



# King`s Lynn and West Norfolk Pollinator Action Plan

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# Foreword

**If you think that there are fewer bug splats on your car than in your younger days, you are right.**

Since 2004 three quarters of the United Kingdom's insects have vanished and many of these would have been pollinators, such as bees, butterflies and beetles. Pollinating insects move pollen from flower to flower while they feed on the sweet nectar. Flowering plants produce much of the food we eat and create the gardens, habitats and ecosystems we love to live in. Plant pollination is a fundamental link in the chain of life and has been calculated as contributing over 1.25 billion pounds to the UK's economy at today's prices.

Flowering plants and their pollinators have been around for at least 135 million years, but we can only trace our species back to just over 300,000 years ago. As the new kids on the block, we must act to reverse the decline in pollinator numbers, not only out of self-interest but through an obligation to the natural world.

Biodiversity on Earth is the result of nearly four billion years of evolution. Human activities have put an estimated one million species of plants and animals at risk of extinction out of some eight million species worldwide.

Plant pollination is a fundamental link in this chain of life, and we have an obligation to

redress the balance of dramatic biodiversity loss.

This pollinator action plan has come about through the hard work and expertise of this Council's Ecologist via the Biodiversity Task Group and as instructed by Council on 10 September 2020.

Additionally, The Environment Act 2021, strengthened 'biodiversity duty' so that this Council must:

- Consider what we can do to conserve and enhance biodiversity
- Agree policies and specific objectives
- Act to deliver our policies and achieve our objectives

The plan before you is thoughtful, evidenced and innovative. Its actions are achievable and realistic using effective resource management and timescales.

It is also very interesting reading and offers us hope for a better future, as well as leaving a legacy to be proud of.



**Cllr De Whalley**

**Portfolio Holder for Climate Change and biodiversity at Borough Council of Kings Lynn and West Norfolk.**

## AN INTRODUCTION TO THE POLLINATOR ACTION PLAN

The purpose of this Pollinator Action Plan is to highlight the issues facing our pollinators, and to provide key objectives and actions for their long-term protection and enhancement.



The King's Lynn and West Norfolk Pollinator Action Plan has been designed so that it contributes to the National Pollinator Strategy outcomes, which are:

- More, bigger, better, joined-up, diverse and high-quality flower rich habitats (including nesting places and shelter) supporting our pollinators across the country
- Heathy bees and other pollinators which are more resilient to climate change and severe weather events
- No further extinctions of known threatened pollinator species
- Enhanced awareness of across a wide range of businesses, other organisations and the public of the essential needs of pollinators
- Evidence of actions taken to support pollinators.

Our Action Plan broadly aligns with relevant key objectives of the Norfolk County Council Pollinator Actions Plan which seeks to:

- Raise the awareness and importance of pollinators throughout Norfolk.
- Promote, support and encourage pollinator-friendly farming
- Promote, support and encourage pollinator-friendly management of the county's highway verges, and Public Rights of Way (PRoW)
- Manage other county council assets for the benefit of pollinators
- Encourage the protection and enhancement of the Norfolk's pollinators through the planning system

# WHAT ARE POLLINATORS?

Pollinators are essential to our environment, our food production and our lives. They are so-called because they carry the reproductive pollen grains from flower to flower, enabling fertilisation for seeds, nuts and fruit to be produced. Through pollination, new generations of plants grow, which in turn support wild habitats and other wildlife. Without pollination, most wild and cultivated plants, from trees to strawberries, could not reproduce.

**One in every three mouthfuls of our food eaten in Europe depends on pollination taking place (Juniper, 2015).**

They serve crops like oil seed rape, clovers and other nitrogen fixing plants, important for livestock grazing and wildflowers. They add to the diversity of plant species, habitats and wildlife in Norfolk as well as its natural beauty, making King`s Lynn and West Norfolk a better place to live, to enjoy and to visit. Losing our pollinators would be a major ecological and economic disaster.

