

Sightings

...focusing on sustainability in the South West

IN FOCUS THIS ISSUE:

Diversity and Distinctiveness

Summer 2005

variety

is the sustainability of life!

What do we value about the South West? Is it its positive distinctiveness from other regions?

Many regional plans focus on accelerating growth, tackling 'peripherality' with road-building and upping productivity to South East levels. Is this realistic? ... desirable? The South West is renowned for its unique cultures, environments and quality of life. Managing the challenges of population growth, affordable housing provision and improved access, can be approached in innovative ways that enhance, not erode, our distinct natural, built and cultural environment.

This edition of *Sightings* celebrates our region's diversity as one of our great hallmarks.

But this could all too easily disappear to be replaced by blandness – a monoculture of identical high streets, shopping centres and housing developments. Development that fails to nurture our distinctiveness will place a sustainable future for the South West in peril.



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THIS ISSUE: PACKAGING AWARD WINNERS REVEALED PLUS INTERVIEW WITH THE SW'S FIRST BLACK FARMER

In March the Government launched 'Securing the Future' – a new strategy for delivering a sustainable UK. But post-election, just how serious are New Labour about sustainable development (SD) and what does it mean for the region?

A new sense of purpose?

The SW's response to the Government's consultation on developing the UK SD strategy (coordinated by SSW last year) highlighted consensus about the region's unsustainable trends – from social inequalities to traffic congestion and waste. Against the backdrop of our growing and ageing population it became clear that the SW's sustainability challenge is to find holistic ways of meeting everyone's basic needs and maintaining a healthy economy within our environmental limits. So how does the new strategy support this? 'Securing the Future' sets out a new 'integrated' Vision for SD. The five new UK SD principles are 'living within environmental limits'; 'ensuring a strong, healthy and just society'; 'achieving a sustainable economy'; 'promoting good governance'; and 'using sound science responsibly'. Priorities are established as 'sustainable consumption and production', 'climate change', 'natural resource protection' and 'sustainable communities'.

SSW broadly welcomes the Strategy and recognition of the need to engage decision makers. The new definition of SD – which replaces 'high and stable levels of economic growth' with 'achieving a sustainable

economy' – and the adoption of the concept of 'one planet living' are certainly significant. The imminent launch of the sustainable building code is timely given that some SW documents predict accelerated growth with no reference to crucial low carbon solutions. The review of SD delivery in the regions, led by a strengthened Sustainable Development Commission, is also positive. Future local programmes including sustainability learning for communities – 'Community Action 2020' – could boost grassroots movements for sustainability. The strategy is weaker however in setting out plans for mass public engagement, despite recognising the need for greater awareness. In addition, the case for 'sustainability' taxes, which reflect the true costs of goods and services, is not sufficiently developed.

What our members thought:

"A straw poll of my colleagues revealed that none of them were aware of the strategy. This isn't to say that they don't care or understand, just that they're unaware of the master plan. That's hardly surprising when in the general election the environment played second, third and fourth fiddle. Do you recall

seeing a senior politician doing a photo call at a landfill site or wind farm?"

Gareth Allen, Producer, ITV Westcountry.

"For many retailers corporate social responsibility is becoming more of a priority. Somerfield, for instance, is currently looking at its CSR workstreams for 2005/2006, not least in line with 'Securing the Future'. The sustainability agenda is gathering pace and it's common sense for businesses to be ahead of the game and make the most of the opportunities."

Nicola Ellen, CSR Manager, Somerfield

"Sustainability involves economic, environmental and social aspects – the triple bottom line. It should appeal to businesses striving for long-term success and anyone concerned by the UK's position in a changing world economy. Sustainability is often seen to be just about environmental and social issues – an irrelevance or indeed a threat to the very business people who should be its natural supporters. Let's make sure people understand what sustainability is really about."

Colin Drummond, Chief Executive, Viridor Waste

"I am really pleased to see this renewed commitment to SD. The challenge for us in the South West is to translate this policy into practice. For example, we cannot just talk about how important the landscape is to our region's prosperity, we must take positive action to protect and improve the quality of our region for now and future generations."

