



Nature Recovery  
Shropshire and  
Telford & Wrekin



## Helping nature to recover by...

making a positive change for people and wildlife

**Feed the Birds is a unique, nature-focused befriending scheme that, since its inception in 2016, has received 316 client referrals and trained more than 115 volunteers across Shropshire. The initiative delivers weekly visits to people experiencing loneliness or isolation, combining practical bird feeding with companionship. Over seven years, this has resulted in hundreds of hours of meaningful engagement, supporting both people and local wildlife.**



### Connecting people with nature

Connecting people with nature is a key action in the Shropshire Local Nature Recovery Strategy. Feed the Birds offers adults (often older or vulnerable) opportunities for companionship, learning, and a renewed appreciation of the natural world. Engaging people in this way is crucial, as it addresses both social isolation and the decline in garden bird populations. Feed the Birds volunteers are actively involved in:

- Weekly visits to clients, providing both practical help and friendly conversation.
- Setting up and maintaining bird feeders, and sharing knowledge about local wildlife.
- Working in partnership with healthcare teams, social services, and local community groups.





Connecting people with nature is important. Read more in the Shropshire and Telford & Wrekin Local Nature Recovery Strategy.



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**“The benefits of Feed the Birds for participants are numerous but notably include reduced loneliness, improved mental well-being, and a renewed connection with nature.”**

Feed the Birds Volunteer Coordinator

### What does the work involve:

- **Setting up and maintaining bird feeding stations in clients' gardens or outside windows.**
- **Providing regular social contact and conversation for people who are housebound or living with conditions such as dementia, COPD or mobility issues.**
- **Encouraging a connection with nature, which is proven to benefit mental health and well-being.**
- **Supporting biodiversity by feeding garden birds, especially during challenging seasons**

### Feed the Birds Impact

To encourage ownership and engagement, clients are involved in choosing feeder locations and learning about the birds that visit. Volunteers receive training in safeguarding, dementia awareness, and practical bird feeding skills. The project's impact is measured not just in numbers, but in stories of improved mood, increased confidence, and new friendships.

- 90% of participants report feeling less lonely after joining the scheme.
- Many clients say they look forward to their volunteer's visit as a highlight of their week.
- Independent evaluation has shown that Feed the Birds delivers significant health, social and economic benefits.
- The project has also reported a positive impact on the environment, by enhancing the bird population and biodiversity in people's gardens and increasing care and concern for nature.



For more information

Visit the Feed the Birds website:  
[www.feedthebirds.org.uk](http://www.feedthebirds.org.uk)

Feed the Birds is a registered charity and works in partnership with local authorities, health teams, and community groups to deliver its mission.



**FEED THE BIRDS**