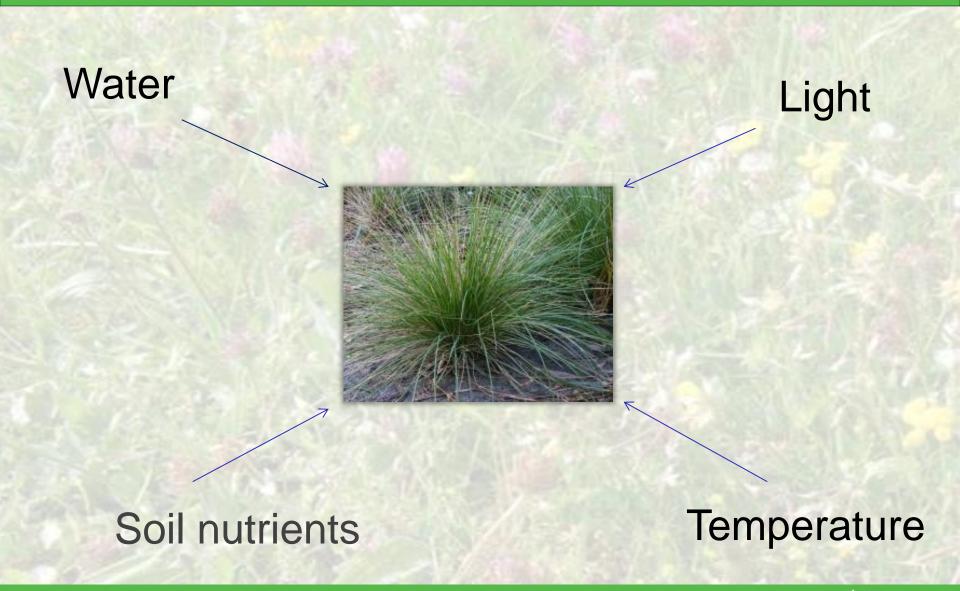
Welsh Government Roadside Seminar 26th June 2017

A new approach to highway verge management in Dorset

Peter Moore

Service Director - Environment

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.'

