



Buglife



Severn B-Lines

Evaluation



Final Report  
July 2022

Green Recovery Challenge Fund



Department  
for Environment  
Food & Rural Affairs

The  
National Lottery  
Heritage Fund



Environment  
Agency



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Front cover images:

- My Options, Smallwoods, Dawley TC and Buglife
- Pollinator Pledge, linking with Defra's Bees Needs week
- Lodge Farm Pollinator Workshop

# 1 Terms of Reference

## 1.1 Commission Summary

Buglife appointed David Waterfall in April 2021 to undertake an independent evaluation of its “*Severn B-Lines*” project, funded through the Green Recovery Challenge Fund.

## 1.2 Report Purpose

The purpose of this report is to assess existing documentation and engage project stakeholders to gain their views, and to collate the evidence base into a single point of reference that responds to the following evaluation questions:

- Has the project achieved its intended purpose?
- Have any significant changes occurred, and if so what has been the impact?
- What are the lessons learned?
- What is the extent of any legacy?

It is the intention that this report will enable Buglife and its partners to understand the impact of the project, and to use this insight to help develop and deliver future interventions to have the greatest impact.

## 1.3 Agreed Methodology

The approach was agreed in advance with Buglife, and in outline has included:

- Review of background information and operational documentation
- Interviews with project beneficiaries
- Support with development of survey questions, and analysis of feedback
- Collation of the research findings into a succinct evaluation report

Ongoing contact has been maintained with Buglife throughout the commission including taking feedback, discussing emerging findings, and updating on progress.

## 2 Background

### 2.1 Buglife

#### 2.1.1 Overview

Buglife is the only organisation in Europe devoted to the conservation of all invertebrates. It actively works to save the planet's rarest little animals, everything from bees to beetles, worms to woodlice and jumping spiders to jellyfish. Its vision is a wildlife-rich planet where other species thrive alongside people, alongside a mission to stop the extinction of invertebrates while achieving sustainable populations.

#### 2.1.2 B-Lines

One of Buglife's many projects is B-Lines; short for Biodiversity Lines.

Our pollinating insects, like bees, butterflies and hoverflies, have suffered badly over the last fifty or so years, due to changes in land use as a result of modern farming methods, urban spread and new transport links. Over 97% (an area the size of Wales) of all flower-rich grasslands have been lost in England since the 1930s, (and this is mirrored in other parts of Britain) reducing pollen and nectar sources and leading to a serious decline in the wildlife depending on wildflower-rich habitat.

B-Lines are an imaginative and beautiful solution to the problem of the loss of flowers and pollinators, as they are a series of 'insect pathways' running through countryside and towns, along which Buglife is restoring and creating a series of wildflower-rich habitat stepping stones. They link existing wildlife areas together, creating a network that weaves across the British landscape, to provide large areas of restored or created habitat benefiting pollinating insects like bees and butterflies as well as a host of other wildlife.

### 2.2 Severn B-Lines Project

#### 2.2.1 Green Recovery Challenge Fund

The project was funded through the Green Recovery Challenge Fund. The Fund was part of the government's wider green economic recovery, jobs and skills package in England. It offered two rounds of £40 million each support as a short-term competitive fund to kick-start environmental renewal, restore nature and tackle climate change, while creating and retaining a range of jobs.

The Fund was delivered by the National Lottery Heritage Fund in partnership with Natural England and the Environment Agency, with funding via DEFRA. All projects supported had to contribute to at least one of the following themes:

1. Nature conservation and restoration.
2. Nature-based solutions, particularly focused on climate change mitigation and adaptation such as through tree planting and restoring peatland.
3. Connecting people with nature.

### 2.2.2 Project Overview

The Severn B-lines project aimed to address pollinator declines in Shropshire, by creating a beautiful network of flower-rich habitats that are good for people and pollinators alike. Working with key partners it sought to restore wildflower-rich habitat from Telford through to Bridgnorth, due to key changes in the project the focus area then ran from near Whitchurch in the North of the county to Bridgnorth, taking in farmland, gardens and amenity grassland, that together create a network which benefits pollinators and people that live in, work in and visit the area. A map of the project area is included in Appendix A.

The project started in March 2021 and although was due to run for 12 months, had an extension due to a late start date to the project and significant delivery issues with one of the main partners, and as such concluded at the end of June 2022. It had a budget of £185,000, with Heritage Fund reference OM-20-01340.

### 2.2.3 Project Targets

These were considered in terms of outcomes linking with the Approved Purposes, and also beneficiary based targets.

- **Outcomes;** the Approved Purposes (referencing the Heritage Fund Award Letter) covered the key proposals as set out in the original application, and hence are taken as contribution toward the following Heritage Fund outcomes:

Outcomes	
1	A wider range of people will be involved in heritage
2	Heritage will be in better condition
3	Heritage will be identified and better explained
4	People will have developed skills
5	People will have learnt about heritage, leading to change in ideas and actions
6	People will have greater well-being
7	The funded organisation will be more resilient
8	The local area will be a better place to live, work or visit

- **Beneficiary Targets;** the application included quantitative targets for the following:

Beneficiary Targets	
1	Landowners
2	Community volunteers
3	Attendees at online workshops
4	Attendees at face-to-face workshops
5	Attendees at public events
6	Children
7	Attendees at finale event
8	People using the Route 45 and 55 cycle routes

Each of these is considered in detail later in this report.



## 3 Project Delivery

### 3.1 Governance

Buglife was the accountable body for the funding, and the lead for project management and delivery. A Steering Group was established at the outset to provide guidance and technical expertise, with original members being representatives from Apley Estate, Shropshire Wildlife Trust, Telford & Wrekin Council, and Buglife. Soon after the inaugural Steering Group meeting some key personnel changes in Telford & Wrekin Council and new partners coming on board with the project meant that a revised Steering Group was formed consisting of representatives from Shavington & Cloverley Estate, Shropshire Wildlife Trust, Bridgnorth Town Council, a new staff member from Telford & Wrekin Council and Buglife. In addition the impact of covid on the Steering Group meant that several meetings were cancelled or rescheduled. In total, two Steering Group meetings were held.

### 3.2 Management

The key staff included:

- **Project Officer;** responsible for day to day running of the project including budget management, relationship building, progress reporting, planning and coordinating the delivery of capital works, managing the B-lines intern, recruiting and managing contractors, leading on delivery of events and generally overseeing all aspects of the project delivery. A full time role, 5 days per week (37.5 hours).
- **Conservation Assistant;** responsible for the communications arm of the project, organising and delivering a programme of events, assisting the Project Officer, administration duties, developing and delivering school education sessions, planning and delivering some aspects of the capital works and developing online materials for the project. A full time role, 5 days per week (37.5 hours).

Both members of the team were employed directly by Buglife, with broader oversight from the Buglife Programmes Manager. Several other organisations provided skills and input to facilitate various activities, as detailed later in this report.

### 3.3 Performance Measurement

It was acknowledged at the outset that longitudinal data for evidencing nature progression is challenging to secure during a short-term project. As such, it was agreed that data gathering would focus on the level of learning of those engaged and the difference made, and key sources included:

- **Project Survey;** a dedicated survey used early in the project to gain an understanding of public views and levels of understanding of pollinators and habitats. This was originally developed in SurveyMonkey but moved to Google Forms as that better integrated with Buglife administration systems.
- **Activity Surveys;** including those used at in-person events and also emailed to attendees at virtual workshops.

- **School Feedback**; children were engaged to understand their level of knowledge on key topics before and after project activity. Also views were sought from teachers on points of learning and the children's reactions.
- **Recordings**; several online workshops were recorded and used as permanent resources (such as the Pollinator Monitoring Workshop with Nigel Jones, at <https://www.buglife.org.uk/severn-b-lines/>).
- **Quotes Log**; a dedicated collection of comments and feedback was recorded from face-to-face and virtual interactions.
- **Images**; where possible before and after photographs were taken.

It had been originally intended that the UK Pollinator Monitoring Scheme (UKPoMS) would have been used - which is the first scheme in the world to have begun generating systematic data on the abundance of bees, hoverflies and other flower-visiting insects at a national scale. However this approach was not used as a method to gather baseline data on the restoration sites for a number of reasons;

1. The amount of visits required per site was not feasible before the restoration of the sites due to the project late start date, and the number of volunteers required for surveying could not be recruited in such a short timeframe.
2. The survey was designed as a nationwide survey that measures the spread and abundance of our pollinators, but is not necessarily useful to measure the species-richness of a localised site and how that is improving.
3. Botanical baseline surveys were selected instead using a Rapid Vegetation Monitoring technique. This was felt to yield better results in terms of measuring habitat improvements and would provide a useful set of results within the two short survey seasons that this project covered.

### 3.4 Implementation

The greatest deviation from the original plan was the removal of a key delivery partner; a decision that Buglife took on the 6th August 2021 to avoid operational and reputational risk. The withdrawal from the partnership was mutually agreed due to difficulties in the working relationship. To seek to remedy this situation, the Buglife project team developed working relationships with two private estates and several small-scale urban sites with strong community-facing elements - as detailed later in this report.

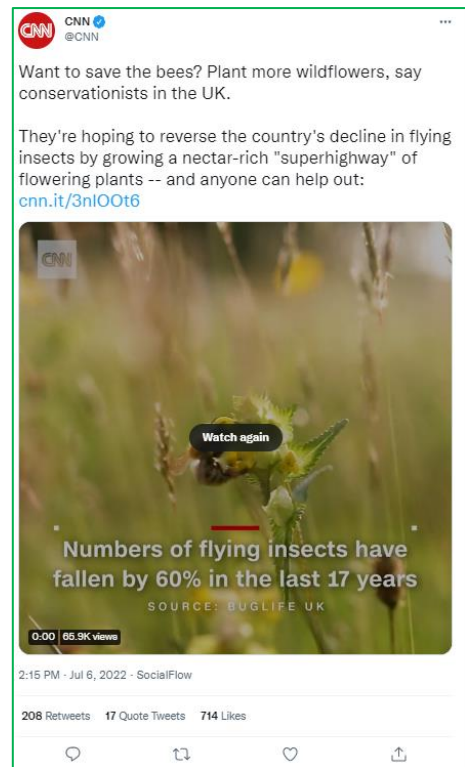
A further impact of this was that the delivery timeframe was frustrated, and restoration activity occurred in spring, as the preferred autumn timeframe had been taken up with relationship building and securing new collaborators.

