

Five years of
environmental
progress

WONDER

Impact Report | 2020 to 2025

HOLKHAM



WONDER (n.)
a feeling of amazement,
admiration or awe
caused by something
beautiful, remarkable,
or unfamiliar.

Our three pillars

- 1 | Pioneering Environmental Gain** to increase natural capital every year with every decision made.
- 2 | Championing Low Carbon Living** to become a carbon negative estate by 2040.
- 3 | Treading Lightly and Stamping Out Waste** to reduce the non-recycled waste we generate by 10 percent each year for the next 10 years.

WONDER at five: evidence, impact and what comes next



In autumn 2020 we made a public commitment: to put sustainability and conservation at the centre of how Holkham is managed, measured and

experienced. We called the strategy WONDER. Five years on, WONDER is no longer a plan on paper but a way of thinking: measure before we act, design for net gain, learn in public, and bring people along.

Two convictions have guided us. First, you can't manage what you don't measure. We built new metrics, most notably our WONDER Wheel for natural capital, and deepened our carbon accounting and waste baselining. Secondly, progress at scale relies on teamwork. Farmers, tenants, suppliers, visitors, guests, conservation partners and colleagues across Holkham all play a role.

The results are encouraging. We've baselined natural capital across priority sites, connected and restored habitats, improved the biodiversity and visitor experience at Holkham National Nature Reserve, reduced direct emissions across our leisure and property operations, and implemented waste systems that are changing behaviours and outcomes.

We are honest about the challenges. Land is under pressure to deliver food, nature, energy and housing. Carbon accounting remains complex for mixed estates like ours, and infrastructure and supply chains for low-carbon choices are still catching up. Yet our direction is clear: evidence-led decision making, partnership at landscape scale, and investment where actions move the dial.

Thank you to our teams, partners and visitors for making WONDER real. This report shares what we've learned and where we will go next.

Peter Mitchell
Managing Director



Pioneering Environmental Gain



Measuring what matters: natural capital at Holkham.



Conservation at scale demands clarity: what are we improving and how will we know? Off the shelf tools did not reflect the complexity of a working historic

estate, so we created the WONDER Wheel – a quality based natural capital metric scoring 20 sub elements across Soil, Air, Water, Biodiversity and Landscape value.

Since 2020, we have baselined 20 sites (c. 500 ha) and used the tool to test land use choices before they are made. Where an activity risks reducing natural capital on one site, we plan compensatory uplift close by to deliver a net gain across the estate.

WONDER is not just measurement; it's a mindset shift. Across farming, forestry, development and visitor operations, colleagues are applying the same question: does this decision increase natural capital?

The pages that follow show how that question has changed outcomes – from re-wiggled rivers and restored ponds to reduced mowing and new pollinator habitats – and how we are connecting these improvements at a landscape scale.

Jake Fiennes

Director of Conservation

The challenge and our approach

The WONDER Wheel works by baselining natural capital from principle to practice.

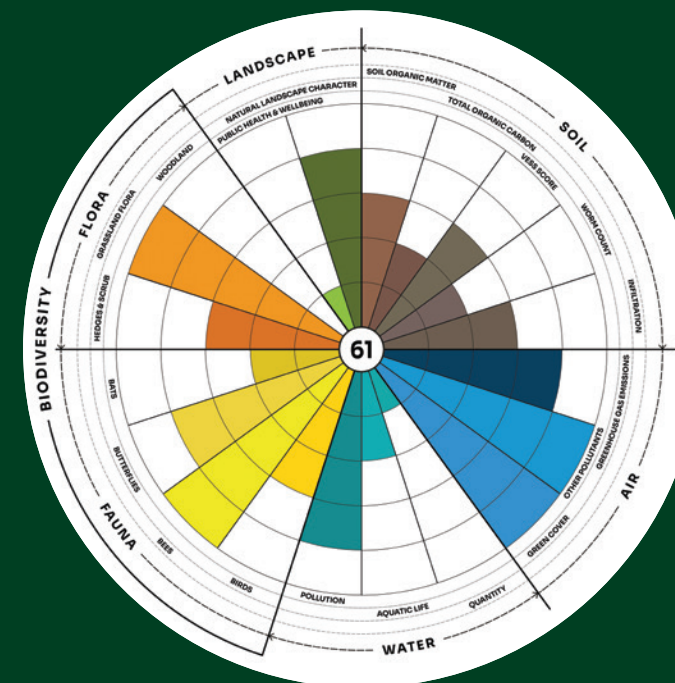
Measuring nature is as important as measuring profit, yet far more nuanced. No two fields, woodlands or wetlands at Holkham behave in quite the same way. Soil behaves differently on the grazing marshes than on the arable fields; tree age and canopy cover change how light reaches the woodland floor; ponds, hedgerows and margins shift subtly with the seasons.

The WONDER Wheel helps us navigate that complexity. Using 20 scientifically recognised sub elements, it gives us a transparent, clear, comparable way to see where nature is thriving – and where it needs our help. Instead of guesswork or piecemeal surveys, we now have one shared language for natural capital across the entire estate.

It's a tool rooted in rigour but designed for real world decisions. Baseline surveys build a picture of soil structure, air quality, water movement, biodiversity and landscape character. With those baselines, we can model how a development, farming change or habitat creation project will shape nature over time.

This is what makes the WONDER Wheel powerful: it influences decisions before work begins, not after the damage is done. It allows us to redesign schemes early, collaborate more openly with planners, and confidently commit to projects that leave a positive legacy.

