

# What is the Action Plan for Pollinators?



**First of its kind in the UK – supported by a pollinators taskforce of industry experts that deliver the plan**

## Reducing and reversing the decline in pollinators in Wales through:

- Providing more diverse, flower rich habitats
- Maintaining healthy, sustainable populations of pollinators
- Raising awareness and providing information
- Encouraging positive action by everyone
- Building an evidence base to inform future actions.

### Economic benefits

- 85% of the UK's apple crop and 45% of the strawberry crop relies on bees to grow
- Bees contribute £651 million to the UK economy a year  
Source: University of Reading
- Globally, pollination by insects has an economic value of approximately £120 billion

### Benefits to people

- Places that are good for pollinators are good for people too
- Natural green spaces and contact with wildlife is essential for our wellbeing
- The buzz of bees creates a sense of place and is a sound of our summer

### Environmental benefits

- In Wales, around 1,500 insect species are pollinators, including the Large Mason Bee which is now only recorded in two locations in North Wales
- In the UK, there are 24 species of bumblebee, but only eight are commonly found in most places
- Global warming is rapidly shrinking the area where bumblebees are found

#### Images

Main: Shril Carder Bee – Bumblebee Conservation Trust  
Left: Steve Rose  
Middle: Small Copper Butterfly – Vaughn Matthews  
Right: Helophilus – Vaughn Matthews