

Norbert Müller, David Knight & Peter Werner (Eds.)

Book of Abstracts

Third Conference of the COmpetence NeTwork URban ECology

Urban Biodiversity & Design

Implementing the Convention on Biological Diversity in towns and cities



Topic 3 Social aspects of urban biodiversity

Delivering cleaner, greener, safer city environments: Youth Roots Manchester

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Youth Roots, a 12 month programme of targeted activities focussed on Highfield Country Park, Manchester, UK managed by the BTCV, and set within the wider context of the UK Government's Cleaner, Safer and Greener Communities agenda. The programme aimed to engage children and young adults between the ages of seven and 24 in carrying out regeneration projects; including footpath clearance, pond work, managing wild flower meadows and mapping new pathways. A bespoke evaluation framework delivered a rich, holistic and detailed evaluation of the programme and revealed that: (1) The strategy to attract people to attend Youth Roots' events was at best partially successful. (2) Programmes with a delivery plan such as that of the Youth Roots programme should be funded in order that work with communities begins well in advance of the commencement of conservation activities. (3) Targets for projects based on individual engagement should be set at different levels than targets for group engagement. (4) The programme affected stated attitude and intentions of participants in line with those hoped for by the Cleaner, safer and greener agenda. Institutional learning developed by the BTCV during the Youth Roots programme should be shared widely as the drive for reconnecting communities continues.