Many different insect groups are excellent pollinators. The best known of them are bees, including bumblebees, solitary bees and the honeybee. But other wild insects are equally vital for pollination including wasps, hoverflies, moths and butterflies. Even some beetles, mosquitoes, bats and ants have a pollinating role. Many plants have evolved to offer nectar to attract insects. Whilst insects are feeding on a flower`s nectar or collecting pollen to feed to their young, pollen grains stick to the insects` bodies and transfer to the reproductive organs of the next flower they visit.



Hoverfly



Antler Moth



Solitary Bee



Brown Argus



White Tailed Bumblebee



Honey Bee



Social Wasp



Solitary Wasp

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## WHAT'S THE PROBLEM?

Research shows that many of our pollinators are in trouble. For instance, here in Norfolk 23 bee species are now believed extinct (Owens, 2017) and in East Anglia as a whole, a further 25 bee species are considered 'threatened' and 31 species listed as being of 'conservation concern' (Jackson, 2019). A similar picture can be seen in our butterflies. For example, the iconic swallowtail butterfly for which Norfolk is a stronghold, has seen a 41% decline in abundance in the UK between 2022 and 2023 (Butterfly Conservation, 2023) and a decline of 1% over the last 10 years. The main threats to pollinators are habitat loss, climate change, pesticides, disease and invasive species.

These factors, particularly when combined can have a negative knock-on effect for other species that rely on pollinators, most notably plants, due to their symbiotic relationships, as insects pollinate our wild and garden flowers, which provide a crucial food source for a host of other wildlife such as birds, mammals, amphibians, and reptiles, thus affecting the wider biodiversity of habitats and ecosystems.

**HABITAT LOSS** Changes in our land use, including insensitive urban development and intensive farming, have resulted in habitat loss and fragmentation, the most significant cause of pollinator decline. Pollinators need flowers to forage and places to shelter, nest and overwinter, within vegetation, hedgerows and soil. But since the Second World War, we have lost 97% of our wildflower meadows as a result of modern farming practices and urban development. Where wildflower-rich habitats do still exist, these are often small,

isolated areas separated by land uses hostile to pollinators, making it difficult for insects to move around our landscapes.

**CLIMATE CHANGE** By disrupting seasonal patterns and flowering periods of plants, climate change is impacting pollinators. It affects the timing of flowering plants that they rely on for food and disrupts nesting behaviours and emergence after winter. It is also thought that a warming climate could restrict or alter the range of pollinators. Extreme weather events such as wildfires, floods, and droughts that impact pollinators may also become more frequent.

**PESTICIDES** The increased use of pesticides has adversely impacted pollinators and the plants on which they depend. Neonicotinoid pesticides are particularly harmful to bees, affecting their central nervous system, and consequently are now under a general ban across the European Union. Furthermore, some routinely used herbicides have also been shown to affect pollinators and their use, of course, reduces the availability of food plants throughout the year.

**DISEASES AND INVASIVE SPECIES** Evidence suggests that some honeybee diseases can spread to our wild bumblebees. A further threat is invasive species such as the Asian Hornet, which if allowed to take hold could devastate our native bee populations. Pollinators have been in serious decline for many years and a loud and clear message is coming from scientists, wildlife organisations and the government that they need help and quickly otherwise all of us, plants, pollinators and people, face serious problems.

