

## Why you should get involved:

Road verges have flower-rich grassland, which is a vital refuge for maintaining the **diversity of flowering plants** and other wildlife. They are home to many beneficial **key pollination insects**, especially bees, butterflies and moths.

They provide **wildlife corridors** across Britain, linking habitats and allowing wildlife to re-colonise landscapes fragmented by modern agriculture. They facilitate the migration of species, helping increase resilience to climate change.

Road verges **give people direct contact with the changing seasons and colours of the countryside** every day. For many, the flower-filled verges seen on their daily commute or trip to the shops are their only contact with nature.

Sadly, our verges are under pressure. Priorities for safety and access, along with budget constraints and difficulties with the collection of litter and grass clippings, all mean that enhancing their wildlife value is often low on the list.

**We need your help to create a network of people in Redesdale to champion wildflowers!**

## What's happened in Redesdale so far?

We have identified a number of verge and layby sites in Redesdale where we think improved management will benefit wildflowers. It has been agreed with Northumbrian County Council to start doing an annual cut in August/September to try to help wildflowers on some of these sites.

We will be following expert advice for where only one cut is possible, as this is all that is currently achievable with the available resources, so would offer a more secure legacy beyond the end of Revitalising Redesdale.

## What will Verge Ambassadors do?

Initially:

- Have the chance to participate in botany surveys of verges and laybys, learning about verge wildflowers while establishing a baseline of what's already there and identifying any seeding or planting requirements.
- Help with a pre-cut litter pick on each new verge or layby site (if required).
- Help sow native wildflower seeds/add wildflower plug plants (if required).
- Help identify further suitable verges and laybys to include in the project for improved management.

In the medium/long term:

- **Verge Ambassadors will be the 'eyes on the ground' and report back any management problems (initially to Revitalising Redesdale, and after the end of this project to Northumbrian County Council).**
- Work with experts and/or other Verge Ambassadors to do periodic botany surveys (sending records to the Environmental Records Information Centre North East)
- Work with other people doing wildflower projects in Redesdale to give mutual support and to celebrate and champion wildflowers in Redesdale.

## What's in it for me?

Meet new people, discover new places, learn new skills, get outdoors, make a difference and help re-flower Redesdale!

For more information, please contact Jennifer Care, Farming and Wildlife Officer. Tel: 0191 284 6884, email: [jennifer.care@northwt.org.uk](mailto:jennifer.care@northwt.org.uk) Find out about Revitalising Redesdale at [www.revitalisingredesdale.org.uk](http://www.revitalisingredesdale.org.uk)