

Nomination form for BIG Biodiversity Champion 2023

Nominee Name	Paul Cassidy
Award category	Established professional (more than 5 years working on biodiversity-related projects/effort)
How many years working on biodiversity-related projects/effort?	27 years
Project(s) person is nominated for	Meadfleet Academy, Meadfleet's Bee Friendly Campaign, Meadfleet In-house Biodiversity and Conservation Training.
Nominee Organisation	Meadfleet Ltd
Nominator name (can be same as above), organisation & email for contact	Samantha Hursey Operations Director Meadfleet Ltd Samantha.hursey@meadfleet.co.uk
Describe how the nominee best meets the following criteria (no more than 50 words each):	
Engaging	Paul builds on his experience by regularly working with wildlife organisations and attending training to maximise biodiversity opportunities on our developments and educate customers and communities. He is passionate about engaging others and does so through school talks, planting days, community wildlife walks, training sessions, volunteering, social media and an online blog.
Inspiring	Paul runs regular biodiversity training for Meadfleet staff and his fun, personable and informative approach creates enthusiasm and buy-in. He leads by example, demonstrating pragmatic yet inspirational ideas that he has implemented often in his own time. He continually supports others in their efforts with fresh ideas and unwavering passion.
Enthusiastic	To inspire and enthuse others Paul shares regular wildlife images and facts internally, online and engages schools and community groups. He leads our Bee Friendly campaign, supporting our Operations Team to implement ambitious targets for new pollinator habitats. Always looking at new ideas he isn't afraid to lead the way.
Creative	Biodiverse habitats are not always considered 'attractive'. Paul finds ways to destigmatise and educate through newsletter columns, blogs, signage, talks and initiatives for customers and wider communities. Paul works with Regional Managers providing advice on nature-based solutions and liaises with customers to explain and promote the importance of biodiverse features.

Knowledgeable	Paul's vast experience in ecology and habitat management alongside continued relevant training and volunteering creates a dynamic impact on our staff and customers. Paul takes time to understand his audiences and how to involve them in biodiversity, creating campaigns with scalability and reach across our 320 developments and 40,000 customers.
Outcomes driven	Paul leads our Bee Friendly campaign, ensuring targets for new habitats are met, overseeing the implementation of 20,000sqm of wildflower creation, planting 70,000 bulbs and 500m of hedgerow. He drives our Meadfleet Academy engagement and education initiative alongside benchmarking all open spaces, identifying biodiversity improvement opportunities throughout England and Wales.

In 100 words provide a summary of how this nominee has gone the extra mile to enrich and enhance biodiversity on this project

Paul goes above and beyond his role to educate, support and encourage staff with his infectious, unending passion, demonstrated through training, knowledge sharing, and advice provided internally and to our customers. Passionate about inspiring the next generation, Paul leads school talks and planting days as part of our Meadfleet Academy and creates resources to help customers make their gardens wildlife friendly. He provides advice and feedback to our clients, engages community groups with wildlife walks and volunteers for his local parish and wildlife groups. He takes time to inspire others, always looking to maximise biodiversity with new and innovative ideas.

Please attach a photo