As such the greatest change to implementation was a change in both where, and who with, the restoration was anticipated. In total the changes meant that 16.9Ha of restoration, not the planned 20HA, was undertaken - as detailed later in this report. It also meant that baseline surveys were not able to be conducted for the work at Lyth Estate or Shavington Estate, and follow up surveys were not able to be conducted at the original key partners sites.

### 3.5 Media Coverage



One aspect of delivery was a concerted effort to maximise awareness raising and media coverage. In June 2022 the global news network CNN came to Shropshire to film the Severn B-lines project as part of a documentary. 'Call to Earth: Nature's Highways' aired four times on the channel and there is now a link to the documentary permanently available. This documentary gave the project huge coverage and reach, a tweet about the Severn B-lines project on their Twitter account has received 65.9k views, 208 retweets and 714 likes. Unfortunately Buglife were not granted any editorial comments, and due to the limited slot within the documentary a lot of information was cut including mentioning the funders and key partners. In terms of raising awareness of the B-lines network and promoting how people can get involved this was a fantastic opportunity to increase the profile of the project exponentially. An accompanying article was also written and is live on the CNN website, "*Growing a 150,000-hectare highway for UK's insect 'commuters'*". You can watch the documentary here: <https://edition.cnn.com/videos/tv/2022/07/05/natures-highways-c2e-spc-intl.cnn>.



The project's social media presence on Buglife's channels throughout the project has been regular and consistent with a total of 94 posts across Instagram, Facebook and Twitter with a total of 2,536 likes - this averages out to approximately 27 likes per post. This is a rudimentary measurement of interaction with the posts and does not include how many people saw the posts but did not interact. The project also garnered some local media interest with both Kate and Kaitlyn speaking on the BBC Radio Shropshire breakfast show about the project, and the local newspaper the Shropshire Star wrote three articles about the project.

### 3.6 COVID-19

Although the project operated during the pandemic, as the first lockdown was in place at project inception the team became familiar with the legal requirements so tailored delivery from the outset to align with government guidance. As such covid had minimal impact on delivery of most of the project's intentions, and rather affected the types of engagement adopted, for example there was less public-facing activity at the start and the launch event was held virtually (see <https://www.buglife.org.uk/severn-b-lines/>). There was also reduced appetite from audiences to engage in face-to-face activities than had been anticipated. However several practical on-site activities still occurred with suitable precautions such as PPE and social distancing, and a variety of wider learning was transitioned to a virtual focus.

## 4 A Wider Range Of People Will Be Involved In Heritage

### 4.1 Target

The targets for this area of delivery included:

#### A Wider Range Of People Will Be Involved In Heritage

- Creation of a landowner management cluster
- Local partnerships created with local authorities, landowners, experts, or farmers
- Holding a ‘habitat management for pollinators’ landowner workshop
- Delivering community engagement activities
- Delivering school engagement

Each of these is considered below.

### 4.2 Landowner Cluster Group

This focused on “*Creation of a landowner management cluster group.*”

The original intention had been that the original key partner would lead this aspect of the work, given they were the landowner, with administrative support from Buglife. When the partnership was terminated, so too were their contacts and networks and as a result it was not possible to create a landowner management cluster.

To seek to reduce the impact of this, the project team identified alternative partnerships and clusters that were already in place across the county, and provided them with resources, information and guidance. Specific in-person examples included:

- **May 2021 North Shropshire Farmers Group;** delivery of talk focussing on an introduction to the B-lines project, 30 attendees. The group logged their landscape scale project on planting species-rich hedgerows on the B-lines map after hearing about the project.

*“Great to have Kate speak about the B-lines project in Shropshire, we are looking to focus more on insects in our work as a group so it is useful to know about such initiatives.”*

**Landowner, North Shropshire Farmers**

- **October 2021 Smallwoods Organisation AGM;** delivered talk to woodland owners about management for pollinators. [Image shows a slide from the presentation].



- **July 2021 Corvedale Cluster Group;** delivered an informal talk on B-lines and encouraged the group to incorporate it into their cluster group goals. Received well and one farmer logged his project on the interactive B-lines map.
- **June 2022 North Shropshire Farmers Group;** ran a farm walk on establishing and managing wildflower margins and meadows [Image showing Farm Walk advertisement]

*“An interesting farm walk to learn more about the establishment of wildflower margins, something that is very tricky but may become more common with new environment schemes coming in.”*

**Landowner,  
North Shropshire Farmers Group**



**buglife Farm Walk**

**24th June at 2pm, Meet at The Lyth Estate SY12 OHR**

Join Richard Jebb and Kate Jones from Buglife in a walk around some newly created wildflower margins on the Lyth Estate as part of the Severn B-lines project. We'll be discussing how to establish and manage wildflower margins including soil analysis, ground preparation, seed mixes, sowing rates and on-going management. Join us for an open discussion about the benefits and challenges of managing and creating a good wildflower margin.

**Contact: Kate Jones 07909 114 856**

Overall, while this aspect of delivery did not “create” a single landowner management cluster group it did provide an enabling and supportive role to several others; and it is therefore considered that this target was achieved as the original intention to bring landowners together to pro-actively manage land for the benefit of nature was upheld.

### 4.3 Local Partnerships Created

This focused on “*Local partnerships created with local authorities, landowners, wildlife experts, or farmers*”.

The project team were quick to pro-actively seek out new collaborations when the initial partnership agreement terminated. Examples of partnerships and relationships developed may be considered in terms of those partners who received payment for their input, and those partners that were able to support delivery without charge. This distinction is helpful to consider in terms of the ability to assist future activity beyond the funded lifetime of the project, and the extent of project legacy.

#### 4.3.1 Paid Partners

- **Shavington Estate;** delivered 6 hectares of species-rich grassland restoration and have agreed to manage for at least 10 years.
- **Lyth Estate;** delivered 1 hectare of wildflower-rich margin creation and have agreed to manage for at least 10 years.
- **Shropshire Wildlife Trust;** the primary project partner that provided a wealth of support and expertise, for example their Education and Learning Officer assisted with engagement events, and the Community Reserves Officer for Lightmoor Nature Reserve assisted with events, folklore walk, botany surveying workshop, and access to volunteers.

*"I sat in amongst the nodding heads of Yellow rattle where previously coarse grasses have been the underlay for the rolly-polly gangs of local children and was very pleased to reflect that we at Shropshire Wildlife Trust had done our small bit to support the Severn B-Lines project. The Buglife project team had thrown great energy and enthusiasm into the enrichment of not only The Lodge green space in Bridgnorth but done much to trumpet the cause of vital pollinator habitat in town and country alike. UK's nature depleted communities need more of these kind of pollinator partnership projects, nice one Buglife!'. "*

**Team Manager, SWT**

- **Worfield Endowed C.E. Primary School;** built a pollinator garden on-site, and received school sessions.

- **Caring for God's Acre;** delivery of a scything workshop to increase awareness and skills development.

*"A lot of people I've met in the course of the last 6 months have been talking about your B-lines project, so you've obviously made a real impact."*

**Volunteer, Caring for God's Acre**

- **Great Dawley Town Council;** provided the site for the Dawley Town Park Pollinator Garden and have agreed to manage it for at least 10 years. [Image showing the Dawley Pollinator Garden welcome].



- **Shropshire Council;** delivered events on their Severn Valley Country Park site and used their site as a green hay donor site.

- **Bridgnorth Town Council;** delivered over 1 hectare of species-rich grassland restoration across Grove Park and Well Meadows and have agreed to manage for at least 10 years. [image showing project team and the Town Council, on a new project bench]



- **Telford and Wrekin Town Council;** provided access to Rough Park and Dawley Town Park, and had a place on the Steering Group.

- **Nigel Jones;** led pollinator surveying through online and in-person workshops.
- **John Handley;** led a botanical surveying workshop.



- **Prof Dave Goulson, Brigit Strawbridge and Prof Jeff Ollerton;** delivered the Winter webinar series.

#### 4.3.2 Unpaid Partners

- **National Trust;** provided access at Lodge Farm, and assisted the Dudmaston Pollinator Workshop.
- **My Options;** provided volunteers to support the build of the Dawley Pollinator garden.

*“Many thanks for offering us the opportunity to work on this project, it has definitely been fab for everyone we work with to give opportunities for community gardening work, I hope this will continue further and give further opportunities for work for people with learning disabilities. The B-lines project has been fab; we were happy to come to the opening event as I personally hadn’t seen it as a work in progress but the end result looks fabulous and just shows what people can do when working together, and what people with learning disabilities can do also with support.”*

**Staff, My Options**

- **Bridgnorth Library and Visitor Centre;** supported with delivery of engagement events.
- **Bridgnorth Gardening Group;** provided volunteers and connections for events in Bridgnorth.
- **Friends of Dawley Town Park;** provided volunteers.
- **Dawley CofE Academy;** Year 3 class helped plant up the Pollinator Garden in Dawley Town Park
- **Shropshire Hills AONB;** met with the Project Officer regarding B-lines in order to pass details about the initiative onto their contacts, especially landowners within the South of the county.
- **Restoring Shropshire’s Verges Project;** invited project team to speak at their conference event about the work being delivered.
- **CPRE Shropshire;** supported the project via their newsletter and requested a talk on the project to their audience.
- **Bournville Village Trust;** the Community Development and Partnerships Officer was keen to collaborate on some community engagement events, they advertised Buglife’s events and invited Buglife to have a stand at one of their events.
- **Park Lane Community Centre, Telford;** invited the Severn B-lines project staff to attend their Big Green Day celebration with a stall and activities.

Overall, given the breadth of relationships created and the scope of collaborations that contributed to the project, it is therefore considered that this target was achieved.

## 4.4 Landowner Workshop

This focused on “*Holding a ‘habitat management for pollinators’ landowner workshop*”.

