

Royal Entomological Society insect garden to enhance wildlife and educate children on biodiversity at Stratford Cross

London, 6 August 2024

In a partnership between Lendlease and The Royal Entomological Society, an insect garden designed by award-winning garden designer Tom Massey for the RHS Chelsea Flower Show, has been relocated and permanently installed at Stratford Cross.

The centrepiece of the garden is an outdoor laboratory, designed to be a hub for education and interaction. This summer, as part of the launch programme, the garden will host an augmented reality bug trail featuring animation studio Aardman's 'Lloyd of the Flies'. The trail invites visitors to help Lloyd locate his friends and guide them back to the garden's 'luxury bug hotel'. Using Aardman's augmented reality app, visitors can explore The Royal Entomological Society Garden and other green spaces, learning about insects through an interactive experience.

Awarded the RHS Silver-Gilt Medal at the Chelsea Flower Show in 2023, this relocation to Stratford Cross marks the third time Lendlease have collaborated with leading garden designer Tom Massey. Previous projects include the Hothouse, created for London Design Festival 2020, and a mobile orchard in the quarter's Endeavour Square.

The garden is expected to become an attraction for families and insect lovers, promoting education around biodiversity, sustainability and entomology for all ages in Newham. Its relocation has been funded by Project Giving Back, Lendlease, SHIFT, and Royal Entomological Society supporters.

The Royal Entomological Society is partnering with Newham Council to offer an adult learning course on biodiversity that will use the garden as a centre for study. In the coming months, a new education programme for local schools will also be launched, aimed at inspiring young insect scientists through garden visits.

The garden not only offers an educational experience but also showcases the vital role of insects in urban environments. Featuring diverse plantings and habitats made from sustainable materials,

the garden promotes biodiversity and provides year-round resources for pollinators and other beneficial insects.

The garden is located within Stratford Cross' extensive 1.04m sq ft of office space, retail and leisure facilities, soon to be complemented by the 350,000 sq ft of Grade A space in the upcoming Turing Building. Positioned alongside the academic and cultural heavyweights of the East Bank – including UCL East, V&A East, and UAL – and the SHIFT Innovation District on the Queen Elizabeth Olympic Park, the garden is the latest example of how Stratford is emerging as one of the country's leading hubs for culture, business and learning.

Guy Thomas, Head of Retail & Place Assets, Lendlease, said: "Sustainability, innovation, and collaboration run through everything we do at Stratford Cross. Nestled just a stone's throw from some of the world's most famous cultural and academic institutions at the East Bank, including UCL and the V&A, the new Royal Entomological Society Garden will embody all these values. It will not only promote biodiversity and local wildlife in Stratford but be a shared resource for education and research for all ages. We're excited to kick off the garden's life in Stratford with the arrival of the Lloyd of the Flies 'Bug Hunt' and to engage residents and visitors in the fascinating world of insects this summer."

Simon Ward, CEO at the Royal Entomological Society, said: "We are delighted to welcome Lloyd as our first insect ambassador and to partner with Aardman and Lendlease to launch the interactive 'Bug Hunt' at Stratford Cross. Our huge thanks go to Lendlease, SHIFT and Project Giving Back for helping bring The Royal Entomological Society Garden to East London as a permanent urban haven for insects and insect science. We are passionate about inspiring the next generation of insect scientists – whose fascination with insects often starts in childhood - so Lloyd is ideally placed to help us encourage children and their families to see the world through the eyes of an insect and appreciate their vital role in the health of humans and the planet."

Matthew Walker from Aardman, creator and director of Lloyd of the Flies comments: "We created Lloyd of the Flies to bring the fascinating world of insects to children in a fun and accessible way so the partnership with the Royal Entomological Society and the team at Lendlease is a perfect way to celebrate Lloyd's appeal. Having spoken to Lloyd himself ahead of the big Bug Hunt launch at Stratford Cross, I can confirm that he can't wait to explore The Royal Entomological Society Garden for himself and introduce his friends to the fantastic habitats and sources of food for insects that it offers!"

