# **GION'TMOW**, let it

## **STAKEHOLDER MEETING 16 NOVEMBER 2017**



## **1440 ACTIVITY UPDATE:**

- PR & Engagement
- Schools Programme
- Toolkit Development
- The Road Ahead

## PR & ENGAGEMENT PRESS & SOCIAL MEDIA





# BARALL CHARGES, MAL BENEFITS, 'Den't More Let 1 Drug' extention Down Ranny searches for Oungs To Butterts ages on 'Lack's Sensor' Wart, the new bar control growing on a premium Ca Astonic versal

#### Real buzz over discovery of rare bee orchid

#### Political Contemporative

BARE native withfrom has brien discoverent as a Ca-"Il Anteles condiside people that inbeing protouted from mittleg as part of prestrongenetal buildings. The time or this has not here soon in the sense few persons faut to rease madi tent protected paylor the 1985 would be a compliants thanks to Chapterery Coast and Users Council's 'Door's Manie Lett. B Circov' CircleptAge. teached of mericants riveger that are honor to ording more than

reporters grown, shocksons, and they "It's that to explain the jey when estrankned thredelion, the you see executive so totally congrect-basehood significative unreporter and as expandely encourage in sort interally, matter Enry like undricht, hard's dooit trettell. centrificers datal charges: And this welk council staff and to paged dames." subgrowth are existenting the desceivery of Claterize applying - the here on had - a rare whithever,

ND Online The tare plant was disconceed by Don't Many Lot B Canno Solitations first saylor where. Donna Hatery whichest pour tiniterreil in The Joish Nours.

group went," Dissue make last warts Hartert and "The only other playes these and them are the Barretr in Cu Class and Cannumenty Cluait and Glene Reading officer Rectord Bain. wher tests the Desrit Mow Let it Groop Lightations, and offer some "thrilled" with the dimmers.

HOWEVER, its much insuffers in heitig-"It is assaulting the aree Want then project is truly making a othersport

this area for units some than are segmenting tes claime black again,? "It demonstration the hage positive trapact of allowing important. biodimentally projects such as Tital's Most Let 3 Grow' to continue to: work to protect our pative plants

that pate solidlineous not aren to

and pollisators and the wider. continueness by the positive manuferment of nor grasslands." His said the diamonty highlighted How small charges in Assessment can lead to be too fits to line territy and occupations

MONDATINE TITLE BELFANT TELEGRAPH

11

#### Man who mowed roadside verge wildflower haven is urged to grass himself up

#### BY CHEE MACULURIER

THE mant is on for a must in a bline muchan white and armat of with gross and flowers wirely same part of a Thurst Mose, Lat. 's carry' present and Garvegts Kovyconceptalists have spolien and other the grass on the Destructivery Read was out top July 11 despise a sign or the upot warming people you to. It isn't the first time this par-

medar-irone of wild flowers have most moves down since it use. metgomed in 2015. It was used met hart war

CT UPON ...

ICL and NUKA.



growthingle action the Canapany and to the insert life which will

A spation owned for the pro- ward

Don't Most Let B. Great to a will have a detrimorrou effort the instabilized cut the great, but project that focuses on the core- an the verge, durough conting used day some forward and enpercention of acted automs many the flowers and many before plain why, then we have an also hard an road berger and amonthy they have bud most most seed, what the problem of the anal-"If they want to keep how her, Doard and tillens floring t Coars- be smable to complete their like about it, they can contact any systes and are new installer." public representative and so it is supported by the council OCP antipacifier Michaelse partitiones it on their behalf. in partnership with Transport Knight McQaillan unput the "There are other areas in the person responsible to creme fire- cremest area that never have nev Description of P

#### Notable successes with national papers:

Good or bad they are still news







However we need to improve coverage of the project in local papers.





### **Social Media:**

- We continue to be active on Facebook and engagement levels have steadily increased
- Total reach in last 12 months of over 150,000
- Any volunteers to support Donna?



## PR & ENGAGEMENT OUTREACH - EVENTS



## **EVENTS ATTENDED:**

- Airwaves International Air Show
- Bushmills Salmon & Whiskey
- With over 500 people visiting the seed planting and colouring in workshops

# SCHOOL ENGAGEMENT PROGRAMME - PILOT PHASE

grow I





### **Objectives:**

- Deliver awareness of the DMLIG project to a young audience, in an engaging manner
- To generate further traditional media and online awareness (especially locally)
- To provide an online resource which can be promoted to schools across Ireland & the UK
- To create website traffic and engagement



**grow** 

Visiting a school from each legacy area

- Kilrea PS
- St Bridgets PS Ballymoney
- Ballycastle Integrated PS
- Ballykelly PS

- P4 & P5 audience
- Delivered by 1440 staff (a teacher with marketing and engagement experience)
- Accompanied by a DMLIG volunteer (to upskill for future school visits)
- "Meet the Artist" our illustrator Susie will be there to discuss her work with the children





Engagement will consist of:

- An animated film
- Class activity
- Take home activity
- Photos taken at each school will provide newspaper and social media friendly content.



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Bizzy Flo film can be watched without the presentation and will be:

- hosted on the DMLIG website
- watched again by pupils at home
- promoted to schools and networks outside of the area
- shown in classes or school assembly.



## PROJECT LEGACY ONLINE TOOLKIT

### **Objectives:**

grow

Create a searchable resource that will:

- Share knowledge gathered through the pilot project
- Encourage other local authorities and organisations to undertake their own Don't Mow Project
- Provide real-world, illustrative examples of high quality practices







Branding, Signage and Resources	Economic Appraisal	PR & Engagement
View	View	View
Website	Site Survey & Management	Training

## PROJECT LEGACY THE ROAD AHEAD

DON'TMOW, let it

# 

### **Future Plans:**

- Ards & North Down planning a similar project
- Thiepval Barracks adopting a "Don't Mow" area in their new Welfare Garden

# DON'TMOW, let it

#### WHY IT IS ESSENTIAL TO 'DON'T MOW, LET IT GROW'

Did you know that grasses and native wildflowers allowed to flourish will provide homes and feeding for important pollinators such as bees and butterflies? Pollinators play a key role in crop production, providing an important service for everyone.

Natural grassland management Is vital - Don't Mow Let It Grow

Visit dontmowletitgrow.com to learn more about the project and how to get involved

#### PORTANEEVY

Knapwood at Portaneevy

Project Junded



Portaneevy is a rich easis of plants and buzzing insects. An array of typical coastal species are found here throughout the summer including birds-foot trefoil and kidney vetch in early summer. Later in July there is a riot of harebells, knapweed, bush vetch and meadow vetchiing, especially along the roadside.

manages over 40 sites on road

This partnership project, funded by the Heritage Lottery Fund, is

supported by a team of volunteers who help make these areas thrive.

Volunteers are essential for the day

to day management of this project.

YOU can help make a difference,

visit our website to find out how.

verges and in council parks.

CHANGE A LITTLE. **IMPROVE A LOT** 

Small changes in management give big benefits to biodiversity & ecosystem services

#### SEEN AT PORTANEEVEY SEEN WITHIN THE PROJECT

7-spot ladybird





6-spot burnet



Meadow vetchling Common spotted orchid

Yellow rattle





White-tailed bumblebee







Small tortoiseshel











Look out for the Don't Now signs, these mark the signs that are being managed for the benefit of our rackwell biforeets and collinators. dont mowist it grow.com



# DON'T MOW, let it