



## Wilder Weekend Project Report

<b>Project title:</b>	Wilder Weekend - Macclesfield
<b>Who we are</b>	<p>The Wildlife Trusts are a grassroots movement that believes we need nature and it needs us. More than 800,000 members and 35,000 volunteers nationally work together with their Wildlife Trust to make their local area wilder and make nature part of life, for everyone.</p> <p>Cheshire Wildlife Trust is a member of the Wildlife Trust Federation. We are a broad reaching conservation charity working to conserve and create space for local wildlife that is enjoyed and valued by all. We own and manage nature reserves. We also work in partnership with landowners and local authorities to promote nature's recovery as well as nature-based solutions to local, national and global problems. We work with local communities helping everyone do more for nature where they live - from getting people outdoors and feeling better to protecting their local wild places.</p> <p>Our mission is to bring wildlife back – for everyone, everywhere.</p>
<b>Project description:</b>	<p>We had a successful weekend, in which we managed to engage over 650 people at the leisure centre, west park and in the town centre, we worked with 9 schools from Macclesfield, 4 community groups, created a new wildflower meadow in west park and a wildflower strip at the leisure centre with the community and local groups and we received over 60 pledges for nature which will hopefully convert in to further actions which will be supported by the resources shared over the weekend. We connected with local businesses and organisations who found the weekend beneficial, were inspired by the event to take their own action for nature and want to work with us again in future on events of this nature.</p> <p>We feel that the engagement was really meaningful as it was apparent that a lot of the people we spoke with hadn't experienced nature in this way before and we hope that the event will be the starting point of a meaningful and lifelong connection with nature for the people of Macclesfield. The event also attracted a very diverse audience made up of lots of different ethnicities, socio economic demographics, ages and backgrounds. We also met lots of people who we connected with the local groups and who are interested in helping us to carry out follow on actions such as tree planting this winter.</p> <p>As you may already know this was the first event we have delivered in this style and we feel that for the first one it was a huge success, we learn a lot along the way, what went well, what went not so well and have loads of ideas for future projects. Over all we feel that it was a successful and impactful event which will have benefited so many individuals, families and groups from the town . . . not to mention all the wildlife.</p>









Object ives/ Output ts:	<ul style="list-style-type: none"><li>Engaged 650 people in the community and helped them to connect to nature on their doorstep</li><li>57 actions across the weekend plus over 100 contacts lined up for follow on actions like tree planting this winter</li><li>60 pledges for nature (self-led actions at home supported by resources shared at the event)</li><li>Identified ‘champions’ within the community</li><li>Facilitated the growth of community networks and groups</li><li>Generated warm leads for future Wildlife Trust campaigns and events</li><li>Wildflower meadow created</li><li>Wildflower strip created</li><li>Engaged Macclesfield schools, who created some fantastic pieces of artwork for the hedgehog trail and created a wild school network. The winner of the hedgehog trail competition will be announced to the winning school shortly and their school grounds hedgehog care kit delivered.</li><li>Delivered a mini beast/scavenger hunt and nature craft workshops</li><li>Wellbeing activities</li><li>Wild sports day, connected children and families to nature through non-traditional engagement activities which attracted new audiences</li><li>Made Macclesfield a better place for people and wildlife</li></ul>		
Projec t cost:			
	Item	Cost	Remaining budget
	Timber (hedgehogs for school engagement)	130.00	1,870.00
	wildflower seed (west park meadow)	264.00	1,606.00
	banners (printing)	145.00	1,461.00
	craft supplies (children and family activities)	30.00	1,431.00
	Sand	31.50	1,399.50
	poster design	70.00	1,329.50
	banner design	52.50	1,277.00
	social media tile design	50.00	1,227.00
	wild flower strip at leisure centre seed	50.00	1,177.00
	print outs/ my wild street packs/ mini seed packs/ take away resources and how tos	185.00	992.00
	Clickers	13.98	978.02
	signs	22.00	956.02
	posters	50.00	906.02



	hedgehog care kit for winning school	100.00	806.02
	sports equipment	33.60	772.42
	Payed for digital advertising	200.00	572.42
	Machinery hire (rotivator, roller, petrol)	98.55	473.87
		1,526.13	473.87
<p>As you can see from the above breakdown there is a surplus that we didn't use, the original grant application that was approved by the town council included tree/ orchard planting with the community which we had planned to use this for, this is still an option that we would like to be considered however we have been informed by the town council that we can get trees for this through Cheshire East Council, this is something we are looking in to doing. If we are successful in funding tree planting through this route then we would like to use the surplus funding to install some interpretation boards where the wild flower meadows have been created. These would explain what has been done, why and the wildlife it will help, it would be interactive and include a QR code that would lead people to a video explaining in more detail as well as information about how to do self-led nature based activities in the park/green space such as scavenger hunting or citizen science. We believe that this would create a "legacy" from the event and encourage more people to connect with nature on their door step. The interpretation boards will acknowledge the town council as funders and include the town council logo, they would also credit the community's involvement in the creation of these areas which we hope will create a sense of ownership for the community, encouraging them to look after these areas and do more to help wildlife in their town.</p>			