

Spring 2022

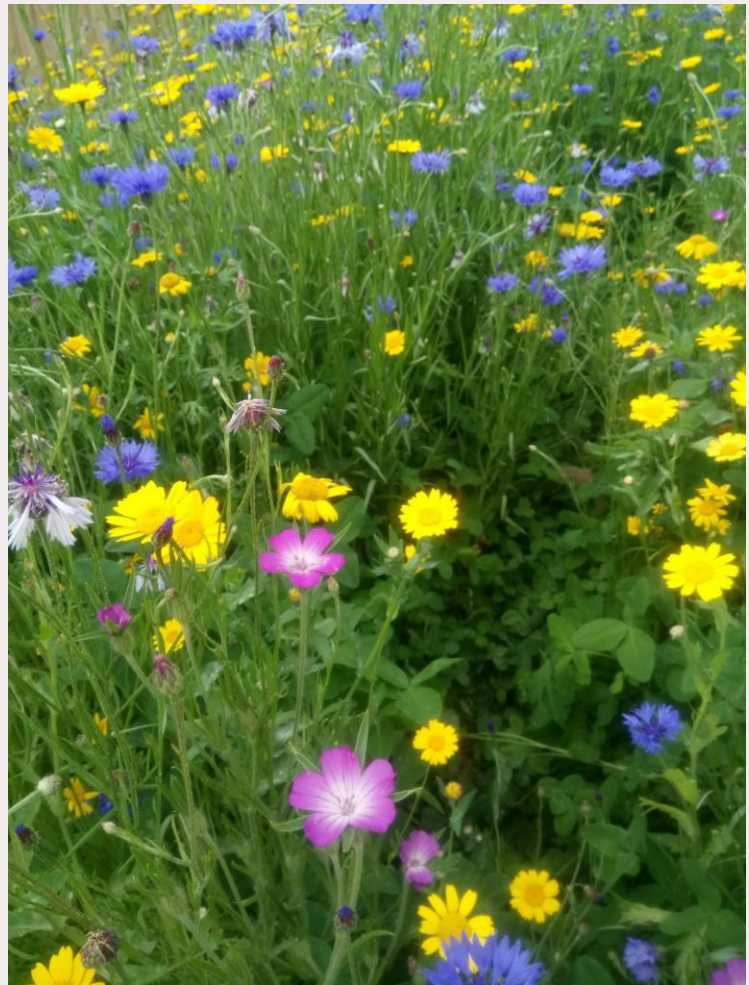
The creation of flower-rich habitats is an important action to help promote biodiversity, capture carbon and connect people to nature. Many landowners, farmers and landowning businesses in the South West have been creating these new habitats for these reasons. This is the third newsletter for our wildflower collective project funded by the Halpin Trust, exploring the benefits of wildflowers to the environment, people and economy with a range of landowning businesses.

Wildflowers for people

The Lost Gardens of Heligan wildflower meadow and visitor engagement survey

Last summer, we aimed to understand the social value of wildflower displays at visitor facing attractions by capturing visitors' feedback on their experience. We did this by running an anonymous online engagement survey, and in our previous Autumn 2021 newsletter, we provided an overview of our survey results. We plan to rerun this for 2022 and now have Eloise Trebilcock our Geography student at the University of Exeter, conducting research as part of her dissertation. Eloise aims to understand the social value of conservation projects and will be conducting a social science survey by interviewing visitors and asking them about their experiences.

Photo: annual wildflowers in a 4.65 ha wildflower meadow at the Lost Gardens of Heligan.



Open Meadows in Cornwall

We have started to pull together a programme for the first '[Open Meadows](#)' Cornwall, including stunning Donor sites involved in our Meadow Match project at Lethyep, Kestle Barton and Bodmin Airfield.

Wildflowers for business

Wildflowers as a crop

We have 'seed-funded' Trevisker Community Meadow to create their own commercial annual wildflower crop by providing 20 kg of locally sourced seed. We hope to support Trevisker Meadow in monitoring the new 4-hectare site and developing their own wildflower seed products in the future.



Photo: preparation for the new wildflower seed crop at Trevisker Community Meadow. Photo Trevisker Community Meadow.

We are also currently investigating the trend in business growth for commercial seed companies over the last ten years with the help of researcher Dr Ellie Bushnell-Crowther. We hope to share some of these results in our following newsletter.

Wildflowers into the future

To ensure we carry on with our work creating wildflower habitats along with business and health and wellbeing opportunities in the future, we have created [Wildflower Collective](#) Community Interest Company (CIC). Wildflower Collective is set up as a not-for-profit organisation using wildflowers as a catalyst for change. We hope that Wildflower Collective CIC provides a legacy for the Halpin Trust funded Wildflower Collective project and the NERC funded South West Partnership for Environmental and Economic Prosperity ([SWEEP](#)) and [BEE-STEWARD](#) projects.

www.wildflowercollective.org.uk

Our website is now live, so please take a look and subscribe to our new newsletter for project updates. We have organised two online talks on wildflower meadows in Cornwall that you can view on [Vimeo](#).

Wildflowers for the environment

Meadow Match

We are delighted to hear that our new 'Donor' site Bodmin Airfield has had many requests for green hay now that they know they have such a valuable biodiversity resource. They plan to donate green hay to the National Trust to help regenerate grasslands at Lanhydrock and Cotehele estates. We recently held an online talk about the Bodmin Airfield as a biodiversity gem which can be viewed [here](#).

Another success of our Meadow Match project is in regenerating Liskeard's road verges, where 730 m² was sown with Yellow rattle rich hay in collaboration with Dr Ros Shaw and the [Making Space for Nature](#) project.



Photo: one of the thousands of orchids bloom at Bodmin Airfield and signs of success as Yellow rattle establishes at Liskeard roadside patches.

More meadows

We have started an exciting collaboration with the [More Meadows forum](#); a Devon-based community forum group focused on creating wildflower meadows, and have started our own Cornwall group on the forum. Please do join!

We have teamed up with the More Meadows, 'Moor Meadows' map and the charity [Buglife](#) to log the locations of existing and new wildflower-rich habitats so we can link up all of our valuable work. You can log your wildflower habitats on Moor meadows and B-lines using the following links-

<https://moormeadows.org.uk/map/>

<https://www.buglife.org.uk/our-work/b-lines/b-lines-south-of-england/>



For more information, email Grace at g.twiston-davies@exeter.ac.uk