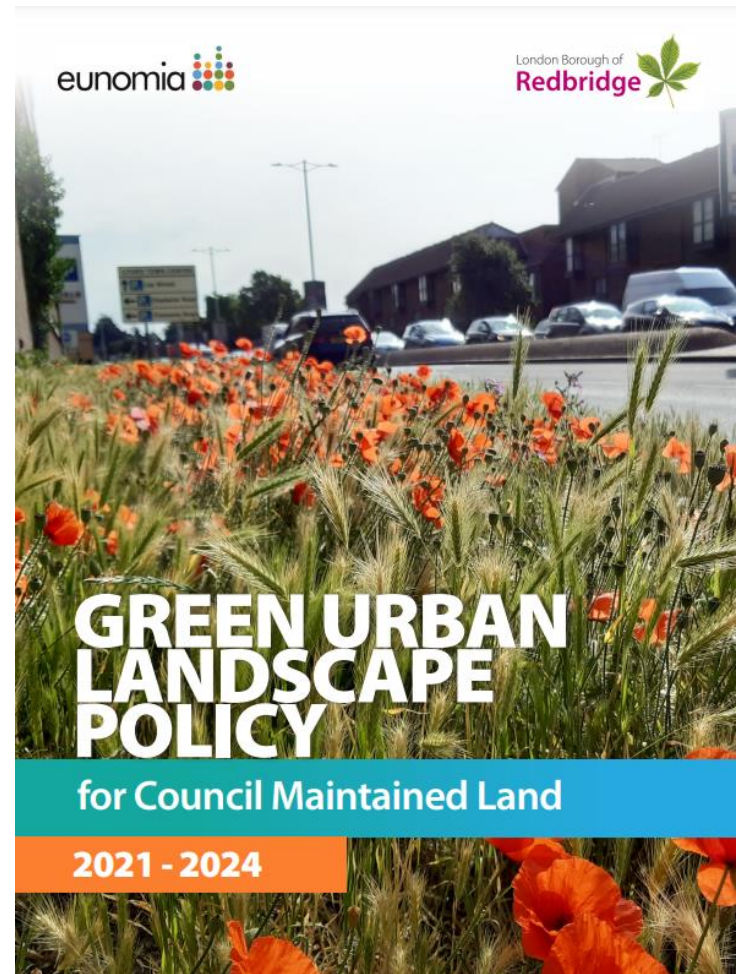


# Pollinator Friendly Redbridge

**Joanne Smallman**  
**Neighbourhood Street Scene**  
**Manager**





# WHO ARE POLLINATORS?



Insects

AND



Birds



Rodents



Reptiles



Squirrels



Monkeys



...and even  
people pollinate

In Europe, pollinators are:



Butterflies



Beetles



Bees



Hoverflies



Moths



Wasps

Bees, the greatest pollinators

2,000 wild species in Europe

Europe hosts **10%**  
of the world's bees species



**Apis mellifera** (or western honeybee):

- The best-known bee species
- Managed by beekeepers for honey production and other beehive products

**Pollination** is the transfer of pollen (male gametes) between the male and female parts of flowers to enable plants to reproduce.

Other means of pollination:



Self-pollination



Wind-pollination

Sources:  
European Commission  
European Red List  
United Nations



 **Our Streets**



Working together with the Redbridge community to make our streets cleaner, greener and safer.

Take a look at our webpages to see how you can get involved and how we can support you.