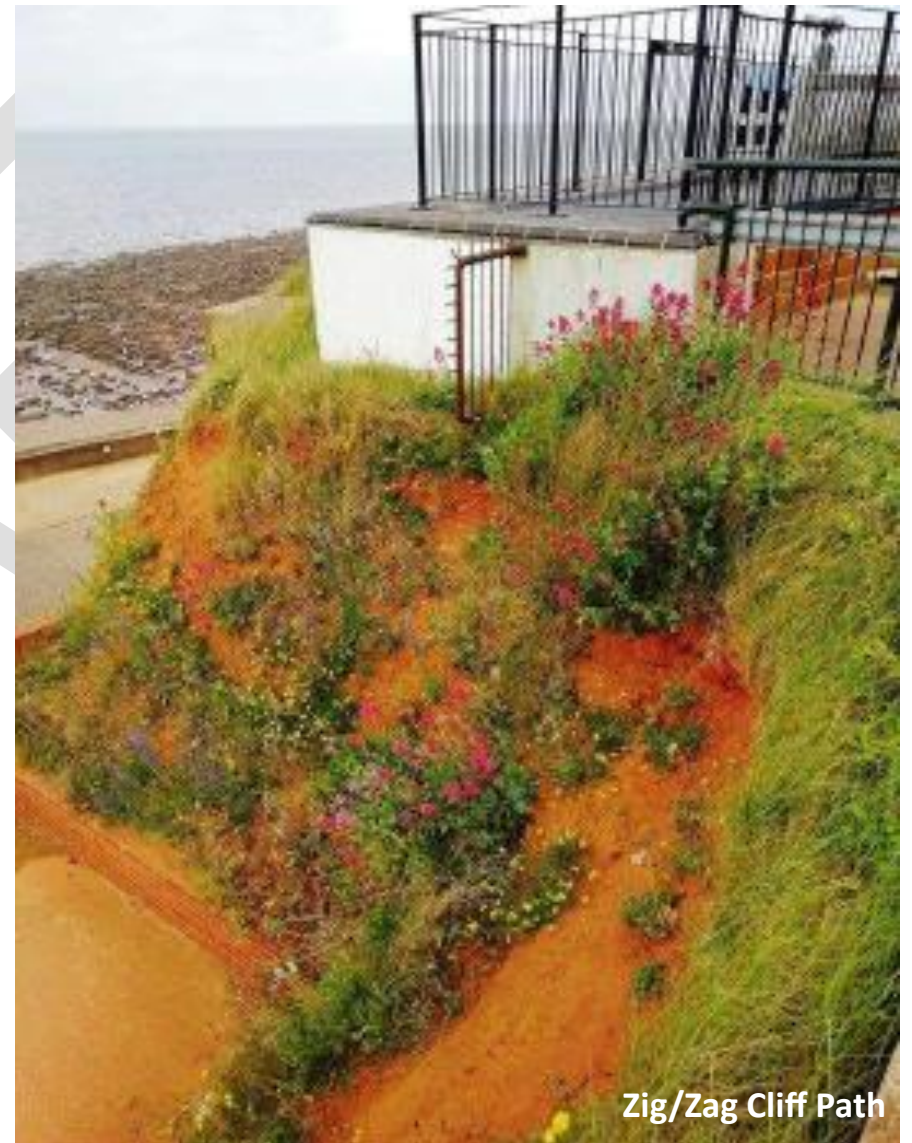
## WHAT DO POLLINATORS NEED?

Like all animals, pollinators need a variety of different habitat types for food, nesting, egg-laying, and hibernation year round.

**SHELTER** They need to be able to shelter, nest and overwinter in diverse habitats such as hedgerows, scrub and tall grass, burrows and holes in tree trunks. For example, patches of long grass make great nesting sites for bumblebees, and dead wood can make ideal hibernation sites for certain types of butterfly (read more in [Buglifes introduction to pollinator habitats](#)). Many also have different needs again in their larval stages.

**FORAGE** Foraging grounds for all pollinators have been steadily eroded. All pollinators need flowering, semi-natural habitats like wildflower meadows, hedgerows and woodland edges. They need agricultural landscapes which have unimproved grassland, hay meadows, clover-rich grassland, orchards and arable crops. Large fields of wind pollinated crops, like wheat, do not support pollinating insects.

**BEYOND THE COUNTRYSIDE** It's not only the countryside where pollinators' needs can be better met. They can find food and shelter in gardens, parks, roadside verges and any other open area. It's quite easy to provide for pollinators by making sure they have the right plants. They include common knapweed in wildflower meadows, red clover in pasture, hawthorn and bramble in hedgerows and woodland, cosmos in bedding areas and night scented plants such as honeysuckle and white campion to attract moths (read more in this [RSPB guide](#)).



