



London Bridge Best Practice

LONDON BRIDGE STATION
REDEVELOPMENT PROJECT

Case Study Title: 30 Days Wild – Reconnecting With Nature
Month/Year: June 2017

Key Benefits

- ✓ Encourage people to reconnect with nature
- ✓ Reconnecting with nature can be quick and simple and be easily worked in with everyday work or home activities
- ✓ Reconnecting with nature can be fun, educational and help improve fitness
- ✓ Raise awareness of the natural environment and how to experience the natural environment in built-up urban environments

Objectives & Targets

- ✓ SDS Objective No. 20 – To maintain and enhance biodiversity on the Thameslink Programme
- ✓ CEEQUAL – Ecology



What is 30 Days Wild?

The 30 Days Wild national campaign ran for the entire month of June 2017. The campaign, coordinated by The Wildlife Trusts, encourages everyone to undertake a random act of wildness to reconnect with nature everyday throughout June. The campaign month also coincided with World Environment Day on 5th June – the theme for 2017 being connecting people to nature. For more information about the 30 Days Wild national campaign, visit www.wildlifetrusts.org/30dayswild.



The Project Involvement in 30 Days Wild

The Project considered it important to participate in the 30 Days Wild campaign, especially given the urban nature of the Project, which means that awareness of nature conservation issues is not a key environmental focus for the Project. Weekly emails were sent out letting people know about the campaign and giving them ideas for how they could reconnect with nature and undertake random acts of wildness on their lunch break, on their commute home from work, at night once they are home and on the weekends. A calendar of suggested wildness ideas was also displayed around the office. These ideas included taking lunch breaks in nearby parks, reading nature-related articles or websites, watching informative nature-related videos, planning nature-based holidays, cooking outside and watching the sunset, exploring local conservations areas, getting their hands dirty gardening, exercising in local parks or participating in one of the many 30 Days Wild activities held all over England throughout June by The Wildlife Trusts.

As part of the campaign, the Project ran a competition encouraging people send in photos of their random acts of wildness, as almost everyone has access to a smartphone camera. The winner of the month-long competition received a hamper of wildness gifts and recognition as London Bridge **Wild Photographer of the Year**. An overwhelming 100 photo entries were received throughout the month and most were of exceptional quality so it was decided to enlist the help of professional photographer, Monica Wells, to select the winner. The three runners up and the highly commended entries were selected by most votes received from members of the Environment and Communities Team.

The 30 Days Wild was considered a huge success – the photo entries demonstrated that people got into the spirit and were reconnecting with nature. And even those people residing in central London were able to reconnect with nature through various means such as window-box gardens and visiting urban parks.

