

Press Release

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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.

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/projects/no-mow-may

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

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About *idverde*

idverde is Europe's leading provider of grounds maintenance services and landscape creation projects, with an annual turnover of €700m and in excess of 7,000 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 65 local authorities and 67 housing associations, The Royal Parks in London, the Queen Elizabeth Olympic Park, Glasgow Airport and many blue-chip private sector businesses such as Petroineos and CBRE.

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