To see the WONDER Wheel in detail, and for more information on the sub elements and methodology please scan here.



How the WONDER Wheel works

The WONDER Wheel makes measurement of natural capital practical by combining field surveys with a transparent scoring system (20 sub elements; 0–5 scale, aggregated to 100). We baseline a site, model proposed changes, and then monitor at regular intervals to verify uplift. The metric enables clearer conversations with planners, partners and investors: we can now show where and how decisions deliver increased natural capital and adjust schemes early if they don't. Building on the WONDER Wheel work, we are now developing an additional measurement system specifically for use at greater scale across larger sites.

Landscape-scale delivery

From ponds to chalk rivers:
reconnecting nature.

We believe the greatest gains for nature come from creating a connected, resilient landscape - restoring natural processes and working with partners at scale.

River re-wiggling – standing beside the restored meanders of the River Stiffkey, the change is immediate. Historic straightening had slowed flows and disconnected the river from its floodplain. Working with Charles Rangeley-Wilson, renowned chalk stream river restorer, we have re-wiggled around 2,000 metres of channel, providing natural flood management. Changing the flow of water has created pools and riffles where fish breed, birds feed and invertebrates thrive.

Norfolk ponds – across Norfolk, many ponds have been lost to scrub, silt and lack of maintenance. At Holkham, we have restored four ponds and created two new ones, reconnecting fragments of wetland habitat across the farmed landscape, and enabling biodiversity to flourish. The response has been rapid: open water, returning amphibians and a surge in insects and birdlife.

Forestry and woodland management – through Continuous Cover Forestry, we favour light-touch management: small canopy gaps, mixed-age stands and planting suited to soil and future conditions. But ash dieback has required difficult decisions, including clear felling in some areas. Each loss, however, has been replaced with a more diverse and climate-resilient mix of species.



100,000
trees planted,
29 species
Since 2020

22,500
new hedge
plants
Since 2020

Landscape Recovery Pilot Project



A pioneering idea bringing multiple parties together to return land to nature.

20,000		5		67
Hectares		Chalk rivers		Landowners

5 key target species
Natterjack toad, Spoonbill, Grayling,
Turtle dove and Barbastelle bat

Great Farm Project



A dedicated 105.6 hectare trial site to push the boundaries of nature-first farming.

↑171%	↑42%
uplift in breeding birds	increase in overall species diversity

239 species of invertebrates recorded	652 annual butterfly average across 27 species
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61
species of birds including Skylark,
Linnet and Yellowhammer (IUCN Red listed)



Monica's Meadow

What began as a single arable field has become a powerful example of partnership in action. Supported by long-standing tenant and jewellery brand Monica Vinader, the site was sown with 30 native wildflowers and 11 grasses, transforming a uniform crop into a species-rich meadow alive with pollinators. In just three years, its natural capital score rose from 26/100 to 52/100, on track to reach 61/100 by year five.



Monica's Meadow
interim results

Managing development responsibly

Planning for net gain.

Development at Holkham is never routine. It is a conversation between the present and the future. At Hobbs Close, a 23-home development on the edge of Wells-next-the-Sea, that dialogue was honest from the start. The site's baseline score of 44/100 reflected a landscape with potential but limited ecological richness. Proposed development would have pushed it down to 32/100, despite on-site planting and nest boxes.

Instead of accepting that loss, we needed to honour our commitment to increasing natural capital. The answer was found offsite, but still in the town, in a location which would deliver both biodiversity net gain but also connectivity in the landscape. A new pond has been dug, hedgerows will be managed and enhanced to connect habitats and grassland diversity will be improved. The local community will be encouraged to engage and interact via interpretation panels and permitted access. Together, these choices outweigh the on-site impact, creating a six unit uplift across the landscape.

This way of thinking is becoming second nature. With 26% of farmland already managed through environmental schemes and 900 ha of cover crops enriching soil and feeding wildlife, we're treating nature-positive land management as a responsibility shared across every corner of the estate, not reserved for special projects.



Enhancing everyday environments

Small changes, widespread benefits.

Some of the most meaningful changes on the estate are happening in the places visitors pass through without realising - lawns cut a little less often, corners left wild, tree stumps and dead wood left intentionally for invertebrates. Across holiday lets, gardens and parkland, mowing has been reduced by almost six acres, creating a softer, more textured landscape and structurally diverse grassland that supports insects and small mammals.

We are planting drought tolerant, pollinator rich schemes, expanding deadwood retention, and installing bird, bee and bat boxes in suitable built environments. We are phasing out peat use in retail plants and increasing rainwater harvesting for irrigation and cattle drinking. Pinewoods has introduced a woodland play area, nature trail and allotment, a living wall and wildflower areas between plots - all improving on-site engagement with wildlife.



Spotlight on The Victoria



At The Vic, sustainability shows up in the details: the bug homes tucked along the garden edge, the bird feeders, and the drought-tolerant plants surrounding the shepherd huts. Guests ask questions, children explore, and the team takes pride in telling the stories behind the choices - from local flowers on tables to the Goose Safaris that introduce visitors to the wildlife beyond the windows. The Vic's local and seasonal menus also help to reduce food miles whilst celebrating the region's talented growers and producers. Winning the Green Tourism Gold Award wasn't about ticking boxes, it was about embedding a mindset. The Vic proves that hospitality and environmental stewardship can be natural companions.

