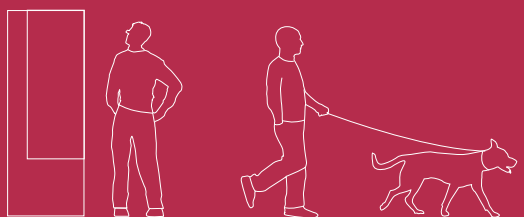
Urban&Civic plc

WINTRINGHAM

Exploring Wintringham



Urban&Civic has put health and wellbeing at the heart of Wintringham, and the team has worked hard to create something really special; with space for people to enjoy, space for nature to thrive, and space where people and nature can co-exist in harmony.

To help residents and visitors explore Wintringham's woodlands, wildflower and species-rich grasslands, wetlands and waterbodies – which provide habitats to support a range of wildlife including foraging bats and wetland birds – wayfinding boards have been incorporated into the landscape design having been trialled at other Urban&Civic sites.

These boards containing fascinating facts about the development's heritage, features, amenities, wildlife and green spaces to promote learning and recreation as residents and visitors explore Wintringham.



"Health and Wellbeing was our starting point for this work, but working with our heritage and ecology teams, we have also had enormous fun finding out some great stories, insights and facts to share on the wayfinding, which encourages people to explore a little further: from ensuring residents are encouraged to pick fruits off the tree specially planted on the main school walk, to encouraging them to walk into town to find out more about the legend of St Neots in the local museum. We are getting great feedback from residents and visitors enjoying them and look forward to continuing to expand the routes as the development rolls out!"

RACHEL ARNOLD

