

Appendix 5 – Consultation Process

1. My Wild City is a four-year collaboration between The Wildlife Trust for Lancashire, Manchester and North Merseyside and Manchester City Council which was launched at the beginning of 2019. The first phase of the process involved engagement and practical delivery; the second phase was around strategy development using the mandate provided by the extensive consultation undertaken. A new Biodiversity Action Group made up of leading academics, statutory bodies and key partner organisations was set up to shape the strategy and its key objectives.
2. In 2019, the My Wild City team undertook a comprehensive consultation exercise to listen and understand Mancunian's thoughts and ambitions for nature in the City. Developed alongside the City Council, the consultation was active for a period of six-months between April and October 2019, with a total of 2,195 individuals taking part. Results demonstrated that 98% of respondents were concerned about wildlife loss, with 81% of respondents stating that Nature in Manchester was extremely important to them.
3. One of the key aims of My Wild City was to lead more active conservation activity on key wildlife sites in Manchester as well as supporting residents to work together to deliver more positive action for nature in their community. Despite the massive disruption caused by COVID-19 to our practical delivery activities, to date the project has delivered 85 volunteer sessions across 11 priority wildlife sites in Manchester.
4. In response to the COVID-19 lockdowns, the My Wild City team led a further consultation exercise with Manchester residents to understand how nature was benefitting their lives during lockdown. Over 1,200 Mancunians responded with the overwhelming narrative being how important nature and local greenspace had become for residents and their health and wellbeing.
5. The project has been working closely with the Council's parks department, and has developed new action plans for 12 priority wildlife sites in Manchester to help support Parks staff and Friends of Groups to have a better understanding of how to manage their sites for biodiversity. In addition to the new action plans, the My Wild City team have worked alongside and supported 8 Friends of Groups in the City to try and increase their skills, resilience and connection with other groups and stakeholders.
6. Alongside supporting and encouraging residents to take action for nature within their neighbourhood and local greenspace, the project team also launched My Wild Garden as a campaign to encourage action by residents at home. Over 2,100 households have signed up to the campaign with a further 1,000 households receiving My Wild Garden resources as part of targeted neighbourhood interventions.
7. Since launching over 200,000 people have engaged with communication content around gardening for nature with various creative content produced including a

video with the City Centre Cloud Gardener shown [here](#), and a film about the connection between communities in North Manchester and Nature [here](#).

8. Organised by the Wildlife Trust with partners as a way to engage people positively about urban Nature, in 2022 over 4000 people attended the Manchester festival of Nature at Heaton Park in June. The event was also used as a further opportunity to engage with the public about the development of the new Biodiversity Strategy.