Bringing nature to people

Access, interpretation, and delight.

At Holkham National Nature Reserve, we've invested in making nature feel closer while keeping wildlife disturbance low. New interpretation panels, QR-coded trails, and an active Instagram channel turn quiet sightings into shared stories. The new fully accessible 255m boardwalk, viewing platform, and bird hide give visitors gentle ways to immerse themselves in the landscape without harming it.

The new HolkCam, the first livestream camera of its kind globally to capture multiple nesting sites including Spoonbills, went live in spring 2026.

Key challenge

The policy and funding landscape for agri environment schemes is evolving and long-term certainty remains limited. Our response is to be evidence-led and to prioritise the projects that deliver the greatest ecological return per pound and per hectare.



Championing Low Carbon Living



Lowering emissions in our working landscape.



Becoming a lower carbon estate requires progress on many fronts at once: clean energy, efficient operations, better data and farming systems that are

both nature positive and carbon efficient. Carbon accounting for mixed estates with livestock is complex, particularly for Scope 3* and farm emissions where methane (CH₄) and nitrous oxide (N₂O) behave very differently to carbon dioxide (CO₂). We have invested in auditing, benchmarking and trials so our decisions are grounded in evidence, not assumptions.

This section summarises five years of data, the innovations already underway, and our direction of travel.

The aim is pragmatic: reduce emissions where we control them, influence where we don't, and make measurable year on year progress across the whole system. All whilst still growing food, welcoming visitors, and providing homes.

James Beamish
Director of Farming

*Scope 3 emissions are indirect greenhouse emissions generated across an organisation's supply chain and the use of its products and services.

Understanding our footprint

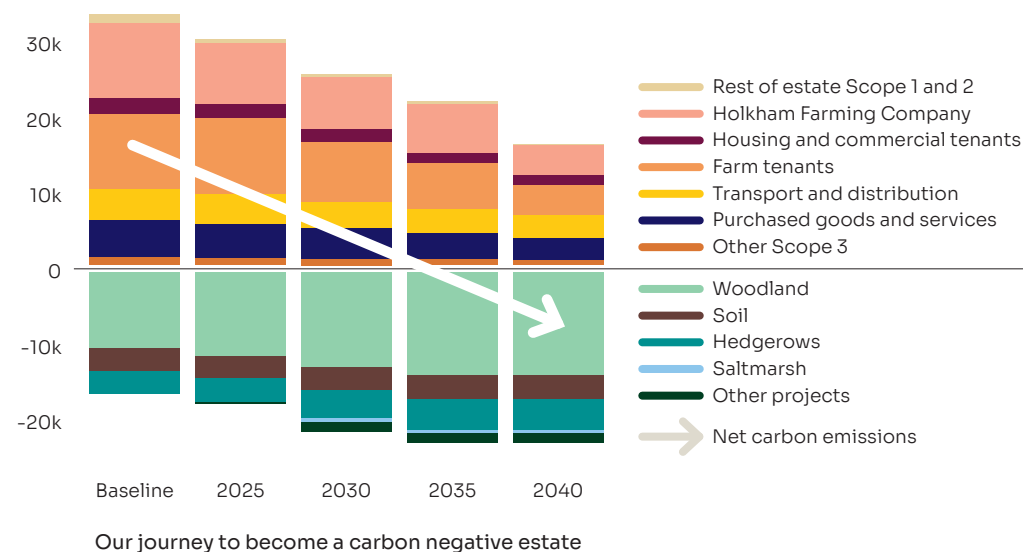
You can't manage what you don't measure.

To understand the estate's carbon story, we had to go right back to basics: what emissions do we actually produce, and where?

The answer is a portrait of a complex, working landscape. In financial YE20/ Harvest 2020 (H20), Holkham's footprint was measured at 8,573 tCO₂e. The vast majority (around 85%) came from farming. That's unsurprising for a large, mixed estate, but it underlined the need for accurate, transparent data.

We've now mapped direct emissions across heating, electricity, fuel, water and waste and methane, nitrous oxide and carbon dioxide from our farms. We've also included our tenanted estate, transport and our supply chain as well as quantifying sequestration from our landscapes. Putting the two together, we have our journey to carbon negative being reached by 2040.

This isn't about chasing numbers for the sake of it. It's about being honest with ourselves – about where our biggest challenges lie, where the opportunities are, and how we balance farming, nature and tourism in a way that respects them all.



Five years of carbon data

Direct emissions: a steady downward trend.

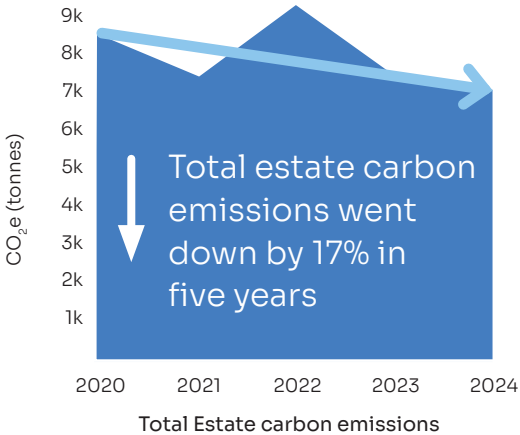
Reducing emissions across a mixed estate is complex, but the past five years have shown what steady, practical action can achieve. Across electricity, fuel, waste and water, we've seen reductions every year since YE20, with a notable reduction due to the Covid-19 pandemic, culminating in a 25% decrease (≈ -313 tCO₂e) by YE24.

