

Business outline
Seed Initiative



What is the Seed Initiative?

'Seed Initiative' aims to support and work in collaboration with communities on new housing developments to wild a slice of their garden, no matter how big or small.

What do we mean by 'wild'?

Definition - (of an animal or plant) living or growing in the natural environment; not domesticated or cultivated.

For us it's to allow areas of grass, unmaintained areas, soil or event pots to be planted with wildflowers (of all kinds) to attract a wider array of insects and wildlife.

Why now?

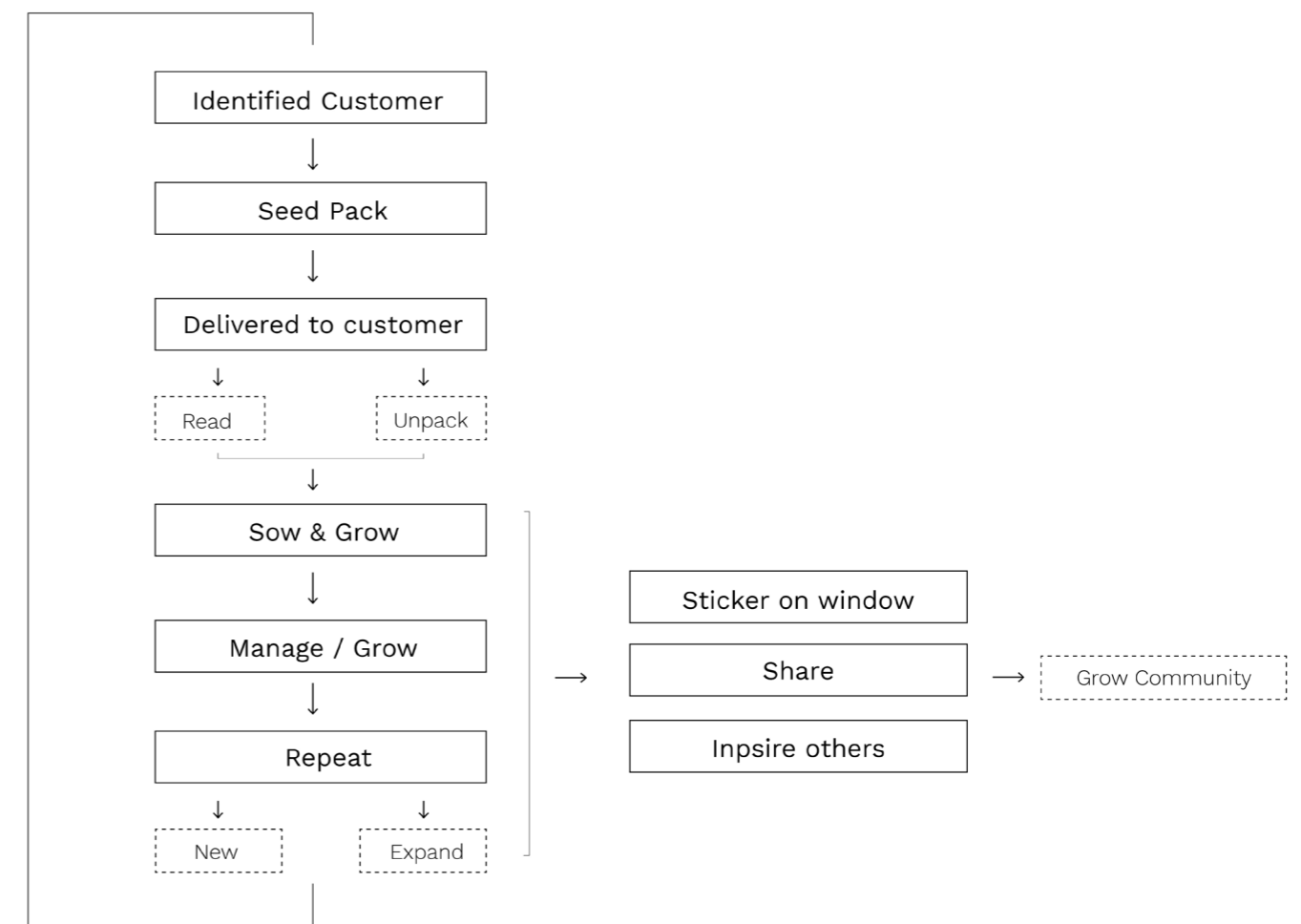
From first hand experience on the housing development I live there is a clear lack of planning put in to include 'wild' and 'green' areas within housing developments. Where green areas have been put in they are laid to grass. The Wildlife trust also supports this and says, "developments have often missed opportunities to make neighbourhoods more natural, and damaged what was already there" with an NHBC report sharing " Wildlife in the UK is undergoing rapid change, with 58% of species having declined in abundance since 1970, and 15% of species at risk of extinction from Great Britain. Such changes can have far-reaching ecological impacts and represent a loss of our shared natural heritage. - NHBC report

How will the 'Seed Initiative' work

The seed initiative will collaborate directly with residents on new housing developments to support them in wilding a slice of their garden. This will start with residents being given a 'new seed pack' which contains a mini guide, wildflower seed pack and sticker. Each pack will allow residents to plant their seeds where they have space.