Louise Thornhill, Regional Director, Countryside Agency

Award-winning wrapping!

On June 24th the winners of SSW's Pioneers of Packaging Award were revealed at a special ceremony at Somerset College of Arts & Technology in Taunton. Sponsored by the Environment Agency, South West Local Government Association and Regional Assembly, the awards highlight sustainable, innovative approaches to packaging.

The Big Business Award went to Marks & Spencer for replacing plastic sandwich containers with cardboard boxes sourced (predominantly) from sustainably managed forests from within the UK. The packaging is intended to be 100% home compostable by January 2006. Yeo Valley were close runners up – their yoghurt pots are made from lightweight plastic and

recycled cardboard designed to enable and encourage the consumer to recycle both components.

Dorset based **Clipper** (sellers of fair-trade tea and coffee) **were given the SME award**. The card used in their packaging is sourced from sustainably managed forests and is 100% recyclable and biodegradable. Clipper has a strong regional presence, supporting a variety of local community initiatives. Packaging for the Eden Ale gift set, made of 100% recycled paper and board, sourced and manufactured within the region, were close runners up.

The innovation award was given to the Value Form lead consortium who are developing packaging made from waste

maize as an innovative alternative to conventional plastic food trays. Stems and leaves left from the crop will be used to form lightweight food trays which are 100% home compostable. This renewable raw material can be sourced from within the region, whilst the manufacturing process (compared to plastics) requires less energy – a significant step forward in reducing waste and CO₂ emissions.



Want to find out more? Look out for our consumer guide to packaging (later this year) which will showcase the award winners and feature other products used in the SW (see our website – 'Pioneers of Packaging').

Local Sustainability 'Network' South West – meeting the changing needs of local sustainability practitioners

In the past year the Local Sustainability Group South West (LSGSW) has reviewed its effectiveness in meeting the needs of SD champions in the region. Key findings include that the mainstreaming of SD has led to many local authorities transferring the SD portfolio from Local Agenda 21 Officers to more generic policy posts. This, in turn, has led to a less effective LSGSW. Secondly the needs of SD professionals have been neglected as LSGSW's focus shifted to influencing the regional agenda.

The review also identified some of the current concerns around SD delivery in the region. These included: procurement (prompting a successful LSGSW event, see *Sightings*, Winter 04-5), the sustainable communities/regeneration agenda and the need for local authority 'champions'. This has led to proposal for a 'Sustainability Network South West', to include: a Champions programme (an opportunity to share good practice with a champion authority on particular issues, with workshops, networking events and site visits, as well as case studies and info hosted on www.oursouthwest.com); a 'Local to Regional Forum' hosted by SSW (an opportunity to influence regional strategy development); and an email News Update.

The review showed strong support for this to be a 'membership network'. However the priority now is to get the programme underway to see how it works.

For more info, or to be a champion council, contact Steve Marriott steve_marriott@bristol-city.gov.uk. Contact Sylvie Channon with your views on the 'Local to Regional Forum' sylvie.channon@sustainabilitysouthwest.org.uk



member's
viewpoint

Janette Ward, SSW's 'biodiversity member' and Vice-Chair, discusses the fundamental importance of valuing and safeguarding our natural inheritance

Biological diversity – 'nature' – lies at the heart of SD and contributes to all of our lives. We depend on it for benefits such as recreation, health, culture, education, science, food, drink, medicines and building materials as well as pollution control, soil provision, flood and erosion control... Without biodiversity to maintain healthy ecosystems, we cannot exist – it is 'a key test' of SD. Yet habitat degradation and species extinction continues, overwhelmed by the pursuit of material prosperity. Biodiversity loss is one of the core environmental challenges of SD globally but it can still be seen as a marginal and specialist agenda rather than fundamental to human well-being and existence. While there is a lot of good intention, the drive to increase GDP for example is not matched by a similar urgency to invest in biodiversity. Nationally we spend just over seven billion pounds on the environment a year compared to around three hundred billion on social protection, health and education and about fifty five billion on security. Is this right given the challenges and opportunities we have?

In the SW we have one of the richest inheritances of biodiversity in the UK – it is the fabric which determines the distinctiveness of our unique surroundings and a 'sense of place' – but significant losses associated with changes to land and sea

use continue. Managing the cumulative pressures of more people and development and demands on natural resources are a challenge. It gives us a jolt to know for example that, despite our amazing landscapes, woodland birds have continued to decline in the SW whilst restoring fish stocks is another urgent priority. Surveys show that people in the SW place considerable value on the natural environment which is recognised as a key determinant of quality of life, as well as a visitor attraction. The economic value associated with biodiversity is considerable but we should not be overly seduced by treating it only as a commodity. We need to articulate as strongly the 'more important' social benefits, such as health, and not forget that economic research has shown that society is motivated to conserve biodiversity for its own sake. Whatever the motivation, a mandate for action on biodiversity is increasingly reflected in the regional strategies and policies that steer land use and development. This needs to be matched by practical action to reverse species and habitat loss and fragmentation and rebuild the resilience of biodiversity. Climate change makes it all the more imperative to ensure that larger areas of the land are supportive to biodiversity, and provide 'climate space' for adaptive change. This is a challenge of leadership for the SW.



by Tim Floyd

'Local distinctiveness' has come to be recognised as a key aspect of sustainability, enhancing the quality of our lives in the long term. **Sue Clifford** is a founder and Director of Common Ground, the organisation that initiated the concept of local distinctiveness back in the eighties. Twenty years on they're still going – we met with Sue to unpick the importance of place and find out more about her work.

A sense of place

What is Common Ground all about?

Common Ground continues to champion local distinctiveness. We play a unique role in linking nature and culture – inspiring people to learn about, enjoy and care for their own locality. Creating the circumstances for local knowledge and professional expertise to inform each other; we pioneer imaginative ways of 'reweaving' the local world. We inspire exploration of the richness of everyday places, culture, wildlife, buildings and landscapes and all that they mean to us. We are a small charity, with four staff based in Shaftesbury, Dorset but with a national, indeed international, reach.

How do you view the relationship between culture, local identities and sustainability?

For us sustainability is about reinventing a long-term mutuality between nature and culture in which people feel grounded, and responsible for their place and each other.

In England we had a long history of working well with nature. A deeply satisfying landscape – such as a West Country orchard – can be an indicator that all is well with the world. Tall trees full of variegation support local varieties – a rich mix of wildlife, recipes, cider; hard but social work, festive gatherings, songs, wisdom gathered over generations about pruning and grafting, aspect and slope, soil and season, variety and use. When we lose, for example, real cider we lose the need for local apples, cider barrels, flagons, wassail bowls, presses... people. We lose interest in the artefacts and buildings, with them fades the knowledge and soon the orchards and the community of interest. We sever our links with the land.

Culture and nature, when so finely tuned, are an intimately woven working world

where people are proud to live and labour; a world which outsiders admire. Engaging people in, and promoting responsibility for, their environment, can reduce transport impacts, add to local employment, enrich local knowledge and culture, increase the recognition of nature, support community well being – all vital to sustainability.

Where would you draw the line between encouraging the celebration of local places and outsiders imposing a false sense of identity?

Local distinctiveness and celebration should be defined from within. It is for local people to draw lines. Imposition of ideas is unlikely to have longevity or usefulness in building



Orchard near Langport, Somerset:
Common Ground 2005.

Is local distinctiveness inherently a good thing? Can it ever be a bad thing?

It's a way of looking – using knowledge to differentiate the fine grain – it is about what small places, ordinary lives mean to us. Local as in neighbourhood, parish. Distinctiveness as in variegation, meaning, detail, patina, authenticity, identity. I suppose the problems begin, as with 'sustainability', if the words are used for the wrong ends.

If places mean nothing to us we do not care what happens there. The more significance they have, the more their subtleties are understood, the more places will be cared for.

community pride, knowledge and action.

Everywhere, no matter how small, is complicated – therein lies the richness with which different people identify. From the outside things tend to be caricatured, simplified and perhaps a single aspect amplified – tourism and branding can do this, it can be destructive... But then sometimes we do take for granted what we know well and an outside view can jolt our complacency.

People talk about the 'art' of sustainability – what does this mean?

Imagination is the main thing needed to invent a new future. We shall need to act as

well as think creatively and laterally. Art and science are not opposed, but one feels that economics, as it is thrust upon us, needs re-inventing. We need to engage people with positive and exciting new ways and demonstration of continuity with some of the old ways of doing things.

What is 'England in Particular' and how can people join in?

We've been gathering material for a big book about local distinctiveness – 'England in Particular' (published next spring). It's also an overarching name for much of our work. Parish Maps, creating local ABC's, Apple Day...

A new project 'Producing the Goods' champions production and consumption which reinforces local distinctiveness, exchanging ideas on the positive use of locality to source, sell and sustain. We'll look beyond food to locally distinctive building materials, for instance, which add to the uniqueness of place. We believe that emphasising the value of production and consumption grounded in places will reinforce identification with place and enhance identity. Broadening and deepening people's interest in and attachment to where they live and work has the potential to inspire change.

We seek everyone's help in finding and initiating examples that demonstrate how concentration on the specific and the local can reinforce sustainability in the everyday.

Common Ground involves real people in its work. How can public agencies develop inclusive, effective consultation processes?

We encourage people to do things for themselves, in their own way, at their own speed. Things are then riveted into the place. People learn from each other and become more attached to what they know more about. From our beginnings we saw that unless conservation ideals could be popularised, then 'experts' would always be fighting and losing.

Living better with the world – sustainability – demands that people change their ways. Only they can do this. Consultation hardly helps people to do things differently. Often those who came to consult are never seen again, the consulted are given little chance of understanding the outcomes. Supporting people to do things for themselves has much more chance of changing things for the better.

Population growth and housing shortages are seen as key issues for the South West. You've looked at the value of undeveloped land in our

towns and villages. Do you see an incompatibility between large-scale development and improving the quality of everyday places?

Large scale solutions are so often wasteful – alienating and obliterating and bringing their own problems. They tend to satisfy politicians with short-term interests and businesses that move on. Sustainability demands long-term solutions and careful reuse of existing buildings as a priority. We should understand the impact we make when we build. Small quarries, brick works, sustainable timber should be part of the local scene, energy production should be localised. This would make it even more imperative that we plan carefully, involving local communities who stand to benefit economically, as well as bear the burden of industry and development.

We need more direct links before our eyes, we then build meaning back into places as well as facing the facts of life. Projects reinforcing local distinctiveness, involving people so that things of meaning are not swamped or obliterated have a greater chance of being accepted and cherished, which will give them a long term future.

What do you think of the Government's new SD strategy and their inclusion of the concept of 'one planet economy'?

Local change is needed to add real momentum to national strategy and policy. We intend to demonstrate how economic well-being, environmental care and social cohesion can grow out of linking production and consumption to places.

Common Ground demonstrate the power of good ideas. For example confidence gained by people in Bath in running two annual Apple Days led to three local Farmers Markets which began the whole impetus for the new movement. Out of our pioneering work on The Water Market have come water conservation festivals, out of Apple Day and Community Orchards have come school orchards, community orchards...

...currently, the more our everyday surroundings reflect the demands we make on the environment, the less people want to live there. Showing people the impact of their own lives may bring their wants and needs into closer convergence.

Common Ground produces a range of materials and books. To find out more and get involved in their work go to www.commonground.org.uk and www.england-in-particular.info

Building diversity

Distinctiveness should be at the core of construction, argues Lesley Seymour, Future Foundations manager.

Distinctiveness, the quality of being different, is at the very heart of sustainable construction. The focus on buildings themselves, rather than wider construction issues, in the new Code for Sustainable Buildings for instance, is not surprising given that we spend some 90% of our time indoors. But the Code – like many other tools measuring the efficiency of our homes and workplaces – may not provide us with the whole sustainable construction picture.

