

It's for Them

Stakeholder Toolkit



Llywodraeth Cymru
Welsh Government



Introduction

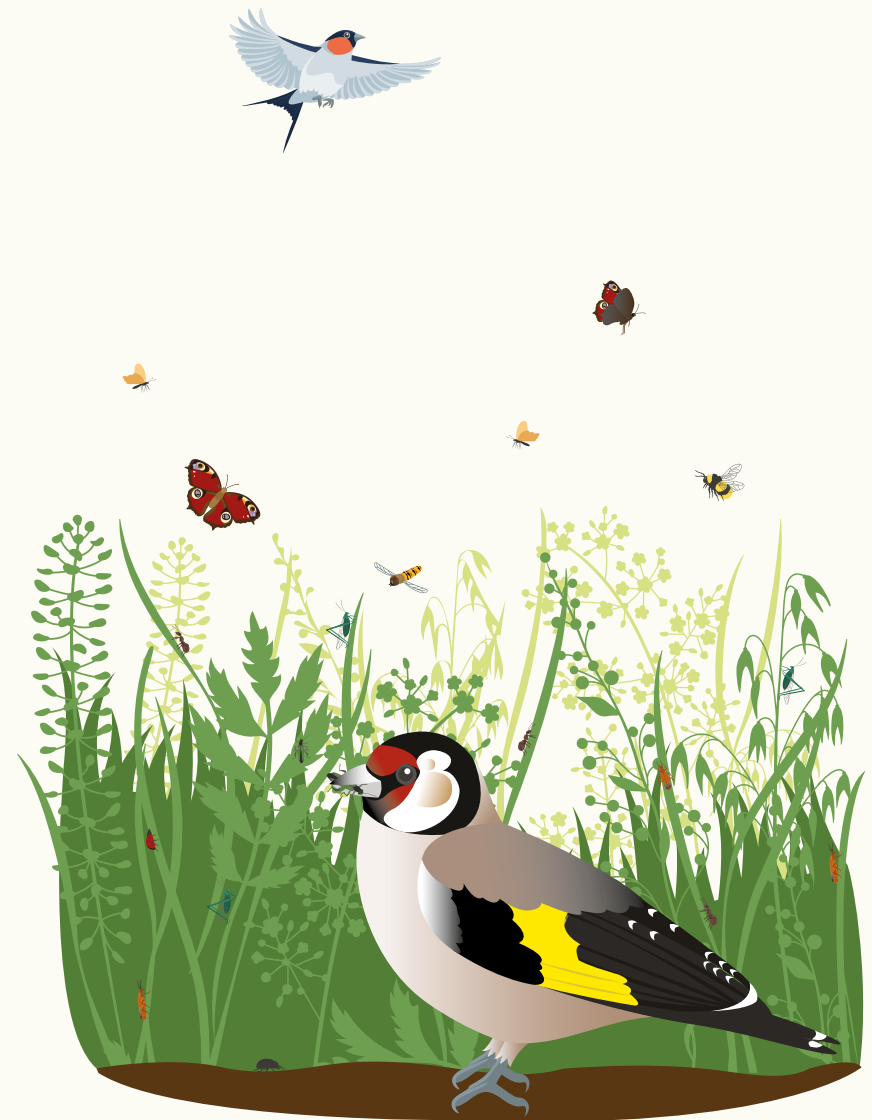
Regularly cut, closely mown grass may look tidy – but it has little benefit for wildlife. Reducing mowing on road verges and amenity grasslands will allow grasses and wildflowers to grow.

To make meadow-like areas, collecting the grass cuttings after mowing is also important. It:

- prevents the build-up of dead vegetation, which can smother delicate plants
- leaves more exposed ground to allow seeds to grow
- reduces soil fertility, slowing the growth of nutrient-loving coarse grasses that choke wildflowers and finer grasses.

Cutting less often and collecting the cut grass creates a better habitat for 'Them': invertebrates, birds, small mammals, amphibians and reptiles.

This is why we are launching our 'It's for Them' campaign. Our aims are to increase the awareness of the public and the people who manage grass cutting of the benefits for biodiversity of mowing less and collecting the cuttings. We need your support to make this a success and we've created this toolkit and the assets in it for you to use to promote the campaign.



Why is this important?