Zig/Zag Cliff Path

# WHAT'S BEING DONE TO HELP POLLINATORS?

Our Pollinator Action Plan is part of a much wider movement. In 2014, the government published the National Pollinator Strategy for England, a ten-year plan to rescue these insects and to help them to thrive.

Subsequently, in 2022, it published the associated three-year Pollinator Action Plan. Buglife, Friends of the Earth and Bumblebee Conservation Trust have also published strategies and policies to address the decline of pollinators.

**B-Lines** - The charity Buglife has championed 'B-Lines', or "insect super-highways", which are made up of a series of flower-rich habitats that provide important stepping stones between key local sites such as Sites of Special Scientific Interest (SSSI), and County Wildlife Sites (CWS) throughout the landscape. "...B-Lines can help to identify where important wildflower networks exist within the landscape" (Buglife 2023). These so-called B-Lines can provide local authorities with an easy way of mapping such linear landscape features within its administrative boundary, as well as helping to meet national objectives including Biodiversity Net Gain (BNG), as set out in the Environment Act 2021, and the National Pollinator Strategy.

**In the Borough Council of King's Lynn and West Norfolk** - Small pockets of biodiversity areas have been created and are maintained by the Council's public open spaces team who also support several community led projects and initiatives like the 'In Bloom' initiative. This includes annual wildflower strips, sensitive cutting regimes, pollinator species included in bedding plants in The Walks, wild verges and community engagement. You find out more on page 7.

## By individuals

Many individuals are already taking active steps to help pollinators. These range from changing the way they look after their gardens, to making positive consumer choices. People are realising that they don't need to be an expert or have acres of land – and by spreading the pollinator friendly word and supporting local conservation efforts, individuals can make a real difference. You can find out what you can do on page 8.





# WHAT WILL WE ACHIEVE IN KING'S LYNN AND WEST NORFOLK?

This Action Plan will allow us to:

- Manage Council assets and operations to ensure that they are more pollinator friendly
- Ensure that the needs of pollinators are recognised and are taken into account across the Council's functions and responsibilities, and are taken account of in relevant strategies and policies
- Manage the council assets in a way that brings pollinator improvements and provides a model that can be replicated by other landowners across Norfolk
- Identify pollinator opportunities, and support collaborative, locally-owned initiatives.

This Action Plan includes actions that will be taken by the Borough Council of King's Lynn and West Norfolk across our various functions and services.

It requires commitment and support across the Council, from members, officers, and our contractors.

The Action Plan also includes actions to inspire others to do more for pollinators across Norfolk. This includes increasing awareness of the needs of pollinators. It can be used to support landowners, farmers, parish councils, community groups, businesses and individuals to help bring benefits to pollinators and their habitats at a variety of scales.

## The wider environmental context

In addition, this Action Plan will not only help our pollinators, but will sit alongside other important environmental objectives both locally and nationally, including the Local Nature Recovery Strategy (LNRS), and Biodiversity Net Gain (BNG). BNG can enable pollinating insects to restore and increase their populations through the creation of new habitats, and the connectivity of existing ones. Linear landscape features such as hedgerows and roadside verges can help to connect habitats, thus reducing habitat connectivity and enabling insects greater access to resources such as food, which in turn enables plant pollination.



# POLLINATOR POSITIVES BOROUGH COUNCIL OF KING`S LYNN AND WEST NORFOLK GOOD NEWS

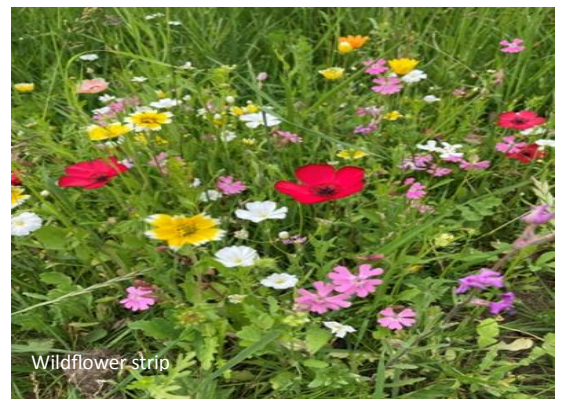
## A149 Brilliant B-lines

The A149 provides the main access route into Hunstanton. A wildflower strip was planted here after the Public Open Spaces team identified a gap in the National Beeline. This wildflower strip is a wonderful example of how habitat fragmentation can be tackled by connecting and extending national B-Lines. It also provides an attractive welcome to visitors, showcasing Norfolk's wild beauty.



