

## Prudential Grass Roots

Supporting communities to improve their local environment



*"The environmental improvements at St George's Park have really made a difference both to local wildlife and to local residents. PRUPIM is delighted to have worked on this project"*

WILLIAM ROOKE, DEVELOPMENT MANAGER, PRUPIM

Prudential Grass Roots was launched in 2001. It is run by BTCV, the UK's leading practical conservation charity, and funded by Prudential plc.

The programme is helping to drive regeneration for people and wildlife in communities around shopping centres and business parks throughout the UK, invested in by Prudential plc and managed by PRUPIM.

### CASE STUDY

## St George's Park, Newtown, Birmingham

### NEW TREE IDENTIFICATION TRAIL AND WILDFLOWER MEADOW FOR INNER-CITY PARK

St George's Park in Newtown is a well used, but not always well treated urban green space near Birmingham City Centre and a within couple of miles from The Hub, the new Prudential-owned distribution centre.

Following consultation with local community groups, residents and the local council, BTCV and Prudential developed a Grass Roots project to improve the park for people and wildlife. The plan was to make the park a more inviting place to visit and use for local people and to discourage anti-social behaviour and vandalism on the site.

### Key statistics\*

- Aston Ward is ranked 27th out of 8,414 in the Indices of Multiple Deprivation for Areas
- Aston Ward is also 12th out of 8,414 in terms of Income Deprivation, 22nd in terms of child poverty and 66th in terms of employment deprivation.
- Aston Ward is also in the top 95% in terms of employment deprivation and in the top 97% in terms of health deprivation

\*Indices of Multiple Deprivation 2004



# Connecting people with place

## St George's Park, Newtown, Birmingham



St George's Park is well used as a thoroughfare, set in a residential area close to Birmingham City Centre and next to St George's Post-16 Centre. Although the space is well used it has not always been respected and has suffered through vandalism, joy riding and anti-social behaviour.

BTCV and Prudential wanted to help the community reclaim their local green space and strongly believe that long-term sustainable improvements are best achieved when local people take practical action to improve their own community spaces.

On a bright day on 9 July 2005, a community fun day was held before the start of the project, in which local people were invited to generate ideas for improving the park. Through this and further consultation plans were agreed with Birmingham City Council to create a wild flower meadow and a tree species identification trail.

Over the course of the project many different groups took part in the project, including pupils from local primary schools and the post-16 centre and groups from the Keynote Housing Trust and Aston Youth Inclusion Programme. Through working in a cohesive way with so many stakeholder groups, an increased sense of ownership of the park was generated and a common bond between different cultures and ages was created. St George's Park is now also an outdoor classroom resource for local schools.



*"Thanks to the support from Prudential through Grass Roots, St George's Park is now a cleaner, safer and greener place to visit. Local people now view the site as a resource to be enjoyed rather than a magnet for anti-social behaviour"*

MATT WADE, BTCV COMMUNITY PROJECT OFFICER, BIRMINGHAM

## Achievements

- Around 200 children from local schools and 100 volunteers from the local community took part, adding up almost 1800 volunteer hours
- Wildflower meadow with over 300 bulbs planted up and tree identification trail with signage boards installed
- Links forged with local community groups, including schools, youth inclusion project and residents
- Signage erected on-site acknowledging Prudential support

## Project Partners

BTCV – Prudential plc – Opus Land – Birmingham City Council – Aston Youth Inclusion Project – Keynote Housing Trust – St George's Post-16 Centre

## Contact us

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