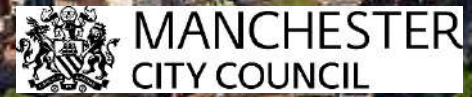


My Wild City



Lancashire,
Manchester &
N Merseyside



What is My Wild City?



Lancashire,
Manchester &
N Merseyside

“No one will protect what they don't care about; and no one will care about what they have never experienced”

David Attenborough



My Wild City

**First 12 months to raise the profile of Nature in Manchester
Conversation with people about nature – is it important, how
do they want to connect and or get involved?**

**Targeted engagement with key stakeholder groups
Identify species, habitats and priorities in Manchester**

97%
of respondents
said that
Manchester's
wildlife was
important
to them

81%
of respondents
consider
Manchester's
wildlife **extremely**
important
to them





98%

of respondents
said that they were
concerned about
the loss of wildlife
in Manchester

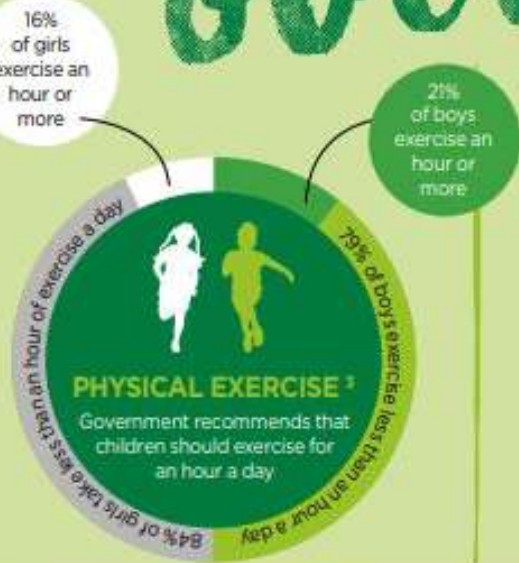


“According to the
Wildlife Trust’s
‘Every Child Wild’
report, fewer than
10%
of children play in
natural areas”

EVERY CHILD WILD

over the last

40 years, children have become increasingly separated from nature. It's a natural disaster in the making.



Fewer than 10% of children play in natural areas. When today's adults were children the figure was 40%.



WALKING TO SCHOOL ⁵
7 and 8 year-olds



Nature, we miss you

October 2015 YouGov poll of parents and children, commissioned by The Wildlife Trusts

- 37% OF CHILDREN** have not played outside by themselves in the past six months
- Over 50%** have never found frogspawn in a pond in the wild
- Less than 50%** have been to a wild place with school to learn about wildlife in the past year
- Only 10%** think their child spends more time outside than they did
- 60%** have never seen a peacock butterfly
- 37%** have never seen a hedgehog
- 78% OF PARENTS** are concerned that children don't spend enough time interacting with nature and wildlife
- 71%** have never seen a lizard in the wild
- Only 50%** of children say their school has an outdoor nature area
- 92%** think access to nature and wildlife is important for children in general

Figures from YouGov Plc. Online survey, 16-20th Oct 2015. Sample size 1,082 children and 4,224 adults, of which 1,070 were parents of children aged 11 or less. Figures are weighted and representative of all GB children aged 9-15, and all GB adults aged 18+.





61%

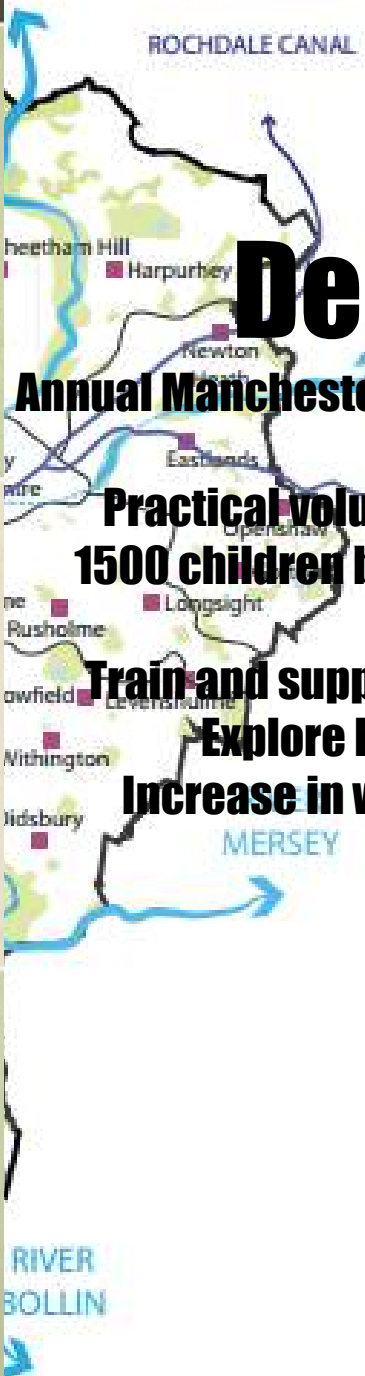
of respondents also stated that 'being part of a big movement to help Manchester's wildlife' would encourage them to do more to help nature in Manchester

