

Adopt a Hedgerow

Tourism businesses maintaining their local environs



About the case study: Adopt a Hedgerow is a project developed by the Burren Ecotourism Network. It was set up as a part of the conservation activities of the network that serve to protect and conserve the natural and cultural heritage of the Burren. The activity sees the businesses maintain a stretch of roadside, engage with the local community to collect litter, monitor and report dumping and deal with invasive species. The core partnership is between the business network and the Council's Environment section. For this partnership to work productively it is important that both parties communicate well with one another.

Checklist for community-based schemes based on the Burren Ecotourism Network Adopt a Hedgerow scheme

Assess – This is usually the easiest part of the whole process; identifying the problems that you want to address. Decide which areas are most vulnerable or in need of cleaning. Establish the amount of road that each participant can realistically expect to cover, this will vary depending on the amount of staff available to each business. Establish a project coordinator for the group.

Contact: Relevant local businesses

Cost implications: none

Consult – Identify the contact person within the environment section of the local authority and be clear about what services they can actually provide. This may include:

- equipment such as litter pickers, gloves, bags etc
- permits for disposal (where, when, how)

- Hi -viz vests
- A central collection point pick up service
- Training in Health and Safety for roadside working and contact with potentially toxic materials
- Training in identification of invasive species

Contact: Environment section local authority

Cost implications: some training listed above may not be available through the local authority and may have to be provided professionally

Record – Record the areas of hedgerow covered and the amount (weight or number of bags) of rubbish collected. Try to be consistent so that records can be compared from year to year and area to area. This can be a powerful

motivator and give a strong sense of achievement. Take photographs of the worst sites before and after clean-up.

Contact: Group coordinator

Cost implications: none

Plan – Plan for success and how to grow the scheme once the initial hedgerows have become clean and need less time to be kept clean.

Contact: Group coordinator

Cost implications: none

Notify – Notify the local authority well in advance of any clean-up to allow for

any resources to be made available.

During clean-up notify the Environment section about any exceptional or potentially hazardous finds. Notify press and Social Media to maximise exposure and promote and acknowledge the cooperation between community group and local authority.

Contact: Local Authority

Cost implications: none

Monitor – Monitor progress from year to year.

Contact: Group coordinator

Cost implications: none