

Case Study: Wild Flower Turf

**Sustainable Business Awards Winner:
Environmental Innovation and Technology Award Winner
Business Sector: Landscaping and Design**

Company Background

Wild Flower Turf is based in Overton, Basingstoke. They have displayed their gardens and landscapes in the Chelsea Flower Show and have even won gold medal for their efforts.

Wild Turf are a company that provide their unique brand of wildflower turf. It establishes itself quickly and is extremely versatile. Attractive to look at, it creates a “wild meadow” appearance. They employ 5 members of staff.



Summary of Key Achievements

UK's premier company for wild flower turf



Creating “ Green Roofs” that are environmentally friendly



Encourages staff involvement and ideas



Low maintenance costs of the turf- more appealing to consumers



Supporting local organisations conserve the local environment



KEY



Economic
Achievements



Social
Achievements



Environmental
Achievements

“Wild Flower Turf are the premier company to offer this product in the UK, with this in mind, the potential for profits are huge, although this does not interfere with their ‘green’ endeavours”

Awards Judge

Innovation and Technology Achievements

Wild Flower Turf have a firm belief in their product and this is key to their sustainability achievements.

Wild Flower Turf have developed a unique soil-less turf production system, which is quick install. The turf is light and easy to install and is ideal and practical for green roof projects.

The light weight turf can also double up as roof insulation. This increased insulation helps to reduce the need to heat and cool buildings.

The overall look that's created is a flowering meadow that grows up to 18 inches high.

Once installed the roots of the turf are up to five times faster to establish itself than conventional turf. Very little needs to be done to maintain the meadow grasses, which keeps costs low for potential clients. It only need to be cut once a year-again making a practical alternative to the green roof projects. The turf also does not need regular watering and will sustain itself.

Wild Flower Turf is the only company in the UK to offer a product of this nature.

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Environmental Achievements

The Company is based on a farm and take part in annual environmental audits. The farm is located in an area of outstanding natural beauty and as such is involved with many environmental stewardship schemes. Including woodland improvement systems such as hazel coppice planting and the Hawk Conservancy monitor Wild Flower Turf's Owl and Kestrel box.

Many ingredients used in the turf are bought and sourced locally where possible. The wild flowers used in the turf do not need high fertilisation or pest control so minimal chemicals are used. All seeds used in the turf are bought from the UK and are native to the country.

Under the turf is a plastic membrane which is only used once, however, it comes from a recycled source and is sent to be recycled after use. Wild Flower Turf also have plans to use biodegradable netting if there is a sufficient demand from clients.



The farm has its own lagoon that is used to retain rain water to fill the reservoir.

As well as the turf being aesthetically pleasing and being used to disguise buildings and create meadows it also attracts a wealth of insects and birds and creates habitats providing food and shelter for these creatures.

The business also encourages its staff to "be green" by implementing a switch off policy for any equipment not in use. Any feedback and good ideas received from the staff is also acted upon

Economic Achievements

At present Wild Flower Turf enjoy the advantage of being the only business in the UK to supply this manner of turf. This USP gives them the monopoly of the market and has made them highly profitable, with plans to double there current sales within in the next three years. Due to their position as being sole UK supplier of the turf, Wild Turf have the opportunity to capitalise on this and charge premium prices for their exclusive product.



An example of a "green roof"

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