



DON'T MOW let it
grow

STAKEHOLDER MEETING

16 NOVEMBER 2017

1440 ACTIVITY UPDATE:

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

PR & ENGAGEMENT PRESS & SOCIAL MEDIA



Notable successes with national papers:

- Good or bad they are still news

DON'T MOW let it
grow



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

DON'T MOW. let it
grow

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?

A woman with blonde hair in a bun and sunglasses is sitting at a table, drawing. Three children are also at the table: a boy in a blue shirt standing and looking at a jar of pens, a girl in a pink shirt sitting and drawing, and a boy in a grey shirt with a red backpack sitting and smiling. The table has a white cloth with colorful polka dots. In the background, there is a grassy field, trees, and other people. A dark green banner is at the bottom with white text.

DON'T MOW. let it
grow

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

DON'T MOW. let it
grow

SCHOOL ENGAGEMENT PROGRAMME - PILOT PHASE



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

Meet Bizzy Flo:

Visiting a school from each legacy area

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

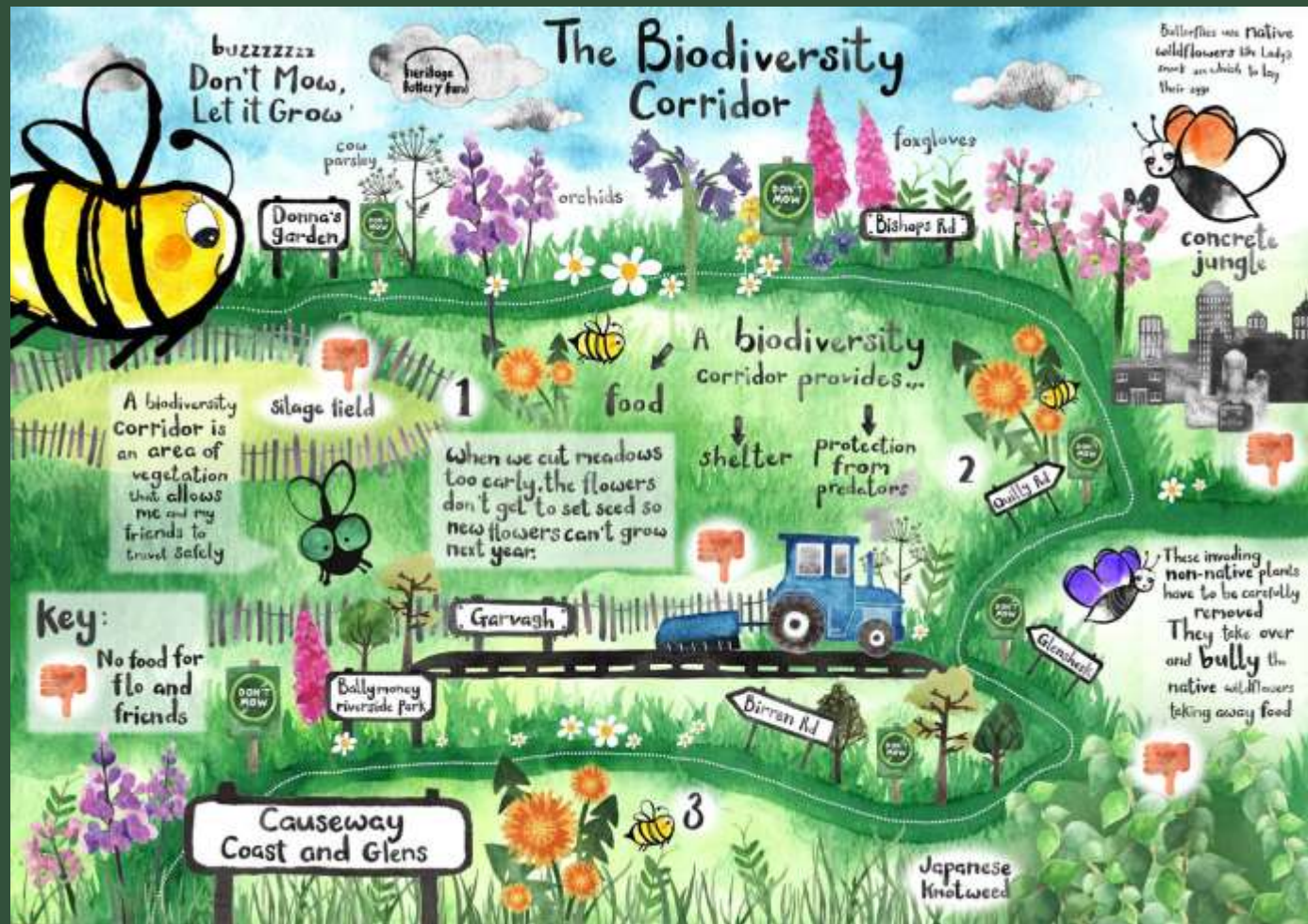
Meet Bizzy Flo:

- 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

Meet Bizzy Flo:

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.



DON'T MOW. let it
grow

Meet Bizzy Flo:

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.

DON'T MOW let it
grow



PROJECT LEGACY ONLINE TOOLKIT

Objectives:

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



DON'T MOW LET IT GROW

Online Resource Toolkit

Search

Branding, Signage and Resources

View

Economic Appraisal

View

PR & Engagement

View

Website

Site Survey & Management

Training



DON'T MOW let it
grow

PROJECT LEGACY THE ROAD AHEAD



DON'T MOW let it
grow

Future Plans:

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

DON'T MOW, let it
grow

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

manages over 40 sites on road verges and in council parks. 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.

Visit dontmowletitgrow.com

to learn more about the project and how to get involved

PORTANEEVY



Knapweed at Portonovo

Portaneevy is a rich oasis 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 vetchling, especially along the roadside.

CHANGE A LITTLE,
IMPROVE A LOT

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

SEEN AT PORTANEEVEY



6-spot burnet



Meadow vetchling

SEEN WITHIN THE PROJECT



7-spot ladybird



Common spotted orchid



White-tailed bumblebee



Yellow rattle

Small tortoiseshell

DON'T MOW, let it
grow



This project is a
partnership between:



Look out for the Don't Mow sign, these mark the sites that are being managed for the benefit of our native wildflowers and pollinators.

dontmowattagrow.com



Intergovernmental

DON'T MOW, let it
grow

A stylized illustration of green grass with yellow tips, growing upwards from the center of the white letter 'o' in the word 'grow'.