Much of this progress has come from straightforward operational changes: Switching to renewable electricity contracts and phasing in electrification where possible.

Even areas facing increased operational demand have found ways to reduce emissions. Enterprises – our day visitor

businesses – for example, cut their footprint by approximately 46% compared with baseline, through more efficient use of fuel, which is a significant achievement during a period of growing visitor numbers.

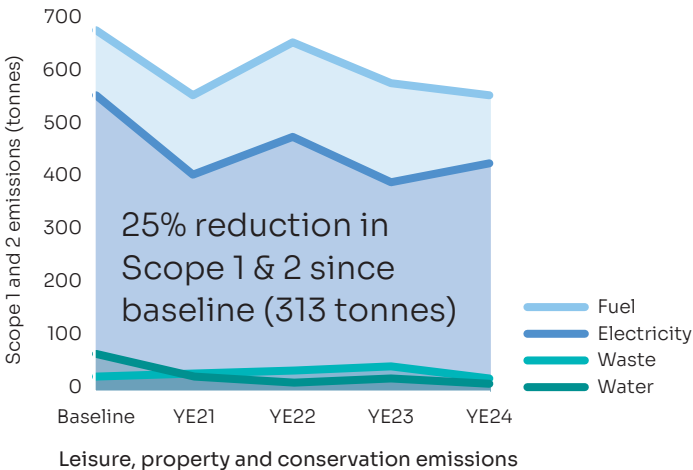
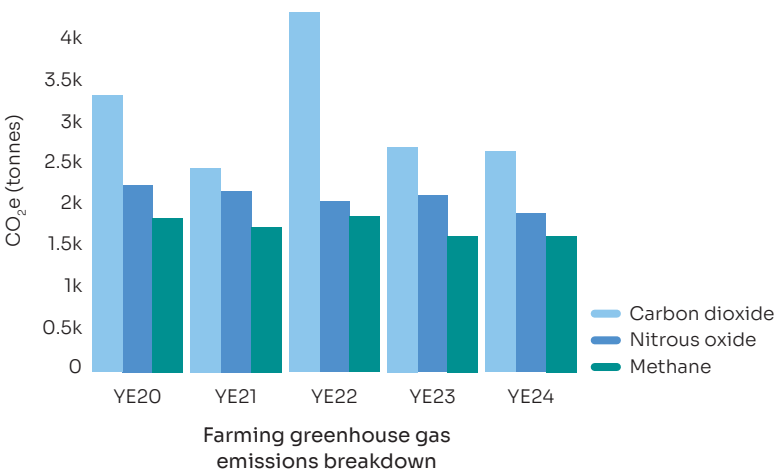
Farming is subject to influences outside of our control which have a significant impact on our carbon emissions, notably the presence of water and sunshine at the right time. Different cropping patterns and points within our rotation also alter figures making annual comparisons challenging. 2022 was an anomaly year for us – despite deep diving into the data, emissions this year buck the overall trend of reduction.



↓ **489**
tonnes (16%)
emission reduction
Harvest 2024 vs
Harvest 2020



↓ **27%**
reduction in
cattle emissions
Harvest 2024 vs
Harvest 2020



Science led innovation

Trials, benchmarking and sequestration.

Across the estate, innovation is helping us cut emissions while protecting productivity. Every trial gives us clearer insight into what low-carbon farming looks like in practice.

Smarter trials in the field – our farm trials show what's possible when technology, tradition and nature pull in the same direction. The AI-enabled spot sprayer reduces inputs with extraordinary precision; the mechanical onion weeder cuts herbicide use by 75% without compromising yield. Meanwhile, our low-carbon potato trial – 10 hectares grown with no synthetic fungicide, fertiliser or insecticide – delivered no loss of marketable yield and saved around £400/ha using CCm low-emission fertiliser and Hydrotreated Vegetable Oil (HVO) fuel. It's proof that responsible farming doesn't have to cost more; often, it simply requires curiosity and courage.

Benchmarking what we produce – tracking emissions per kilogram of product shows where progress is strongest. Since baseline, carbon intensities have fallen for beef (-32%), spring barley (-42%), and early potatoes (-27%). Where emissions have risen – for peas and beans, for example –

we're using the data to refine rotations and input strategies. Benchmarking gives us the evidence to adapt with confidence.

Understanding sequestration – Holkham currently sequesters around 16,000 tCO₂e per year, through woodland (~10,000 t), hedgerows (~3,000 t), and soil (~3,000 t), rising to 20,500 tCO₂e if you include our saltmarsh.

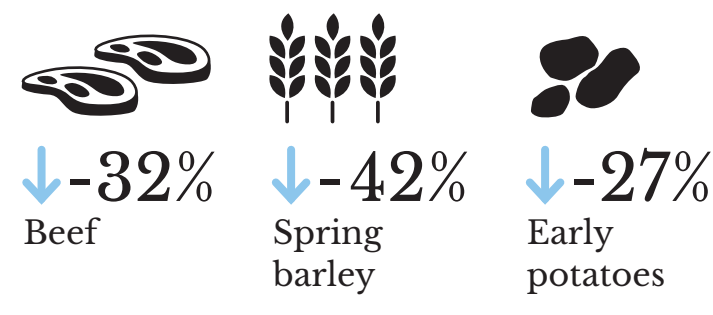
Some areas, including soil carbon on light sandy soils, remain difficult to quantify reliably. Others, such as saltmarsh, show high potential. We are documenting all management changes so we can adopt more precise accounting as methodologies evolve.