This was delivered on 24th June in collaboration with the North Shropshire Farmers Group, with 10 attendees. Key issues discussed included, creation and establishment of wildflower margins on arable land and ongoing management. An open discussion about the benefits and challenges of this type of habitat creation and the best methods of achieving margins rich in wildflowers. The group discussed sowing rates, species mixes, fitting them into future Agri-environment schemes, control of weed species and appropriate management. [Image of landowners on farm walk].



Overall, as a workshop was delivered, it is therefore considered that this target was achieved.

## 4.5 Community Engagement

This focused on “*Delivering community engagement activities including family sessions*”.

A total of 35 activities were delivered, spanning drop-in events, in-person talks and workshops, and online webinars, with over 1,900 attendances counted.

A full list of the activities is included in Appendix B, with examples below:

- **July 2021;** a drop-in event at the Hay Meadow Festival, attended by 70 people [as top image].
- **September 2021;** a drop-in event at the ‘Restart the Heart Festival’ at Bourneville Housing Estate in Telford, attended by 40 people. [as lower image]
- **March 2022;** delivery of a ‘Folklore of Insects’ session as part of the Winter Webinar Series, attended by 300 people.



Overall, given the scale of activities delivered and the numbers of attended reached, it is therefore considered that this target was achieved.



## 4.6 School Engagement

This focused on “*Delivering school engagement.*”

Six different schools were involved in the project:

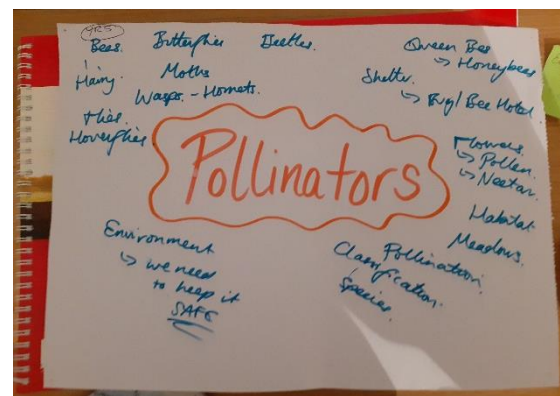
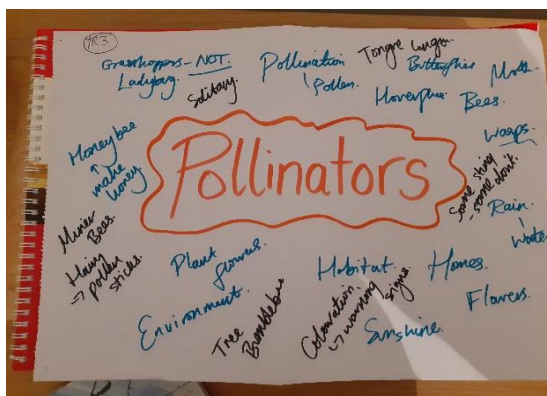
- **Worfield Endowed C.E. Primary School (Worfield);** three sessions including Summer and Autumn sessions and one Bug Day which involved planting up the new Pollinator Garden at the school, all with the help of the same year groups (Years 2 and 4 in Summer session who became Years 3 and 5 for the Autumn session and Bug Day)
- **Dawley C.E. Primary Academy (Dawley School);** involved with Dawley Pollinator Garden planting.
- **Southall School;** providing advice on meadow creation for this Telford based school for students who have a range of moderate and complex needs.
- **Blue Hills Federation;** a one-off session held at Cow Hall working farm in Clun to support the three schools within the Federation with their John Muir Award session.

Further detail on activity with each school is included below.

#### 4.6.1 Worfield Sessions

This accounted for the longest school relationship within the project. Worfield at the outset agreed to be involved in two pollinator sessions to help increase the knowledge and willingness of the children to act for pollinators. The Summer session included an introduction of pollinators and relevance of the project to UK wide B-Lines, seed bomb and bee hotel making, and review games.

The Autumn session built on the information provided in the Summer session, with children asked to recall what they remembered from last time about pollinators [images show response boards and the variety of recollection and knowledge, with Year 3 on the left and Year 5 on the right].




Due to the success of the two sessions with Worfield, it was agreed that a Bug Day would be held to combine learning [as image right; showing a craft activity], and also creation of an actual Pollinator Garden, to provide a learning resource for current and future students to continue to be inspired and learn about pollinators.

As part of this the pupils were invited to design the pollinator garden, and from this the school created the garden as a 4.8m x 2.4m raised bed in line with the key elements of the children's ideas.

[Below images; (top left) children's designing the garden, (lower left) children assisting with planting in the resultant pollinator garden, and (right) the garden as at June 2022.]:


## Make your own Pollinator




**Pollinators come in many different shapes and sizes. Why not make your own?**

Here's how to make your own pollinator:

1. Cut out the wings and face for your pollinator.
2. Decorate the wings and face. You can design a bee, butterfly or moth, so make it as colourful and creative as you want!
3. Take your cardboard toilet roll and decorate the body of your pollinator-you can colour stripes for a bee, or use some coloured paper or pens to make a colourful body.
4. Glue your wings and face onto the body.
5. Don't forget your antennae! They are the sticky-out parts on a pollinators head that help it feel it's way around. Use paper or pipe-cleaners to make your antennae.
6. You now have your perfect pollinator!



### Antennae



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 Buglife - The Invertebrate Conservation Trust is a company limited by guarantee. Registered in England at 11, Old, The Future Business Centre, London Road, Pennington, 722 2AX



Throughout the approach feedback was collected from children and teachers to help hone future delivery to maximise knowledge of pollinators and how to help them at school and home.



*"I had some rudimentary knowledge previously... but now feel that myself and the other members of staff who have been involved have increased our own levels of understanding which in turn we can pass on to the children."*

*"The children have received hands-on, enthusiastic, energetic lessons about the subject which has inspired and motivated them with their learning but also their interest in wanting to act themselves at home and at school and influence others."*

**Worfield Teacher**

Have you learned something new about pollinators?

*"How to make a wildlife garden and that every pollinator has a different sized tongue"*

*"Flies are pollinators"*

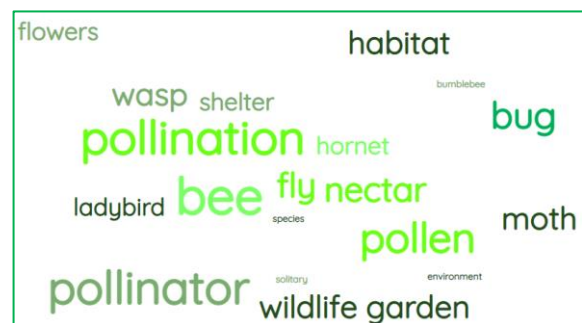
*"You don't have to have a big garden to attract bugs"*

*"Some bees don't live in a hive"*

*"There are lots of different bees"*

**Worfield Pupils**

Examples of feedback following learning exercises undertaken with children are included in Appendix C. The wordcloud summarises key feedback from the pupils at the end of the sessions, reflecting what they learned over the year.



All resources and handouts provided throughout the project were uploaded to the school's online portal, which reached approximately 80-100 families across the school.

#### 4.6.2 Dawley School Pollinator Garden

Dawley School is opposite Dawley Town Park, and was brought into the project as a result of contact from Telford and Wrekin Council regarding the school's interest in using the new Pollinator Garden build as a learning opportunity. The school recognised the benefits for their pupils, and brought a class over to assist with the planting of the raised bed in the garden [images below show the school getting involved in the planting].



The class that assisted with the planting later returned for the opening of the Pollinator Garden, and teachers noted that the pupils had been regularly stopping by the garden to see how the plant that they planted was doing and to tell their families about their experience.

#### 4.6.3 Southall School Meadow Advice

As a result of the Pollinator Garden in Dawley, Southall School in Telford reached out to the project to gain some insight and guidance for a wildflower meadow they were considering creating on school grounds. They planned to convert a patch of unused outdoor space into a meadow to provide a learning opportunity for the students. The Conservation Assistant visited the site, talked with teachers and pupils, provided advice on how best to care and seed the meadow, and discussed issues regarding future maintenance.

#### 4.6.4 Blue Hills Federation Session

The Federation includes three local schools (Newcastle, Bucknell and Clunbury) and the project was invited to host part of a John Muir Award session of children from the Federation by Shropshire Hills AONB Partnership. The session took place at Cow Hall Organic Product, a working farm, with the aim of educating the children about how B-Lines and wildflower meadows are important across whole landscapes, including farm and agricultural land and what can be done to support local wildlife populations in these areas.

A variety of activities were delivered by the project, which included a wildflower hunt across a large meadow, a brief look at freshwater invertebrates by the farm's stream and chatting about how orchards are also important areas for invertebrates and pollinators, using the farm's small orchard as an example. The overall experience provided the pupils with a case study that went towards earning their John Muir Award.

*"The session was very enjoyable, and the children were engaged with each activity. They especially enjoyed the water activity. The children had lots of ideas to include in their garden and have mentioned that they would like to action some within school so that would be great to see an ongoing impact. It was an excellent session and thank you for running it."*

**Teacher**

Overall, given the extent of involvement from schools and the positive feedback received, it is therefore considered that this target was achieved.

## 5 Heritage Will Be In Better Condition

### 5.1 Target

The targets for this area of delivery included:

Heritage Will Be In Better Condition
<ul style="list-style-type: none"> <li>• 20 hectares of lowland meadow grassland restored, and land joined up via habitat 'stepping-stones'</li> <li>• Creation of a 10-year management plan for the restored areas</li> <li>• Creation of a landowner management cluster group</li> </ul>

Each of these is considered below.

### 5.2 Lowland Restoration and 'Stepping-Stones'

This focused on "20 hectares of lowland meadow grassland restored, and land joined up via habitat 'stepping-stones'".

The termination of the partnership with the original key delivery partner reduced the efficacy of this target. Out of an intended 14Ha of permanent grassland restoration, the project was able to deliver a total of 5.6 hectares of habitat restoration with the original key delivery partner, as well as creation of a pollinator garden. The anticipated 5Ha of arable reversion did not occur at any scale.

