

King's Lynn and West Norfolk Pollinator Action Plan



October 2025

Borough Council of
**King's Lynn &
West Norfolk**



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Foreword

If you think that there might be fewer bug splats on your car than in previous years, 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 more than £1.25 billion 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.

We have a responsibility to redress the balance of habitat destruction and dramatic biodiversity loss that we face now and in the future.

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 agreed by Council in 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 King's 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
- Healthy 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 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 Action Plan which seeks to:

- Raise 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 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 fruits 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. However, 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.



Cardinal beetle



Brown argus



Soldier beetle



Comma



Common carder bee



Buff-tailed bumble bee



Ringlet



Thick-thighed flower beetle

WHAT IS 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 been banned use of certain neonicotinoids since 2018, only allowing emergency authorisations. The government is committed to ending use of neonicotinoids entirely. 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 [Buglife's 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 is 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, Hunstanton © Claire Thompsett

WHAT IS 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 their administrative boundaries, 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 can 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 9.



Red-tailed bumble bee © Claire Wiggs

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 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 and officers to 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 increasing habitat connectivity and enabling insects greater access to resources such as food, which in turn supports plant pollination.



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

A149 Brilliant B-lines - King's Lynn and West Norfolk Borough Council

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.



Wildflower strip

Anglia In Bloom - King's Lynn and West Norfolk Borough Council

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.



Wildflower strip

The Biodiversity Garden - Wereham Parish Council

"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 comment. A 12m diameter area of grass was identified near the current children's playground. It was noted that this area only had three different species of plants.

Through a combination of work by a local contractor and more than 600 hours of voluntary time, the Wereham Parish Council Community Biodiversity Garden was created. Funds were used for the contractor and the purchase of two raised beds with a seating area between them, as well as a WildPod. The Wildpod includes: hedgehog house, bee hotel, butterfly house, amphibian refuge, invertebrate hotel, small mammal nest box, soil habitats, rot holes and a dead wood zone.

Although we needed to buy 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.



The Wereham Biodiversity Garden



Biodiversity Garden volunteers

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.”



Aerial view of the Biodiversity Garden

Martha`s Meadow Southery - Adrian Pope and Lewis Pope

“Our family have owned the house since 1983, and it has slowly developed as a garden since that time. Until 2014 the main area was kept as a lawn. It was then it dawned on us that we could develop the garden into a meadow.

The land is rich here and not perfect for a traditional wildflower meadow. We started by spraying off the existing Rye Grass lawn and sowing a wildflower mix which included farmland favourites such as poppy and cornflower. We cut the first year in October and the swarth was over six feet high in places!

We were not sure if this would work, however the next year we added meadow grass species and just cut it each year since.

In 2020, Lewis our son, built the first pond (Bridge) and the place started to transform into what you see today. The more water we added the more wildlife seemed to appear. The site now has four ponds which is now enough!

Management

Mowing starts at the end of June and finishes in October. This creates a mosaic of areas at different stages of growth. This is exactly what moths and butterflies like for their newly hatched caterpillars. We are adding to our species lists most weeks as our identification skills increase.

Adrian has recorded a huge number of species across the site including grayling butterfly, smooth newts, noctule and pipistrelle bats and great silver water beetle. Open days are regularly held at Martha`s Meadow and Adrian welcomes experts from all fields to add to the growing number of records and share his knowledge.



Marthas Meadow



Meadow in full bloom



Great silver water beetle

TOP TIPS FOR HELPING POLLINATORS

Here are five top tips for helping pollinators in your own garden or wild space:

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 insects include buddleia, borage, common marigold, lavender, ox-eye daisy, comfrey 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 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!



©Ray Roache winner of the garden wildlife competition 2025

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 Beekeepers Association - <https://norfolkbeekeepers.org.uk/>

Norfolk Biodiversity Partnership - [Directory of Community Biodiversity Projects | Norfolk Biodiversity Partnership](#)

Norfolk County Council - <https://www.norfolk.gov.uk/article/42724/Natural-environment>

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

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

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

Norfolk Wildlife Trust: Bees and pollinators - <https://www.wildlifetrusts.org/about-us/what-we-do/bringing-wildlife-back-on-land/saving-species/savingbees>

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

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 \(www.gov.uk\)](#)