Why this matters

Taken together, these innovations are shaping a transition to farming that is climate resilient, lower in emissions and richer in biodiversity. They are the practical building blocks that will help Holkham move steadily toward becoming a carbon negative estate by 2040.



Reduction in CO₂e per kg produced since baseline:



Leaner, greener operations

Electrify what we can; fuel switch and optimise the rest – becoming a lower carbon estate isn’t just about headline projects – it’s the accumulation of hundreds of practical decisions across homes, holiday parks, workshops and visitor businesses.

Cleaner heat, smarter energy – we’ve installed 17 air source heat pumps across the estate, prioritising properties where performance is strongest: new builds and barn conversions. These systems are delivering low-carbon living for tenants and when paired with solar PV reduced cost of living. In our more complex heritage buildings, we’re learning what works (and what doesn’t), but each installation improves our understanding of how to retrofit sensitively and effectively.

Our smart potato store, built in 2024, now uses automated controls to optimise

drying and cooling, reducing electricity use while protecting crop quality. Following a close study of the electricity usage, 908 solar panels were fitted to this store and machinery shed in spring 2026.

Cleaner kilometres... and more of them – we’ve invested in 33 electric vehicle (EV) chargers, spread across Pinewoods, The Victoria, holiday lets, Longlands and our visitor hubs. These chargers have already powered ~375,000 EV miles, preventing around 184 tCO₂e that would otherwise have been emitted. They support guests, employees and our fleet, and they’re enabling the shift to electric equipment across gardens, housekeeping and maintenance. In spring 2026 we replaced our Holkham Property Company fleet with 12 new all electric vehicles.

Fuel-switching where electrification isn’t yet viable – not everything can go electric straight away, so we’re using lower carbon fuels as stepping stones. Futuria gas has replaced Calor gas in the shower blocks on Pinewoods Touring Park, delivering up to 84% lower emissions. HVO is now used in parts of our fleet and machinery – giving up to 90% lower carbon emissions compared to standard diesel. Early trials with hydrogen tower lights in Holkham Park showed that some alternatives can remove emissions entirely.


100%
Renewable
electricity


33
EV car
chargers



Spotlight on Pinewoods Holiday Park

Pinewoods continues to show how a busy, family focused holiday park can move confidently towards low-carbon living. Alongside 12 EV chargers for guests and staff, the site has trialled three all electric caravans, solar and battery systems, and switched entire shower blocks to Futuria gas. Grounds teams now use electric equipment, and recycling has grown from 21% (YE20) to 37% (YE25). Achieving Green Tourism Gold on the first submission (scoring 82%) shows just how deeply these changes are embedded.





Spotlight on Landscaping team

Across the estate, the Landscaping team has reshaped its approach. By adjusting mowing regimes, they've cut diesel use significantly, while two gators and four large lawnmowers now run on HVO, and half of all hand tools are electric. Their work goes beyond carbon: they're growing chemical free produce for The Victoria and Courtyard Café, using compost from estate waste and creating low impact, estate made products such as Walled Garden chutney, shortening supply chains and deepening the connection between land and plate.

Constraints and next steps

Decarbonising a rural estate is not like decarbonising an office block or a single business. Fields need fertiliser, livestock need feed, tractors need fuel, visitors need hot showers, heritage buildings resist retrofit, and the local grid was not designed with a low-carbon future in mind.

These constraints are real. Low-carbon fertilisers remain in development and are extremely challenging to source in the volumes we need. Electric machinery for large-scale farming is still in its infancy but where it exists we're prepared to try it. Current grid capacity and complexity of private energy networks makes it difficult to electrify at the pace we'd like.

But none of these realities stop us. They simply shape the path ahead.

Our focus now turns to vehicle fuel reduction, deeper building performance upgrades, medium-scale solar, and more efficient use of inputs. And we will keep pushing for better Scope 3 visibility (our indirect emissions) because partnership with tenants, suppliers, and visitors remains a big lever for change.



Stamping Out Waste



Waste is a system and we're rebuilding it.



In 2020 our baseline showed we generated 606 tonnes of general (non-recycled) waste across the estate. Accuracy of reporting from waste collection

contractors varied, suppliers differed, and the separation infrastructure was inconsistent. We set a clear Tread Lightly goal: reduce the amount of non-recycled waste we generate by 10% each year for the next ten years. In addition, we vowed to phase out our use of single use plastics across our operations.

We've since built a common language and system: separation stations across the estate, back of house segregation, on-site composting for greenery, supplier engagement, construction skip separation and continuous feedback loops. Much of this work is unseen, but the results are not. The following pages show the trend, and the culture change that underpins it.