Tom Massey, designer of the Royal Entomological Society Garden, said: “The vast majority of the UK’s population live in urban areas, so we must consider brownfield sites as important for biodiversity as more rural locations. Stratford Cross is a fantastic example of how it’s possible to deliver a sustainable built environment that prioritises benefits for both people and nature. It is great to see the garden come to life in its permanent home as a platform for The Royal Entomological Society to raise awareness of insects and their importance in the global environment and to welcome families and young people to enjoy the garden this summer alongside Lloyd of the Flies!”

For further information about the Royal Entomological Society Garden visit

<https://www.royensoc.co.uk/the-res-garden/>

For further information about Stratford Cross, visit: <https://www.stratfordcross.co.uk/>

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For more details about the Royal Entomological Society Garden at Stratford Cross, visit

<https://www.royensoc.co.uk/the-res-garden/>

For media enquiries about the Royal Entomological Society Garden at Stratford Cross, please contact Jennie Spears or Clare Johnson at Bloom PR & Communications at hello@bloom-pr.co.uk

For media enquiries about the wider Stratford Cross development and Lendlease, please contact the LCA team at lendlease@londoncommunications.co.uk

NOTES FOR EDITORS

About The Royal Entomological Society

The Royal Entomological Society is devoted to the understanding and development of insect science. It exists to advance insect science through research and global scientific collaboration and to increase public understanding and appreciation of insects and the diverse and important roles they play in our global ecosystems. It is one of the world’s leading authorities on insect conservation and control, supporting international collaboration, research and the publication of insect science discoveries and understanding. It funds, organises and supports events and activities for anyone that wants to learn more about insects and entomology through its outreach and education programmes. Find out more and become a member at www.royentsoc.org

About Stratford Cross

Stratford Cross is an emerging cultural and creative workplace destination by Lendlease, an international real estate and investment group with core expertise in shaping cities and creating strong and connected communities. Nestled between 560 acres of the Queen Elizabeth Olympic Park, the creative institutions of the East Bank – the UK's newest cultural quarter – world-class sporting facilities including the London Stadium, and a vast array of shopping, dining and entertainment, Stratford Cross offers something new to explore every day.

www.stratfordcross.co.uk/

About Lendlease

Lendlease is a globally integrated real estate group with operations in Australia, Asia, Europe and the United States. We create places where communities thrive. Headquartered in Sydney, Australia and listed on the Australian Securities Exchange. Lendlease has approximately 7,800 employees globally. Our core capabilities are reflected in our operating segments of Investments, Development and Construction. The combination of these three segments provides us with a sustainable competitive advantage in delivering innovative integrated solutions for our customers. www.lendlease.com

About Aardman

Aardman is an employee-owned company, based in Bristol (UK) and co-founded in 1976 by Peter Lord and David Sproxton. An independent, multi-Academy Award® and BAFTA® award winning studio, it produces feature films, series, advertising, games and interactive entertainment. Current animated productions include a brand-new Wallace & Gromit film which is set for release in 2024, the studio's first in-house game Chicken Run: Eggstraction, series 7 of Shaun the Sheep and a third series of The Very Small Creatures.

Its productions are global in appeal, novel, entertaining, brilliantly characterised and full of charm reflecting the unique talent, energy and personal commitment of the Aardman team. The studio's work – which includes the creation of much-loved characters including [Wallace & Gromit](#), [Shaun the Sheep](#), [Timmy Time](#) and [Morph](#) – is often imitated, and yet the company continues to lead the field producing a rare brand of visually stunning content for cinema, broadcasters, digital platforms and live experiences around the world. Recent celebrated projects include the BAFTA® nominated feature film Chicken Run: Dawn of the Nugget, Academy Award® nominated short film [Robin Robin](#), International Emmy® award winning Shaun the Sheep: The Flight Before Christmas, BAFTA® nominated preschool series [The Very Small Creatures](#) and the recent CGI comedy series for kids [Lloyd of the Flies](#).

The studio runs the [Aardman Academy](#) which has a commitment to nurturing talent by delivering excellence in film and animation training and mentoring. The Aardman Academy offers a variety of courses from intensive one-day workshops teaching production skills and storyboarding, to comprehensive twelve-week courses for professionals in craft-based subjects from model making to animation.

In November 2018 it became an Employee-Owned Organisation, to ensure Aardman remains independent and to secure the creative legacy and culture of the company for many decades to come. www.aardman.com