

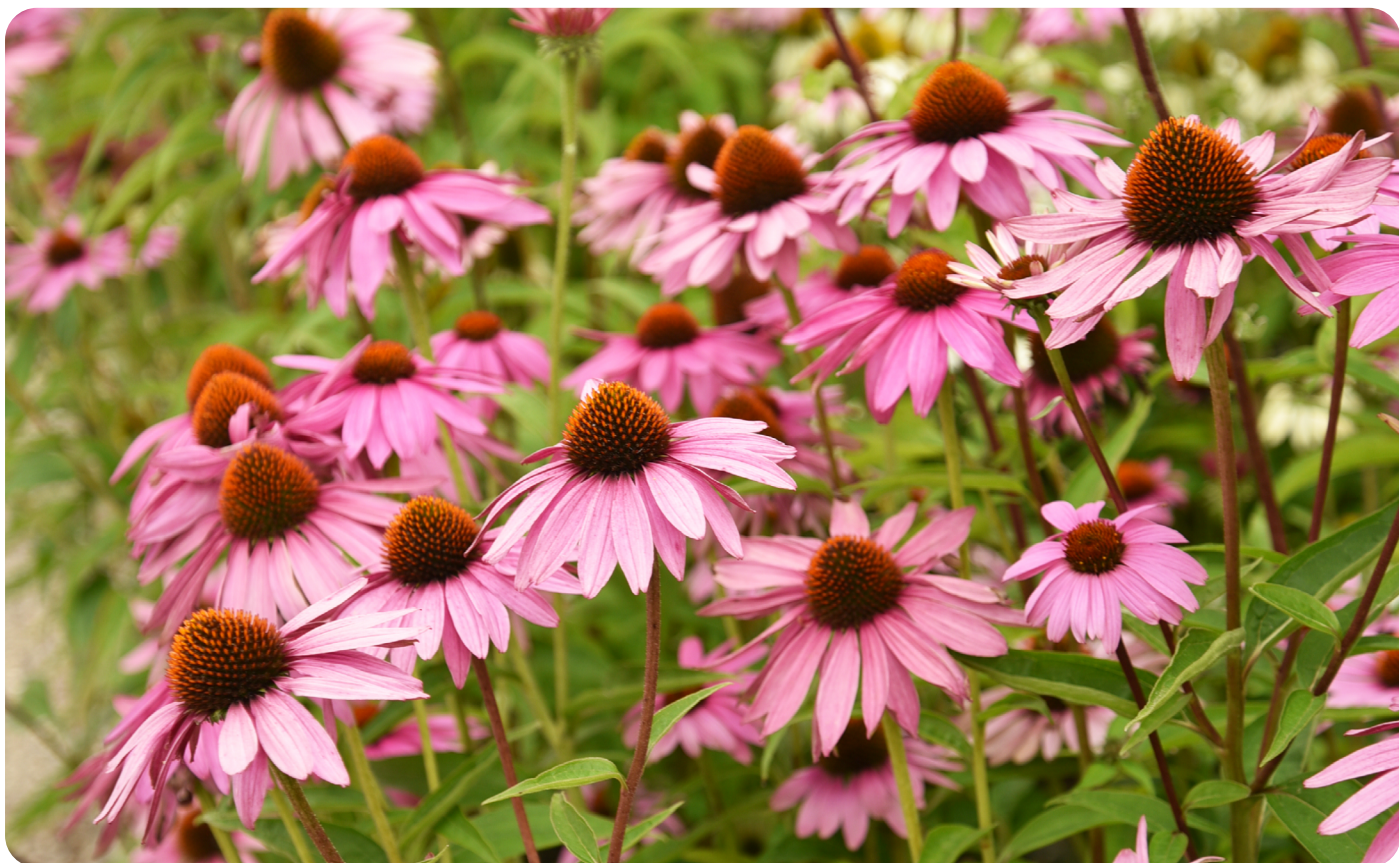


No Mow May

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 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.

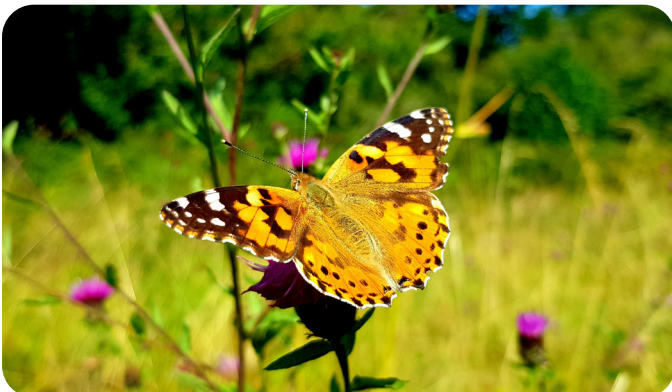
What are the benefits and challenges of No Mow May?

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.



Please find attached a helpful press release for your local authority to use to explain the benefits of Plantlife's No Mow May.

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



Press Release

30.04.25

For immediate release

[Local Authority] and idverde partner up to promote biodiversity during No Mow May

This May 1st, No Mow May will be back in action across the UK. No Mow May was created by environmental charity, Plantlife, to encourage individuals, local authorities and organisations to avoid mowing their lawns this May.

The UK's leading provider of grounds maintenance and landscape creation, idverde, will once again be working with **[Local Authority]** to support local eco-systems by relinquishing the mower in key habitat areas across the borough.