In sharing construction design team experiences in the South West, a distinctive thread is appearing. The variety of design team members (not just construction professionals but end users, teachers, landscape architects, historians, sociologists) and diversity of views, helps to ensure the functional requirements of buildings are balanced with aesthetic, intuitive appeal. It is a reminder that we are designing far more than buildings, but communities: for living, working, learning and healing. For our designs to be sustainable they must be ambitious – designed around people now and for future generations. Designs based on unsustainable fashions, like current patterns of car usage, run the risk of being clichéd soon after delivery. Employing local people and materials, as well as harnessing whatever sustainable energy and transport options are locally available, will ensure buildings are embedded in, and benefit, communities.

Lesley Seymour, Future Foundations manager
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For further info see:
www.futurefoundations.co.uk
www.sustainable-construction.org.uk
'Achieving whole life value in infrastructure and buildings' at www.brebookshop.com

Is your local high street having an identity crisis? A New Economics Foundation survey has revealed that 42% of UK towns are 'clone towns' – home to a string of characterless chain stores. Exeter emerged as the worst offender, joined by Weston-super-Mare and Cheltenham in the top ten! NEF have looked at the value of diversity and distinctiveness within local economies and continue to champion the 'local communities sustainability bill'. See www.neweconomics.org.uk

Farms without frontiers



You may have noticed a striking new brand of sausages in your local supermarket under the name 'The Black Farmer'. The black farmer is also a real person, **Wilfred Emmanuel Jones**, and the sausages come from his farm. His pioneering brand shows that local producers can take back control of the marketplace, but he's also a pioneer in other ways. He's believed to be this country's first black farmer, now he's offering young Black and Asian people a chance to experience rural life.

Sightings met him at West Kitcham Farm, deep in the rolling hills of the Devon & Cornwall border near Launceston, to hear his story and find out what sustainability and distinctiveness mean to him.

This is an edited extract from the full interview which can be viewed at the *Sightings* area of our website.

Tell us a bit about your background.

I was born in Jamaica and came to England aged four. I was brought up in Birmingham, one of nine brothers and sisters in a small terraced house. Finding solace in my father's allotment I decided then I'd like my part of rural England and to enjoy the open space. Forty years later I finally achieved that dream!

After leaving school with no qualifications I was kicked out the army after one year. That left catering which, at that time, was like society's dustbin! I then had a dream of working for the BBC and I finally got a job working on 'Food & Drink' on the basis of sheer cheek! I also travelled the world and saw the different ways people produce food.

After 15 years in TV I set up a marketing agency in London and built up enough capital to buy my dream. West Kitcham Farm had been in the owners' family for generations but they'd had enough. I'm very lucky, because with my business in London I don't actually need to make a living from farming.

I had all sorts of grand ideas but my neighbours taught me to start with easy farming. I was the only black person that many of these people had met, and the only black farmer that anyone's aware of in England. They called me "the black farmer" and I thought "that's a great brand name"!

Tell us about the brand.

I launched The Black Farmer a year ago – my background in marketing gave me an understanding of how to get products on supermarket shelves. Sales are going well but what's interesting is to have a brand representing modern Britain. The brand and the 'Flavours Without Frontiers' strapline are statements that we live in a multicultural society where Black and Asian people are not confined to urban Britain.

What inspired you to set up the Scholarship?

After what my parent's generation went through it would be a travesty if their offspring didn't branch out and claim the rest of Britain. The Black Farmer scholarship is about Black and Asian people at least experiencing living and working in the countryside so that they can decide for themselves whether it's for them. They will be given an intensive period on the farm and get involved in every aspect of rural life.

There are similarities between the rural and ethnic minority communities – feelings of being disenfranchised. I'm looking for a pioneering spirit in the scholars – a force for change. The schemes starts in June and there will be a Channel 4 documentary about it.

Why are the SW's ethnic minorities concentrated in our cities?

I don't believe black people are unwelcome in the countryside. Most farms have been inherited... most immigrants can't raise the capital. The first place you go for work is the city, to people who understand your plight, your culture. The second generation of British Blacks and Asians should branch out and not feel as though their only career options are to become a footballer or DJ.

What do you think about the supermarkets?

