunities for young people to engage in nature-based activities, ranging from practical conservation to the arts. These flexible, drop-in events will focus on local greenspace activism and skill-building, with a competitive or leaderboard element where appropriate.

Suggested activities include wildlife surveying, community cleanups, habitat creation, gardening, and tree planting. The goal is to empower young people through practical, impactful actions that strengthen their connection to nature, and help them create green spaces in their own communities.



Delivery

3. Youth-led Spaces

Lastly, the Collective will create youth-led spaces to foster community, skill-sharing, and conversations about nature and climate.

We'll encourage young people to organise their own events on our sites or with our support, providing flexible and inclusive spaces for young people to connect. Activities could include live music, activism sessions, community workshops, mindfulness, and nature excursions. The goal is to empower young people to lead and engage in meaningful, accessible experiences and really feel seen, heard, and empowered in their own community and in London.



A group of approximately 15 diverse young people, mostly teenagers, are standing in two rows in front of a brick building with arched windows. They are dressed in casual outdoor clothing like jackets and hoodies. The scene is outdoors on a grassy area with some fallen leaves.

How you can get involved

None of this will be possible without you.

Whether you're a young person reading this, or a young-at-heart person who has skills or opportunities you'd like to share, we need everyone's support to bring nature to everybody's neighbourhood. If you're a young person, why not join one of our upcoming sessions or become a host? You can find out more on our website. If you are young at heart and want to support our work, please email us at **youth@wildlondon.org.uk** to chat with us.



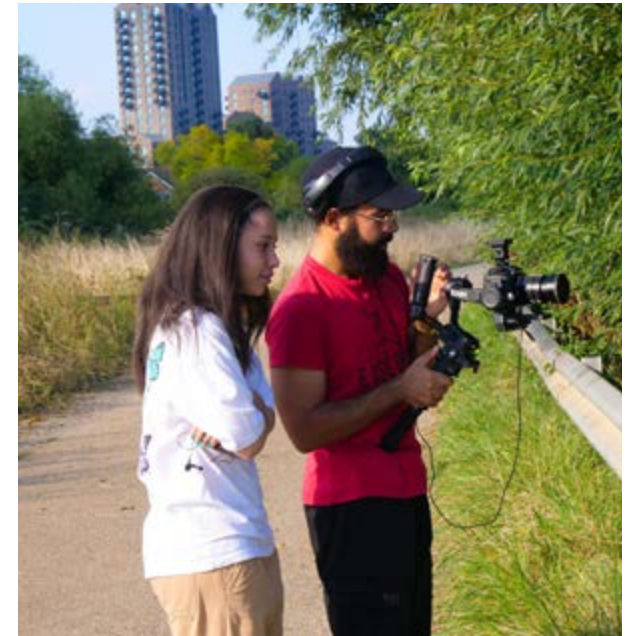
Future Opportunities

As the programme grows, we hope to expand its impact and reach.



Coaching

We will continue to explore the opportunities for coaching and mentoring through more formal frameworks.



Alumni

We look forward to creating an alumni programme for the amazing young people who have worked with us.



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Photo Credits

Pages 1 - 9 & 11 - Andrew Dixon

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SUPPORTED BY
MAYOR OF LONDON

London Wildlife Trust, 8-10 Fivefields, SW1W 0DH
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Want to get involved?

Scan this QR code to head to our website and find out how you can become part of the Collective today, or email at **youth@wildlondon.org.uk**



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