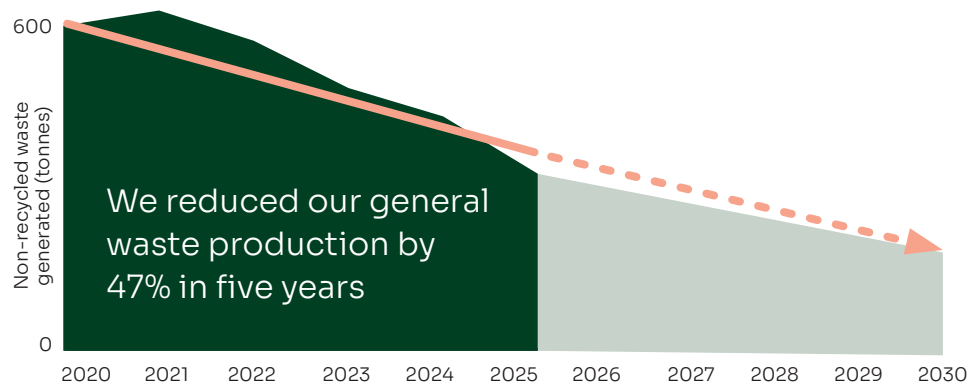
Leigh Hitchcock
Director of Visitor Attractions

Establishing a baseline

When we first mapped our waste for YE20, the results were stark. 606 tonnes of general waste, more than two thirds of it from leisure operations, and 217 tonnes of it from Pinewoods alone.

But the number itself wasn't the real issue, it was the story behind it. Different suppliers collected waste to different standards. Data from contractors didn't always align. In some places visitors wanted to recycle but couldn't, in others areas the system was so unclear that even the most conscientious guest would get it wrong.

The challenge wasn't simply "less waste". It was building a system people could understand and trust. And that's exactly where we began.



We are now beating our target for general waste reduction, and our aim is to get down to 211 tonnes by 2030.

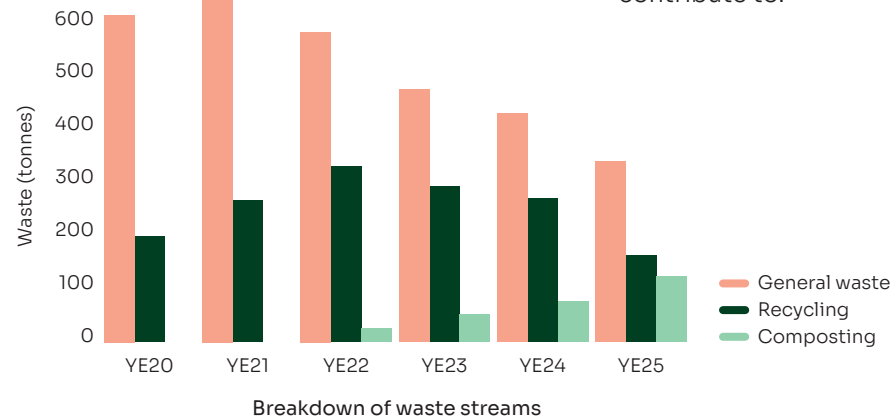


Minimising waste: building a system that works

Infrastructure, suppliers and closing loops.

Holkham’s waste system today looks nothing like it did in 2020. More general waste was produced in our first year due to the Covid-19 pandemic and a significant increase in visitors to our open spaces and beaches. Food waste and compostables now flow to the right place. Across the estate, green, black and brown bins – supported by icons, photography, physical examples and simple language – give visitors the confidence to separate their waste correctly.

Behind the scenes, we have a skip-separation hub in the Great Barn. Mixed loads are a thing of the past; materials are carefully separated into dedicated streams, ready to be recycled or reused. This has now rolled out to property development sites, including Hobbs Close and Pinewoods. We are proud to send zero waste to landfill and have reduced our general waste produced by the Property business by 72%. It’s not glamorous work. But it’s work that makes the whole estate function more sustainably – something everyone can contribute to.



Spotlight on our three cafés

If you step behind the counter at one of our cafés, you’ll find a small but powerful revolution. Plastic bottles have been replaced with Re:Water, all house-made products now use compostable packaging, and suppliers have been encouraged (sometimes nudged) to adopt lower-impact materials.

The cafés have diverted 138 tonnes of food waste and compostable packaging from incineration, and their recycling rate has climbed from 21% to 64% and general waste reduced by 47%. Even unsold sausages find a second life as dog treats. It’s clever, practical sustainability at its best.



Spotlight on construction

In construction, waste used to be “part of the job”. Now, it’s a design decision. Across Holkham’s building and maintenance work, teams sort waste into dedicated cardboard, glass, plasterboard, metal, rubble and mixed streams via the central skip-separation hub at Great Barn.

Where possible, materials such as flint and masonry are reclaimed and reused, and the briquette maker has turned carpentry offcuts into kindling for holiday cottages and staff homes. These choices save money, reduce waste, and preserve the character of Holkham’s built environment.



Reduce, reuse, rethink

Turning materials back into value, Holkham’s approach to waste isn’t just logistical, it’s creative.

In the gardens, green waste is composted and returned to the soil. In the carpentry workshop, the briquette maker turns sawdust into kindling. Across departments, ReWONDER helps colleagues rehome everything from surplus jars to spare furniture, reinforcing the waste hierarchy. And in construction, we’re designing projects to avoid waste long before the first brick is laid.

These are not isolated efforts. They are the early signs of a cultural shift: sustainability not as an add on, but as a way of doing things differently.



↑46%
of waste now
recycled or
composted



↓72%
reduction in general
waste produced by
the property business



↓51%
reduction in general
waste generated by
The Victoria

Phasing out single use plastics

Remove, replace, and reward better choices.

Whilst plastic is an important material in sectors such as medicine, there are often alternatives available. At Holkham, we've committed to using it less, reusing it more, and replacing it wherever possible.

From the cafés (where plastic bottles are gone and compostables reign) to weddings (where floral foam is banned) to conservation (where feed bags have been eliminated through grain silos), each area of the estate is doing its part.

