

Biodiversity Means Business

Lead organisation:
North Wales Wildlife Trust

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Grant Award: £388,438

Location:
Rural Wards of Holt and Marchwiel

The focus of this project is centred on the large (550ha) rurally located Wrexham Industrial Estate. NWWT's vision is to make the landscape within and around the industrial estate more habitable to wildlife, more accessible for people, and more attractive to businesses whilst also improving the health and wellbeing of employees and nearby communities. They are achieving this by working with local businesses, partners, workers and the local community so it is inclusive and benefits all.

The project will prioritise on the ground improvement activities and develop a strategic plan for the landscape to help sustain and deliver improvement and benefits into the future. A focus on green infrastructure including planting wildflowers, restoring public footpaths, planting native trees, planting hedgerows and demonstrating soft engineering techniques will help with surface water retention and improve wildlife corridors as well as creating a nicer place to work for employees working in the area.

Engaging with the surrounding local communities and offering volunteering opportunities is part of the projects long term approach. This aims to help create a sense of ownership of the landscape by those working, living and enjoying the leisure opportunities of the area.



The project activities include opening up public nature reserves, installing picnic areas, planting orchards, erecting signage, reducing litter, eye-catching sculptures, colourful wildflower verges and roundabouts, improving access and trails, plus enthusing people about the estate.

The project also offers corporate support to businesses who wish to support environmental improvements in alternative ways on their grounds. The project offers 'Natural Partnerships' to help businesses to realise the benefits of incorporating green spaces into their surroundings. Working with new multiple businesses and local companies across the estate, to develop long-term management plans to implement nature based solutions to enhance habitats and amenity space. Contributing to tackling wider social and environmental issues, supporting staff wellbeing and productivity, lowering costs and bringing the economy, society and environment together.

The project are looking to run a series of events to introduce the wilder side of the Wrexham Industrial Estate and are actively managing two areas of the industrial estate that have public access, opening up footpaths for visitors and workers to discover and exercise.

The project is successfully delivering nature based solutions to help promote biodiversity and social well-being and engagement across this unusual site.



Increased Access to Outdoor Spaces: Developing Green Infrastructure and visitor access established at multiple sites all having way-marked paths, benches, 10 picnic tables, bird feeding stations, bug hotels and signage. With 3.5 km of access paths created or restored

Habitat restoration: orchard planting, hedge laying, with 600m of wildflower verges and 8 roundabouts created, meadows managed through seeding and cutting and 2500 reed plants planted on banks of a meander on the River Dee all to support the 1000 species found in the area

Building collaborations & partnerships: up to 200 stakeholders engaged; members of the local communities, businesses, farmers and landholders, community groups and environmental and conservation organisations receiving advice, guidance and information through the project

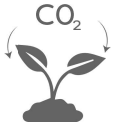
Volunteer Programmes: 125 volunteers are registered to carry out litter-picking, hedgerow restoration, tree planting, landscaping, restoring access areas and creating habitats while supporting the health and wellbeing of the local community

Woodland Management & Planting: 9ha of woodland created and supported through planting of 600 native trees, coppicing and glade creation, placement of nest boxes, orchard creation and woodlands enhanced for wildlife, mapping of veteran trees and instalment of TPOs where appropriate

Sustainable Grazing: low intensity grazing at strategic sites with native breeds aimed at reducing the height of the grass sward to enable wildflowers to grow throughout the spring and summer months

Training & Job Creation: Welsh language awareness training and river safety courses run with 3 jobs safeguarded, with the wider aim of attracting economic growth to the industrial estate

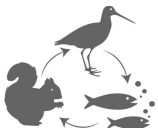
Knowledge Transfer & Innovation (KT&I): Undertaking an evaluation based on Social Return on Investment (SROI) principles, a framework for measuring and accounting for this much broader concept of value; it seeks to reduce inequality and environmental degradation and improve wellbeing by incorporating social, environmental and economic costs and benefits



Carbon Sequestration – supported by orchard planting, hedgerow laying and restoration, wildflower and tree planting, meadow management, habitat creation, woodland creation and support, coppicing, glade creation, mapping of veteran trees and sustainable grazing.



Climate Change Adaptation – supported by orchard planting, hedgerow laying and restoration, tree planting, meadow management, habitat creation, woodland creation and support, coppicing, glade creation and sustainable grazing.



Enhanced Biodiversity – supported by bird feeding stations and nest boxes, bug hotels, orchard planting, hedgerow creation and restoration, wildflower, reed and tree planting, litter picking, habitat creation, woodland creation and support, glade creation and sustainable grazing.



Ecosystem Resilience – supported by bird feeding stations and nest boxes, bug hotels, orchard planting, hedgerow creation & restoration, wildflower, reed and tree planting, litter picking, habitat creation, woodland creation and support, glade creation and sustainable grazing.



Health & Wellbeing – supported by creation and restoration of access paths, conservation volunteering opportunities, landscaping and undertaking an evaluation based on Social Return on Investment.



Community Cohesion – supported by creation and restoration of access paths, stakeholder engagement, providing advice and guidance to local communities, conservation volunteering opportunities, Welsh language awareness training, safeguarding of jobs and undertaking an evaluation based on Social Return on Investment.



Rural Skills & Heritage – supported by Welsh language awareness training conservation volunteering opportunities, hedgerow laying and restoration, wildflower and tree planting, meadow management, landscaping, coppicing and glade creation.



Development of Skills Capacity & Expertise – supported by stakeholder engagement, providing advice and guidance to local communities, Welsh language awareness training, running river safety courses and undertaking an evaluation based on Social Return on Investment. Working with new multiple businesses and local companies across the estate.

Get Involved – If you would like to learn more or get involved in the work being done by North Wales Wildlife Trust NWWT you can find more information at: