

Alternative Grassland Management...A journey of discovery and good intentions!



Scott Clelland

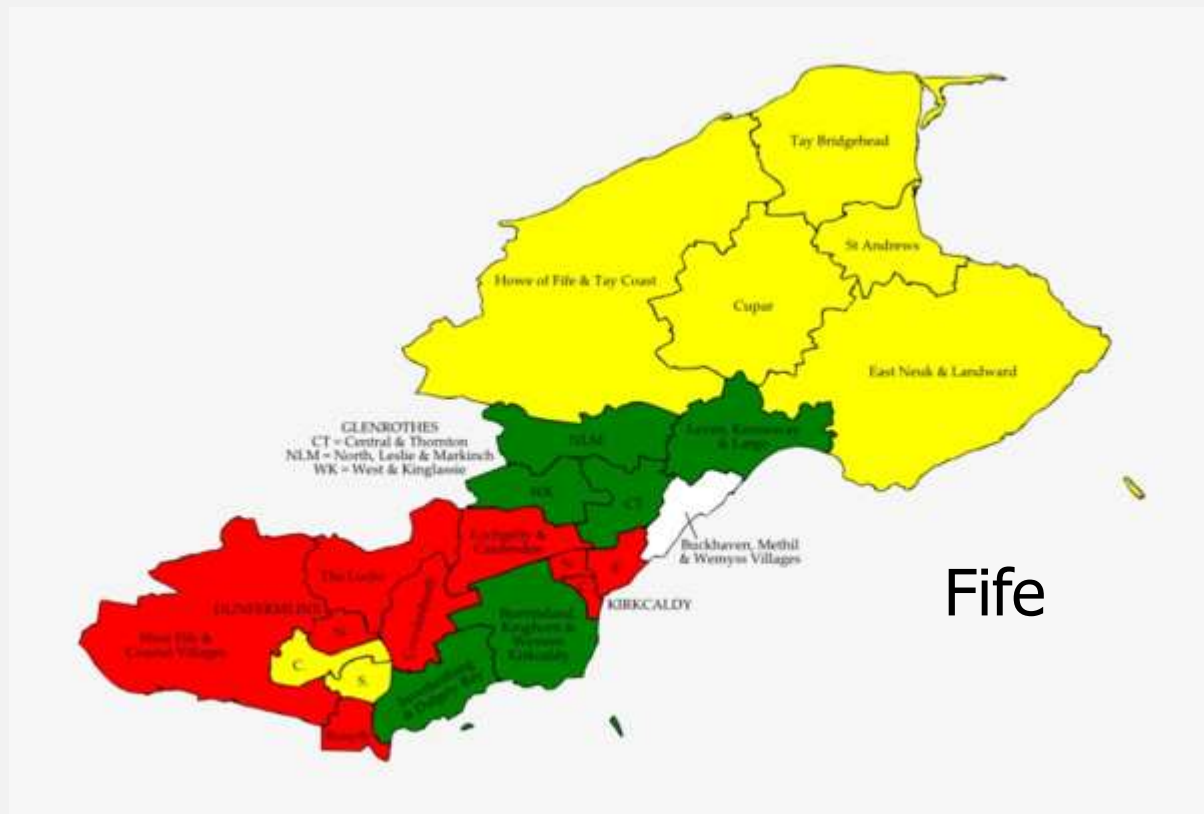
Grounds Maintenance Service Manager

7 Geographic Committee Area

22 Wards

13 Million M2 maintained grass (standard amenity cut 14 occ)

240 FTE Grounds Maintenance staff



What did Fife set out to achieve?

- Deliver corporate ambitions
 - Reduce Carbon Emissions (21,000kg CO₂)
 - Increase opportunity for biodiversity
- Convert 10% of all amenity grass to an alternative grassland management regime
(1.2 million m² across 160 sites)
- Develop new 'grassland meadow' specification
- Test a 'community led' approach

Grassland Meadow Specification

Grass Cutting	'Cut and collect' 100% of all land would be the preferred option. All grass to receive a single cut and lift Annually
Access	A network of access points and pathways will be cut through proposed areas. 14 cuts annually
Grass Arisings (Hay)	Re-use of grass arisings will be the preferred option where possible. • fuel resource • Baled and removed. Compost -leave on site
Litter and fly-tipping	Litter and fly-tipping will be removed as per current procedures and resource availability. As Identified. Sites will be inspected and cleared prior to Cut and Lift operations
Invasive weed Species	All recognised invasive weed species will be treated as identified. per the Service control procedures

Time-Line

- Sept 2019 – Climate Emergency declared
- March 2020 – 1st Covid-19 lockdown
- Summer 2020 – Preliminary discussions
- October 2020 – Develop Consultation Strategy
- Nov – Dec 2020 – Community Consultation
- Feb – April 21 - Area Committee Reports
- AGM Strategy Agreed

