

AUTOMOTIVE

## Rolls-Royce celebrates Wildlife Garden rejuvenation

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*Rolls-Royce honored the eco-friendly occasion with a grand reopening ceremony at its Goodwood, England company headquarters. Image courtesy of Rolls-Royce Motor Cars*

By LUXURY DAILY NEWS SERVICE

British automaker Rolls-Royce is celebrating the completion of a key sustainability initiative.

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In partnership with Chichester District Council and the South Downs National Park Trust, the luxury label has unveiled its Wildlife Garden, a project that supports a wide variety of plants, insects, birds and animals native to the South of England. Rolls-Royce honored the eco-friendly occasion with a grand reopening ceremony at its Goodwood, England company headquarters.

"The Wildlife Garden, created when the site was first developed almost 20 years ago, has always been one of our most popular initiatives, used extensively by local schoolchildren, as well as our own employees, said Andrew Ball, Head of Corporate Relations at [Rolls-Royce Motor Cars](#), in a statement.

"Now enhanced with a range of new features, it offers even more opportunities to spend time outdoors in nature, with all the physical and mental health benefits that brings."

### Sustainable heritage

Established nearly two decades ago as part of the original landscaping of the company site, which spans 42 acres, Rolls-Royce's latest renovations to its sustainable space are led by updated conservation practices including "rewilding".

The tool in particular vies for the restoration of land to its previous uncultivated state. This process connects habitats and mirrors a more natural and self-sustaining ecosystem, one that benefits from a reduction in human intervention.



*Rolls-Royce reveals garden transformation. Image courtesy of Rolls-Royce Motor Cars*

Youth involvement was also crucial to the project: held in 2021, children aged 5-11 were invited to participate in the Wildlife Garden Competition, proposing ideas for design enhancements that could serve both wildlife and people.

Rolls-Royce's garden now features suggested elements from the winning competitor's submission.

Related, in five recently published vignettes, viewers meet five young professionals as part of a new series from Rolls-Royce spotlighting its apprenticeship program. The young people describe how Rolls-Royce has impressed them, their visions for the future, what motivates them and more ([see story](#)), as the automaker's support of the next generation remains a priority.

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