## Anglia In Bloom – Promoting nature in the community

Anglia In Bloom is a charity organisation which aims to promote the conservation, protection and improvement of the physical and natural environment. The In Bloom campaign is entirely managed and run by volunteers from the six counties of the eastern region and is supported by a community of dedicated residents, gardening enthusiasts, council officers and local businesses.



## Memorial Field Biodiversity Area

Memorial Field – NVN funded with limited input from POS rotovating the area.

Further tree planting and wildflowers

Further details to be added.

## The Wereham Parish Council Biodiversity Garden

Following a successful application for funding from the Norfolk Community Foundation, a small working party was set up to create a Community Biodiversity Garden. Numerous engagement events were held which allowed members of the local community a chance to see what was planned and an opportunity for their input. A 12-meter diameter area of grass was identified near the current Children's Playground. It was noted that this area only had 3 different species of plants.



Through a combination of work by a local contractor and over 600 hours of voluntary time, the Wereham Parish Council Community Biodiversity garden was created. Funds were used for the contractor and the purchase of 2 raised beds with a seating area between them, as well as a The WildPod.



The Wildpod includes:

- Hedgehog house
- Bee hotel
- Butterfly house
- Amphibian refuge
- Invertebrate hotel
- Small mammal nest box
- Rot hole
- Wet habitat reservoir
- Dead wood zone
- Soil habitat

Although we needed to purchase the large silver birch trees and some of the plants, we were lucky enough to obtain numerous small trees and hedgerow trees from Norfolk County Council at a reduced cost. Many local people donated plants and seeds and after numerous planting parties, we now have a magnificent area of biodiversity which is already being used and admired by all who visit. We have created a diverse garden, including trees, hedges, ground cover, wildflower seeds and bulbs to try to improve the biodiversity of insects, birds, amphibians, and mammals in the area. All plants have been chosen for their ability to survive and thrive without further nurturing by humans.



# TOP TIPS FOR POLLINATORS

Here are five top tips for helping pollinators:

**i. Create homes for pollinators:**

Without safe places to rest, nest, and over-winter, pollinators cannot survive. Undisturbed log piles, leaf litter, twig bundles and compost heaps make great homes for pollinators. You could try making a bug hotel.

**ii. Plant for pollinators:**

Try to provide flowers throughout the year from early spring to early winter. Plant native species like foxgloves, ivy, and local wildflower mixes. Many wildflowers are naturally drought-tolerant and require less watering than other plants. Some cultivated garden plants that have been demonstrated to be particularly visited by foraging include buddleja, borage, common marigold, lavender, ox-eye daisy, comfrey (Baldock et al, 2019) and sunflowers.

**iii. Be Less tidy:**

Naturally messy places with nettles, brambles and undisturbed rough grasses are vital for both food and shelter for pollinators and other invertebrates. Instead of 'tidying up', leave seed heads and fallen leaves in situ.

**iv. Mow less:**

Reduce the frequency of mowing and leave areas of grass uncut. This will allow wild plants such as dandelion, hawk-bits and clovers to flower, providing another source of nectar.

**v. Ditch the chemicals:**

Avoid using weed killers, aphid killers, slug pellets or other pesticides. These products reduce the amount of food and homes available for pollinators and other useful invertebrates and can harm the environment in other ways. Instead go for natural alternatives, which are free! For example, use crushed eggshells, or better still, encourage hedgehogs, as slugs are one of their favourite foods!



## FURTHER INFORMATION

Find out about what organisations are doing in Norfolk, and how to get involved!