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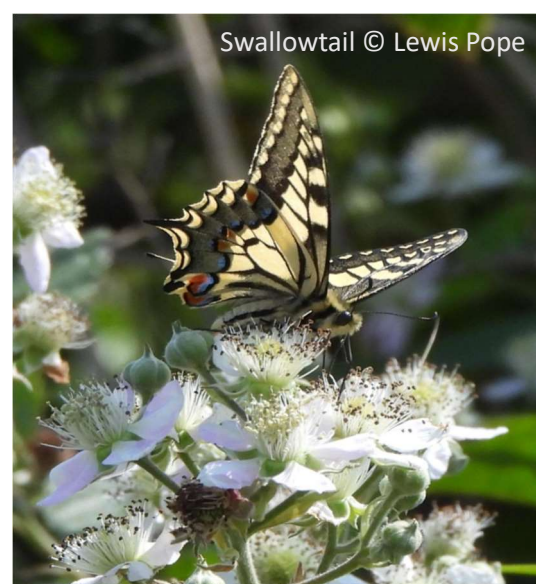
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Owens, N. (2017) The Bees of Norfolk, Pisces Publication



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.
- Assess all non-routine works 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).
- Review 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.



Yellow Rattle © Lewis Pope

OBJECTIVE 2

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

The Council will:

- 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

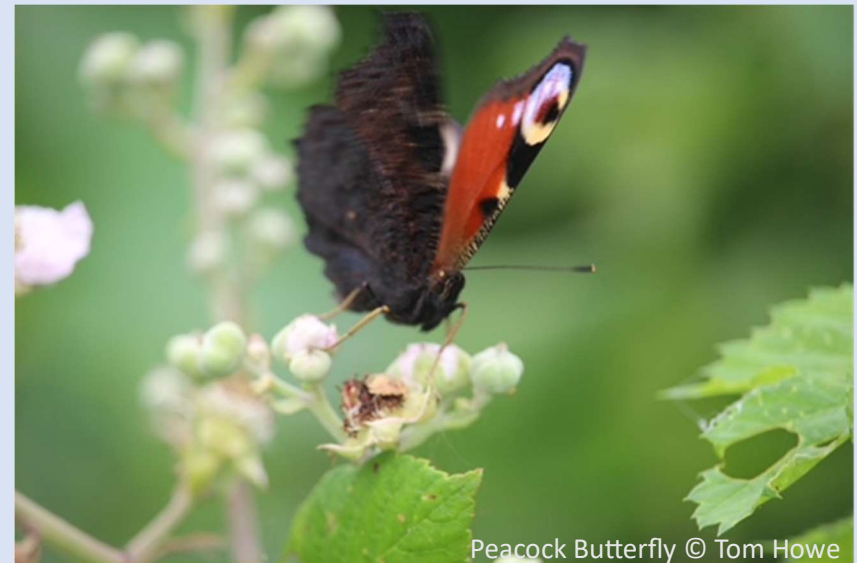
To ensure the needs of pollinators are represented in local plans, policy and guidance.

The council will:

- 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.



Cardinal Beetle © Tom Howe



Peacock Butterfly © Tom Howe

OBJECTIVE 4

To raise awareness to support pollinator-friendly practices throughout King's Lynn and West Norfolk

The Council will:

- Produce/promote web-based guidance and/or leaflets with local groups, e.g. Friends' groups around King's 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.

ACTIONS THAT THE BOROUGH COUNCIL OF KING'S LYNN AND WEST NORFOLK WILL TAKE ACROSS ITS VARIOUS FUNCTIONS AND SERVICES

- Internal actions for Borough Council of King's Lynn and West Norfolk are Objectives 1-2 (orange)
- Wider actions are Objectives 3-4 (green)
- Timescales to establish: Short (in 2025); Medium (by end of 2026) and Long (after 2026)

The Action Plan is a live document which should be reviewed where necessary in response to progress towards initial targets.

Objective 1: Manage land the Council owns, controls and influences in a way which benefits pollinators habitat and foraging

	Description	How this will be achieved	Measures of progress	Resources available/ required	Lead	Partners	Timescale
1.1	Manage Borough Council of King's Lynn and West Norfolk assets to maximise opportunities for pollinators	Set up meetings with Public Open Spaces (POS) Officers to identify training needs Develop awareness by delivering training, and guidance for POS Team and contractors working for Borough Council of King's Lynn and West Norfolk to promote pollinator best practice Develop biodiversity champions Take advantage of opportunities to create habitat for pollinators through Biodiversity Net Gain (BNG)	Track meetings established and training identified Track attendance of officers at events / seminars Track adoption of pollinator friendly	Officer time required Funding for training and events required BNG regulations Norfolk Local Nature Recovery Strategy	Ecology Officer/ Biodiversity Project Officer Public Open Spaces Team Corporate Property Team	Norfolk Wildlife Trust	Short/ Medium

