



RURAL MARKET TOWN GROUP



Case Study Template

Please let us know about one project which your council has been involved in, that improved the lives of local residents, and which would be of interest to our member councils and rural policy makers. This could be through direct action or by supporting another local project. This doesn't need to be lengthy. Concise and to the point is best!

Project Title		Council Name	Contact name and email
Knutsford Bee Trail		Knutsford Town Council	April Johnson april.johnson@knutsfordtowncouncil.gov.uk
Project aim	Why did your Council decide to set up/support this project? What local challenges did it aim to address?		
Our project aims to educate on and promote the support of wild bees and other pollinators in our town. It aims to address the sharp decline (60% over the last 20 years) of pollinating insects in the UK.			
Project actions	What steps did you take? Have you worked in partnership with other organisations and/or the local community? Has the Council played a leading or supporting role?		
We designed a 5.5km bee trail around our town. Working with many individuals, community and friends groups who are already doing great work for pollinators in our town. We installed directional signs and 20 beautifully illustrated educational signs along the route. It can be walked in small stages, in half or the whole figure of 8. We have leaflets with a map on the back in all the major places in town. We held a launch date at the centre point, The Moor to coincide with World Bee Day. Supported by The Bee Sanctuary in Manchester and Chester University among other local groups. Knutsford Town Councils Nature Action Working Group lead the project.			
Costs and timescale	What were the project dates/timescale? What was the cost? How was it funded?		
Launch was May 2025. It took around 6 months to complete. It will be continually funded, upgraded, promoted and improved. £4500 approx.			
Outcomes	How has your local community benefitted from this initiative? What went well/ not so well?		
The local community has been wonderfully supportive. We had huge numbers attend the Launch Day. They have shared the leaflets and info on social media. The local newspaper has supported us. We have seen children engaged in the support of pollinators and a huge difference in the numbers of pollinators visible across our town. Allotment holders have supported. We won a DEFRA award this summer and went			

to Kew Gardens to collect it. It has been hard work but everything seems to have gone so well and we've not had any negative feedback.

Key learning | What have you learned from this project that other member councils could benefit from?

We believe our Bee Trail idea/template can be shared across other towns especially rural towns. We learnt that people are concerned about nature. That they embrace the councils doing engagement and educational projects relating to nature.

Next steps | Are there any plans to develop this project further?

We have written to DEFRA asking them to roll this template out nationally. We've asked our MP to support us in rolling out nationally. We have met with Cheshire Wildlife Trust and asked them to promote our Bee Trail template. We are doing a talk and taking it around different groups and schools to promote the ideas and educational aspects. A National Bee Trail is our goal.