The purpose of the campaign is to support the enhancement of biodiversity within our back gardens and other key areas across the locality with untapped potential, promoting wildlife, growth and development.

That's why **[Local Authority]** is working with idverde again this May to provide nature a little boost by reducing the frequency of grass cutting in parks, verges and other green spaces.

Creating wildlife corridors to connect green spaces, limiting the cutting back of hedgerows to reduce the disturbance of birds rearing young, and encouraging public participation in the campaign are steps that local authorities across the UK are taking to support No Mow May.

With the UK having lost 97% of its flower-rich meadows since the 1970s, it's clear the world is becoming increasingly more urbanised. No Mow May aims to tackle this problem by optimising and supporting our ecosystems that are integral to humankind's relationship with the natural world. Encouraging patches of long grass and unkept lawns, no matter how small or messy-looking, allows the growth of pollen-rich wildflowers which is essential to the health of bees, butterflies, and a wide scope of other species.

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.



Getting communities to engage and get involved could create opportunities to get together to nurture a more sustainable and resilient environment which supports our diverse wildlife.

idverde is dedicated to promoting biodiversity. As part of this commitment, the company actively participates in No Mow May whenever possible. The team collaborates closely with clients to identify the most effective ways to implement this initiative.

At Queen Elizabeth Olympic Park (QEOP) for example, *idverde* took part in Plantlife's No Mow May in 2024 by trialling the initiative on a formal lawn area known as "the lenses" at Mandeville Place. Despite never having been seeded, the area surprised everyone with the emergence of 18 wildflower species, including the Park's first recorded Bee Orchids. Inspired by this success, the lenses have now been reclassified and are maintained as meadow habitat to support greater wildlife diversity.

Tom Bellamy, RSPB Biodiversity Advisor at QEOP, says: "In 2024 we decided to take part in Plantlife's No Mow May as whilst we have lots of unmown meadow areas, our formal lawns have always been maintained as such. We selected an area on Mandeville Place called the lenses which are circular islands of striped lawn interspersed with some fruit trees. The lenses were left to grow long throughout May, and we were shocked when so many wildflowers came up despite these areas not being previously seeded. In total 18 wildflower species were recorded including Bee Orchids, the first year they had been recorded at the Park! Due to the success of the No Mow May the areas have been changed from formal lawns to meadow areas and are now maintained as such, increasing their value for wildlife."

So, what are the benefits of No Mow May?

- No Mow May promotes biodiversity by allowing native wildflowers and plants to grow to their full potential giving them time to fertilise and seed
- It creates colourfully-rich environments in often urban areas
- It supports pollinators such as bees, butterflies and more
- Taking part not only helps the environment but allows you to enjoy the results first hand
- It requires zero effort. Put your feet up and don't mow your lawn. Simple!

How do you get involved with No Mow May?

It's important to research the impact mowing has on biodiversity, and how it might affect native species in your area. Not all grassy areas are suitable for No Mow May, and areas such as verges or patches of grass close to roadsides require maintenance to ensure safe sightlines for road traffic.

However, raising awareness and educating people on the significance of biodiversity and habitat enhancement is of great importance to **[Local Authority]**, and therefore with over 20 million gardens owned in the UK, the benefits of No Mow May could be extensive to the natural world.

Looking to spring into action this May?

Below are some top tips provided by idverde on how to get involved with No Mow May responsibly.

1. Do not mow your lawn during the month of May
2. Limit cutting back hedge rows. If you do, ensure you cut back at the correct time of the year so to reduce the risk of disturbing nesting birds. Spring is an important time for animals rearing their young.
3. Leave habitat piles and dead wood. They can have huge benefits for biodiversity
4. When dealing with invasive species, take extra care not to spread the problem
5. Cut the long grass once the flowers have gone over and set seed. In practice, this is usually towards the end of summer/early autumn
6. Remove any cuttings. Leaving cuttings on your lawn for too long will encourage the growth of grasses, docks and nettles which will out-compete wildflowers

For more information on the significance of No Mow May and how to get involved responsibly, you can direct your friends and family to idverde's handy No Mow May information leaflet on the website here: www.idverde.co.uk

Or alternatively, visit Plantlife for more information: www.plantlife.org.uk/campaigns/nomowmay

ENDS

About idverde



idverde is Europe's leading provider of grounds maintenance services and landscape creation projects, with an annual turnover of €1bn and in excess of 8,000 colleagues operating throughout France, the UK, Germany, Denmark, Switzerland and the Netherlands. The company offers a holistic range of services to support the creation, maintenance and management of landscapes throughout the UK, working with both public and private sector clients to deliver bespoke solutions for each project's unique challenges. *idverde's* clients in the UK include more than 200 public bodies and 55 housing associations, The Royal Parks in London, the Queen Elizabeth Olympic Park, Glasgow Airport and more than 100 blue-chip private sector businesses such as Vivo and Veolia.

***idverde* UK's Chief Executive Officer is Terry Woodhouse**

Head Office – Octavia House, Westwood Way, Coventry, CV4 8JP Tel: 02476 405660

Media Enquiries – Rhiannan Falshaw-Skelly, Tel: 07766785505, Email: Rhiannan.falshaw-skelly@idverde.co.uk.

Website: www.idverde.co.uk, Instagram: idverdeuk

Facebook: idverdeUK, LinkedIn: company/idverde-UK