



## Brownfields for Butterflies and Moths Conference.

### Workshop 2 – Winning Over more Developers – a strategy for change

#### What 5 selling points or motivators could be used to best promote consideration for enhancing habitats for wildlife within a new development?

1. **Spark an interest** (remember companies have lots of approaches). Planning Gain can be a good selling point. Let them know that what you are proposing can give them a planning gain and help to get them through the planning process as quickly and efficiently as possible.
2. **Putting forward a business case.** The competition for brownfield habitat is amenity landscaping which is more expensive, higher maintenance e.g more mowing and watering.
3. **Public Image.** Big companies care about their image – they like a good positive story.
4. **A more interesting way of doing your development.** Developers like their developments to be innovative and stand out e.g by providing for biodiversity at the back of developments.
5. **Promote Partnership Working.** Invertebrates are a good way to approach potential partners. The solutions are user friendly for developers with not too many conflicting issues or legal loop-holes to get through to implement positive conservation.

#### How can we best communicate to developers what they need to do to help make their landholdings or developments contribute to local wildlife needs?

1. **Show a vision** of what will be involved. Give the developer an understanding of the process e.g site survey followed by list of recommendations. Get the language right.
2. **Produce Resources.** Developers won't have time for lots of site meetings. Provide generic guidance – good practice etc – through web-sites, hand-outs and on-line tools.
3. **Use people on the ground** and volunteers to go and talk to people . Build relationships through from the top-dog to people working on the ground.
4. **Awards and Accreditation Schemes.** Need multi-stranded approaches to incorporate different organisations – not all will like awards.
5. **High profile person** to push the agenda and speak nationally at policy level. This will help to get into planning process early.
6. **Acknowledgment and Praise for Good Work.** Get articles in the right places for the right organisations. News media (e.g what local business is doing).