However some restoration was possible through new partnerships that the team developed, and a number of additional pollinator gardens were established to act as stepping-stones:

Scale of Restoration		
Location	Delivery partner	Size
Apley Estate	Apley Estate	5.6 hectares of species-rich grassland restoration and 1 x pollinator garden
Well Meadows	Bridgnorth Town Council	1.05 hectares of species-rich grassland restoration
Grove Park	Bridgnorth Town Council	0.44 hectares of species-rich grassland restoration
Shavington Estate meadow	Shavington & Cloverley Estate	6 hectares of species-rich grassland restoration
Lyth Estate	Lyth Estate	1 hectare of wildflower-rich field margins creation
Rough Park	Telford & Wrekin Council	2.8 hectares of species-rich grassland restoration
Dawley Town Park and carpark	Dawley Town Council	4 x pollinator gardens
Worfield School	Worfield School	1 x pollinator garden

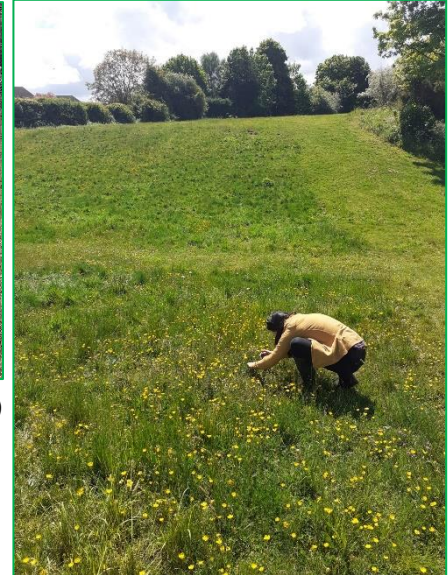


*"It has been great helping out with work at Well Meadows, I've enjoyed meeting you and I have found it really educational. I hope that you'll be able to do more work in Shropshire and that I can continue to be involved."*

**Volunteer from Bridgnorth**



Grove Park before (above, Summer 2021) and after (right, Summer 2022) planting.



Dawley pollinator garden before (left) and after (below).



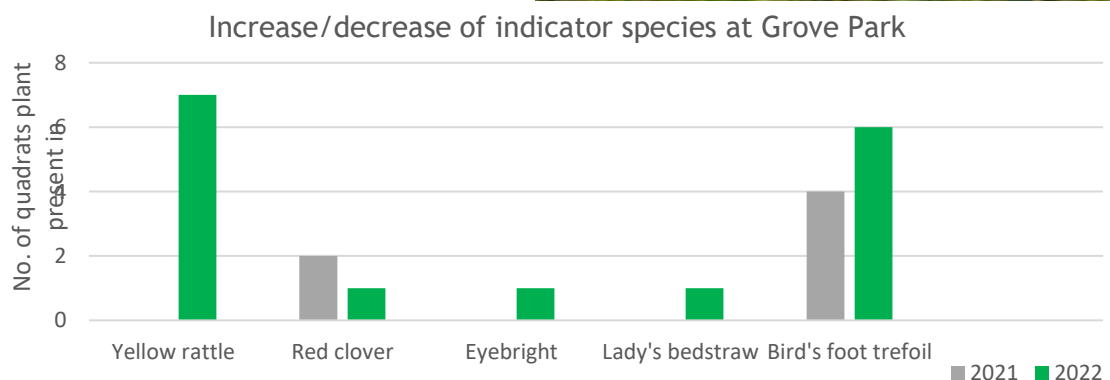
Dawley flower bed before (left) and after (right).





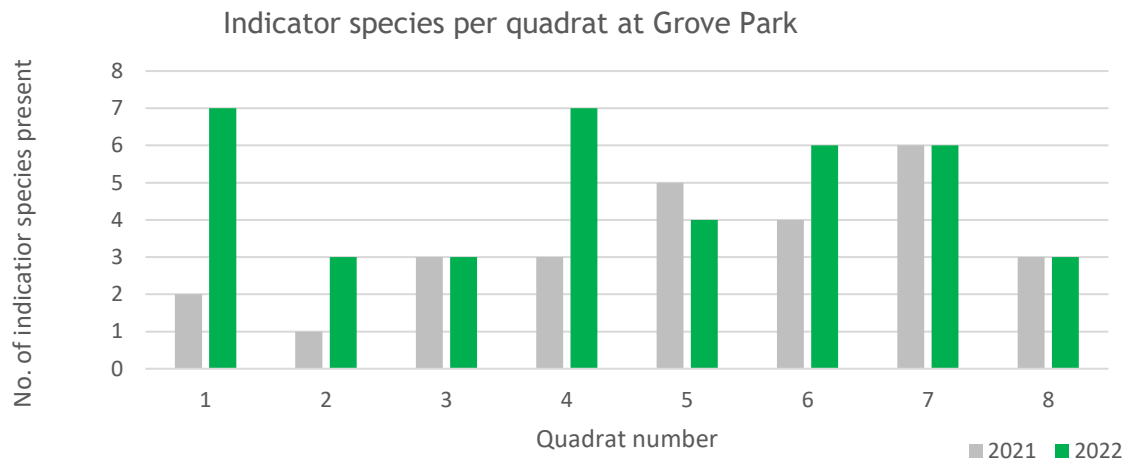
Due to complications at the beginning of the project and having to seek out new partners, the main source of 'before and after' data obtained by the project is for Grove Park. For this site the below graph shows the changes in the presence of four indicator plant species across two survey seasons, before and after restoration.

The Yellow rattle (*Rhinanthus minor*; as image right of Grove Park) has established well and this is crucial as the hemi-parasitic nature of the plant and it's role in suppressing grass growth will aid the establishment of other wildflower species. It is encouraging to see the presence of species like Eyebright (*Euphrasia* sp.), another hemi-parasitic plant, and Lady's bedstraw (*Galium verum*); neither of which were recorded in the 2021 survey season.



The following graph shows the number of indicator species recorded in each quadrat across two survey seasons, before and after restoration. The results show a general increase in species-richness over the two seasons [as image right showing flowers at Grove Park], but as discussed elsewhere in the report monitoring over this short a period may not show significant results. A species-rich grassland typically takes around five years to establish with correct management, but it is reassuring to see a slight increase in species-richness at this early stage. A lot of the sites came in to the project too late to conduct vegetation surveys.





Also, a survey of Well Meadows after the restoration work was carried out was conducted and it was positive to find Yellow rattle present in 6 of the 14 quadrats on a site that had no Yellow rattle present before.

Overall, a total of 16.9Ha and six pollinator gardens were created, it is therefore considered that this target was not fully achieved. However, although the hectareage target was not met, the work with Dawley Town Council, Shavington and Lyth Estate and Bridgnorth Town Council opened the doors to a range of community groups that resulted in far-reaching engagement and the creation of species-rich grassland in public sites for all to enjoy.

### 5.3 10-year Management Plan

This focused on “*Creation of a 10-year management plan for the restored areas*”.

Buglife developed seven Management Plans for the species-rich grassland restoration works and the pollinator gardens. As an example, for Grove Park and Well Meadows 2021 to 2031 in partnership with Bridgnorth Town Council [as image].

The plans detail hay cutting times, grazing times and density, species profiles on plants, weed management and provide advice for further inputs of wildflower seed or plants in the future. All partners have received their plans and have agreed to adhere to them.



Overall, given the fact that 10-year Management Plans have been created, it is therefore considered that this target was achieved.

## 5.4 Landowner Cluster Group

This focused on “Creation of a landowner management cluster group” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as while that aspect of delivery did not create a single landowner management cluster group it did provide an enabling and supportive role to several others. Image shows the Project Officer and local landowner in a meadow.



## 6 Heritage Will Be Identified And Better Explained

### 6.1 Target

The targets for this area of delivery included:

#### Heritage Will Be Identified And Better Explained

- Delivering community engagement activities including family sessions
- Holding a ‘habitat management for pollinators’ landowner workshop
- Delivering school engagement
- Signage and interpretation panels installed on key wildflower sites
- Delivery of a species identification and recording training workshop

Each of these is considered below.

### 6.2 Community Engagement

This focused on “*Delivering community engagement activities including family sessions*” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, through a broad programme of engagement spanning 35 activities, with over 1,900 attendances counted.

Image shows community member signing up to the #pollinatorpledge.



### 6.3 Landowner Workshop

This focused on “*Holding a ‘habitat management for pollinators’ landowner workshop*” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as it was delivered in June 2022 in collaboration with the North Shropshire Farmers Group. Image shows the Project Officer with a landowner.





## 6.4 School Engagement

This focused on “*Delivering school engagement*” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as six schools were engaged with several classes educated.

Image is pupils planting a pollinator garden at Worfield.



## 6.5 Signage And Interpretation

This focused on “*Signage and interpretation panels installed on key wildflower sites*”.

Delivery saw the installation of two interpretation panels on the Bridgnorth Town Council sites, one on Well Meadows and one at Grove Park [as image of the board in situ at Grove Park].

The sites are popular with dog walkers, children and local residents and the information boards will be seen by a wide audience.



*“I must admit I was complaining when I saw the bare ground being created, I thought you had made a mess; but I have watched the flowers coming through and it is lovely.”*

**Local Resident**

Overall, given the installation of interpretation at key sites, it is therefore considered that this target was achieved.

## 6.6 Species Identification Workshops

This focused on “*Delivery of a species identification and recording training workshop*”.

Four workshops were delivered, all in July 2021, which reached 66 attendees in total through either workshop or webinar formats:

- Botanical Monitoring with John Handley (workshop) [image shows participants identifying plants in a quadrat at the workshop].
- Pollinator Monitoring with Nigel Jones @ Lodge Farm, Dudmaston (workshop)
- Pollinator Monitoring with Nigel Jones (webinar)
- Pollinator Monitoring with Nigel Jones @ Pam's Pools (workshop)



Overall, given that four sessions were delivered that reached almost 70 attendees, it is therefore considered that this target was achieved.



## 7 People Will Have Developed Skills

### 7.1 Target

The targets for this area of delivery included:

#### People Will Have Developed Skills

- Delivery of a species identification and recording training workshop
- Delivery of practical habitat management and creation sessions
- Project Officer and Conservation Assistant will gain skills

Each of these is considered below.

