

7 ENVIRONMENTAL CONTINUED

CASE STUDY

POLLINATORS IN CARNABY

Following the launch of the Wild West End biodiversity collaboration with other property owners, Shaftesbury has implemented a pollinator project across Carnaby. Initiatives include installing 25 mixed-species sedum pods on roofs and planting pollinator friendly species in 635 window boxes, 98 planters and 46 hanging baskets.

Encouraging bees and other pollinators back into London's West End

Creating opportunities for residents, visitors and workers to enjoy nature

Shortlisted for CIRIA's Big Biodiversity Challenge Pollinator Award 2016

“ When biodiversity is planned, our initiatives prove nature can thrive in urban environments. Our Pollinator project in Carnaby shows that even small scale enhancements, such as sedum pods, hanging baskets and window boxes, can enhance biodiversity and create a better environment for people. ”

Penny Thomas, Company Secretary

BACKGROUND

Shaftesbury set an objective to increase the number of biodiversity features across the portfolio in 2016. The focus is on supporting pollinating species. Not only are pollinators, such as bees, popular with people, they also provide vital ecosystem services, pollinating food crops and flowers. However, many pollinator populations are in decline across the world.

ACTIONS

The pollinator project in Carnaby was coordinated by Shaftesbury's management team and implemented by the estate team.

Through the project, 25 sedum pods were installed on roofs. The 1m² pods comprise up to 12 species of sedum for optimal year-round performance. A coarse substrate of recycled organic material acts as a growing medium, all contained within a lightweight, 100% recycled plastic tray.

In addition, pollinator friendly species were planted in 635 window boxes, 98 planters and 46 hanging baskets across Carnaby. The seasonal planting regime includes:

- **Summer:** nectar rich flowering plants, such as geranium, fuchsia, lobelia, bacopa and salvi.
- **Winter:** perennial evergreens, such as ivy, lavender and buxus, with seasonal flowering plants for colour.
- **Spring:** primulas added to provide a food source for bees early in the season.



To engage with the local community, Shaftesbury promoted Wild West End and the Pollinator project during the 2016 Carnaby Street Eat event. Hundreds of visitors to the food festival found out more about the importance of enhancing habitats for pollinators and picked up free sachets of seeds for pollinator friendly plants. They were also able to sample honey from beehives on roofs in Covent Garden.

The newly planted sedum pods, window boxes, planters and hanging baskets create small areas of habitat, which provide stepping stones to larger green areas nearby. These include a well-established green roof at 26 Carnaby Street, installed in 2010. At 22 Ganton Street in Carnaby, where Shaftesbury's head office is located, there is also an extensive green roof, green wall, wildflower areas, bird boxes and insect hotels.

BENEFITS

The project only began this year, but benefits are already apparent. However, through Wild West End, regular surveys and group objectives are proposed to assess biodiversity enhancements, against a baseline survey undertaken in early summer.

Over time, benefits are expected to include:

- **Ecology:** Encouraging bees and other pollinators back into London's West End by increasing food sources, creating green stepping stones and raising community awareness of the importance of habitats for pollinators.
- **Wellbeing:** Creating new opportunities for residents, visitors and workers to enjoy nature in London's West End, fulfilling the instinctive bond between humans and other living systems.
- **Community engagement:** Through events such as Street Eat, enhancing Shaftesbury's reputation with people living and working around this iconic area of London
- **Staff engagement:** Providing regular updates on the Pollinator project to the Shaftesbury management team, based in Carnaby.