Key Outcome

1. Greater awareness, engagement and active involvement of people with nature and greenspaces in Manchester

2. Greater partnership working to connect more people with nature and deliver more co-ordinated work to improve spaces for nature

3. Improved quality of spaces and corridors for nature in Manchester



Delivery phase 2020 – 2023

Annual Manchester Festival of Nature and collaborative events
Social media campaign

Practical volunteer action on greenspaces across the City
1500 children benefit from 25 school ground improvements

Biodiversity Strategy
Train and support key stakeholders in management of SBIs
Explore key corridors – particularly rivers and canals

Increase in wildlife recording through resources such as
iNaturalist and City Nature Challenge

MyPlace – ecotherapy programmes
My Wild Garden
Nature Friendly Schools and Forest Schools
My Wild Neighbourhood



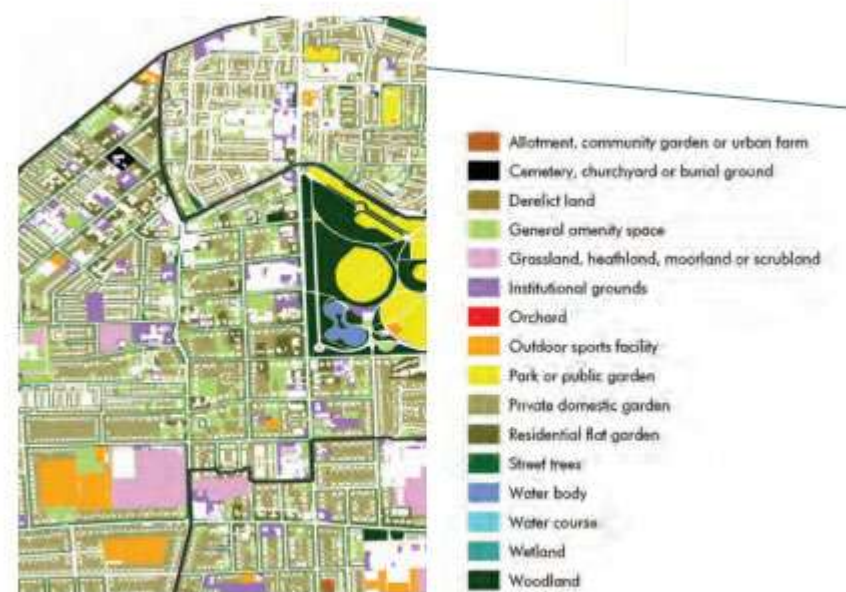
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MANCHESTER
CITY COUNCIL