## Reducing waste

- How do I reduce my waste? >
- Love your clothes >
- Home composting >
- Reusable nappies >
- Love Food Hate Waste >
- Cut out single use plastic >
- Reuse and Repair >

## Attractive Streets

- Adopt a Tree Pit and Pollinator Pathways >
- Adopt a community garden or planter >
- Grass, weeds and shrubs >
- Council and private trees >
- Green Urban Landscape >
- Adopt and water a tree >
- Highway Street Planting >

## Vibrant Streets

- Organise something in your neighbourhood >
- Community Crowdfunding >
- Play streets >

## Clean Streets

- Recycling in Redbridge >
- Community litter picking >
- Report a fly tip or dumped rubbish >



# The beginning

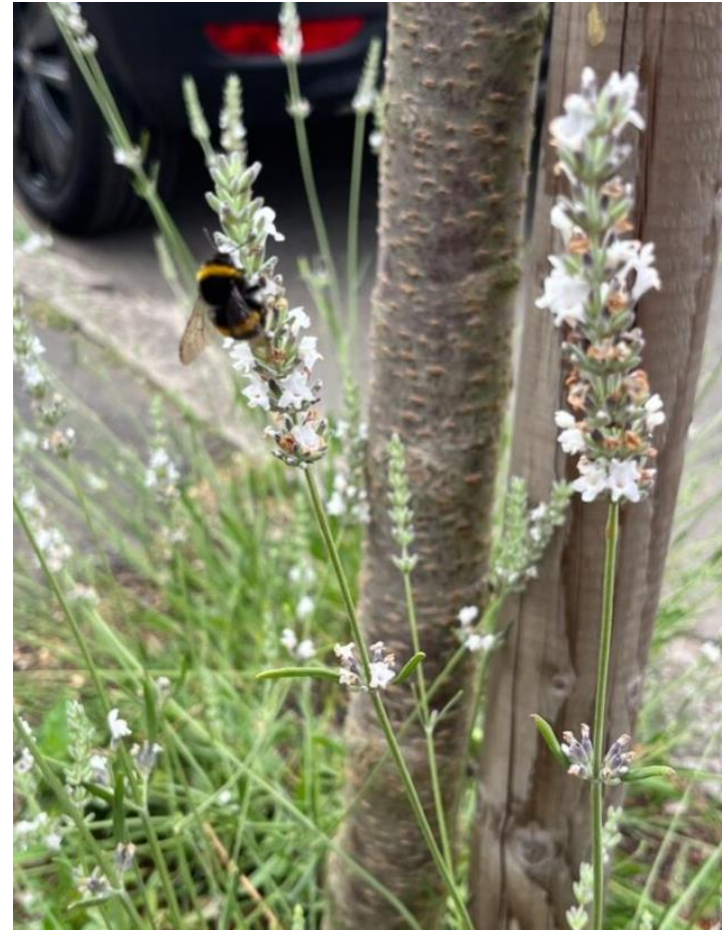


## Adopt a Tree Pit scheme

- Over 500 tree pits adopted
- Labels posted to all participants (tried, tested and soaked!)
- Online form
- Wildflower seeds posted to all participants



# Outcomes





# Outcomes

Ilford Recorder:

One of those who adopted a tree pit last year was Goodmayes resident Ajeet Sahota.

Ajeet, 74, said: "I have really enjoyed looking after my tree pit. It has made the road cleaner, more colourful and is making everyone happy.

He got involved with the scheme after noticing nearby tree pits were attracting litter and decided to brighten up the tree pit with flowers.

"People often stop to talk to me and even help when I'm out watering and looking after the tree pit. I've been encouraging others to adopt their own tree pit. I think it's a really good scheme and I'm really happy to be a part of it."