Buglife - <https://www.buglife.org.uk/>

Bumblebee Conservation Trust - <https://www.bumblebeeconservation.org/>

Norfolk Bee keepers Association - <https://norfolkbeekeepers.org.uk/>

Norfolk Butterfly Conservation - <https://butterfly-conservation.org/in-your-area/norfolk-branch>

Norfolk Wildlife Trust - [Welcome - Norfolk Wildlife Trust](#)

### Useful publications and sources of information

Buglife bee lines hub- [B-Lines - Buglife](#)

Buglife Introduction to Pollinators and their habitats - <https://cdn.buglife.org.uk/2021/04/Introduction-to-Pollinator-Habitats-FINAL.pdf>

Buglife Pollinator Identification Chart - [Pollinator-identification-chart.pdf \(buglife.org.uk\)](#)

Buglife neonicotinoids - [Neonicotinoid Insecticides - Buglife](#)

Buglife Urban Buzz - [Urban Buzz - Buglife](#)

RSPB Home for insects and minibeasts - [Activities \(rspb.org.uk\)](#)

RSPB Night Scented Plants for moths - [Nature on your doorstep: Night-scented plants for moths - Nature On Your Doorstep Blog - Nature On Your Doorstep - The RSPB Community](#)

RHS Plants for Pollinators - [Plants for Pollinators advice and downloadable lists / RHS Gardening](#)

Staffordshire Wildlife Trust Bee ID guides - <https://www.staffs-wildlife.org.uk/downloadable-bee-guide>

The National Pollinator Action Plan - [Pollinator Action Plan 2021 to 2024 - GOV.UK \(www.gov.uk\)](#)

## REFERENCES

Jackson, L. (2019) East of England Bee Report: A report on the status of threatened bees in the region with recommendations for conservation action.

Buglife (2023) The Benefits of B-Lines to Local Authorities in England, Advice Sheet. Peterborough

Butterfly Conservation (2023) UK Butterfly Monitoring Scheme: UK Summary of Changes; Table 2023; <https://ukbms.org/official-statistics>

Juniper, T. (2015) What nature does for Britain. Profile Books

Owens, N. (2017) The Bees of Norfolk, Pisces Publication



## OBJECTIVE 1

**For the Borough Council of King` s Lynn and West Norfolk to manage the land it owns, controls and influences in a way which benefits pollinators` habitat and forage.**

The Council will:

- Ensure pollinator friendly practices are embedded into maintenance works, training, lease agreements and contracts.
- All non-routine works to be assessed for their potential impact on pollinators and their habitats prior to work commencing to ensure no net loss.
- Develop biodiversity champions.
- Take advantage of opportunities to create habitat for pollinators through Biodiversity Net Gain (BNG).
- Reviewing amenity planting schemes (including tree planting and bedding planting) aiming to increase the value of these for pollinators and ensure resources are available all season.
- Establish a pilot/testing of pollinator-friendly measures on council assets that could be adopted by others across King` s Lynn and West Norfolk.
- Reduce the use of glyphosate and Neonicotinoids across land owned or managed by the Council, except where no viable alternative exists, and continue to review new methodologies as they become available.
- Look for opportunities to 'green' its buildings and assets with pollinator friendly features such as bee hotels.



## OBJECTIVE 2

**For the Borough Council of King`s Lynn and West Norfolk to raise awareness of the needs of pollinators within the Council.**

- Work with elected members and colleagues to develop, support and promote pollinator friendly practices
- Establish a mechanism to ensure cross-directorate delivery of the action plan
- Ensure the needs of pollinators are embedded within all strategic and partnership plans, policies, projects and operations



### OBJECTIVE 3

**To ensure the needs of pollinators are represented in local plans, policy and guidance.**

- Review existing local plans and planning policy to assess if they provide suitable measures for pollinators.
- Provide training for planning officers on the need for and benefits of actions for pollinators and encourage nomination of a planning officer as an 'Eco advocate' to support their colleagues.
- Recognise and capitalise on opportunities to create pollinator friendly habitats as part of new development.
- Engage with partners where possible to feed into strategic and countywide initiatives.