The result is a landscape where single use plastic feels increasingly out of place, and alternatives feel natural.



↑ 138 tonnes
of food waste and
packaging composted
by cafés since 2022



Spotlight on retail

Retail at Holkham has undergone a quiet but radical shift. Plastic pocket-money toys have been replaced with items made from recycled or natural materials, greeting cards have shed their cellophane sleeves, and bags have moved to recyclable or compostable options. At Pinewoods, children borrow buckets and spades from a “beach toy library” or can buy recycled plastic items supporting a circular economy. Crabbing equipment is also plastic free, with twine and tin making a comeback to this traditional holiday experience.



Spotlight on conservation

The conservation team generates just 2% of the estate's non-recycled waste, and most of that is dog waste from visitors' dogs. But their innovation goes far beyond that statistic. They've trialled sheep's wool, bioplastic and cardboard as alternatives to plastic tree guards, retrieved thousands of old guards for reuse, and recycled shotgun cartridges through specialist schemes. Switching to grain silos has cut out thousands of feed bags, and even old mango chutney containers have found a second life as feed hoppers. It's sustainability before it got trendy.

Behaviour change and the road ahead

Making the right thing the easy thing.

Waste is as much a behavioural challenge as it is a logistical one. Even with good intentions, visitors in holiday mode often default to the nearest bin, so the system has to work intuitively. Our biggest challenge is at our Wells businesses where both waste generated is high and separation rates are low due to a disposable culture.

Our teams play an equally important role. Through practical training and clear processes, colleagues across cafés, holiday lets, gardens, retail and maintenance now understand how the system works and why it matters. As a result our recycling and composting streams are cleaner and more reliable than before.

Progress isn't without constraints. North Norfolk has few local waste processors, so introducing new streams takes planning and the right partners. That's why we've invested in infrastructure that makes separation easier and insisted on traceable, transparent reporting from our contractors.

Looking ahead, our priorities are clear:

Rolling out food waste collections to holiday lets.

Piloting a workable solution for soft plastics, which remain a stubborn part of general waste in our cafés.

Benchmarking Pinewoods against similar holiday parks to identify the most effective interventions.

Preparing for deposit return schemes so we capture more materials and reduce contamination.

Increasing recycling of farm waste through specialist, single streams.

The aim is straightforward: a waste system that is easy to use, reliable in practice, and understood by visitors, residents and teams alike - keeping us on track for long-term reductions in non-recyclable waste.



People

Culture eats strategy for breakfast.

WONDER works because people own it. With around 380 staff and over a million annual visitors, small actions add up. We've embedded sustainability into job descriptions, interviews and reviews, and invested in training: 52 colleagues have completed the Institute of Sustainability and Environmental Professionals (ISEP) course.

Our WONDER Crew connects champions across businesses, running WONDER Wanders (peer walk throughs) to celebrate wins and identify three quick, deliverable actions per site. The group then check back three to six months later. Internal channels like our staff app, Blink, and ReWONDER keep ideas and materials moving quickly.

We apply the same ethos externally: from school eco clubs and talks to enhanced interpretation and content, our aim is to inform, inspire and influence beyond the estate boundary.



Partnerships

We go further together.

Holkham's progress over the last five years has been powered by an extraordinary network of partnerships - from ecologists and engineers to tenants, tech providers and neighbouring estates.

Together with Norfolk County Council, Norfolk Rivers Trust and the North Norfolk Farm Cluster Group, we're shaping the future of landscape recovery. With Monica Vinader, we've shown how private finance can have a tangible impact on nature - a blueprint for future private investment. With innovators like Agrifac, BBRO, Catalyst Farming and Branston, we've trialled new ways to grow food with fewer emissions.

Supportive suppliers such as Anglian Farmers have assisted with procurement of lower carbon fuels and alternatives to diesel. With Envar, Biffa and Anglian Demo, we've built a transparent waste separation system. And through local suppliers, we've kept food miles low and community value high.

Partnership unlocks expertise, spreads risk and accelerates learning. All essential for a mixed estate balancing nature, farming, housing and visitors.



Holkham has always thrived in collaboration, and WONDER is no exception.



Future Plans

Focus resources where they move the dial for nature.

Goal 1 Pioneering Environmental Gain

- Deliver Landscape Recovery outcomes as national schemes crystallise.
- Holkham Nature Initiative: a new wetland/ scrub creation funded by Biodiversity Net Gain from selected external housing developers.
- Extend natural capital measurement and support to tenant farms to enable landscape-scale change.
- Publish a long-term land use strategy aligning farming, forestry and conservation.

A strong focus on the challenge of reducing carbon emissions.

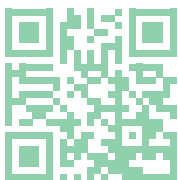
Goal 2 Championing Low Carbon Living

- Advance nature positive, carbon efficient food production through farm benchmarking and a reduction pathway.
- Trial changes on Park Farm to target ~50% emissions reduction for selected crops.
- Increase on-site renewable generation and explore sleeving opportunities.
- Expand electrification where the grid and business case allow.
- Keep improving Scope 3 (visitor travel, tenants, goods and services) and sequestration data.

Design for zero avoidable waste.

