

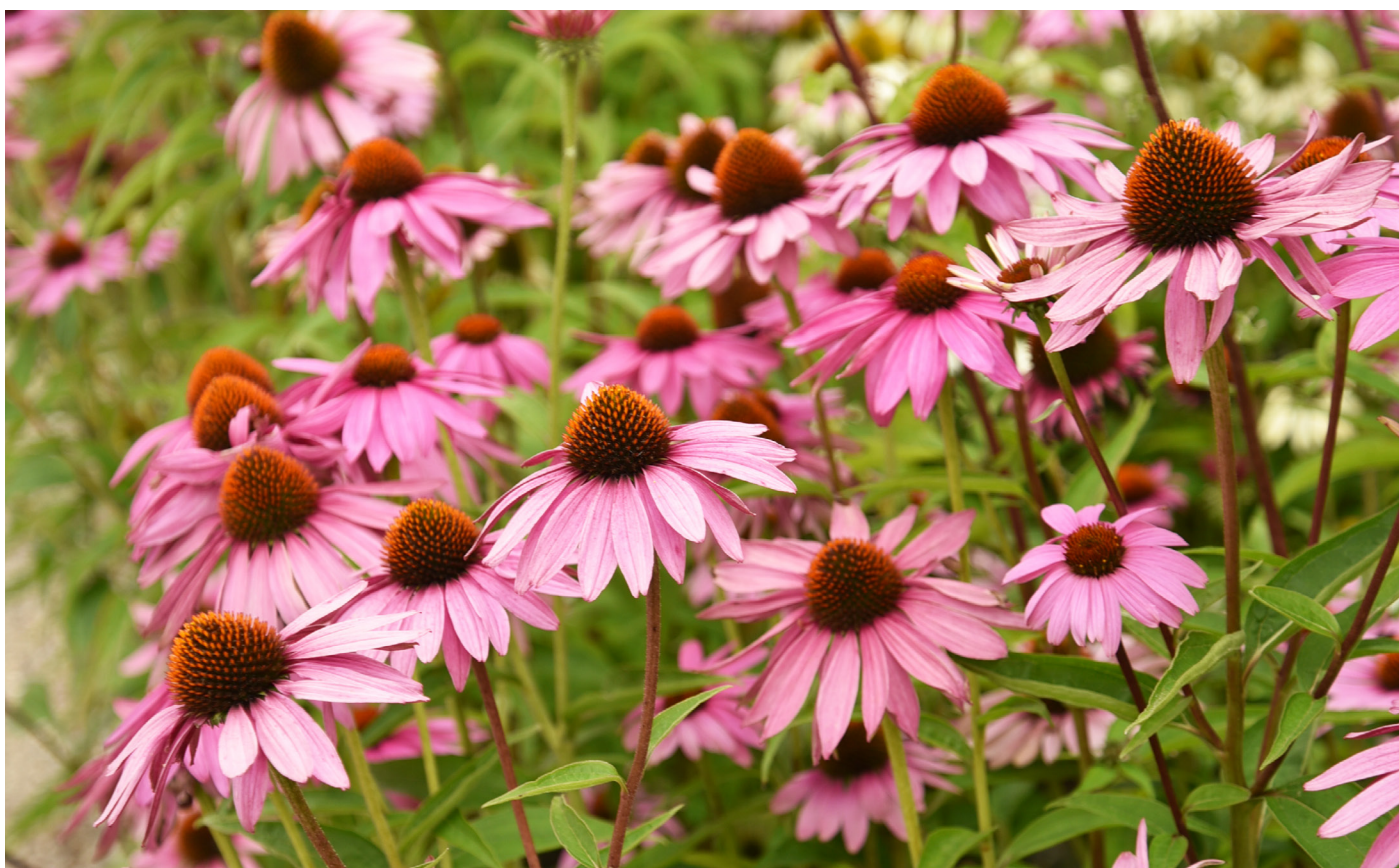


No Mow May

The No Mow May Initiative - An information guide

#NoMowMay is a campaign initiative created by environmental charity, [Plantlife](#), which encourages individuals and organisations to avoid mowing their lawns this May. The purpose of the campaign is to support biodiversity on our own doorstep and to help long grass and native wildflower bloom. idverde is pleased to support No Mow

May, alongside our clients and partners such as the RSPB. Where there are identified community spaces which can benefit from the advantages of No Mow May, we are getting involved and, for a month a year, relinquishing our mowers to let nature breathe. The campaign starts May 1st.



Why is No Mow May beneficial?

With the world becoming increasingly more urbanised, No Mow May aims to help these spaces optimise their potential to support our eco-systems.

Maintaining patches of long grass, no matter how small, allows the growth of pollen-rich wildflowers, which is essential for the health of bees, butterflies, and a whole scope of other species.

- There are over 20 million gardens as well as public spaces in the UK that can boost biodiversity during No Mow May
- As part of Plantlife's annual No Mow May campaign, research found that simple changes in mowing can result in enough nectar for ten times more bees and other pollinators

Did you know the UK has lost around 97% of flower-rich meadows?



What are the benefits of No Mow May on biodiversity?