### OBJECTIVE 4

**To raise awareness to support pollinator-friendly practices throughout Kings Lynn and West Norfolk**

- Produce / promote web-based guidance and/or leaflets with Local groups, e.g. Friends' groups around Kings Lynn and West Norfolk
- Help to develop actions for areas such as churchyards, village greens, community-owned land, amenity land in partnership with local groups/Parish councils.
- Participating in and supporting any wider pollinator projects and initiatives, including integrating pollinator needs into pre-existing schemes and initiatives.
- Carry out a brief review of achievements annually and publicise success to local communities.



	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
		Take advantage of opportunities arising through the Norfolk Local Nature Recovery Strategy (LNRS).	friendly management actions on Council land.				
1.2	Reviewing amenity planting schemes aiming to increase the value of these for pollinators.	<p>Review the current planting scheme to identify which plant types/species good pollen providers and include such plant types when practicable in future planting schemes.</p> <p>Where pollen sources are lacking at certain times, identify which plants could be introduced to the planting scheme to provide year round pollen sources.</p>	Local monitoring using a national standard to establish trend where resource allows.	<p>RHS pollinator plant list</p> <p>Revenue funding required where changes in schemes/regimes are identified</p>	Public Open Spaces Team	Ecology Officer	Long Term
1.3	Establish a pilot of pollinator-friendly measures on Council assets that could be adopted by others across King`s Lynn and West Norfolk.	Identify a suitable site to undertake a full constraints and opportunity plan.	Local monitoring using a national standard to establish trends. Monitor change in the % of identified site being managed for pollinators.	<p>Officer time</p> <p>External support</p> <p>Revenue funding required where changes in schemes/regimes are identified</p>	Ecology Officer	<p>Norfolk Wildlife Trust</p> <p>Public Open Spaces Team</p>	Long Term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
1.4	Phase out pesticide use on Council assets over the longer term.	<p>Follow the principles of the adopted NCC Glyphosate Policy to protect pollinators and other biodiversity.</p> <p>Educate tenants on the risks to pollinators when using neonicotinoids and other pollinator harming pesticides for pest control</p> <p>Prohibit the use of neonicotinoid pesticides which have been linked to the decline in pollinators on Council land where the power to do this exists.</p>	Monitor glyphosate usage.	<p>Officer time</p> <p>Integrated Weed Management approach (NCC Glyphosate Policy) to minimise glyphosate use</p> <p>Sufficient Capital and Revenue Funding to adopt emerging technologies which offer a viable alternative to the use of glyphosates</p>	Public Open Spaces Team	Ecology Officer Property Services	Short / Medium
1.5	Make Council owned land and buildings more pollinator friendly.	<p>Identifying opportunities for small scale low budget changes to properties owned by the Council e.g. installation of bee hotels, bat boxes, earth bunds, review of formal planting for pollinator friendly species.</p> <p>Identify where longer term larger scale</p>	<p>Track number of events and training on pollinators.</p> <p>Track number of pollinator features rolled</p>	<p>Officer time</p> <p>Materials to create pollinator features</p> <p>Revenue funding required to</p>	<p>Property Services</p> <p>Major Housebuilder services</p>	<p>Ecology Officer</p> <p>Public Open Spaces Team</p>	Long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
		action can be integrated into new buildings i.e. green roofs, green walls, sustainable urban drainage.  Training for property service.	out to Council properties.	maintain features once installed			

## Objective 2: Raise awareness of pollinator needs within the Council.

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
2.1	Work with elected members and colleagues to develop, support and promote pollinator friendly practices.	Messaging for Councillors, Officers, to enable them to promote Borough Council of King's Lynn and West Norfolk actions for pollinators.  Encourage staff to feed back on actions they take for pollinators	Track Messaging and updates created and events supported	Officer time required	New Biodiversity Officer role (only possible if secured)	Communications Team  Democratic Services  Public Open Spaces Team  Councillors and members	Short
2.2	Establish a mechanism to ensure cross-directorate delivery of the action plan.	Internal officer group on nature recovery. Identify	Production of corporate protocols	Officer time required, Member	New Biodiversity Officer role	Communications Team	Medium

