



# Surrey's Wildflowering Project

# BIO-DIVERSITY

“Biodiversity is the variety of all life on Earth. It includes all species of animals and plants – everything that is alive on our planet. Biodiversity is important for its own sake, and human survival depends upon it.”

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Scientific research has now highlighted that Climate Change poses a major threat to our planet. The effects of this are being seen by a reduction in indigenous insects.

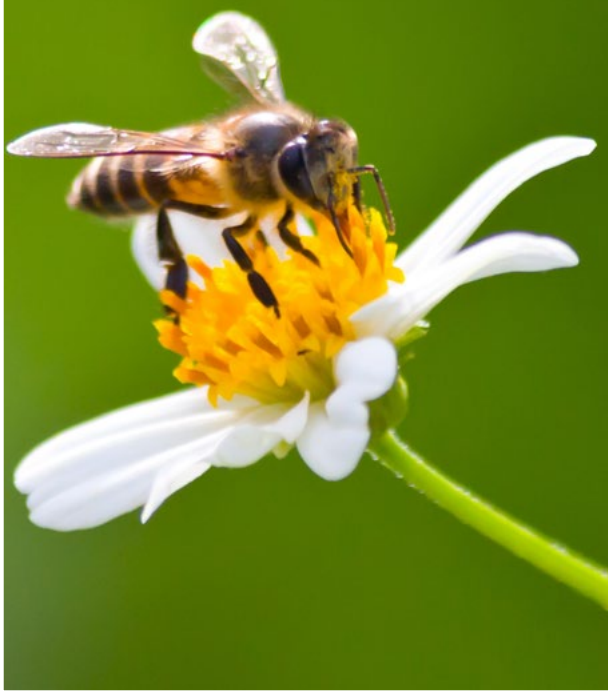
In an attempt to reverse this trend, roadside wildflower meadows are springing up across the UK and helping wildlife in a big way. As well as encouraging bees, butterflies and other insects to flourish, the sight of a wildflower verge has an uplifting effect on all who see the flowers.

**Biodiversity is a key element of the vision of a sustainable borough/district and wild flowering has an important role to play in this respect.** In recent years several Surrey Councils have worked with local groups to incorporate wildflowers into greenspace that would otherwise be unused. For example, on selective roundabouts in boroughs or districts and along highway verges.

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**CAN YOU AFFORD  
NOT TO GET  
INVOLVED?**

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*Before and after of a wild flowered verge from Sheffield & Rotherham Wildlife Trust, Sheffield Living Highways Project.*

**The Surrey's Wildflowering Project's** aim is to build a partnership that enables wildflowering in our county as well as promoting and celebrating the boroughs'/districts' diverse countryside and urban environments.

We cannot deliver this vision on our own – collaborative working with partners will be essential in achieving the objectives. Together we can positively influence the natural environment of our county for generations to come.

A photograph of a paved road with a white shoulder line. In the foreground, there is a flower bed with various colorful cosmos flowers in shades of red, pink, yellow, and purple. The background is slightly blurred, showing green trees and utility poles under a bright sky.

**LET'S POSITIVELY  
INFLUENCE OUR  
NATURAL  
ENVIRONMENT**

**WE ARE SEEKING BOTH  
VOLUNTEERS AND SPONSORS  
TO DELIVER OUR VISION  
FOR WILDFLOWERING  
THROUGHOUT SURREY**

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**FOR FURTHER INFORMATION ON HOW YOU  
CAN BECOME INVOLVED, CONTACT US:**

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The Wildflowering Project would like to thank  
Surrey County Council for their support and  
Charles Russell Speechlys, Guildford Office  
for their sponsorship



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