	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)	management actions on Council land				
1.2	Reviewing amenity planting schemes aiming to increase the value of these for pollinators	Review the current planting scheme to identify which plant types/species are good pollen providers and include such plant types when practicable in future planting schemes Where pollen sources are lacking at certain times, identify which plants could be introduced to the planting scheme to provide year-round pollen sources	Local monitoring using a national standard to establish trend where resource allows	RHS pollinator plant list Revenue funding required where changes in schemes/regimes are identified	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	Officer time External support Revenue funding required where changes in schemes/regimes are identified	Ecology Officer/ Biodiversity Project Officer	Norfolk Wildlife Trust Public Open Spaces Team	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	Follow the principles of the adopted NCC Glyphosate Policy to protect pollinators and other biodiversity Educate tenants on the risks to pollinators when using neonicotinoids and other pollinator harming pesticides for pest control 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	Monitor glyphosate usage	Officer time Integrated Weed Management approach (NCC Glyphosate Policy) to minimise glyphosate use Sufficient Capital and Revenue Funding to adopt emerging technologies which offer a viable alternative to the use of glyphosates	Public Open Spaces Team	Ecology Officer Property Services	Short / Medium
1.5	Make Council owned land and buildings more pollinator friendly	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	Track number of events and training on pollinators Track number of pollinator features	Officer time Materials to create pollinator features Revenue funding required to	Property Services Major Housebuilder services	Ecology Officer/ Biodiversity Project Officer Public Open Spaces Team	Long term

	Description	How this will be achieved	Measures of progress	Resources available/ required	Lead	Partners	Timescale
		Identify where longer-term larger scale action can be integrated into new buildings i.e. green roofs, green walls, sustainable urban drainage Training for property services	rolled out to Council properties	maintain features once installed			
1.6	Ensure pollinators are considered in our major housebuilding project	Appropriate pollinator species designed into the landscaping scheme of any new development where possible	Track number of new major Council developments that are pollinator friendly	Officer time	Property Services Major Housebuilder services	Biodiversity Project Officer Public Open Spaces Team	Long term

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	Track Messaging and updates created and events supported	Officer time required	Biodiversity Project Officer	Communications Team Democratic Services Public Open Spaces Team	Short

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
		Encourage staff to feedback on actions they take for pollinators				Councillors and members	
2.2	Establish a mechanism to ensure cross-directorate delivery of the action plan	Internal officer group on nature recovery. Identify the most effective ways to influence pollinator-friendly practices at Borough Council of King's Lynn and West Norfolk	Production of corporate protocols for considering pollinators	Officer time required, Member time	Biodiversity Project Officer	Communications Team Democratic Services Public Open Spaces Team Councillors and members Ecology Officer	Medium
2.3	Where possible 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	Biodiversity Project Officer	Members Ecology Officer Public Open Spaces Team Policy Team Climate Change Team	Medium

Objective 3: 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 measures for pollinators	Identify if current and emerging site allocations that contain habitats which support 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)	Record allocations where advice on action for pollinators have been provided	Officer time National Planning Policy Framework National Pollinator Strategy	Policy Officer	Ecology Officer Other Norfolk authorities Climate Change Team	Long
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 a	Provide training on BNG and Statutory metric to planning officers Promote Borough Council of King's Lynn and West	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	Medium/long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
	'biodiversity champion' to support their colleagues	Norfolk Pollinator Action Plans				Planning Officers	
3.3	Recognise and capitalise on opportunities to create pollinator friendly habitats as part of new development landscaping schemes	Raise awareness of and promote the creation of pollinator friendly features with developers	n/a	Officer time National Planning Policy Framework	Ecology Officer	Planning Officers Property services Arboricultural Officer	Long term
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: Raise awareness to support pollinator-friendly practices throughout King's 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,	Promote web-based	Develop and monitor targets such as changes	National guidance available online	Biodiversity Project Officer	Communications Team	Medium/long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
	community-owned land, amenity land e.g. as managed by parish/town councils and the borough/district authorities	guidance with a dedicated webpage	in land management to favour pollinators, and guidance produced			Norfolk Wildlife Trust Ecology Officer	
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	Bugslife Urban Buzz - https://www.buglife.org.uk/our-work/pollinator-projects/urban-buzz/ Bugs life bee lines - B-Lines - Buglife	Biodiversity Project Officer	Public Open Spaces Ecology Officer	Long term

	Description	How this will be achieved?	Measures of progress	Resources available/ required	Lead	Partners	Timescale
4.3	Establish effective monitoring of work being carried out in the borough	Carry out a brief review of achievements annually and publicise success to local communities	Track number of achievements and pollinator communications	Officer time	Biodiversity Project Officer	Public Open Spaces Team Ecology Officer Property Services Communications Team	Medium/ Long term