

Case Study 1



Adopt a Hedgerow:

Tourism businesses maintaining their local environs

Adopt a Hedgerow is a project developed by the Burren Ecotourism Network. It was set up 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 sections of road chosen by each business were based on their proximity to their premises, or the main routes into their town or village.

Collective clean-ups have taken place on a bi-annual basis, at the start and end of the peak tourist season. The spring clean also works in conjunction with the National Spring Clean and network members team up with local schools. Equipment and disposal is provided by Clare County Council. Many businesses now take on the

responsibility of the waste disposal and recycling. Some businesses have opted for the 'little and often' approach.

Training to help the group to identify and report on the most common invasive species was provided by the local conservation trust, Burrenbeo Trust. This skills training will be expanded on in the years ahead. The data feeds into the National Biodiversity Data Centre and assistance in this regard is provided as necessary by Burrenbeo Trust. GeoparkLIFE funded the training and provided initial liaison with the Environment section of Clare County Council.

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.



Please visit
[www.burrengeopark.ie/
geopark-life/guides-and-toolkits](http://www.burrengeopark.ie/geopark-life/guides-and-toolkits)
to download a range of 'how to'
checklists that have been
produced by the
GeoparkLIFE Case Studies.



Top tips for working productively together:



For networks

- appoint a coordinator within the network for this programme who will co-ordinate the activity, including who will take responsibility for where and when the activities will take place.
- Record the areas of hedgerow covered and the amount of waste collected. This can be really motivating and give a strong sense of achievement.

For county councils:

- identify the contact person within the council and be clear about what services the Environment section can give the scheme such as:
- training on invasive species and how to report them and on risk assessments (health & safety considerations when working on public roads and with potentially toxic waste)
- litter pickers, bags, gloves, high vis clothing
- permits for disposal (when, how and where)
- a central collection point pick up service (this depends on the availability of staff)

Acknowledge the partnership and the voluntary effort involved. Have a section on the Council website that profiles the programme and gives details on how other businesses can get involved.