### 7.2 Species Identification Workshop

This focused on “*Delivery of a species identification and recording training workshop*” and was a repetition from within the previous “Heritage will be identified and better explained” target outcome that was achieved, through four sessions that reached almost 70 attendees [image shows participants at the Pollinator Monitoring workshop with Nigel Jones].



### 7.3 Habitat Management Sessions

This focused on “*Delivery of practical habitat management and creation sessions*”.

Nine sessions were delivered, between August 2021 and February 2022, which reached 545 attendees in total through a mix of drop-ins, webinars, or hands-on sessions:

- Severn B-lines launch event - session on wildlife gardening (webinar)
- Community meadow creation day at Well Meadows, Bridgnorth (drop-in) [as image of volunteers plug planting at Well Meadows]
- Community meadow creation day Rough Park, Madeley (drop-in)
- Community meadow creation day at Grove Park, Bridgnorth (drop-in)
- Mini Meadow Maker Workshop @ Well Meadows, Bridgnorth (workshop)



- Farm walk: Creation and establishment of wildflower-rich margins (farm walk)
- Pollinators and hedgerow talk for CPRE (webinar)

*"Many thanks again Kate for last night's highly enlightening talk. Your talk was so enthralling that I've just joined Buglife on a family subscription!"*

**Attendee at the 'Hedgerows for Pollinators' talk**

- Scything Workshop with CFGA-Well Meadows (workshop)

*"The workshop was well run and expert advice was always on hand throughout the day. It was wonderful to be taught the basics of this traditional craft and to learn its relevance for contemporary countryside management. Kate, Kaitlyn and Alex from Buglife and Caring for God's Acre really made the day a fantastic experience!*

*I will be getting my own scythe for work soon!"*

**Attendee at the Scything Workshop**



- Brigit Strawbridge Gardening for Bees-Winter Webinar series (webinar)

*"Today's talk has absolutely made me think differently about wildlife gardening. I already have meadows and natives but will think more about habitats and places for nesting in my garden."*

**Attendee at the 'Gardening for Bees' webinar**

- Green Hay Strewing Volunteer Day @ Apley Estate (volunteering event) [as image of volunteers strewing green hay]

Overall, given that several sessions were delivered that reached almost 550 attendees, it is therefore considered that this target was achieved.



## 7.4 Skills Gained

This focused on *"Project Officer and Conservation Assistant will gain skills"*.



Both of the team members gained valuable experience and skills, which assisted their delivery of the project and that would also support them in their future careers. Examples include:

- **Project Officer;** the postholder had not been a project lead previously, and as such gained strategic knowledge around project management and delivery such as budgeting, partnership development, collaboration, as well as conflict resolution. Also a range of general improvements to natural history skills, such as entomology.

*"I came to this job having never delivered a full project and had never managed a member of staff. It has been a great learning and development experience and I feel so much more confident, so much so that I am using the new found skills to develop an ambitious new B-lines project."*

Project Officer

- **Conservation Assistant;** as a recent graduate the postholder has gained a wealth of experience that increased employability, as well as technical knowledge such as botanicals and trees. Also wider skills, such as successfully completing a First Aid course.

*"For my first full time role in the conservation sector, I've been blown away by the number of skills, opportunities and experience gained during this project. I've been allowed to creatively explore aspects of the job, which has made the whole project enjoyable and challenging-in a good way! I have achieved my goals set at the start of the project and feel more confident and prepared moving forward in the conservation sector."*

Conservation Assistant

Images show, (top left) project team at an awareness raising stall, (lower left) Conservation Assistant planting a raised bed, and (right) Minister Pow 'Parliamentary Under Secretary of State at DEFRA' presenting Kate with Defra's Plant for the Planet Nature Hero award.



*“The recruitment of Kate Jones as B-Lines Project Officer has been invaluable for our B-Lines work in the Welsh Marches area, raising the profile of the organisation and establishing new relationships to deliver further habitat delivery for pollinators. Kate’s own experience of delivering a wildflower focused project, combined with her natural skillset and the those from her previous role are also supporting the wider development of the organisation, with Kate set to support our national B-Lines Officer with the development of a suite of new online landowner resources.*

*The addition of Kaitlyn Elverson as Project Intern/Conservation Intern has meant that Buglife has had the benefit of Kaitlyn’s developing outreach and engagement skills. Kaitlyn arrived at Buglife with very different experience to the rest of the team, and merged it with the pollinator, education and empowerment aims of the Severn B-Lines project to explore new ways for Buglife to work with communities. The sorts of events and outputs created and instigated are very new to Buglife such as storytelling around wildlife folklore and nature wellbeing- both important but previously overlooked avenues that Buglife has now benefited from. The novel approaches to diversify our outreach offering have been widely promoted around our conservation team.”*

**Buglife Programmes Manager**

Overall, given the fact that both members of the team gained skills and contributed to Buglife’s resilience, it is therefore considered that this target was achieved.

## 8 People Will Learn About Heritage, Leading To Change

### 8.1 Target

The targets for this area of delivery included:

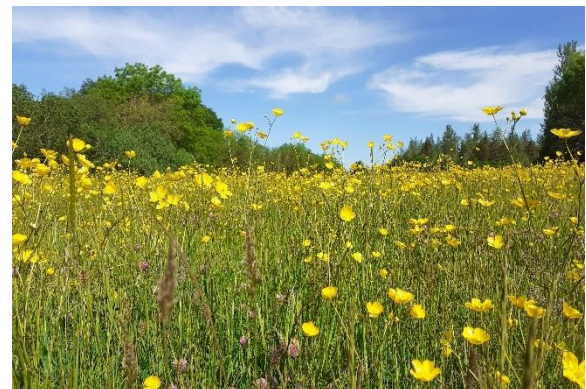
#### People Will Have Learnt About Heritage, Leading To Change In Ideas And Actions

- Creation of a landowner management cluster group
- Holding a ‘habitat management for pollinators’ landowner workshop
- Signage and interpretation panels installed on key wildflower sites
- Delivering community engagement activities including family sessions
- Delivering school engagement

Each of these is considered below.

### 8.2 Landowner Cluster Group

This focused on “Creation of a landowner management cluster group” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as while that aspect of delivery did not create a single landowner management cluster group it did provide an enabling and supportive role to several others. [Image shows prime meadow to be managed].



### 8.3 Landowner Workshop

This focused on “Holding a ‘habitat management for pollinators’ landowner workshop” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as it was delivered in June 2022 in collaboration with the North Shropshire Farmers Group.

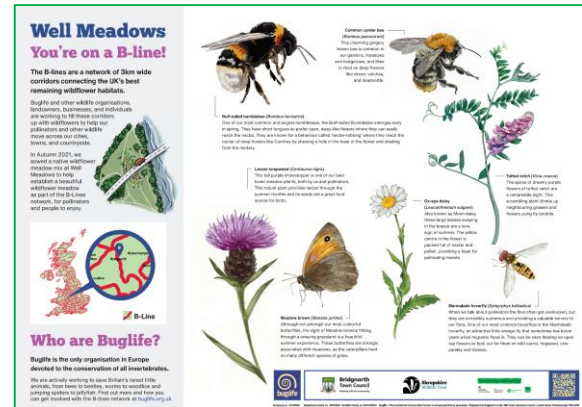
Image shows example of workshop aimed at landowners and technical experts.





## 8.4 Signage And Interpretation

This focused on “*Signage and interpretation panels installed on key wildflower sites*” and was a repetition from within the previous “Heritage Will be identified and better explained” target outcome that was achieved, given that two panels were installed, one on Well Meadows [as image of design visual] and one at Grove Park.



## 8.5 Community Engagement

This focused on “*Delivering community engagement activities including family sessions*” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, given the broad programme of engagement that involved 35 activities with over 1,900 attendances counted. [Image is Buglife team, Dawley TC, My Options, and Friends of Dawley Park at Smallwoods.]



## 8.6 School Engagement

This focused on “*Delivering school engagement*” and was a repetition from within the previous “A wider range of people will be involved in heritage” target outcome that was achieved, as six schools were engaged with several classes educated.

Image is pupils at Worfield planting a pollinator garden.





## 9 People Will Have Greater Well-Being

### 9.1 Target

The targets for this area of delivery included:

#### People Will Have Greater Well-Being

- Provide participants with a sense of place and purpose
- Provide opportunities for people to reconnect with nature

Each of these is considered below.

### 9.2 Sense Of Place And Purpose

This focused on “*Provide participants with a sense of place and purpose*”.

Most of the activities delivered helped attendees to reflect on the natural world, consider their place within nature, and to identify how their own actions could play a meaningful role.

Feedback from attendees included:

*“Although I was already inspired, it has reminded me of the importance of taking action. I'll be sowing more flowers in my garden and looking for projects that I can get involved with in the local area.”*

**Participant at ‘Silent Earth’ session**

*“I gained experience, learned new skills and learned more about meadows. I had great conversations with volunteers and leaders.”*

**Participant at Green Hay Strewing event**

*“I have been inspired to plant some wildflower seeds in my garden and see if there are any B-line projects in my local area. I have learned that butterflies are symbols of the soul and transformation in many cultures whereas moths are symbols of death and omens of ill fortune.”*

**Participant at ‘Folklore of Insects’ session**

*“I just wanted to express to you on behalf of Bridgnorth Community Gardens team the joy that has emanated from working with the Buglife team. We have developed our skills in planting wild flowers, scything grass and collecting it. We have enhanced our knowledge about why we are performing these activities and what impact it is likely to have on the ecosystem. Already we have seen on the Grove Park and on Well Meadow the biodiversity of species increase, in just the short time Buglife have been working towards B-lines around the river Severn in our area. As a group we will be adopting the principle we have learnt to develop wildflower areas within our own Community garden”*

**Volunteer, Bridgnorth**

*“Definitely we can all do more. I grow and sell pollinator plants (also donating 10% to Buglife), so I will grow more varieties. I’m also planning a wildflower meadow with our local council. Trying to inspire more people locally.”*

**Participant at ‘Silent Earth’ session**

Images show (left) planting a garden with Friends of Dawley Park, and (right) volunteer planting activity with My Options.