I'm interested in the power; the unfair competition... but farmers markets aren't the solution. They're great for middle class people with money and time but for the majority there's no choice because of the supermarkets' monopoly on convenience. Supermarkets vary in their seriousness on local sourcing. Planners and Government bodies should make supermarkets give a third of their car park up every month for a farmers' market as a condition of planning permission. Until then local producers will always struggle. The key for the future is for producers to reconnect with the consumer. Supermarkets now see that we like knowing where our food comes from, farmers need to communicate their products better and regain that power.

Do you see distinctiveness and diversity as part of sustainability?

I love the West Country but the problem with 'sustainability' is that it can kill entrepreneurialism... Products like mine aren't always seen as 'regional' because they don't fit very narrow criteria. Less talk and more action is what's needed. Most food purchased in the UK is Government spending... schools, hospitals etc. It's sourced from big, overseas manufacturers at lowest cost when local producers are struggling. That can't be sustained.

www.theblackfarmer.com

Biodiversity is the very stuff of life. Yet we are only just beginning to understand the complex relationship between humans, other animals and wider ecology. The South West is host to a dazzling array of plants and animals, perhaps more so than any other English region. Many of our species are priority conservation targets of the UK Biodiversity Action Plan (BAP) and some are completely unique to this region of the world. **All life is here...**

Greater Horseshoe Bat



FACT FILE

Found: Europe
SW: 70% UK population
Habitat: farmland, woodland, appropriate roosting/hibernation sites
 Nocturnal; diet of beetles/moths/flies; hibernates Sept-May; lifespan up to 30 years.

One of Britain's rarest and most endangered bats which gets its name from its horseshoe shaped nose 'leaf' which aids 'echolocation'. Overall numbers in Europe declined by 90% in the twentieth century – the UK population is now around 4,000. Since 1998 English Nature and others have worked with farmers to increase numbers through the enhancement of feeding, roosting and hibernation sites in Devon, Somerset and Cornwall.

Marsh Fritillary Butterfly



FACT FILE

Found: Europe and Asia
SW: 50% UK population
Habitat: cattle/pony grazed, unimproved grassland
 Feeds on devil's-bit scabious; black 'spiny' caterpillars 'chrysalize' in late April.

A once widespread species of butterfly with a striking stained glass appearance. The UK population of Marsh Fritillary suffered a huge decline (66% between 1990 and 2000) and it is now extinct in eastern Britain. SW strongholds include the Culm grasslands of N. Devon and Cornwall and chalk grassland of Salisbury Plain, Wiltshire. Butterfly Conservation has produced Marsh Fritillary guidelines for landowners.

Common Otter



FACT FILE

Found: Eurasia, N. Africa
SW: a stronghold of English otter populations
Habitat: clean rivers, lakes and along coasts
 Feeds on fish and occasional bird/frog; closable ear and nose openings; largely nocturnal; producing litters of 2-3 cubs; lifespan 4 years.

The Common Otter has short brown insulating fur, a long body and webbed feet. The mother communicates to her cubs (training them to fish for instance) with high-pitched whistles. Along with hunting, habitat loss and river pollution meant that by the early 1960s UK otter numbers had drastically declined. Recent improvements in river quality and new 'otter havens' have helped to reverse this.

Natterjack Toad (aka 'the running toad')



FACT FILE

Found: Western Europe
SW: found in Dorset
Habitat: sand dunes, heathland, coastal marshes
 Feed on moths, woodlice, sandhoppers etc.; produce 1,500-7,500 eggs; audible range of male croak = 1km.

Smaller than the common toad, with a yellow stripe, the Natterjack's small hind legs are more suitable for running than hopping. The male's loud mating call can be heard from between March and June. Natterjacks have been affected by development and farming & forestry practices, and the drying up of spawning sites. The Herpetological Conservation Trust and English Nature are managing habitat improvement and reintroduction programmes.

Harbour Porpoise



FACT FILE

Found: N. Atlantic and N. Pacific
SW: rare but seen from N. Devon coast and occasionally off Lyme Bay, Dorset
Habitat: shallow coastal/offshore waters
 Diet of herring, mackerel, sand eels; travel in groups of 2-5; lifespan 11 years.

