



the **BIG**  
Biodiversity  
Challenge  
*do one thing*

## Pollinate In Partnerships Nationwide Vistry Partnerships

### BIG Biodiversity Challenge Award Category: *Pollinator Award* Project overview

"Pollinate In Partnerships" is one of our initiatives to address the population decline of pollinators. Through work with the Bumblebee Conservation Trust and Pollenize, we have sought to increase the number of wildflowers across our sites and offices: to raise awareness and to support engagement with this important issue.

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

Vistry Partnerships is a regeneration specialist. We focus on delivering affordable and open market housing (delivered under the Bovis Homes and Linden Homes brands), creating sustainable communities on both brownfield and greenfield sites. The initiative is currently being implemented across our operating area in recognition that populations of pollinators are under stress in all areas. Pollinate in Partnerships does not seek to mitigate the effects of our developments, it seeks to provide additional enhancement over and above other mitigation we are already committed to delivering, making a tangible difference to biodiversity in the built environment.

#### What were the reasons behind this project ?

The drivers of the "Pollinate in Partnerships" initiative are education and action. Without education of the importance of pollinators in our day to day lives, we will fail to prevent their continued decline. We hope that by educating our staff and residents of our communities, we will be able to inspire individuals to take meaningful action in an accessible way, that might lead onto wider engagement with environmental issues. This forms part of our wider commitment to "doing the right thing" and complements our wider sustainability strategy, including partnerships with The Hedgehog Preservation Society and Bat Conservation Trust.



*Pollinate In Partnerships Hoarding at our site, Haldon Reach in Exeter.*



*Gill Perkins, CEO of the Bumblebee Conservation Trust, educating students at Wolverley High School, East Midlands.*

### What were the biodiversity measures taken?

We have worked with our partners the Bumblebee Conservation Trust (BBCT) & Pollenize, a Southwest based community interest company.

We asked the BBCT to carry out benchmark surveys on a number of sites, to identify current pollinators and pollinator friendly plants within the locality. Alongside a review of site landscape management plans, reports will be created to provide recommendations as to how to make the sites even more ecological valuable.

Alongside this work, the BBCT and our staff volunteers will carry out Bee Walk transects on our sites to aid monitoring of pollinators and also to understand the impact of interventions. Regular in person resident events, assemblies, and presentations for staff will also be held: working in partnership with the BBCT to raise awareness of the importance of pollinators.

Pollenize specialise in community rewilding and scientific research to protect pollinating insects. To help increase the population of pollinator friendly wildflowers around our sites and offices, we worked to create an innovative, native wildflower seed packet and information leaflet **[attached]** to be distributed to residents and members of the local community.

It encourages them to plant seeds within their private gardens or shared spaces. After planting, recipients can engage with 'citizen science' by scanning the barcode on the back of the packet to log their plant on Pollenize's virtual map. All our pilot and joint venture sites have been highlighted on the map, allowing us to gauge the success of the initiative as it continues to be rolled out across new sites during 2022, and to monitor the number of wildflowers we have supported planting across our sites.

The community element of this initiative is additional to actions we are taking in respect to site-wide ecological mitigation and enhancement. Together, cumulative actions will bolster biodiversity net gains across sites.



*Residents event at our site Blackberry Hill, Bristol*



*Our bespoke Pollinate In Partnership leaflets and seeds.*

### Further information

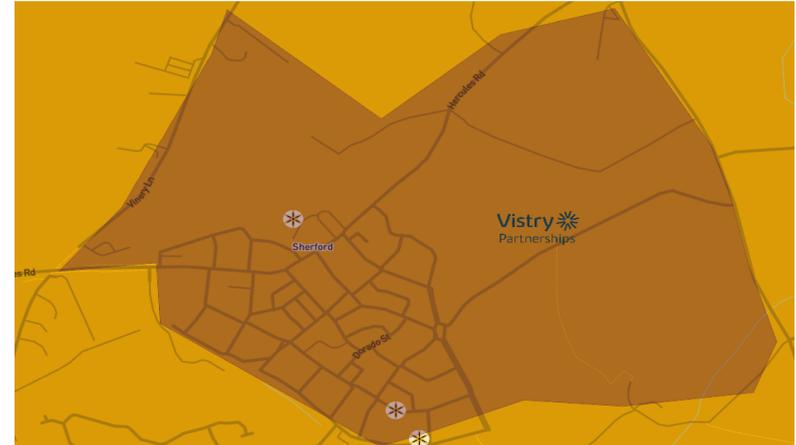
The “Pollinate in Partnerships” initiative started with 5 pilot sites before being scaled up and adopted across our operating area. The roll out will continue throughout 2022. We acknowledged the drastic fall in the population of pollinators as a benchmark for our own action and recognised that we could achieve more through partnership working. The particular expertise of the BBCT, combined with Pollenize’s innovative approach and technological platform have really helped to drive engagement and buy-in.

As the initiative continues to develop, particularly around the continuation of the benchmark surveys, we will be able to quantify the wider impact of our work. As the work is currently in its early stages, it’s hard to quantify its potential legacy but we consider that the objectives around education and action as key and have the potential for much wider behavioural engagement and change at a community level.

As with any project, in hindsight, certain aspects could have been addressed differently. As the project continues to progress successfully, key members of the project team, who now as result of the initiative, have an invested interest in ecological matters, will continue to champion our key goals. We strive towards all members of our organisation, regardless of position, to have familiarity with Pollinate in Partnerships and how to support its growth. Impact has also been made externally, with partnering organisations now attracting further interest from new parties due to the exposure the initiative has granted them.

### What was the motivation for carrying out the enhancement?

Our mission is to develop sustainable new homes and communities. The environmental quality of our developments is important to us, and to all our stakeholders. Our motivation for the initiative is rooted in our mission to educate our stakeholders, and to inspire action so that new communities could help support efforts to improve and sustain their local biodiversity. We are pleased to support innovative approaches including the use of Pollenize’s citizen science platform which we hope will help individuals spark a longer- term interest in environmental issues and facilitate wider behavioural changes.



*The planting of wildflowers logged on Pollenize's map at our development in Sherford, Devon.*



*Students of Sherford Vale Primary School planting seeds in the show house garden*