

Creating a Buzz Mayfair and Belgravia, London

Grosvenor

BIG Challenge 2015 submission category: Community engagement

Project overview

The goals of the Creating a Buzz Project are:

- Help create a more sustainable urban ecosystem for bees.
- Create a greener Grosvenor London estate (Mayfair & Belgravia) with access to nature for the local people.
- Educate through engagement with schools, to encourage pride within the community. and;
- Form a key part of the Grosvenor in the Community Programme which impacts positively on Westminster's social needs and the local needs of our customers and stakeholders.

In 2014 the first Grosvenor Parklet was installed with the launch engaging local schools, residents, Grosvenor staff and other stakeholders. 20 bee-friendly hanging baskets were installed in Mount Street, 46 bee-friendly window boxes on Buckingham Palace Road



Photo: Parklet

The launch event in August was attended by local office occupiers, Grosvenor staff and journalists and put into place the Grosvenor bee keeping and bee foraging strategy (5 staff members now trained as bee keepers). The total cost was roughly £40k with a team of about 15 people.

What were the biodiversity conditions on site, prior to the enhancement?

Public green spaces were limited in this part of central London.

Were there any specific conditions that led to you carrying out this work?

No specific conditions led to this project apart from Grosvenor wanting to deliver a series of initiatives providing tangible benefits to stakeholders – creating strong communities which are vibrant, healthy, safe, respectful and friendly places to live.

What biodiversity measures were taken?

Yes, the project is replicable and it will continue in 2015 after the successes of 2014.

The work is innovative as it focuses on both green interventions and the community. Parklets, hanging baskets and

window boxes have been delivered that can be appreciated by all.

The local community has been engaged and in doing so supported 5 beehives and trained up bee keepers (staff volunteers) to maintain them as well as hosting bee-keeping talks to engage the local community.

Local residents are encouraged to plant with bee-friendly flora and fauna and offering advice to anyone wishing to install a green roof. All of this will have certainly resulted in biodiversity net gain.

How would you best describe the project?

A mitigation.

Further information:

With the help of Urban Bees, bee hives have been installed. The window boxes and hanging baskets with Window Flowers and the Parklet was designed by Map Projects architects and built by a mix of architects and Grosvenor staff (volunteers).

The objectives of working towards a greener London Estate have been met, and in doing so supported the bee population whilst educating and engaging with the local community.



Photo: Bee keeping

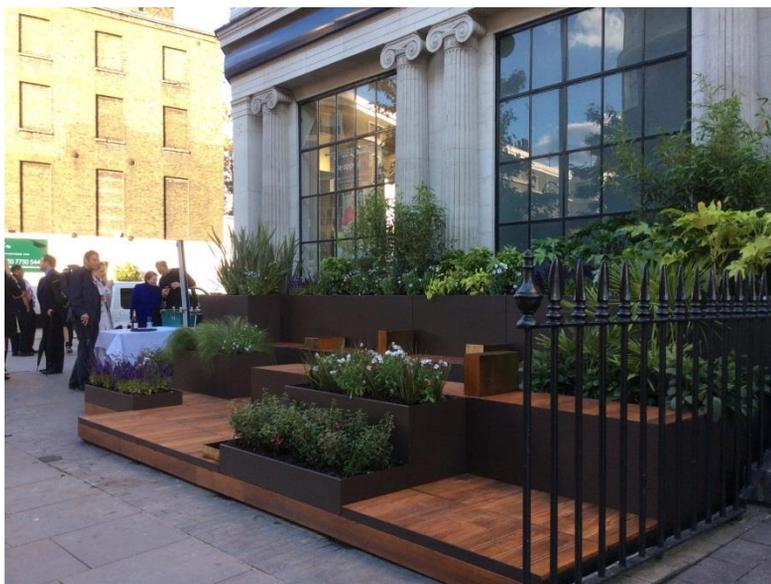


Photo: Westminster

What was your personal motivation for carrying out the enhancement?

A greener London is a more attractive London. As well as the health benefits and benefits for the ecosystem it helps foster more pride in

the community and local surroundings.