Goal 3 Stamping Out Waste

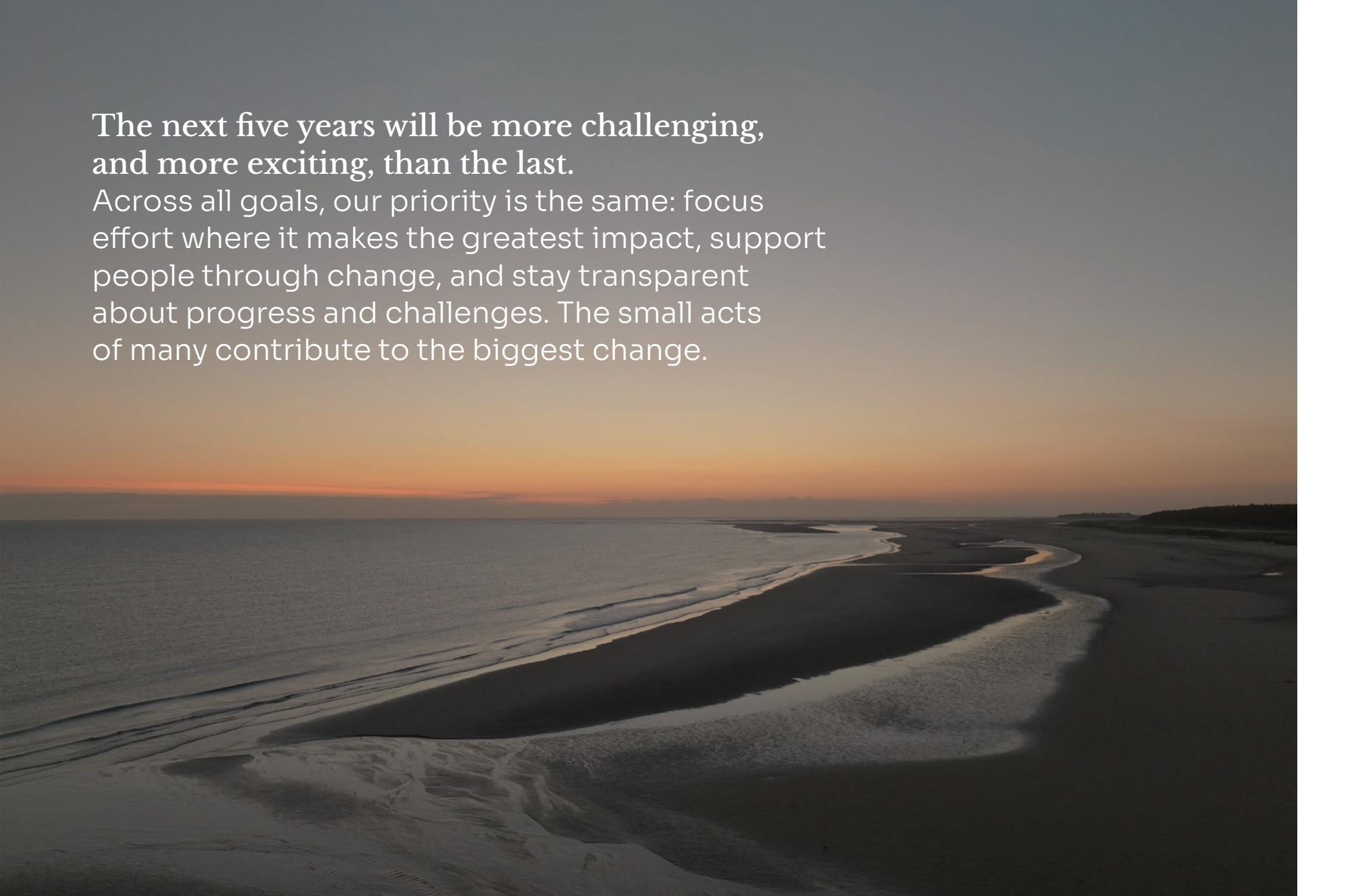
- Implement food waste collections at holiday lets and prepare for deposit return changes.
- Benchmark Pinewoods against similar holiday parks and co-design solutions with owners and guests.
- Design, build and renovate homes to produce less waste during both construction and refurbishment.
- Maintain open and honest reporting.
- Continue with our mission to ‘binfluence’ our visitors and guests at our businesses and car parks in Wells.



Explore more:
holkham.co.uk/wonder

The next five years will be more challenging,
and more exciting, than the last.

Across all goals, our priority is the same: focus effort where it makes the greatest impact, support people through change, and stay transparent about progress and challenges. The small acts of many contribute to the biggest change.



Balancing urgency with patience



Stewardship, shared.



WONDER asks us to hold two ideas at once. The first is urgency. The North Norfolk coast is precious and vulnerable; our soils, rivers and wildlife need

practical help now. The second is patience. Meaningful change takes seasons and cycles – it is measured in healthier habitats, cleaner water, richer soils and livelihoods that endure.

I am proud of how Holkham has responded over the last five years. We have put measurement behind our intentions, and we have acted: restoring habitats, improving visitor access to nature, reducing emissions where we control them, and building

the systems that reduce waste. We have also been honest about complexities – especially around carbon and land use – and are committed to learning in public.

Our duty is to leave this place better than we found it. That calls for partnership: with our neighbours, tenants, visitors and the many organisations who bring expertise and challenge. It also calls for confidence: that well evidenced, nature positive decisions can sustain both people and wildlife for generations.

Thank you to everyone who has contributed to WONDER so far. The next five years will demand even greater ambition and collaboration. I am certain Holkham can meet that test.

Tom Coke

The Earl of Leicester



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