

80 CHARLOTTE STREET PETITE PLANTERS FITZROVIA, LONDON, UK

MULTIPLEX CONSTRUCTION / HUTCHISON FLOORING / STEEL ARTS AND FITZROVIA COMMUNITY NURSERY

BIG Biodiversity Challenge Award Category: Temporary Project

Project overview

A community and biodiversity initiative between the 80 Charlotte Street construction team, our subcontractors and our neighbours, the Fitzrovia Community Nursery.

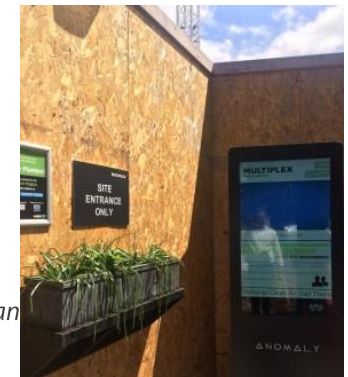
What were the biodiversity conditions on site, prior to the enhancement?

Conditions on site, prior to the enhancement, were in line with standard brownfield sites in London – very low! Multiplex managed the demolition of the existing Saatchi & Saatchi HO with particular consideration to the trees that were to be retained through design and planning requirements, including London Planes and Hazels. We are now in the process of building the new commercial, retail and residential units that make up the development which include green and brown roofs, soft landscaping and a new ‘pocket’ park for the local community.

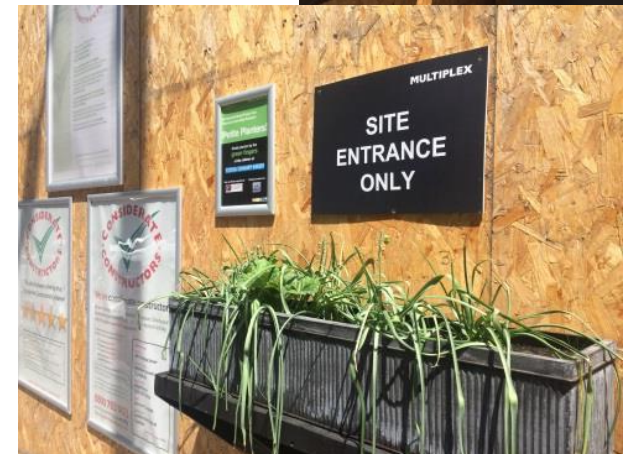
What were the reasons behind this project ?

The project is already extremely focussed on sustainability and the environment, being subject to Ecohomes, BREEAM and LEED assessments, and also has a very positive client in Derwent London. But the key driver in getting this project complete was the enthusiasm and engagement of members of the Multiplex and subcontract team.

Multiplex continues to support and encourage the submission of ideas to the BIG Challenge and we were able to enlist the help of two of our subcontractors, Hutchison Flooring and Steel Arts, whilst at the same time engage with one of our key neighbours, the Fitzrovia Community Nursery.



80CS Site Entrance (Frank Blande)



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What were the biodiversity measures taken?

As part of the permanent measures on the commercial and residential elements of the job – green and brown roofs, soft landscaping and pocket park – we are working with our ecologists to ensure that key species in the Camden Biodiversity Action Plan are taken account of. We have tried to mirror this with the Petite Planters by looking at buttercup, cowslip and thyme for the bulbs and seeds into a more replicable and identifiable project.

Both workers and staff were fully engaged in the project from the outset. This was fully apparent by the kind donation of the planters, soil, bulbs and seeds by our subcontractors, Hutchison and Steel Arts, and this would not have been possible without the positive encouragement of Multiplex staff.

It was really important to us to ensure that, whilst the Petite Planters are only a small gesture, the message of doing ‘one thing’ was very clear. That was why we decided to involve our close neighbours, the Fitzrovia Community Nursery, with whom we have been working on the image of the construction industry for a while and thought it was a perfect opportunity to educate the kids on the importance of biodiversity and give them ownership of one of the planters.

We were able to run a great session with the kids, planting the bulbs and seeds, talking about how to look after them and hopefully give them an idea of the benefits of nature and wildlife. Again, this was only possible thanks to staff giving up their time during the day to support the planting activities!

The Petite Planters have drummed up a lot of enthusiasm with insect houses and a temporary green roof planned for the site entrance office later this summer!



Planting with the Nursery (Claire Scrimgeour)



The Nursery Planter (just about to flower...) (Mimi, FCN)



Further information

Once we had received all of the donations from the subcontractors we set up a planting session with the Fitzrovia Community Nursery. We had four kind volunteers who went across for a couple of hours with small spades and watering cans to help the children put everything together.

The whole session was a great success showing the children what to plant where, how often to water the planter and some images of what they were hopefully going to grow. Mimi, the Nursery Manager, said 'It was very nice of you to do the planting/growing project with the children; they loved it and are still watering the plants every day.'

We hope that this is the best legacy we can have, not only showing the children about the benefits of biodiversity but also improving the image of the construction industry at the same time.

The project team has benefited immensely from the initiative, particularly those that attended the Nursery, and conversations are often had about the flowers growing and what we can do next as a project to help biodiversity on site with insect houses and temporary green roof in the pipeline!

The major lesson that has been learnt is that if we were to do it again we would try and persuade a few more planter donations so that we could place them in a few more locations across the site.

Project Team

- Multiplex Construction / Derwent London
- Steel Arts (Architectural Metalwork)
- Hutchisons (Joinery)

What was the motivation for carrying out the enhancement?

The 80 Charlotte Street team are passionate about the environment as well as lessening the impact that construction activities can have on our neighbours and the local community so getting involved with Fitzrovia Nursery was a no brainer! It was also extremely satisfying to be able to see these young children enjoy planting, and beginning to care for, their own flower garden – it gives a lot of hope for the future!

DERWENT LONDON **MULTIPLEX**

80 Charlotte Street Project and
Fitzrovia Community Nursery's

Petite Planters!

Kindly planted by the
green fingers
of the children at
FITZROVIA COMMUNITY NURSERY

Soil and Bulbs supplied by **HUTCHISON FLOORING** Planters donated by **STEEL ARTS**

the BIG Biodiversity Challenge CONSTRUCTION FOR SUSTAINABILITY