Keele Meadows Habitat Bank

GREEN EARTH DEVELOPMENTS GROUP

LPA: Newcastle-under-Lyme
NCA: Potteries and Churnet Valley
Biodiversity Gain Site No: BGS-080425001

High Distinctiveness Units

Lakes & Ponds - 1.33 Units

Medium Distinctiveness Units

Grassland - 18.61 Units
Heathland & Shrub - 9.92 Units
Woodland & Forest - 9.22 Units
Hedgerow - 7.4 Units

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Local Context

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Keele Meadows Habitat Bank, located within Newcastle-under-Lyme Borough Council and immediately adjacent to the Seddon Homes residential development, The Oaks, in the village of Keele in Staffordshire.

This former colliery spoil tip, which has suffered from underground burning and anti- social behaviour in the past, is now set to be transformed into a thriving ecosystem, providing significant environmental and community benefits.

With no records of protected species or designated local allocations, the site presents an ideal opportunity for large scale habitat building and restoration. The site is positioned in Newcastle under Lyme LPA and within the Potteries and Churnet Valley NCA, offering significant opportunities for BNG offsetting.

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Habitat

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The site currently comprises of some 22 acres of modified, poor-quality grassland, poor quality woodland, mixed scrub and pond. The project aims to enhance grassland to good conditions, along with similar enhancements to mixed scrub, broadleaved woodland. A new pond will be created along with establishment and management of circa 1.2km of new native species hedgerow.

The project will create some 36.39 Hu's of which 1.33 will be high distinctiveness due to the pond creation. In addition, some 7.40 hedgerow units will be created. Specific targeted species enhancements will also be delivered for butterflies and dragonflies, declining wildflower species, amphibians, reptiles, nesting and overwintering birds and small mammals including hedgehogs and bats.

A core element of the project is the creation of natural wildlife corridors through the planting and establishment of new native species hedgerow which provide the links between the enhanced habitats and the wider countryside.

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Social Value

The Keele Meadows Habitat Bank is firstly a project for nature conservation; however, it is also designed with community engagement at its heart. Enabling considered public access provides significant benefits to human health and mental wellbeing. GEDG uniquely supports local community access on its habitat banks, providing educational opportunities to local schools.

GEDG's approach to this site will provide buyers of units with additionality in terms of species monitoring and community engagement. GEDG are retaining Middlemarch Environmental, owned by Warwickshire Wildlife Trust, to monitor the habitat bank over the 30-year management period.

Benefits of Buying from GEDG

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Purchasing biodiversity credits from GEDG's Habitat Bank offers developers an efficient, ethical, and future-proof solution for meeting Biodiversity Net Gain (BNG) requirements. Here are the core benefits of partnering with GEDG:

- **Immediate Access to Biodiversity Units** - GEDG offers over 2,000 BNG units across multiple habitat banks, making it easy for developers to secure the credits they need for upcoming projects.

- **Environmental and Social Impact** - GEDG places a strong emphasis on creating social value. Our activities in every local area with an operational site contribute to the local community through job creation, partnerships with conservation groups, and financial donations to a community fund to be spent as every community group wishes.

- **Transparency and Trust** - GEDG is committed to transparency in all transactions. By partnering with Middlemarch Environmental Ltd., a leading Wildlife Trust consultancy, GEDG ensures that all habitat management and restoration efforts meet the highest ecological standards. Middlemarch conducts third-party audits to verify environmental outcomes, giving clients confidence in their investment.

- **High Standards in Habitat Management** - GEDG follows best practice habitat management principles, using sustainably sourced materials and ethical operations to ensure lasting environmental benefits.

- **Supporting Long-Term Environmental Goals** - By purchasing biodiversity credits from GEDG, developers are not only complying with BNG regulations but also contributing to the UK's broader net-zero and nature-positive objectives. This positions developers as leaders in sustainability, fostering greater brand trust and aligning with evolving consumer and regulatory expectations.

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Thanks for your time.

Visit our website for more information at

www.greenearthgroup.co.uk

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