

Case Study

# Enhancing biodiversity.

Popley Fields Residential Development, North Hampshire



**WILDFLOWER TURF**<sup>®</sup>  
*the first name in wildflower turf*



# Case Study: Popley Fields Residential Development

**Date:** May 2009

## Interested parties:

Wildflower Turf Limited, David Wilson Homes, Hickman Bros Landscape Contractors, Natural England, The Landmark Practice.

## The brief:

The Marnel Park Housing Development, undertaken by David Wilson Homes, extends to some 32.2 hectares on the northern edge of Basingstoke, North Hampshire.

The development incorporated a Site of Importance for Nature Conservation (SINC) supporting a breeding population of great crested newts. As a result planning permission included a provision for a S106 Agreement to include a Protected Species Management Plan.

A great crested newt mitigation strategy, providing high quality habitat and connectivity to open countryside, was considered a key part of the development plan.



## The work:

Part of the development plan included laying 6,000m<sup>2</sup> of wild flower meadow, using Wildflower Turf, for a dispersal corridor between existing ponds and the meadows as newts require suitable terrestrial habitat all year round.

## The results:

Four years of post-commencement monitoring data by The Landmark Practice has shown that the development is not having a detrimental effect on the great crested newt population. There is strong evidence that the newt population may even be increasing and thriving.

The wild flower area established quickly and successfully in 2007 allowing the development to proceed at a pace suitable for all parties. The species-rich wild flower area now requires little maintenance, provides a tranquil, colourful and peaceful area for residents and has created an excellent habitat for the newts to thrive in for years to come.

Interpretation Boards informing the local residents of the importance of the habitat communicate a positive message for all involved in the development, and help to contribute to a strong sense of belonging for those living in the housing development.

## Key facts:

Research by Wildflower Turf Limited has shown that a wild flower environment attracts up to five times as many bugs as a comparable grass lawn monoculture.

Miles King of the Grasslands Trust states that wild flower and grasslands are up to twice as effective at carbon capture as some woodland environments.

*Useful Reference:* IEEM article 2009 (available from Wildflower Turf Limited).





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