Biodiversity refers to the variety of living organisms, both plant and animal life, that exists in natural habitats. The intricate relationship between them is critical to the survival of humankind.

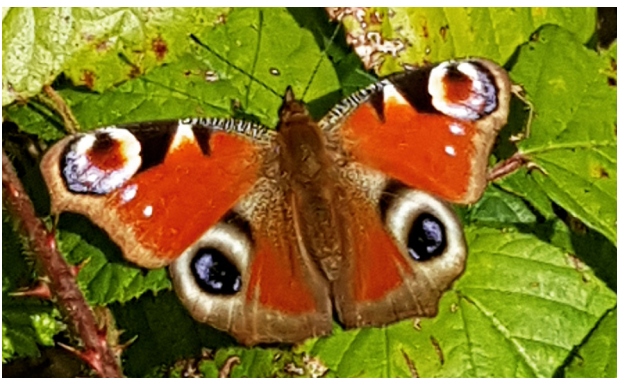
Studies have shown the significant relationship biodiversity has with the health of our planet. From supporting pollination, water purification, and carbon sequestration, to reducing urban heat extremes and locking away atmospheric carbon below ground, biodiversity within our natural world is integral to our existence.

No Mow May impacts many people living, working and visiting community areas. It can be difficult to balance the needs of everyone. Planning and explaining the benefits, while accepting some challenges during the month, can help ensure everyone understands and can support the aims.

What are the benefits and challenges of No Mow May?

What does No Mow May achieve?

- Promotes biodiversity by allowing wildflowers and plants to grow to their full potential giving them time to fertilise and seed
- Creates colourfully-rich environments in often urban areas
- Supports pollinators such as bees, butterflies and more
- Allows local authorities and private landowners the chance to take a clear and visible action to strengthen biodiversity in their areas
- Getting involved could help with mental health issues and create opportunities to get together to create a more sustainable and resilient environment which supports our diverse wildlife



Are there challenges to No Mow May?

- Unkept green spaces can appear as messy or unsightly to some
- It can hinder other uses of the shared space, where people want to play games, or sit and relax. Usually, contractors like *idverde* ensure paths are cut through the taller grass areas so the people can still walk comfortably while enjoying spotting the extra wildlife they might see
- Long grass areas may increase the volume of pests and weeds which can require human intervention to remove
- Leaving some areas uncut may not always be suitable for all areas, particularly areas of high foot traffic and areas that might pose risks to health and safety
- It can appear a cost cutting exercise as councils appear not to have to employ contractors during May. This is a false economy as the number of cuts and contractual obligations are usually set out at the start of the year and not impacted by No Mow May
- In fact, if the grass gets too long during May, cutting with electric equipment becomes more difficult and sometimes traditional tools have to be brought back into service

What is the general public response to No Mow May?

Since its inception in 2019, No Mow May has gained widespread support from the public, environmental groups, and local councils.

Many see No Mow May as an opportunity to reconnect with nature and appreciate the natural beauty of unkept gardens and green areas, whilst supporting biodiversity and natural ecosystems. Loveable documentaries, such as David Attenborough's Wild Isles, increasingly bring valid concerns to the forefront of the public's mind. More and more local authorities and private landowners are getting involved, inspiring and demonstrating a positive interaction with the natural world around us.

In part, the simplicity of refraining from mowing means getting involved is very accessible and low effort by everyone. Everyone can get involved, either by supporting the initiative in their public areas, or

not mowing their own gardens, making taking part easy to do.

At times, some negatively (and incorrectly) perceive the initiative as a cost-cutting exercise for some councils, or find the long grass and native wildflowers to be unsightly, or difficult to play sports or walk dogs in. However, the consensus is that the benefits make the initiative worthwhile, not just for the wildlife benefits but also as a way to inform and get the public involved in ways to make a difference.

With the right messaging and encouragement, we believe that the majority of the public will welcome the campaign.

No Mow May In Action: During the month of May, companies like *idverde* work with clients and partners to:

1. *Reduce the frequency of mowing in parks, verges, and other green spaces*
2. *Consider planting wildflowers and other pollen-rich plants in parks, on roundabouts, and other public green spaces*
3. *Create wildlife corridors to connect green spaces in urban areas*
4. *Engage the public by promoting and spreading the importance of biodiversity*
5. *Limiting cutting back hedge rows or ensuring they are cut at the optimal time of year will reduce the risk of disturbing nesting birds, especially during spring when animals are rearing their young*



How do we encourage the public to get involved?

Raising awareness and educating people about the significant importance of biodiversity could incentivise the public not to mow their lawns in May. Providing key information on how to identify wildflowers and the role they play in wildlife could spark natural interest.

This can include educational programmes and community events such as wild seed planting walks, bug hunts, or encourage garden owners that even the smallest patch can create great biodiversity rewards.

Getting schools involved could educate children on how to look after the environment as well as create fun activities they can get involved in.

Encouraging and partnering with local businesses has the potential for further helping spread awareness of the campaign whilst promoting community engagement within the local economy.



For more information and resources, please go to www.idverde.co.uk/projects/no-mow-may/

Address Octavia House, Westwood Business Park, Westwood Way, Coventry CV4 8JP
Phone 02476 405660
Email marketing@idverde.co.uk