Porpoise populations have declined severely since the 1940s (especially in the North Sea and English Channel), but numbers are unclear. The Harbour Porpoise is small, plump and bluish grey with a rounded head. Threats include fishing nets, chemical and noise pollution, and loss of food sources. Cornwall Wildlife Trust run an observer scheme and a project to develop a 'porpoise detector'.

Sand Lizard



FACT FILE

Found: Northern & Central Europe and into Asia
SW: 90% UK population, mainly S.E. Dorset
Habitat: lowland dry heathland and sand dunes
 Feeds on spiders, beetles etc.; egg clutches of 4-14; lifespan 8-10 years.

Larger than the common variety, Sand Lizards are Britain's only lizard egg-layers. They are 'spotted' with males developing vivid green flanks in the breeding season. Although not cold-blooded, Sand Lizards are 'ectothermic' needing to bask in the sun to become active. Threats centre around loss of habitat due to development and agriculture. Initiatives to tackle this have meant reintroduction to sites in Dorset, Devon and Cornwall.

Stone Curlew (aka 'thick knee' or 'goggle eyes')



FACT FILE

Found: Europe, Russia
SW: Recovery projects in Salisbury Plain, N. Dorset, Wiltshire Downs
Habitat: chalk downland, heathland, farmland
 Feeds on invertebrates/small mammals & birds; 2 eggs annually; winters in Spain/N. African.

The Stone Curlew's name derives from its distinctive wailing call. When grounded it is disguised by brown plumage, in flight its wings are black and white. Pairs of Stone Curlew return annually from warmer climes to nesting sites across Europe. English Nature and the RSPB have successfully worked with land managers in the SW to reverse declines in numbers by protecting and improving habitats, though there are still less than 300 pairs in the UK.

Lundy Cabbage



FACT FILE

Found: Lundy island, Bristol Channel
Habitat: slate and granite cliffs
 Height up to 1m; 'triple-distilled essence of Brussels sprout' flavour.

An impressive plant, covering the SE cliff side of Lundy Island with yellow flowers from May to July. The Lundy Cabbage is unique to the island and supports a unique pair of insects (the Lundy Cabbage flea beetle and weevil). Lundy Island provides a microcosm of evolution – the UK's own 'Galapagos' – with some indigenous species evolving unique characteristics. The main threat to the cabbage is the invasive rhododendron which volunteers have done their best to tackle.

Pink Waxcap (aka 'pink ballerina')



FACT FILE

Found: Europe, N. America, Asia
SW: part of Gloucestershire BAP
Habitat: meadows, pastures, lawns, woodland margins
 'Fruits' from August often after rain.

A distinctive species of waxcap, and flagship fungus of the 'UK BAP', with a pointed pink cap. The pink ballerina has a greasy appearance and a long stem. Like other fungi it absorbs nutrients from nearby living or dead organisms through threads called 'hyphae'. Although occasionally found in gardens, modern land-management techniques, including the use of fertilisers, threaten natural waxcap habitats. Pollution may also be a factor in declining numbers.

Further info is available from: www.swbiodiversity.org.uk • www.english-nature.org.uk • www.ukbap.org.uk • www.wildlifetrusts.org • www.arkive.co.uk • www.rspb.org.uk • www.butterflyconservation.org • www.britishecology.org.uk • www.thebhs.org

Glimpses



Sustainability Is...

A big 'thank you' for all your 'I Spy' snaps – see 'What is Sustainability?' on our website. In keeping with this IN FOCUS theme we've decided that 'Sustainability Is... the spice of life!'. We'd like more of your fantastic images showing the wonderful natural, architectural and cultural diversity of our unique SW, so keep 'em coming.

Regional Economic Strategy (RES)

The Regional Development Agency are reviewing the RES which provides 'a shared vision for the South West Economy'. Opportunities to be involved include a major event on the 20th September. SSW is doing an appraisal of the RES to identify how it can make more contribution to sustainable development.

Grubs up!

Jamie Oliver's crusade captured public interest but the school dinner revolution's already underway in Bristol and Bath. The Soil Association and local authorities are piloting the 'Food for Life' project in nearly 30 schools, delivering menus which are at least 75% unprocessed, 50% locally-sourced and 30% organic. The Government announcement of a school meals cash injection should support similar schemes across the SW.

