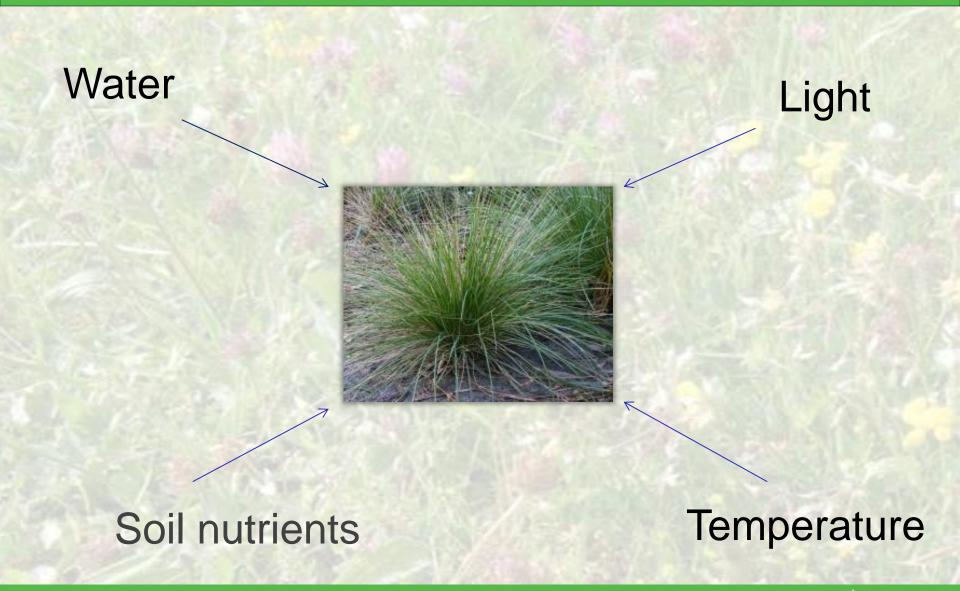
## Welsh Government Roadside Seminar 26<sup>th</sup> June 2017

# A new approach to highway verge management in Dorset

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#### Highway verges: understanding the system



#### **Nutrients and highway verges**



**High nutrients** 



Low nutrients



#### **Cut and collect – early stages**



#### Cut and collect – a few years on



### Wildflower verge trials



#### If you build it, they will come...



#### Meet the team...



#### Meet the new verge maintenance team...



#### Barriers: 'we've always done it like this...'



#### Changing public perceptions/expectations

#### A selection of compliments from summer 2016:

'From sceptical to spectacle...When the seeds began to grow it looked messy and untidy and I was a bit worried that it wouldn't improve. How wrong was I! The area is a sight to behold – beautiful. Well done and thank you'.

'Beautiful. A master stroke of inventiveness. Wild flowers to brighten the day and hopefully save council costs. Just one thing – can I buy a few packets of the seed mix?'

'My daughters and I took a short walk from our house to look at the verges we'd noticed whilst in the car. They were absolutely beautiful, so much wildlife enjoying them. I hope this is something that continues in our community as it's fantastic for all generations to enjoy.'

