

Meadow Match



University of Exeter
Environment and Sustainability Institute



wildflower
collective



our role

Meadow Match is a 'dating agency' for wildflower meadows, match-making 'donor' and 'receptor' sites of local wildflower seed and hay. Wildflower Collective has been responsible for the project development, management and facilitation also providing ecological surveys and bespoke management advice.

2022



Facilitation



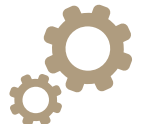
Project development



Scientific advice



Campaign



Project management

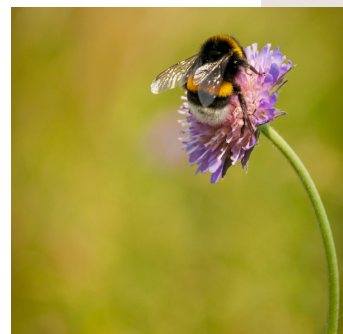
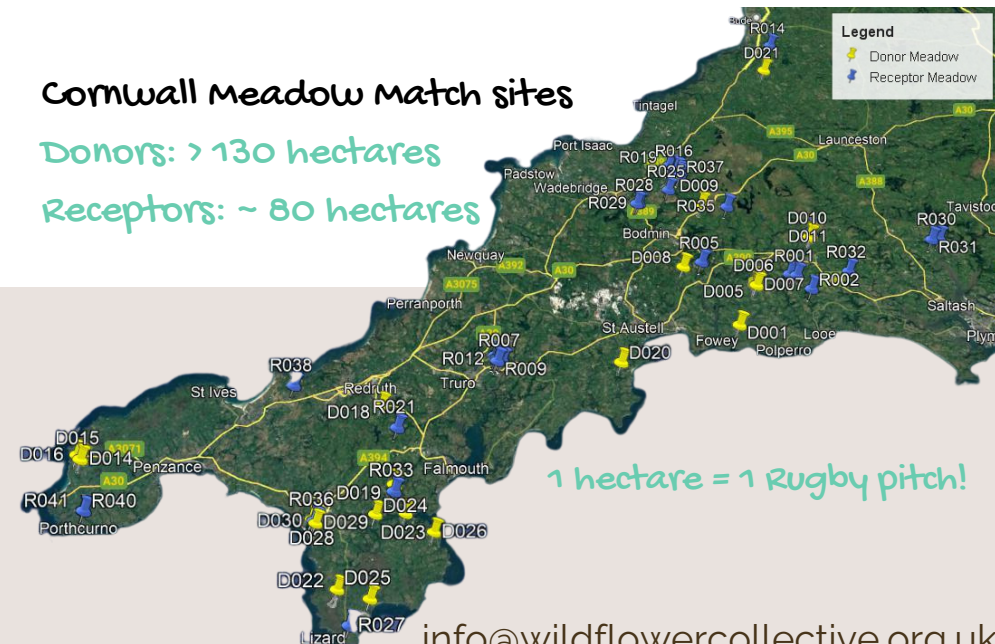
Meadow Match

Wildflower meadows are essential to help nature thrive and to fight against climate change. They can harbour more plant species than tropical rainforests over small areas and capture and store carbon. However, we have lost 97% of our wildflower meadows in living memory. That's why we have created Meadow Match to help find and enhance the meadows we have and to create more.

Cornwall Meadow Match sites

Donors: > 130 hectares

Receptors: ~ 80 hectares



info@wildflowercollective.org.uk
www.wildflowercollective.org.uk

outcomes



Strong partnership formed



Community engaged



New partners joined



58 hectares of Wildflower habitat created

Valuable wildflower habitat is being restored and we have started a database and map of 'donor' and 'receptor' sites ready for the future. Meadow Match has helped the National Trust, the Duchy of Cornwall estates and Cornwall Council to create wildflower habitat. We have formed strong partnerships with landowners, farmers and organisations so we can continue this important work together.

2023+

We have teamed up with Cornwall Area of Outstanding Natural Beauty to create and manage new Meadow Match hubs across Cornwall. By also working with the Meadow Makers forum, we aim to locate, connect and create another 100 hectares of wildflower meadows across Cornwall, Devon and the Isles of Scilly by 2025.

Meadow Match was developed at the University of Exeter as part of the SWEEP project and funded by the Halpin Trust.

our partners



DUCHY of CORNWALL



Donor site: Bodmin Airfield

Area: ~ 16 hectares

Diversity: > 150 plant species

Donor for: the National Trust, Duchy of Cornwall estates, Cornwall Council



58 hectares of new wildflower habitat created!

what happened

Our aim is to find those lost 'biodiversity gems' - sites of species-rich wildflower meadows on private land across Cornwall, Devon and the Isles of Scilly. Since 2019, we have located over 130 hectares of wildflower 'donor' sites and nearly 80 hectares of 'receptor' sites, match-making these to create 58 hectares of new meadows.