



Case study: The Wildlife Gardening Company

Name of project or group

The Wildlife Gardening Co. Case study by Matt Williams, February 2022.

What actions for nature did you want to take and why?

After the pandemic put a stop to my work as a musician I decided to go full time as a gardener. Being very aware of the ecological and climate crises I also wanted to help people help our native wildlife by turning their gardens into mini nature reserves. I've built ponds, hibernacula, planted wildflowers and installed nestboxes, amongst other things.

What resources or support did you need/use?

I'm studying the RHS level 2: Principles of Horticulture diploma to firm up my technical gardening knowledge. I've also found a plethora of resources on the Wildlife Trusts website including many online webinars. Books by authors such as Dave Goulson, Kate Bradbury and Pam Lewis have been very helpful. There are loads of great groups and accounts on Facebook and Instagram too.

How did you empower or involve others?

I always try to listen to my customers and tailor what I do to their needs. A wildlife garden needs to be enjoyable for humans as well as benefiting wildlife. I also try and share knowledge and ideas on social media and my website.

How did it make you feel?

After slogging away in the music industry for many years, it's great to feel like I'm now making a difference. Working outdoors has been good for my mental health, even in the great British weather and being part of the growing wildlife community in Sheffield is really encouraging.

What changes have there been as a result of your actions?

I hope that the projects I've undertaken in gardens have to create new habitats, food sources and nesting sites have increased biodiversity and abundance of wildlife.



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Have you had any memorable nature encounters while doing this?

Finding newtlets (a.k.a. Efts) whilst building a stumpery in a garden I regularly work in. Also, watching hedgehogs visiting my own garden.



Photo credit: Matt Williams

How have your actions been shared or inspired others?

I post a lot of my wildlife encounters on my website and Instagram page. I hope the projects I've shared online have inspired people to take action in their own gardens. Many of my customers are very knowledgeable, so it's always fun to trade facts with fellow a nature nerd.

What is next?

This year I'd love to build more ponds, plant more flowers and manage more gardens for wildlife. Wouldn't it be wonderful to see whole streets with wildlife friendly gardens?! Corridors of biodiversity across the suburbs of Sheffield!

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