		the most effective ways to influence pollinator-friendly practices at Borough Council of King`s Lynn and West Norfolk.	for considering pollinators.	time.	(only possible if secured)	Democratic Services Public Open Spaces Team Councillors and members Ecology Officer	
2.3	Ensure the needs of pollinators are embedded within all relevant Borough Council of King`s Lynn and West Norfolk strategic and partnership plans, policies, projects and operations.	Internal review of policies and management operations	Set up review programme. Progress monitored	Officer time required	New Biodiversity Officer role (only possible if secured)	Members Ecology Officer Public Open Spaces Team Policy Team Climate Change Team	Medium

### Objective 3: To ensure the needs of pollinators are represented in local plans, policy and guidance.

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
3.1	Review the existing Local Plan and its planning policy approach to assess if it provides suitable	Identify if current and emerging site allocations that contain habitats which support	Record allocations where advice on action for pollinators has been provided.	Officer time  National Planning Policy Framework	Policy Officer	Ecology Officer  Other Norfolk authorities	Long

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
	measures for Pollinators.	pollinators or could do so, such as brownfield sites are recognised. Highlight allocations where action for pollinators would be necessary. Take advantage of opportunities arising through the Norfolk Local Nature Recovery Strategy (LNRS).		National Pollinator Strategy		Climate Change Team	
3.2	Provide training for planning officers on the need for and benefits of actions for pollinators and encourage nomination of a planning officer as an 'biodiversity champion' to support their colleagues.	Provide training on BNG and Statutory metric to planning officers.  Promote Borough Council of King's Lynn and West Norfolk Pollinator Action Plans.	Track number of events and training on pollinators.	Officer time  Online guidance and resources for local authorities e.g. Buglife	Ecology Officer	Norfolk Wildlife Trust  Development management team  Planning Officers	Medium/long term
3.3	Recognise and capitalise on opportunities to	Raise awareness of and promote the creation of	n/a	Officer time  National Planning Policy	Ecology Officer	Planning Officers	Long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
	create pollinator friendly habitats as part of new development landscaping schemes.	pollinator friendly features with developers		Framework		Property services Arboricultural Officer	
3.4	Support Neighbourhood Plans with approaches to local biodiversity policy	Aid Neighbourhood planning where Biodiversity Policy will include reference to pollinator	Track number of made plans that include reference to pollinators	Officer time	Policy Officer	Ecology Officer	Medium/Long Term

#### Objective 4: Raising awareness to support pollinator-friendly practices throughout Kings Lynn and West Norfolk.

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
4.1	Promote actions for areas such as churchyards, village greens, community-owned land, amenity land e.g. as managed by parish/town councils and the borough/district	Promote web-based guidance with a dedicated webpage	Develop and monitor targets such as changes in land management to favour pollinators, and guidance produced	National guidance available online	New Biodiversity Officer role (only possible if secured)	Communications Team Norfolk Wildlife Trust Ecology Officer	Medium/long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
	authorities.						
4.2	Participating in and supporting any wider pollinator projects and initiatives, including integrating pollinator needs into pre-existing schemes and initiatives.	Many pollinator projects and initiatives are already happening around the country (for example see below for information on B-Lines and Urban Buzz).  Support known initiatives through planning.	Track involvement in number of projects/initiatives	Buglife Urban Buzz - <a href="https://www.buglife.org.uk/our-work/pollinator-projects/urban-buzz/">https://www.buglife.org.uk/our-work/pollinator-projects/urban-buzz/</a>  Bugs life bee lines - <a href="#">B-Lines - Buglife</a>	New Biodiversity Officer role (only possible if secured)	Public Open Spaces  Ecology Officer	Long term
4.3	Establish effective monitoring of work being carried out in our area.	Carry out a brief review of achievements annually and publicise success to local communities.	Track number of achievements and Pollinator communications	Officer time	New Biodiversity Officer role (only possible if secured)	Public Open Spaces Team  Ecology Officer  Property Services  Communications Team	Medium/ Long term