Share the load

The local authorities of Bath & North East Somerset, Bristol City, North Somerset and South Gloucestershire have teamed up with liftshare to develop an innovative car-sharing initiative to support more sustainable transport in the area. **Register your journeys at www.2carshare.com**

A break with tradition

Motorway services 'dreary and humdrum'? Think again. Tebay services in Cumbria is

run by family-owned company set up by a local farmer and local baker in 1971. Westmorland Ltd now employs over 500 people but retains the values of quality and localism. The restaurants and farm shop sell a range of local produce and products. **Know of a SW equivalent? Email info@sustainabilitysouthwest.org.uk**

Butterfly Bonanza!

As part of their 'Blackdown Tales' programme, the Blackdown Hills Rural Partnership have joined up with Butterfly Conservation to organise a butterfly, bird and wild flower adventure on Thulbear Quarry Lands on Sunday 7th August. It is hoped that the elusive 'brown hair streak' butterfly will be spotted.

Action on Education for SD

'Way Ahead'* is an initiative led by Learning South West and SSW, to promote the SW's sustainability learning & skills. Following a 2nd meeting of the steering group, a SW action plan is now being drafted. See our website for more info.

*please note, since the launch of the 'Way Ahead: Skills for a Sustainable South West' initiative last year, the official SW response to the Government's 'Sustainable Communities' programme was, confusingly, launched with the title 'Way Ahead: Delivering Sustainable Communities in the South West'.

Tourism steps forward

A manager for the SSW led sustainable tourism project 'Future Footprints' is to be recruited, thanks to funding from the Regional Development Agency/SW Tourism, English Nature, The Eden Project and Government Office SW. **www.futurefootprints.org.uk**

100 Reasons...

...to celebrate the SW according to a new Culture SW publication which collects together an eclectic mix of facts about art, history, heritage, belief, landscape, tourism, sport and media in the region. **www.culturesouthwest.org.uk**
Don't forget to support our local festivals – like Tolpuddle (15-17 July) – this summer!

Sustainability South West is the region's independent champion of Sustainable Development.

Its members represent all sectors making connections to generate ideas for a more sustainable economy, society and environment in the South West. It is playing a major role in shaping future plans in the region working with key regional organisations. SSW produced the Regional Sustainable Development Framework, *A Sustainable Future for the South West*. For further info about our activities and free publications visit www.sustainabilitysouthwest.org.uk or contact the SSW office.

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the independent champion of sustainable development in the South West

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Disclaimer: The views of individuals expressed in this newsletter do not necessarily represent the views of the membership of Sustainability South West as a whole. Every effort has been made to ensure the accuracy of the information disclosed but please let us know if you have any corrections or clarifications.



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Designed by Peta Morey



Sustainability South West's current membership: Gareth Allen **Carlton TV**; Bob Bewley **English Heritage**; Mike Birkin **Friends of the Earth**; Richard Cresswell **Environment Agency**; Howard Davis **Teignbridge District Council**; Julian Dennis **Wessex Water**; Colin Drummond **Viridor Waste Management**; Nicola Ellen **Somerfield Plc**; Mike Fox **Torbay Council**; Paul Gompertz **Devon Wildlife Trust**; Mark Harold **National Trust**; Chris Hines **The Eden Project**; Simon Hooton **South West of England Regional Development Agency**; Bryony Houlden **South West Regional Assembly**; Brian Kennelly **GeoScience Ltd**; Catherine Le Grice-Mack **South West Regional Assembly**; Jim Longhurst **University of the West of England**; Anita Longley **RWE npower**; Jackie Longworth **Trade Union Congress**; Liz McGrath **Learning South West**; Tim Render **Government Office South West**; Judith Reynolds **Co-Active Ltd**; Louise Thornhill **Countryside Agency**; Janette Ward **English Nature**; Brendan Yates **Department of Health**

Sustainability South West receives regular funding from the following organisations (a full list of funders, for any given financial year, is stated in our annual report): Countryside Agency; Department of Health; English Heritage; English Nature; Environment Agency; Government Office for the South West; National Trust; South West of England Regional Development Agency; South West Regional Assembly