



Green Gown
Awards 2016



Dissemination
supported by:



Finalist's case study

Keele University

Sustainability Champion - Staff

David Emley, Senior Technician

About the project

Summary

Keele University sits in a campus of over 600 acres; its environment is an important part of its attraction to students and to staff working here. With its historic connections it is also a visitor attraction in its own right. My entry is for my 43 year study of the fauna and flora here as well as promoting it to our students, staff and wider community.

Project partners

Work has been carried out largely by myself with some help from Estates and a couple of colleagues.

The results

I see my role as being one of raising awareness of the importance of our environment and the need to conserve it. By doing this I hope to encourage people to act in a sustainable manner and with consideration to their surroundings. One major example is in the change in attitude to the management of our estate. Regard for wildlife is now a major consideration.

It is difficult to quantify the effect of my activities on people's sustainability behaviour, but feedback I have received from my regular Arboretum walks attended by people all across the university, suggest that they have influenced people through: increased considerations of wildlife in their own gardens; spreading knowledge to family and friends; increased appreciation for the natural environment; in addition to personal benefits such as enhanced personal wellbeing.



Keele
University

Profile

- Higher Education
- 10,000 students (includes full and part time students)
- 2000 staff
- Rural





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The future

Lessons learned

We have suffered from vandalism and damage from Squirrels in particular and it is easy to get despondent, especially when all you do is voluntary and in your own time. Better to look at what works and to take comfort from the comments of people who enjoy what you do.

Sharing your project

The arboretum has a website that regularly gets 3000 hits per month. In addition I have produced guided walk leaflets for the grounds and a guide to our National Collection of Flowering Cherries. In addition I run lunchtime walks for staff and students and for visiting groups/conferences too. This has all led to a better appreciation of our environment here at Keele and hopefully generally too.

What has it meant to your institution to be a Green Gown Award finalist?

Keele is rightly proud of its campus and the green agenda is a major part of its strategic plan. Hopefully having me as a finalist will go some way to fulfilling their aims.

Further information

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www.keele.ac.uk

www.keele.ac.uk/arboretum (links here to facebook and twitter accounts).