Consultation and Engagement Strategy

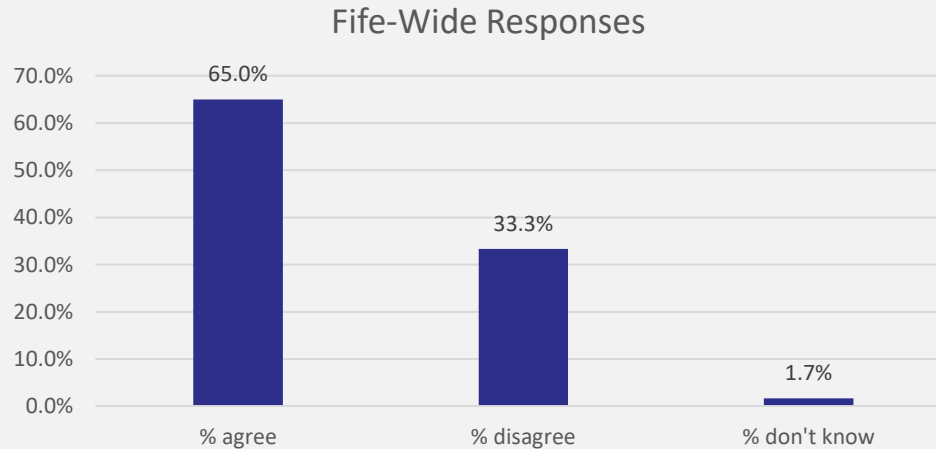


- Consultation – National Standards
- On-line consultation – Our Fife '**Grassland**' web page
 - Outline 'The need for change'
 - Define the proposition and outcomes
 - Animation Video
 - Maps
 - FAQ's
 - Proposed specification
 - Biodiversity Starters pack
- Traditional forms of contact (Phone, Paper)
- Social media & press campaign
- Local signage
- Direct communication with Community Councils and interest groups

Consultation Results



1480 responses to the consultation were received from all areas of Fife. Respondents were questioned on whether they agreed or disagreed with this proposed new method of managing some of the grassland areas in Fife. 65% of respondents agreeing to the proposal.



The social media campaign was promoted on Facebook and Twitter. The following table is the cumulative total of the impact of Facebook posts on the Fife Council Facebook page from 16 November to 28 December 2020.

Reach	Engagement	Likes	Comments	Shares	Video
128,000	8,744	204	127	183	15,836

INFO on M2 Proposed & Accepted

WARD NO	WARD NAME	TOTAL GRASS CUT	PROPOSED TOTAL CHANGED TO GRASSLAND MEADOW	PROPOSED, AGREED	PROPOSED, REJECTED
7	Cowdenbeath	855,813.78	25,228.80		25,228.80
8	Lochgelly, Cardenden and Benarty	769,710.93	105,574.37		105,574.37
3	Dunfermline Central	687,281.37	33,765.76	26,967.92	6,797.83
2	Dunfermline North	361,358.30	27,341.01		27,341.01
4	Dunfermline South	582,883.78	88,733.82	88,733.82	
15	Glenrothes Central and Thornton	1,070,428.48	66,599.69	53,999.81	12,599.88
14	Glenrothes North, Leslie and Markinch	785,825.37	62,666.73	62,666.73	
13	Glenrothes West and Kinglassie	987,156.86	34,469.07		34,469.07
9	Burntisland, Kinghorn and Western Kirkcaldy	591,806.28	60,518.15	60,518.15	
11	Kirkcaldy Central	321,979.13	18,499.28		18,499.28
12	Kirkcaldy East	868,956.46	164,229.86	164,229.86	
10	Kirkcaldy North	650,604.88	60,921.33	31,721.32	29,200.02
22	Buckhaven, Methil and Wemyss Villages	803,014.93	117,067.76	103,861.60	13,206.16
21	Leven, Kennoway and Largo	674,069.04	32,254.98	32,254.98	
20	Cupar	666,467.34	64,675.31	60,317.36	4,357.95
19	East Neuk and Landward	302,276.51	85,478.70	57,495.15	27,983.55
16	Howe of Fife and Tay Coast	325,472.05	40,597.65	39,475.67	1,121.98
18	St Andrews	551,721.16	18,852.77	18,852.77	
17	Tay Bridgehead	375,019.91	58,902.72	41,529.55	17,373.17
6	Inverkeithing and Dalgety Bay	835,117.97	38,168.45	36,772.72	1,395.73
1	West Fife and Coastal Villages	553,773.45	51,861.09		51,861.09
TOTAL			1,256,407.30	879,397.42	377,009.88
PERCENTAGE				70%	30%

- Have clarity on your proposal
- Think about your audience
- Gain Political support
- Articulate measures of success
- Manage Public reaction (A polarised community)
- Agree parameters of flexibility
- Embed AGM strategy in wider Environmental & Climate Strategies
- *Educate, Educate, Educate*

We're not there yet!

Letting the grass grow is the easy part.....how do you then deliver the change in operations and measure success ?.....Areas to consider!

- *Site Reviews – Suitability*
- *Machinery requirements – Site assessments*
- *Procurement methods*
- *Bio-diversity Surveys*
- *Resource Analysis (Machinery & Costs)*
- *Future expansion of 'Grassland Meadow' approach*

Information accessible @

<https://www.fife.gov.uk/kb/docs/articles/environment2/climate-change,-carbon-and-energy/what-fife-council-is-doing/rf> (Operational specification, Frequently Ask Questions, Maps, statistical information)

National Standards for Community Engagement www.scdc.org.uk

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