

Business member spotlight

Eyebright Ecology

Eyebright Ecology is an independent ecological consultancy currently based in Staffordshire. We undertake wildlife surveys for developers and homeowners, usually to support planning applications. We provide advice and practical skills to manage and enhance habitats for various species, with the overall aim of conserving rare and protected species as well as increasing general biodiversity on site.

The consultancy is a partnership between Elly Weir and Dave Allen. Our interest in permaculture as an integral part of our personal lives has logically progressed to a desire to apply permaculture principles to our business. This journey of redesigning our business to become more sustainable and ethical wherever possible is ongoing, our observations inform practical changes which are monitored and adjusted as we continue.

We are interested in getting involved with low-impact and 'eco' developments that may need advice, habitat creation or ecological surveys for planning purposes. We can undertake base-line ecology surveys on sites to help inform permaculture design, as well as protected species surveys to satisfy planning authorities. We are able to provide advice on general habitat enhancement to habitat creation for specific species. We can also undertake monitoring surveys to give a measure of biodiversity success as your site becomes established.



One of our principles is to offer special lower rates to charities and sustainable projects, as well as using a proportion of our income in supporting charities, projects and people that inspire and move us. It's a way that we can connect and support others who share our vision for a positive, sustainable future, and to spread the word. We have chosen to become a business supporter of the Permaculture Association as part of our commitment to this vision in all aspects of our lives.

Photos – top: Elly Weir, left: Pearl Bordered Fritillary, bottom: Dave Allen