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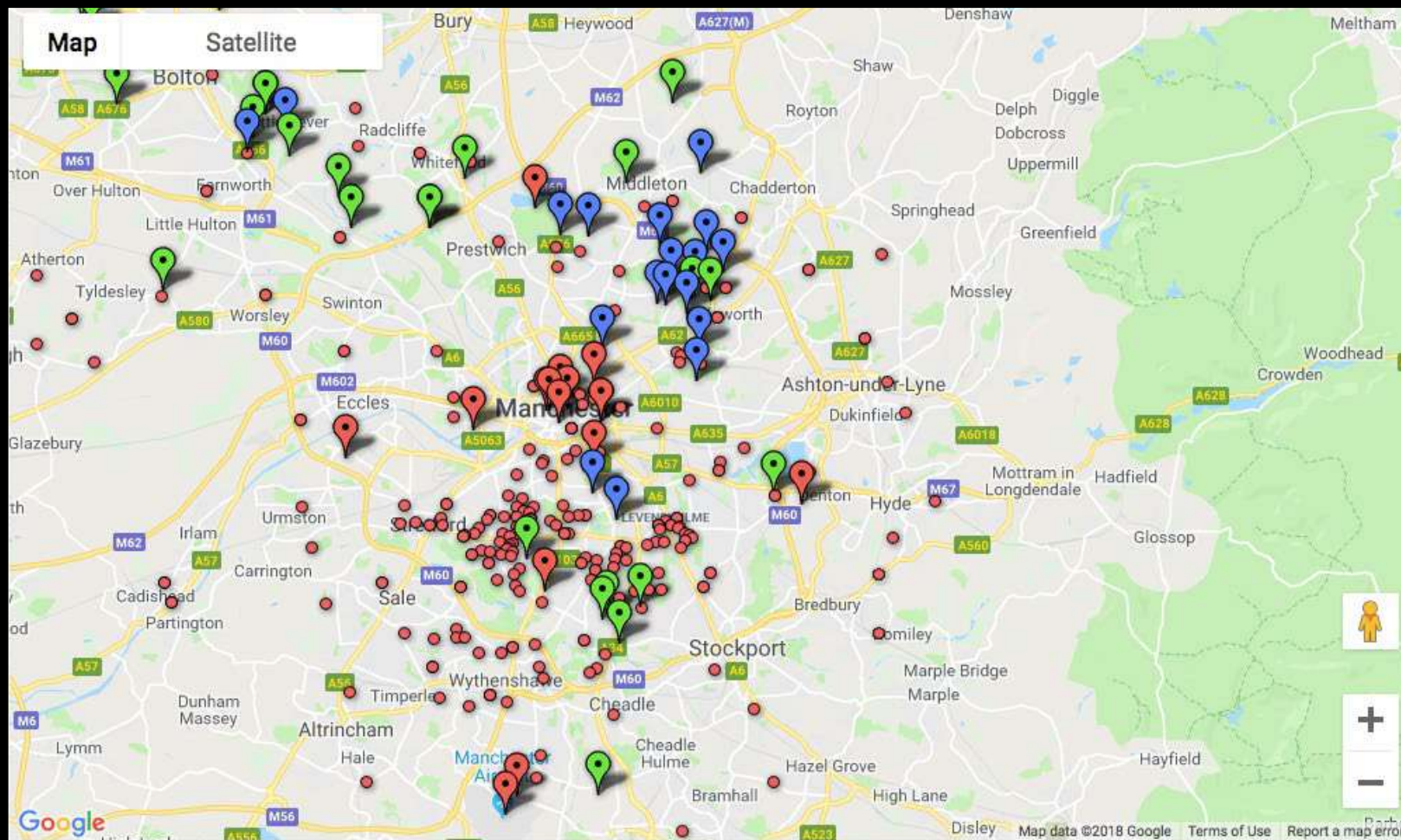
Green and blue infrastructure assets within Whalley Range

My Wild Garden

1/3 of Manchester green is private gardens



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My Wild Garden

KEY: ● My Wild Garden

Existing soft launch - red dots
Target of 5000 by 2021



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My Wild Neighbourhood

**Pilot projects with residents, housing associations
and other stakeholders to enhance, maintain and
connect greenspaces**

0

Biodiversity Strategy

Set the Policy and Action Plan for all partners

- **priority species and habitats**
- **awareness raising / engagement**
- **research and species recording**



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My Wild City – Valuing Nearby Nature Survey carried out during lockdown



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1200 responses - Key learning

- **People's awareness of what is on the doorstep – they don't have to drive for miles**
- **Changing perception and appreciation for local greenspaces**
- **People taking notice of nature**

Call for Action

- **Use this increased interest to get people engaged and involved**
- **Campaign for more, better quality natural greenspace eg Let Nature Help, Action for Insects, Youth Council, Building with Nature**
- **Increased action – gardens, natural greenspace, species recording**
- **Greater partner collaboration towards a Nature Recovery Network**