



Railway Land Wildlife Trust
Linklater Pavilion
Railway Lane
Lewes BN7 2FG

Interpretation at the Railway Land Wildlife Trust

Request for Expressions of Interest

The Railway Land Wildlife Trust is seeking a consultant to help us understand and reach our audiences more effectively

Who we are

The Railway Land Wildlife Trust is an environmental charity based in East Sussex. It aims to bring about a culture shift in how we understand, engage with and care for the natural world. It is a leader in the Rights of Nature movement, promoting innovative ecocentric approaches, including to language and decision making.

The Trust is the custodian of a former railway marshalling yard – now a regionally significant example of urban renaturing. The land was saved from development by local people in 1988, and was declared a nature reserve in 1995.

The site covers 100 acres and is situated in the South Downs National Park and the Brighton and Lewes Downs UNESCO World Biosphere Region. It is home to diverse habitats, including wet woodlands, reed beds and a chalk stream, one of the rarest freshwater habitats on Earth. It is a stone's throw from the historic centre of Lewes.

The Trust supports educational programmes, including with young people; health and wellbeing sessions; and Nature recovery including in major projects beyond the site's boundaries, working collaboratively with likeminded organisations.

The problem

The Nature reserve attracts around 60,000 visits per year, with many visitors seeing it as a resource or backdrop to their activity, rather than a community of living beings, of which they

are part. Without that understanding, people cannot make the connection between their behaviour and the health of the site, or between the site and Nature's recovery.

The Trust has limited insight into who visits and why, which makes it hard to communicate well or to build the kind of relationship with visitors that advances our mission. There is currently very little interpretation on site to bridge that gap, and knowledge of the Trust's work amongst visitors is low.

This extends to our online presence; an outdated website fails to capture either the depth of our work or the character of the Nature reserve. Its limited functionality makes it harder to promote projects, regular events and opportunities, or capture data about visitors.

What we are looking for

We are looking for a consultant to help us understand who visits the Railway Land, why they come, what they need from us, and how we can reframe narratives around Nature for them. This is deliberately strategic groundwork and will inform subsequent interpretation and marketing work.

We are interested in how you would approach this challenge, what methods you would use to understand our audiences, and how you would translate that understanding into actionable recommendations and clear frameworks.

We welcome proposals that bring fresh thinking and challenge our assumptions about what interpretation can do for a site like this. The consultant will work with the Trust's interpretation working group.

Timescale: October 2026 - March 2027

Deadline: 13 September 2026

Contact: Helen Meade CEO 