Overall, given the wealth of feedback demonstrating that people felt a sense of place and purpose, it is therefore considered that this target was achieved.

### 9.3 Reconnect With Nature

This focused on *“Provide opportunities for people to reconnect with nature”*.

Many of the activities specifically focused on supporting people to reconnect with nature. While a full list of activities is in Appendix B, examples include:

- **July 2021;** a ‘Nature Connection Guided Walk’ with Kaitlyn Elverson at Lightmoor Nature Reserve. [Image shows workshop of Folklore of Wildflowers and Trees.]
- **September 2021;** meadow creation day. [Image shows local residents sowing the meadow at Grove Park.]



*“We have really been respecting it and keeping an eye on it since we planted it, we can’t wait to see it in the summer.”*

**Local Resident**



- **May 2022;** Dawley pollinator garden planting day [Image shows the team that built the Dawley Pollinator Garden.]

*"The children really enjoyed working with other groups to make an impact in their local area and are incredibly proud of what they produced."*

**Year 3 Teacher**



Wider feedback from participants at activities that enabled them to reconnect with nature included:

*"I'm a railway station adopter, so I'm looking at what we can do to attract and help bees in the beds and planters we have at our two stations in the town."*

**Attendee at the 'Gardening For Bees' session**

*"I am part of a community group called Wild Didcot and this was great information for our next community event! It has also given me lots of ideas for my own garden."*

**Attendee at webinar**

*"I had never considered how the stories of bugs can really change how you view things as you grow... will certainly make sure the kids are exposed to positive stories and experiences with bugs to make sure the love continues on in future generations."*

**Participant at 'Folklore of Insects' session**

*"I was keen before but am more so now and my garden is being completely remodelled for pollinators."*

**Participant at 'Silent Earth' session**

Overall, given the hands-on opportunities for people to reconnect with nature and the feedback demonstrating the efficacy of this, it is therefore considered that this target was achieved.

## 10 The Funded Organisation Will Be More Resilient

### 10.1 Target

The target for this area of delivery included:

#### The Funded Organisation Will Be More Resilient

- Buglife will be more financially stable, with support roles made more secure

This is considered below.

### 10.2 Buglife Stability

This focused on “*Buglife will be more financially stable, with support roles made more secure*”.

The grant funding assisted Buglife with its financial stability, for example enabling it to employ staff and ensure adequate training opportunities, as well as external benefits such as supporting local supply chains. Buglife also used a full cost recovery model that accounted for £53,000 of the budget; equating to some 30% of the project cost, supporting aspects such as administration, payroll, communications team input, line management, and direct project overheads.

Both team members were employed full time for the duration of the project. Furthermore, both roles are to be kept on after the project; the Project Officer until September and potentially beyond should a new two-year project application be successful, and the Conservation Assistant until September with the potential to extend the role dependent on the efficacy of new delivery models being trialled by Buglife.

*“The funding has helped to bring in two important roles supporting the organisation, both of which have been extended beyond the life of the GRCF funding. The Conservation Officer is developing new funded projects that will secure the future of this role and also support the development of Buglife through associated Full Cost Recovery to support the costs of the organisation. The Conservation Assistant role is now evolving to a Community Engagement Officer position, looking to secure small contracts. The work has significantly raised Buglife’s profile in the West Midlands, bringing our work to potential new members, supporters and partners to continue our work.”*

**Buglife Programmes Manager**

Overall, given the financial gain for Buglife and the presence of the team members, it is therefore considered that this target was achieved.



## 11 The Local Area Will Be A Better Place To Live, Work Or Visit

### 11.1 Target

The targets for this area of delivery included:

#### The Local Area Will Be A Better Place To Live, Work Or Visit

- Creation of a 10-year management plan for the restored areas
- Creation of a visitor attraction will improve the region's attractiveness

Each of these is considered below.

### 11.2 10-year Management Plan

This focused on “*Creation of a 10-year management plan for the restored areas*” and was a repetition from within the previous “Heritage will be in better condition” target outcome that was achieved, given the seven Management Plans in place for the key sites. [Image shows Wells Meadow planting, which is included within a Management Plan.]



### 11.3 Visitor Attraction

This focused on “*Creation of a visitor attraction will improve the region's attractiveness and desirability to visit*”.

Several sites were enhanced that can be accessed by the general public, whether it be council-owned sites or private landholdings that have public footpaths on them. These included:

- Rough Park, Telford & Wrekin Council
- Grove Park, Bridgnorth Town Council
- Well Meadows, Bridgnorth Town Council
- Riverside meadows, Apley Estate
- Dawley Town Park and carpark planters, Dawley Town Council
- Lyth Estate, Wildflower margins on public footpath
- Worfield School, pollinator garden in school grounds



Image is of the Conservation Officer on the new bench at Grove Park, Bridgnorth.

*“The Pollinator garden/B-line is a fantastic asset to Dawley, all the areas we renovated were previously ‘problem areas’ - constantly attracting complaints for their condition/appearance and frequently raised for maintenance concerns that meant we were very close to losing these vital pieces of ‘green connectivity’ completely.*

*The new look sites have enabled us to keep ‘rewilded zones’ in the formal park/high street area that is both attractive and much simpler to maintain by the volunteer group and council workers who look after the sites but also crucial to our local wildlife and linking us up to the B-line Pollinator national corridor.*

*It has been fantastic working with Buglife who supported the concept of making this a multipurpose area from the ‘off’ and have proved themselves to be adaptable, hardworking and prepared to lead from the front when hands-on support was needed alongside the physical resources they also brought to the fold.*

*We have hit many challenges along the way and I can only praise the way those challenges were overcome by everyone involved with this. The design is fitting with the site and is incredibly valuable for our insect life and also as an area that can be utilised for nature education (indeed the RSPB will be using it for this purpose engaging school age children in summer holiday activities in August).”*

**Environmental Community Liaison Officer, Telford & Wrekin Council**

Overall, although the scale of ambition was lessened due to the hectareage on one of the key delivery partners sites being reduced, the ability to enhance public council-owned land did improve the region’s attractiveness and desirability to visit, it is therefore considered that this target was achieved.

## 12 Overall Achievement

### 12.1 Outcomes and Indicators

Achievement of each of the targets is summarised below, and for ease of visual reference a subjective colour-coded rating has been applied:

- **Green**; the target has been fully achieved, or exceeded
- **Grey**; the target has been mostly achieved (above 80% where a target existed)
- **Red**; the target has not been achieved to a reasonable level (less than 80%)

Outcomes		
Grouping and Detail	Rating	Evidence
<b>A wider range of people will be involved in heritage</b>		
<ul style="list-style-type: none"> <li>• Creation of a landowner management cluster</li> </ul>		While the project did not “create” a single landowner group, it did provide an enabling role to several other groups.
<ul style="list-style-type: none"> <li>• Local partnerships created with local authorities, landowners, wildlife experts, farmers etc</li> </ul>		Multiple relationships created and a broad scope of collaborations that contributed to the project.
<ul style="list-style-type: none"> <li>• Holding a ‘habitat management for pollinators’ landowner workshop</li> </ul>		Delivered on 24th June 2022 in collaboration with the North Shropshire Farmers Group.
<ul style="list-style-type: none"> <li>• Delivering community engagement activities including family sessions</li> </ul>		A broad programme of engagement spanning 35 activities, with over 1,900 attendances counted.
<ul style="list-style-type: none"> <li>• Delivering school engagement</li> </ul>		Six schools engaged, with several classes educated, with 130 pupils in Worfield school alone.
<b>Heritage will be in better condition</b>		
<ul style="list-style-type: none"> <li>• 20 hectares of lowland meadow grassland restored</li> </ul>		16.9Ha restored (85% achieved), and six pollinator gardens created.
<ul style="list-style-type: none"> <li>• Creation of a 10-year management plan for the restored areas</li> </ul>		Seven Management Plans have been created for the key sites.
<ul style="list-style-type: none"> <li>• Creation of a landowner management cluster group</li> </ul>		While the project did not “create” a single landowner group, it did provide an enabling role to several other groups.
<b>Heritage will be identified and better explained</b>		
<ul style="list-style-type: none"> <li>• Delivering community engagement activities including family sessions</li> </ul>		A broad programme of engagement spanning 35 activities, with over 1,900 attendances counted.
<ul style="list-style-type: none"> <li>• Holding a ‘habitat management for pollinators’ landowner workshop</li> </ul>		Delivered on 24th June 2022 in collaboration with the North Shropshire Farmers Group.

<ul style="list-style-type: none"> <li>Delivering school engagement</li> </ul>		Six schools engaged, with several classes educated, with 130 pupils in Worfield school alone.
<ul style="list-style-type: none"> <li>Signage and interpretation panels installed on key wildflower sites</li> </ul>		Two panels were installed, one on Well Meadows and one at Grove Park.
<ul style="list-style-type: none"> <li>Delivery of a species identification and recording training workshop</li> </ul>		Four sessions were delivered reaching almost 70 attendees.
<b>People will have developed skills</b>		
<ul style="list-style-type: none"> <li>Delivery of a species identification and recording training workshop</li> </ul>		Four sessions were delivered that reached almost 70 attendees.
<ul style="list-style-type: none"> <li>Delivery of practical habitat management and creation sessions</li> </ul>		Several sessions delivered that reached almost 550 attendees
<ul style="list-style-type: none"> <li>Project Officer and <i>Conservation Assistant</i> will gain skills</li> </ul>		Both team members gained a range of skills, experience and training.
<b>People will have learnt about heritage, leading to change in ideas and actions</b>		
<ul style="list-style-type: none"> <li>Creation of a landowner management cluster group</li> </ul>		While the project did not “create” a single landowner group, it did provide an enabling role to several other groups.
<ul style="list-style-type: none"> <li>Holding a ‘habitat management for pollinators’ landowner workshop</li> </ul>		Delivered on 24th June 2022 in collaboration with the North Shropshire Farmers Group.
<ul style="list-style-type: none"> <li>Signage and interpretation panels installed on key wildflower sites</li> </ul>		Two panels were installed, one on Well Meadows and one at Grove Park.
<ul style="list-style-type: none"> <li>Delivering community engagement activities including family sessions</li> </ul>		A broad programme of engagement spanning 35 activities, with over 1,900 attendances counted.
<ul style="list-style-type: none"> <li>Delivering school engagement</li> </ul>		Six schools engaged, with several classes educated, with 130 pupils in Worfield school alone.
<b>People will have greater well-being</b>		
<ul style="list-style-type: none"> <li>Provide participants with a sense of place and purpose</li> </ul>		Extensive feedback from participants confirming their sense of place.
<ul style="list-style-type: none"> <li>Provide opportunities for people to reconnect with nature</li> </ul>		Most activities offered opportunities, with positive attendee feedback.
<b>The funded organisation will be more resilient</b>		
<ul style="list-style-type: none"> <li>Buglife will be more financially stable, with support roles made more secure</li> </ul>		Buglife received financial gain, was able to contribute to core costs, and secured both support roles.
<b>The local area will be a better place to live, work or visit</b>		
<ul style="list-style-type: none"> <li>Creation of a 10-year management plan for the restored areas</li> </ul>		Seven Management Plans have been created for the key sites.



