

Earthly Matters



Cemex & RSPB Partnership Blog April 2025



Welcome to the April 2025 edition of **Earthly Matters**, the blog dedicated to the partnership between Cemex and the RSPB.



Partnership Update

By Carl Cornish, RSPB Senior Business Conservation Adviser

My road trip to quarry sites in March with Sean Cassidy, EMEA Biodiversity Manager, included a visit to the large chalk quarry at Kensworth. Thanks go to Gary Hollis for showing us around. It was impressive to see the scale of the operation and the opportunity for restoration to chalk (calcareous) grassland, a priority species in the UK. We discussed how this site can deliver landscape-scale conservation in the north Chilterns by providing more habitat next to Dunstable Downs.

The landscape-scale conservation approach developed as a recognition that nature reserves alone are inadequate in securing the survival and recovery of our biodiversity. It requires action on a larger scale to create more sites that are bigger and better and to connect them. Quarry restoration plays an important role in landscape-scale restoration in creating new sites. By thinking about how sites fit into a wider landscape through linking suitable habitats and targeting key species amplifies biodiversity gains.



Photo: Kensworth Quarry @Carl Cornish

No Mow May

If you are a quarry manager or have grass in your garden at home, you could help by joining the NoMowMay campaign. This has been a popular conservation initiative for several years – leaving your grass to grow for insects during the month of May. But if you then mow on 1st June a lot of good work is undone. Can you embrace the longer lawn to help wildlife? Sadly, many butterfly species are declining, and Butterfly Conservation is asking us to help by doing, well nothing – couldn't be easier! See <https://butterfly-conservation.org/make-your-promise>



Photo: Adrian Radnor, Hereford Plant

Experience the magic of the Dawn

Chorus: A highlight of spring is hearing the birds singing. Dawn is a good time to listen as male birds of different species sing loudly to attract a mate and defend their patch from rival males. For those based at our Head Office, RSPB Middleton Lakes is the nearest RSPB reserve and there is a dawn chorus event with breakfast there on [Sunday 4 May](#) and without breakfast on [Saturday 17 May](#). Elsewhere, check if your local RSPB reserve or Wildlife Trust are running a dawn chorus event.

Actions for Nature

Enter our new competition!

We're excited to invite you to take part in the 2025 Cemex/ RSPB Partnership Competition: **"Giving Nature A Home"**.

Across our Cemex UK sites, whether quarries, plants, wharfs, or offices, many of you have taken fantastic steps to support wildlife and biodiversity, from installing bird feeders and bug hotels to creating reptile refuges and wildflower planters. This new competition is all about celebrating these efforts and encouraging even more ways to give nature a home! Scan QR code or click [HERE](#) for full details:



Send us your stories and photos

We are looking for staff stories to include in upcoming blogs, these can be experiences from work or home. We would love to share them in an upcoming blog.

Send them in to: gb-communicationsandpublicaffairs@cemex.com

