

Earthly Matters



Cemex & RSPB Partnership Blog June 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

I'm continuing my visits to quarries, familiarising myself with Cemex sites and earlier this month, I visited the restored and non-quarried areas of Rugeley in Cannock Chase, Staffordshire with Sean Cassidy, Cemex EMEA Biodiversity Manager. We saw a Woodlark, which is a special heathland bird, feeding in an area grazed by the Belted Galloway cattle. It uses the short sward for feeding, showing the benefit of the grazing.

I also joined Cemex Development Manager Matt Shorland, for the Cannock Chase National Landscape Annual Conference. It was an inspiring and interesting day, hearing about the conservation work other organisations are doing and how the National Landscape Network is supporting by connecting people with nature and green finance. It was a thought-provoking day, helping us to consider how Cemex fits into the jigsaw of land management on Cannock Chase and helping deliver the new Management Plan. It was useful to make new contacts and there was much interest in the fenceless grazing (which we are doing at Rugeley).



Restored lowland heathland at Rugeley – mosaic of heather, acid grassland and bare ground with varied topography. Ideal for heathland insects.

Actions for Nature

Take part in the Big Butterfly Count

Counting butterflies is fun so why not take part in the Big Butterfly Count from 18th July to 10th August. It's easy to do and there's plenty of information to help identify butterflies if you don't know your Peacock from your Meadow Brown. The records help inform a national picture of trends in butterfly numbers across the UK. This helps give more robust and repeatable evidence from citizen science rather than anecdotal comments.

<https://bigbutterflycount.butterfly-conservation.org/>



Last chance to enter our Homes For Nature competition!

Join the 2025 Cemex/RSPB Partnership Competition: "Giving Nature A Home". Across Cemex UK sites, you've supported wildlife in amazing ways—from bird feeders to wildflower planters. This competition celebrates your efforts and inspires even more nature-friendly ideas! Scan the QR code or click [HERE](#) for details.



National Meadows Day

Celebrate the beauty of wildflower meadows, vibrant with colour, buzzing with bees, butterflies, and birdsong. Once vital for haymaking, these rich habitats have declined by 97% since the 1940s due to intensive farming. Now, many are protected by groups like the National Trust and Wildlife Trusts. Cemex has also created meadows in the restoration of some of our sites. On National Meadows Day, take time to enjoy these precious spaces and support efforts to preserve what remains of these natural treasures.



Meadow at Southam



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