



**PRESS
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NEW HOME FOR POLLINATING INSECTS

Little Lakes Holiday Park near Bewdley has created a new wildflower meadow to provide essential nectar and pollen to our declining insects. The meadow which has been created with advice from West Midlands Butterfly Conservation shows just what has been lost from our countryside in recent years but also what steps can be undertaken to reverse declines. The Wildflower Meadow is one of 10 Places for Pollinators that West Midlands Butterfly Conservation will be helping to create in different parts of the region over the next two years. The Places for Pollinators project aims to encourage people to create habitats in their gardens or at workplaces that are filled with plants and flowers rich in nectar and pollen.

Mike Williams, Publicity and Marketing Officer for West Midlands Butterfly Conservation said: “Areas such as these can never replace the loss of natural habitats, but we can all play a part in providing places for bees and butterflies by growing plants that are rich in nectar and pollen. Even the smallest of gardens have a part to play and just a window box or a plant pot full of nectar-bearing plants can supply a vital feeding station for insects.

In larger gardens, nectar and pollen can be provided throughout the season and there may be opportunities to include plants on which butterflies and moths can lay their eggs. Wildlife friendly gardening is not just about choosing the right plants; it is also about avoiding herbicides and pesticides and not using peat-based composts.”

Mike added: “We’re delighted that Little Lakes Holiday Park has joined our Places for Pollinators campaign and hope that their wildflower meadow will show what can be achieved in a relatively small area while inspiring others to follow their example.

A special butterfly and moth seed mix has been sown which contains wild flowers and grasses specially chosen to attract pollinating insects. Wild flowers include Bird’s-foot Trefoil, Ox-eye Daisy, Knapweed, Teasel and Scabious which are rich in nectar, while grasses like Cocksfoot, Yorkshire fog and Common Bent will encourage a number of species to stay and breed.”

Nick Fernihough from Little Lakes said: “We have always been keen to attract wildlife to our Holiday Park and we know it is something our visitors really appreciate. We can’t wait to see what a beautiful area this will become. Even if you don’t have space for a wildflower meadow, much can be done in a smaller garden and scattered around Little Lakes are a number of smaller plots that have also been planted up with wild flowers.”

Since the 1940s, 97% of wildflower meadows have been destroyed. This decline has damaging effects on wildlife like bees, butterflies and moths which rely on wild flowers to complete their life cycle. It also affects people because of our reliance on insects to pollinate the plants that provide the food we eat.

ENDS

NOTES TO EDITORS:

1. **Butterfly Conservation** is the largest insect conservation charity in Europe with over 30,000 members in the UK. Its aim is the conservation of butterflies, moths and their habitats. It runs conservation programmes on over 60 threatened species of butterfly and moth and manages over 30 nature reserves. Further information www.butterfly-conservation.org. Much work is delivered through the charity's regional branches and the West Midlands branch holds an annual programme of events aimed at raising awareness of the region's butterflies and moths (www.westmidlands-butterflies.org.uk).
2. **Little Lakes Holiday Park** is one of the West Midlands premier Holiday Parks. (www.littlelakespark.co.uk). Comprising over 250 acres of countryside with a variety of habitats, the Park is a Board Member of the Wyre Forest Landscape Partnership. The family-owned Park has been providing high quality holiday units for over 50 years, many of which can be found within mature oak woodland typical of the Wyre Forest. Members of the family still farm locally and are committed to preserving the wonderful landscape of the Wyre Forest area.

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