

Case Study: Dorset's Natural Capital at its best

Growing for Pollinators: East Stour Wildflower Meadow



Lead Partner: John Gould - East Stour Wildflower Meadow

Other Partners: The Stour's Group Parish Council, Grow Wild UK, Dorset County Council, Dorset Wildlife Trust, local farmers, Dorset LNP

Project Background

As part of the National Pollinators Strategy Defra launched its second round of Local Pollinator Project funding for Local Nature Partnerships. Dorset LNP were successful in its bid for a joint project between the National Trust, Dorset Wildlife Trust and Bournemouth University to run between 2017-18.

Project Summary

An area of neglected land adjacent to the A30 was transformed into a wildflower meadow thanks to the efforts of John Gould, a local resident, with the aid of funding from Grow Wild UK and The Stour's Group Parish Council, permission from Dorset County Council and support from Dorset Wildlife Trust and local farmers. The area has been further enhanced with bulbs, bird boxes and a hedgehog box, and is now a local point of interest.



The transformed Wild Flower Meadow in summer 2017
© John Gould

How partnership working benefited the project

DCC allowed their patch of land to be adopted by John Gould and turned into a wildflower meadow.

Grow Wild UK and the Parish council provided funding for the establishment of the meadow, with local seeds sourced from Heritage Seeds, a Dorset-based Company.

Local farmers provided their time and equipment to help prepare the site for sowing the seeds.

Dorset Wildlife Trust was able to provide advice and produced informational posters about the meadow.



The formerly neglected space in 2012 © John Gould

Difficulties

The parish council were initially reluctant to support the initiative, until convinced by a site visit with John Gould.

Ongoing support from DWT was hampered by changeover of staff, meaning a breakdown in contact and the need to re-establish connection and build an understanding of the project.

A lack of volunteers in East Stour (a small community) has impacted the amount of work and management that can be achieved on the site.

Outcomes

Around 500m² of neglected land has been transformed into a wildflower meadow for the benefit of pollinating insects and wildlife in general.

Since the establishment of the meadow, species such as common blue butterflies and meadow browns have been recorded, and there seems to have been a general increase in insects using the area as the meadow has developed.

The meadow has become a local attraction in the summer, with people stopping on their journeys to enjoy the site.

Information about the project is displayed on a poster at the meadow.



More Information

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2018