



## BEST PRACTICE CASE STUDY

### MIDDLEMARCH ENVIRONMENT LTD

#### About INDEX

INDEX (Innovation Delivers Expansion) is a unique demand-led innovation voucher scheme led that invites Small Medium Enterprises (SMEs) to apply for a voucher to purchase academic support from one of the 13 Higher Education Institutions in the West Midlands. The project is funded by Advantage West Midlands (AWM), Economic and Social Research Council (ESRC), Engineering and Physical Sciences Research Council (EPSRC) and European Regional Development Fund (ERDF).

Innovation Vouchers allow SMEs to purchase academic expertise knowledge to develop their innovation and enhance their business.

The Innovation Voucher scheme aims to build links between Universities and SMEs to create a demand led approach to innovation.



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#### About Middlemarch Environmental Ltd

Middlemarch Environmental is an integrated consultancy and landscaping practice providing creative ecological solutions to clients throughout the UK. Specializing in all aspects of biodiversity, they strive to provide the best possible support from a policy level through to implementation on the ground.

With experienced staff, proven track record and strong associations with academic, research and environmental organisations, Middlemarch Environmental combines a commitment to professionalism and quality with a dedication to environmental solutions based on sustainable principles.

#### Innovation

Innovation (6) Construction, Water and Environment

#### The Business Challenge

Assistance in the development of a methodology for the calculation of the carbon footprint for West Midlands based construction companies constructing large storage facilities for major PLCs (e.g. Tesco). Middlemarch specialises in providing 'creative ecological solutions' to a wide client base. Clients are being asked to utilise areas of 'green space' associated with their development to 'offset' carbon issues via carbon storage within natural biodiversity features e.g. woodland planting etc. The project assisted in the academic excellence associated with their commercial perception of this methodology and has significant benefits to Middlemarch through increased work stream turnover; greater client engagement and providing a 'blueprint' for use across the construction industry. Significant biodiversity gains was delivered through this work. In addition, this

helped West Midlands industry stay competitive within the important construction sector. In addition, this area supported important Government objectives with respect to Carbon Neutrality.

### Work Undertaken

10 to 15 page report  
5 days work by Jon Fairburn  
1 Day work by Dr John Dover  
6 days work in total conducted at the University of Staffordshire

### About the HEI: Staffordshire University



Staffordshire University  
College Road  
Stoke on Trent  
Staffordshire  
ST4 2DE

### About the Academic

#### Mr Jon Fairburn, Senior Lecturer, Geography, Institute for Environment, Sustainability and Regeneration

Jon Fairburn specialises in environmental justice, regeneration and the use of Geographic Information Systems (GIS), with extensive knowledge of geographical datasets, datasets manipulation, census, postcode use, digital data and sources, the internet and IT skills in general. Jon is responsible for the Regional Data Laboratory and its staff.

**John Dover** Professor of Ecology

#### Academic Background

John Dover carried out his PhD research at Southampton University, graduating in 1983. His thesis was entitled 'The effect of non-host plants on the ecology of *Brassica* Lepidoptera'. The research was concerned with the effect of intercropping non-host plants such as the Labiate herbs sage and thyme on the pest and predator species of Brassica plants. Fieldwork was mainly on the garden pebble moth *Evergestis forficalis*, the cabbage moth *Mamestra brassicae*, the small white butterfly *Pieris rapae* and the large white butterfly *Pieris brassicae*. Laboratory studies mainly involved the use of the diamond-backed moth *Plutella xylostella*.

Between 2005 and July 2007 John was Director of Staffordshire University's Institute for Environment and Sustainability Research and in 2006 John was made a Reader in Biology and Forensic Science, an appointment instituted to provide research leadership for the areas of biology and forensic science in the University's Applied Sciences area. In 2008 John was appointed Professor of Ecology in recognition of his international reputation in the field.

#### Current Roles in Biology

In 2000 John moved to his present position at Staffordshire University where he is an active researcher in ecology, supervisor of PhD, Masters and Undergraduate theses, and lecturer on Undergraduate and Masters degree courses. He also acts as Course Leader for the BSc in Environmental Biology. From 2005 to 2007 John was co-director, then sole director, of the University's Institute for Environment, Sustainability and Regeneration.

Aston University  
University College Birmingham  
Coventry University  
Harper Adams University College  
Keele University

Open University  
Newman University College Birmingham  
Staffordshire University  
Birmingham City University  
University of Birmingham

University of Warwick  
University of Wolverhampton  
University of Worcester