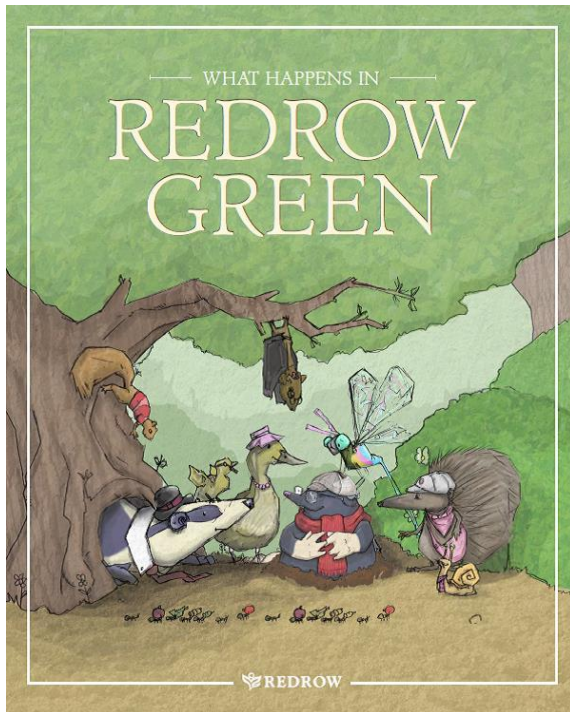


REDROW GREEN, REDROW



BIODIVERSITY ENHANCEMENT OVERVIEW

Redrow Green is a book designed and written by Redrow for children to raise biodiversity awareness.

For many years now we have been engaging with schools local to our developments to ensure the children understand the dangers of construction sites. We are now in the process of broadening that engagement to help explain the principles of sustainability and have started this process by focusing on ecological issues.

Midlands Sales Director Pauline Turnbull has written a beautiful engaging book to help the youngsters learn about biodiversity. *What Happens in Redrow Green?* is designed to teach children about the natural environment and the different habitats that animals call their home.

Over 4000 primary school pupils across the West Midlands have received a copy of the book to date, with a programme in place to roll this engagement out nationally, with children being invited to 'outdoor classrooms' in the open space areas of some of our development to read the book together.

Pauline explained: "I used to tell my grandchildren stories about the wildlife around us and where they live and decided to use those tales to help others understand what different animals want and need from a home. The result was *What Happens in Redrow Green*, which features a variety of wildlife to explain the importance of biodiversity."

Fact box

Company name:

Redrow

Project name:

Redrow Green

Location:

Nationwide (distributed at local schools and offices)

Biodiversity enhancement:

School engagement

Size:

N/A

Cost:

N/A

Tips:

Keeping the book short and with activities was key to holding children's attention.

Year completed:

2014

Categories:

- Community engagement
- Most innovative

BIODIVERSITY ENHANCEMENT OVERVIEW (cont.)

The book is written from the view point of Professor Mole, who introduces the reader to his neighbors at Redrow Green. Children at Humberstone Junior Academy in Leicester were among the first to receive copies of the book. Teacher Amy Kitson said: “*The children enjoyed reading the book and finding out about the different characters and where they live. The activities section is a great way to help them remember what they have learnt.*”

An activity section helps reinforce what children have learnt and there are colouring sheets available to download at www.redrowgreen.co.uk

There are also activity questions throughout the books and therefore the enhancement implemented is knowledge of biodiversity to a younger generation.

The book covers what biodiversity is and biodiversity enhancements which Redrow regularly incorporates into construction sites such as:

- Bat boxes
- Balancing lagoons
- Wildlife homes
- Hedgerows

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Challenge**
do one thing

