

# Wildflowers – The Key to Helping Protect and Enhance UK Pollinators



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An album of

WILD  
FLOWERS

ISSUED BY

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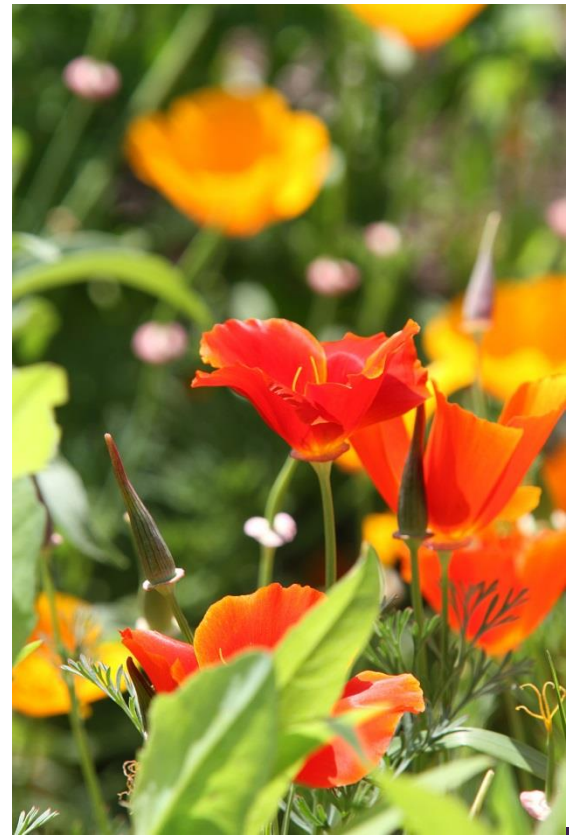


# Wildflowers: A Conundrum

**Friend or Foe?**



**Native or Non-Native?**



“For most animal species that might live in or feed on plants in a meadow, the degree of naturalness is a completely meaningless concept. What these animals really need is access to food and shelter and a management regime which is compatible with their life cycle”

“Media and popular culture bombards us with the belief that native animal biodiversity can only be supported by native plants – the scientific literature is increasingly suggesting that this is far from true”

Professor James Hitchmough  
University of Sheffield



# A Massive Decline in all Pollinators



UK: 250 species of bees and 2,200  
butterflies and moths





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# Pollinator Pressures

- Pests and diseases
- Extreme weather and climate change
- Invasive species competition
- Pesticide armageddon
- **The Biggy.....Habitat Loss!**



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In Western Europe vegetable allotments are better for pollinator diversity and density than native wildflower meadows in a nature reserve!



# The Challenges

Trying to establish you own 'natural' meadow comes with a number of challenges...

-  Can take many, many years
-  Needs specific conditions (e.g. infertile soils)
-  Still weedy intervention; highly complex communities
-  Short flowering season
-  We're not all Prince Charles!

Many meadows fail due to lack of knowledge/expertise...



The Designed Meadows concept began with research led by Prof. Nigel Dunnett at the University of Sheffield over 20 years ago.

The aim: to create 'meadow-like landscapes'.

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# Designed Meadows

Designed meadows differ from natural meadows in a number of ways...

-  Utilise 'borrowed wildflowers from around the world (we have only 1,000 species in the UK!)
-  Much more visually impactful
-  Increased biodiversity
-  Bring nature to urban dwellers





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'Classic'  
Annual mix  
at Trentham  
Estate

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'Pastel'  
Annual mix  
at the National Trust  
Bodnam Gardens

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Meadows*



Speed  
cameras

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'Waters Edge'  
perennial meadow  
mix


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A failed attempt  
at a wildflower  
meadow

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Developing meadows  
for warmer climates

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# Perennial Meadows from PMTurf™

A natural evolution and step-up from a seed sown meadow

- ✿ The same seed mixes as we sell in pure seed form
- ✿ Fantastic results achieved quickly
- ✿ Requires minimal expertise and knowledge
- ✿ Grown under exacting conditions for 3 months then lifted and delivered anywhere in the UK within 24hours
- ✿ Versatile – can be used as a Green Roof solution



Supplied to  
the RHS

A pallet of PMTurf™

Laid as normal turf...



...with stunning results



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# Any Questions?

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