<ul style="list-style-type: none"> <li>Creation of a visitor attraction will improve the region's attractiveness and desirability to visit</li> </ul>		Restoration on several public-facing sites has increased the area's appeal.
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It may be seen that of the 26 targets, all but one has been achieved. The one that was not focused on meadow restoration and was due to the loss of a key delivery partner and hence the resultant inability to maximise restoration of their land.

## 12.2 Beneficiary Targets

The quantitative targets for beneficiary engagement are listed below, using a similar subjective colour-coded rating as with the outcomes:

Targets		
Detail	Rating	Evidence
Landowners will be influenced through the new landowner cluster group. Target = 8.		23 have been engaged, such as through North Shropshire Farmers Group. (288% achieved)
Community volunteers to enhance and manage greenspaces for pollinators. Target = 10.		29 have been engaged across Well Meadows, Grove Park and the Dawley Pollinator Garden. (290%)
Attended at online workshops. Target = 100.		337 attended Brigit Strawbridge's talk and the Launch Event. (337%)
Attendees at face-to-face workshops. Target = 150.		88 at workshops (58% of target). Due to covid and fear of social contact.
Attended at public events programme. Target = 120.		220 engaged at a variety of public events. (183%)
Children engaged as part of schools programme. Target = 120.		130 school children at Worfield alone, aside from engagement at the other schools. (108%)
Attendees at final events. Target = 40.		48 residents at Grove Park and Dawley TC unveiling events. (120%)
People using the Route 45 and 55 cycle routes and benefitting from access to pollinating insects along the routes. Target = 1,000		This target was not measured due to the loss of a key delivery partner, and also the impracticality in measuring casual users of a public cycleway.

As such, it may be seen that of the eight targets; one was not measured, one has not been achieved primarily due to the impact of covid on people's perceptions of social interaction, and the remaining six targets have all been exceeded.

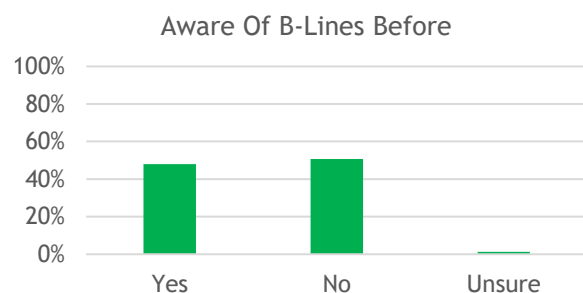
## 12.3 Participant Feedback

Key data was gained from survey returns completed by attendees at project activities; primarily covering attendee location, awareness of B-Lines, as well as views on whether they had been inspired to act for pollinators and whether they would attend future Buglife events.

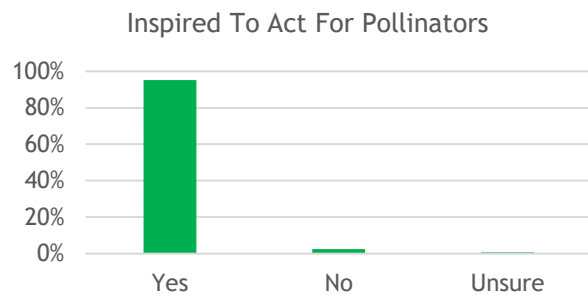
- **Attendee Location;** 152 postcodes were provided and the following map illustrates the UK based ones. It reveals a spread of involvement from across Great Britain, showcasing the reach that can be achieved through the inclusion of online events in an engagement programme.



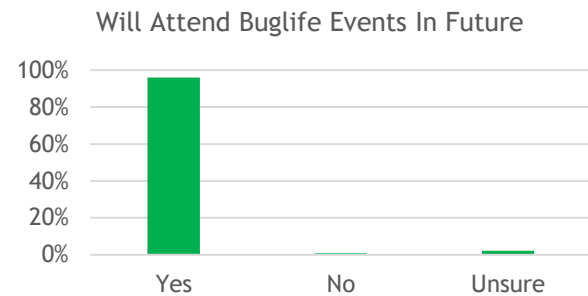
- **B-Lines Awareness;** 304 responses were gained, evidencing that 48% were already aware of B-Lines but that the majority (at 51% of responses) were not aware of B-Lines before they attended the project event.



- **Act For Pollinators;** 288 responses were gained, evidencing that 95% responded 'yes' to the question "Have You Been Inspired to Act For Pollinators?"



- **Attend Future Events;** 229 responses were gained, evidencing that 96% responded 'yes' to the question "Would You Attend Future Buglife Events?"





## 13 Financial Performance

### 13.1 Project Income

The project had a total cost of £185,000.

The GRCF grant of £184,000 accounted for 99% of the cost, with the balancing £1,000 from Brigadier Cuthbert Goulburns Charitable Trust:

Project Income	
Item	Total £
Brigadier Cuthbert Goulburns Charitable Trust	1,000
GRCF Grant	184,000
<b>Total Income</b>	<b>185,000</b>

### 13.2 Project Spend

The total project budget may be summarised below:

Project Spend				
Item	£	Original Award	Actual Spend	Variance
New staff		63,600	58,522	-5,078
Professional fees		500	0	500
Recruitment		100	89	-11
Repair and conservation work		43,100	39,251	-3,849
Digital outputs webinars & digital events		200	196	-4
Equipment and materials		8,500	8,388	-112
Training for staff		500	300	-200
Training for volunteers		500	0	-500
Travel for staff		4,800	5,667	867
Travel for volunteers		500	0	-500
Expenses for volunteers		500	55	-445
Event costs		700	1,300	600
Evaluation		3,000	3,000	0
Full Cost Recovery		53,500	53,000	-500
Contingency		5000	0	-5,000
VAT		0	7,198	7,198
Total Cost		185,000	176,966	8,034

Overall there was an underspend of £3,034 on the project without requiring the £5,000 contingency budget.

## 14 Lessons Learned

### 14.1 Key Learning

Key points of note gained from delivering the project included:

- **Lack of Strategic Lead;** as the Steering Group presence was limited the project team took a greater level of responsibility for project development and delivery than originally anticipated. While this was not felt to have introduced any problems, it did mean that the extent of wider influence or strategic direction was more limited than expected.
- **Time Required for Project Initiation;** delays in securing the Project Officer role meant that at start-up some areas of project planning felt rushed with the team often feeling as if they were ‘on the back foot’ to deliver the project plan, with less time to pause, take stock and then plan ahead. Associated with this, there was not enough time at inception for the new project team (who were also new to Buglife) to develop strong working relations with partners and as a result interaction at times felt more reactive than proactive.
- **Managing Partner Relations;** to ensure more effective partnership working future, Buglife will put in place more robust processes to ensure identification of communication issues and how to resolve at an early stage. Furthermore Buglife will request to see evidence of tenancy agreements or grazing licenses on land that is selected for restoration or creation of habitat and ensure that any identified tenants are communicated with. Partnership agreements that are developed with a landowner who has a tenant that is claiming the Basic Payment Scheme or any Countryside Stewardship on the agreed land for works must also be agreed with and signed by that tenant
- **Lack of Longitudinal Data;** it was apparent from early on that it is not feasible to gather good quality, robust monitoring data for a nature recovery project within a year, with it being felt that two years minimum would be required before meaningful data could be secured such as regarding flora or community-led behaviour change.
- **Commonality of Survey Data;** as people engaged with the project through a variety of different means (such as attendance at online webinars, drop-in sessions, or in-person workshops in natural settings) the project team used slightly different surveys to capture data. While this presented a flexible approach, it meant that standardisation of questions (and hence responses) was not always possible, and some response sizes were too low to be considered meaningful. In the future Buglife will seek to ensure commonality of as many questions as possible throughout surveying exercises.

### 14.2 Legacy

Aspects that held the potential to endure beyond the funding included:

- **Longevity of Community Support;** while several partners required payment for their input into project delivery, several of the community-based organisations were able to rely on volunteer input and did not require cash payments. This will enable future maintenance to occur at key sites without the need for an ongoing budget, ensuring a lasting legacy for sites at the heart of several communities such as at Well Meadows,

Grove Park, and the Dawley Pollinator Garden. In addition, the My Options team have also been inspired to create a wildflower garden at one of their centres and call it the Buzz Stop.

- **Sustaining Management Plans;** each of the seven individual Plans has an agreement from a key stakeholder to implement the Plan, and as such their impact will last beyond project close. Working closely with local community groups and landowners has ensured that these management plans are understood and integrated into work streams and budgets.
- **New Engagement Techniques;** the Conservation Assistant trialled a number of new approaches that due to their success will be more widely adopted by Buglife in the future. Events like the folklore of wildflowers and insects are a new avenue for Buglife and reach a new audience that may not have been engaged with Buglife's work previously. Indeed the Folklore webinars attracted a diverse range of people from all over the world, a lot of whom were coming to the webinar with a creative interest rather than a scientific one.