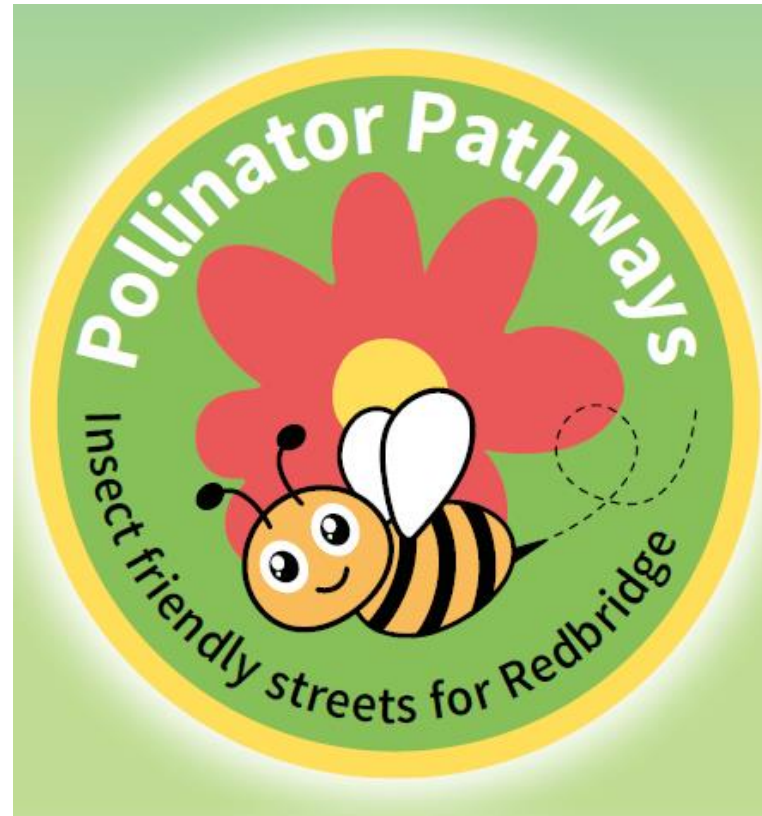






# What happened next?

- We listened
- We worked out parameters
- We trialled
- We're rolling out!



# Pollinator Pathways

## Pollinator Pathway Streets

Application window 23rd October to 31st December

Pollinator Pathways are a next step on from Tree Pit adoption. This is an opportunity to remove your entire street from the chemical weed control spraying schedule, creating a pesticide-free corridor of pollinator friendly plants by manually controlling plant growth. If you and your neighbours have already adopted tree pits on your street, and enjoy gardening, this could be a natural next step, however it's not a prerequisite. The scheme is open to any area in Redbridge, and with more streets joining in and forming a network, different areas of habitat become more connected and resilient.

Benefits of your street being a Pollinator Pathway:

- Increases areas of biodiversity to support pollinators and other wildlife, such as birds and hedgehogs.
- Healthy; pesticide-free streets are greener areas for children and pets too.
- Brings neighbours together, helps your street bloom and encourages wildlife to thrive.
- Contributes to physical and emotional wellbeing.
- Opportunity for active citizenship in our borough; we're proud that Redbridge is leading the way amongst just a few authorities operating such a scheme.



## Year one – the trial

- 5 streets taking part
- 5 lead residents
- One Pollinator Pathways WhatsApp group (resident led)
- Monitoring photos

## Challenges and improvements through co-design

Contractor error

Adjustments to the trial scheme

Paperwork

Signage




# Pollinator Pathways – how does it work?

## How to become a Pollinator Pathway

Get started 

Consult with neighbours 

Registering your Pollinator Pathway 


Pollinator Pathways Terms and Conditions 

## FAQs

What is the difference between adopting lots of tree pits, and becoming a Pollinator Pathway? 

I'm a really keen gardener with free time, can I take on the whole street myself? 

Can I put signs or decorations on the tree pits? 

Why are applications not open all year around? 

Can I adopt only a section of my street as a Pollinator Pathway? 

Do contractors spray only where there are weeds growing or just spray anywhere on the street? 



# 2023/24

## Pollinator Friendly Redbridge

Adopt a Tree Pit or become a Pollinator Pathway and increase biodiversity and colourful streets in Redbridge



A tree pit is the soil area at the base of trees planted on the pavement, and it is perfect for planting wildflowers! You can adopt one near where you live and watch it bloom and nature thrive.

Want to go a step further? Our Pollinator Pathway scheme allows the adoption of all the trees pits and any verges on your street, giving neighbours the chance to manually weed unruly 'pavement plants' and in turn reduce the need for chemical spraying.



**Applications open Monday 23 October - Friday 31 December 2023**



**Find out more and apply today**



**OUR STREETS**  
Help us create great streets and neighbourhoods





# What's next?

50% of tree pits....