Once residents have planted their seeds we encourage them to maintain, capture and share the journey of their mini meadows using our hashtag across social media #homegrownmeadow

This will allow us to capture and share beyond each community and encourage others to initiate their own seed journeys



What we know so far...

Feedback from those within my immediate community
(Westbury, Wiltshire, UK)

“Hi, i have not seen barrat do anything like this. However, it would be great if we as a community did - small things can make a change. Such as wild flowers to replace lawns, and choosing bee friendly plants” – Claudia Cristina

“If they had any care when regarding wildlife around and in the estate they would have done similar spaces in between the properties with green areas like in the houses on the Lidl side... Where you have some green areas in between the properties and not only where are field draining trenches” - Tiago Roque

“Personally I feel we need a lot more trees in the area, my wife and I have recently added a few more trees to the hedge behind us. It would be nice if the traffic could be screened off with shrubs and trees at the entrance to the estate eventually, it would help with carbon emissions and create a better habitat for wildlife” – David Cook

Within the small community I live on it has been identified that not enough is being done to support the wildlife within a new development. Many residents are having to create this areas themselves (within their gardens) For example Donna Cook on the development talks of her garden:

“We have lots of bee and butterfly friendly plants in our garden, about 8 bee boxes which are nearly full and lots of different butterflies visiting, we have a pond with dragonflies, damselflies and lots of water bugs.. I would love a hedgehog arch but that would let the otters in so we can't unfortunately. I've seen bats flying in the early evening so a few bat boxes would be great on the estate. I think the other side at White horse have a bat run”

Outside of my immediate community there is ongoing discussion on a national level with the Wildlife Trust saying “developments have often missed opportunities to make neighbourhoods more natural, and damaged what was already there” They have worked with Urban green who have put together a digital illustration outlining a vision for a housing development.

On the positive side of this there is projects which have been completed and are planned in favour of greener spaces within new developments. This comes with innovative ways of building houses, communal spaces being prioritised over roads and communities using existing infrastructure to provide for the location. One project which highlights this is Marmalade Lane, Cambridge (Img.1). A development which focuses on the people and not profit, also boasting a car free zone, the space for cars is used for social space to meet and play. Why can't more development put people before cars? Or less off. For example on my development there is no tree lined streets or car spaces which allow for wildlife to grow.



Img.1 Marmalade Lane, Cambridge



Wildlife Trust - Housing Vision Illustration

Intended Audience:

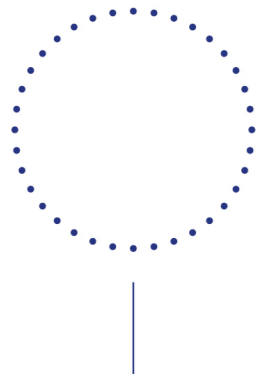
Within each – 14-50 (rough guide) from feedback. This needs to cover families, young couples.

First stage – The community living on Millbrook Housing Development within Wiltshire, Westbury. – This being due to me living here and identifying a need on this development and a lack of ‘natural’ areas.

Channels of communication – In person and social media (future development of a website / app solution to document and share)

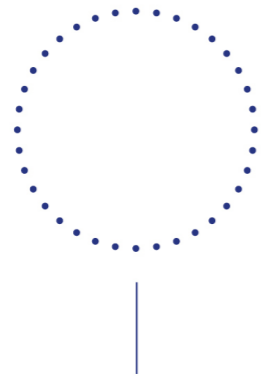
Second Stage – New housing development communities outside of my locality (each development will have different areas they’re in)

Third Stage – Connect with those outside of housing developments to build a wider community keen to introduce wildlife back into their gardens.



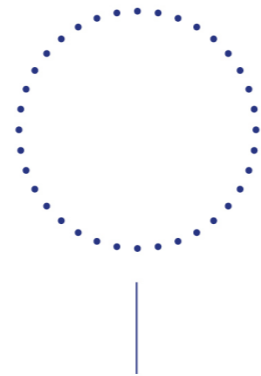
Development of brand and accompanying assets

Target audience engaged

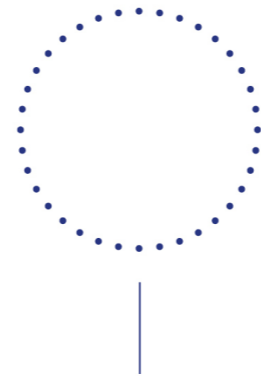


Lo-fi welcome pack created and designed ready for testing

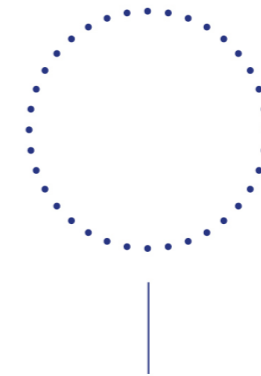
Social media set up - ready for sharing / updates



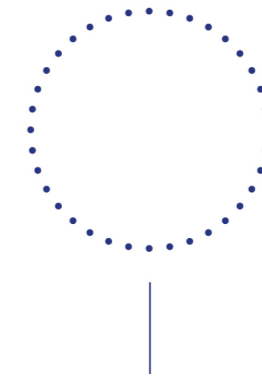
X amount of community residents ready to test and communicate back



Gather feedback from initial hand outs. (imagery)



Monitor and keep in contact with residents encourage sharing



Expand on X amount of community who are taking part.