*"I found the webinar very informative and I think the use of folklore a great way to change peoples negative attitudes towards insects as weird and unnerving"*

*"Storytelling is a really useful angle and one that isn't always considered."*

*"I had never considered how the stories of bugs can really change how you view things as you grow... will certainly make sure the kids are exposed to positive stories and experiences with bugs to make sure the love continues on in future generations."*

**Attendees at the Folklore of Insects webinar**

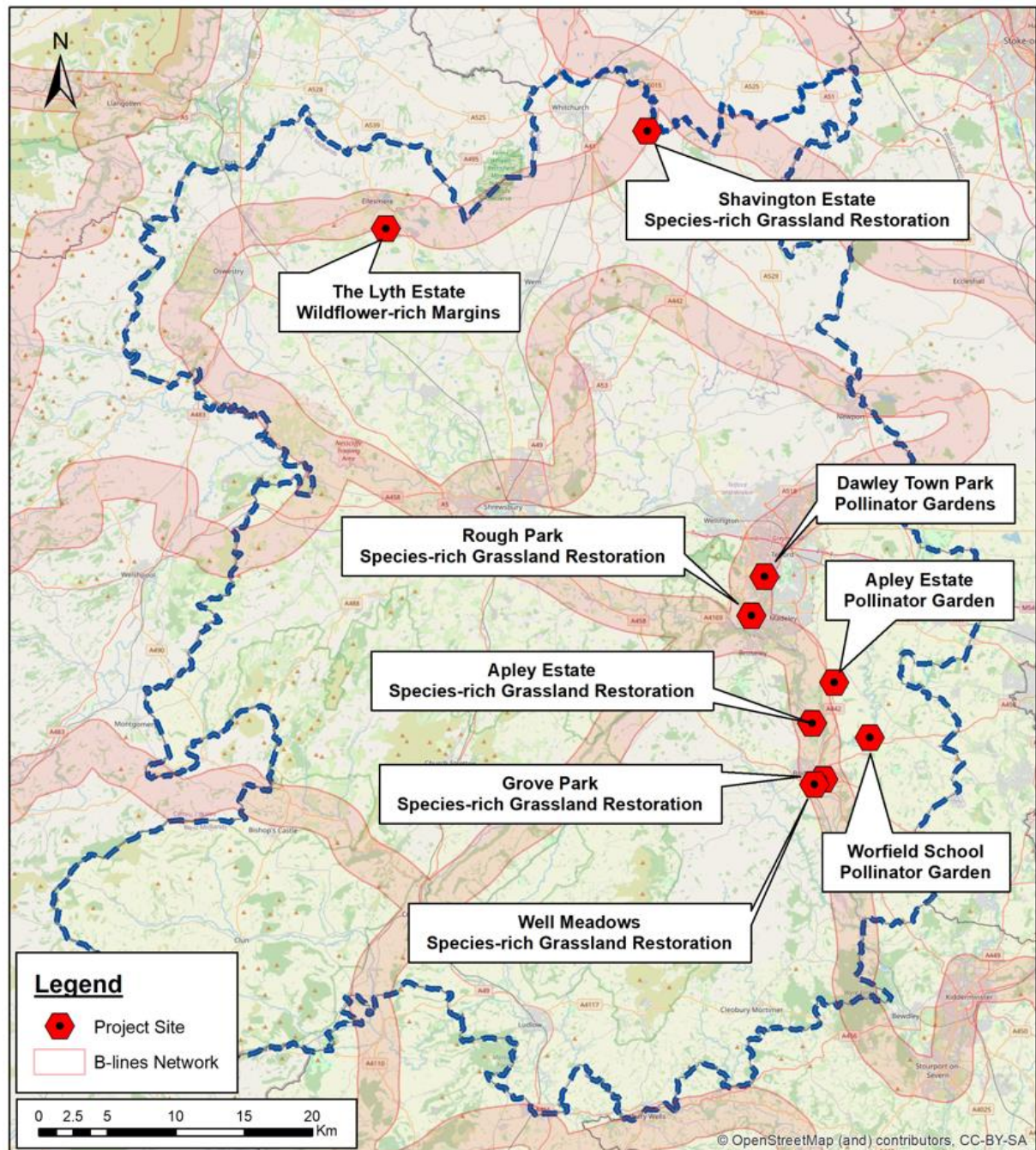
- **Positive Reputation;** Buglife gained experience and credibility due to the project, as well as broader awareness of its purpose and activities, and is already delivering more projects with farmers and landowners. Although these were unintended outcomes that Buglife received as a direct result of delivery, they form a strong legacy that will endure long after the project close.
- **New Partner Relationships;** collaborations developed with landowners and community groups will directly benefit the Project Officer's new post, which will see her helping to create online resources for these audiences. These will be a lasting legacy as a direct result of the project.



## Appendices

- A**     **Project Map**
- B**     **Engagement Activities Listing**
- C**     **Examples of School Surveys**

## Appendix A - Project Map




## Appendix B - Engagement Activities Listing

Date	Name of Event, and Number of Attendees	Type
06/05/2021	Talk to North Shropshire Farmers Group 30	Webinar
18/05/2021	Severn B-Lines Launch 37	Webinar
06/07/2021	Botanical Monitoring with John Handley 8	Workshop
06/07/2021	Pollinator Monitoring with Nigel Jones 50	Webinar
08/07/2021	Nature Connection Guided Walk with Kaitlyn Elverson @Lightmoor Nature Reserve 3	Workshop
09/07/2021	Pollinator Monitoring with Nigel Jones @ Pam's Pools 1	Workshop
16/07/2021	Severn Valley Country Park 40	Drop-in
20/07/2021	Summer Worfield School session 42	Workshop
24/07/2021	Hay Meadow Festival 70	Drop-in
28/07/2021	Severn Valley Country Park 10	Drop-in
29/07/2021	Pollinator Monitoring with Nigel Jones @ Lodge Farm, Dudmaston 7	Workshop
05/08/2021	Green Hay Strewing Volunteer Day @ Apley Estate 9	Volunteering
31/08/2021	Telford Town Park 40	Drop-in
01/09/2021	Bridgnorth Library and Visitor Information Centre 20	Drop-in
09/09/2021	Myth, Mystery and Folklore 60	Webinar
18/09/2021	Restart the Heart Festival @ Bourneville Housing Estate/Oak Tree Centre, Telford 40	Drop-in
22/09/2021	Community meadow creation day Rough Park, Madeley 7	Drop-in
25/09/2021	Green Day @ Park Lane Centre, Telford 10	Drop-in
02/10/2021	Project talk at AGM for Small Woods Organisation 50	Webinar
30/09/2021	Community meadow creation day at Grove Park, Bridgnorth 14	Drop-in
20/10/2021	Autumn Worfield School Session 45	Workshop
26/10/2021	Community meadow creation day at Well Meadows, Bridgnorth 3	Drop-in
10/11/2021	Pollinators and hedgerow talk for CPRE 100	Webinar
11/11/2021	Mini Meadow Maker Workshop @ Well Meadows, Bridgnorth 6	Workshop
13/11/2021	RSVP Conference 70	Drop-in
13/01/2022	Dave Goulson-Silent Earth Webinar-Winter Webinar series 300	Webinar
17/02/2022	Scything Workshop with CFGA-Well Meadows 6	Workshop
17/02/2022	Brigit Strawbridge Gardening for Bees-Winter Webinar series 300	Webinar
24/02/2022	Jeff Ollerton To Be a Flower Webinar-Winter Webinar series 100	Webinar
02/03/2022	Harper Adams Talk 20	Talk
02/03/2022	Folklore of Insects-Winter Webinar Series 300	Webinar
23/03/2022	Talk to Bridgnorth Church Group 34	Talk
17/05/2022	John Muir Award at Cow Hall 20	Workshop
17/05/2022	Dawley Pollinator Garden building day 6	Volunteering
24/05/2022	Dawley Pollinator Garden planting day 6	Volunteering
07/06/2022	Unveiling at Grove Park-Interpretation 13	Drop-in
14/06/2022	Dawley Pollinator Garden planting day 6	Volunteering
23/06/2022	Unveiling at Dawley Town Park-Pollinator Garden 35	Drop-in
24/06/2022	Landowner workshop with North Shropshire Farmers Group on restoring and establishing wildflower-rich habitat 10	Workshop



## Appendix C - Examples of School Surveys

 Questionnaire for Worfield Pupils


1. What is your favourite insect? Why?  
A dragonfly because it lives by the water.

2. What is your favourite flower? Why?  
My x favorite flower is a blue bell because it is beautiful.

3. Which insects do you think visit flowers?  
butterfly wasp  
ladybird dragonfly  
bee fly

4. Why is having lots of flowers important?  
Bees spread flowers to make another flower.

5. How do you think that you could help pollinators?  
Plant more flowers.

 Questionnaire for Worfield Pupils


1. What is your favourite insect? Why? ladybird because it is my friend and there is a green kingbird.

2. What is your favourite flower? Why? my favourite flower is a dandelion because it is bright yellow.

3. Which insects do you think visit flowers? I think a wasp because they always are on flowers.

4. Why is having lots of flowers important? it is important because bees and wasps have to get money.

5. How do you think that you could help pollinators? grow more flowers outside.

 Questionnaire for Worfield Pupils


1. What is your favourite insect? Why? My favourite insect is a ladybird because it helps plants and flowers.

2. What is your favourite flower? Why? My favourite flower is a rose because it is red and pretty.

3. Which insects do you think visit flowers? you can see wasps on flowers because they are collecting pollen for their nests. bee butterfly dragonfly wasp ladybird.

4. Why is having lots of flowers important? because we can breathe oxygen and also they can make nests.

5. How do you think that you could help pollinators? because wasps can go around school and breathe.

 Questionnaire for Worfield Pupils

1. What is your favourite insect? Why? bee. because it helps the plants and earth.


2. What is your favourite flower? Why? tulip because it is pretty.

3. Which insects do you think visit flowers? bee because it goes there to get pollen.

4. Why is having lots of flowers important? because they give us oxygen.

5. How do you think that you could help pollinators? plant more flowers.

## Document Control

Client: Buglife  
Title: Severn B-Lines, Evaluation  
Report: Final Report  
Version: 5  
Reference: C-BUG225  
Author: David Waterfall  
Signature:   
Date: 7<sup>th</sup> July 2022

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