Nature is beautiful and we cannot survive without it. Our natural environment is in decline and so are the benefits that it delivers. Biodiversity is an essential underpinning element of all resilient ecosystems and is fundamental to our economic, social, environmental and cultural wellbeing.

We are in a nature emergency. Our wildlife is decreasing and we need to act now to save it. Biodiversity is declining globally at rates unprecedented in human history. 1 in 6 species assessed in Wales are at risk of extinction. 97% of traditional lowland grassland meadows in Wales and England were lost between 1930-87.

Changing how grass is cut and collecting the cuttings, over time, can create more native wildflower-rich meadows in amenity areas and along roadsides. This will help combat both the nature and climate emergencies by supporting wildlife, enhancing ecological connectivity, storing more carbon in our soils and building more resilience to environmental change.

Road verges or amenity grasslands may be the only regular contact some people in Wales have with nature. Having more native wildflower areas will enhance local character, visual interest and our health and wellbeing.

Changing how public authorities cut grass can help meet legal obligations under the section 6 biodiversity duty of the Environment (Wales) Act 2016.



How you can help

We would like you to get on board with the 'It's for Them' campaign and modify how you manage your grass to make road verges and amenity grasslands more wildlife friendly.

We want your help to spread the word about the 'It's for Them' campaign by sharing content with your networks. With your support, we can encourage more people to change mowing practices and help save our biodiversity.

We have included suggested social media messaging in this pack. If you share messages, please tag us and include our hashtag #ItsForThemNature.

Also, if you are not doing so already, you could follow and like us on these social media channels:

 [@WGClimateChange](https://twitter.com/WGClimateChange)

 [@welshgovernment](https://www.facebook.com/welshgovernment)



Campaign Materials

We have a suite of materials to promote the campaign and encourage people to get involved.

Campaign promotional resources for stakeholders can be downloaded from:

gov.wales/its-them-campaign-stakeholder-toolkit

Many organisations across Wales can be responsible for managing road verges and green spaces. The resource material allows you to add your logo/s, web links and contact details. It is important that you add your details as this will help people understand who is managing their local grasslands.

Resources include:

- Social media posts
- Printable sign templates (to add your logos and details to) suitable for a variety of situations and available in portrait or landscape, at a number of sizes:
 - Road verge (A4, A3 and A2)
 - Smaller green space (A4, A3 and A2)
 - Larger green space with varied grassland management (A3, A2 and A1)
 - Larger green space managed as a meadow (A3, A2 and A1)
- Infographic template (to add your logos and details to)
- Short leaflet with a few Frequently Asked Questions (FAQs) template (to add your logos and details to)

Local Places for Nature is a Welsh Government programme, creating 'nature on your doorstep'. One of Local Places for Nature's aims is to improve grassland areas for biodiversity. It provides funding for capital projects for not-for-profit land managers in Wales, for example:

- local authorities
- community and town councils
- housing associations
- schools
- NHS
- others who manage not-for-profit grassland

To help people to take action, Local Nature Partnership (LNP) coordinators operate Local Places for Nature funded actions in your area. Funding for signage and interpretation is an eligible cost for Local Places for Nature projects led by an LNP coordinator. Please discuss with your LNP coordinator to see if this is applicable for your project.

Campaign Messaging

Noticed your local road verge and amenity grasslands haven't been cut? There's a reason! It's for them – to protect and support wildlife
[#ItsForThemNature](#)



Seen one of these signs on your local road verge or amenity grasslands? It's for them – to protect our wildlife these areas may not be cut until late summer
[#ItsForThemNature](#) [link to sign image]

{Add website URL}



To protect and support wildlife, your local road verges and amenity grasslands may not be mown until late summer [#ItsForThemNature](#)

Find out more here [infographic]



Did you know regularly cut, closely mown grass on our road verges has very little benefit for wildlife? That's why you may have seen your local verge hasn't been mown this month [#ItsForThemNature](#)



Regularly cut grass may look tidy but it does very little to protect our wildlife. Over the summer, we are not cutting some road verges to help wildlife
[#ItsForThemNature](#)



We are in a nature emergency and have to act now. That is why you'll see road verges and amenity grasslands in your local area uncut at the moment so we create better habitats for wildlife
[#ItsForThemNature](#)

