The Feed Ducks Initiative

Partnering with Government Authorities to make duck feeding in public parks more sustainable.



Why We Exist

Duck Feeding isn’t bad, it’s the way we do it that is unsustainable.



Bread Feeding/ Incorrect Feeds cause health issues.

Bread makes Ducks ill, and it does not contain the right nutrition or calories that they need to grow and keep warm.



Overfeeding is rife.

A person that brings feed from home brings too much. Averaging 600g per visit, the volume of feed that is fed is unsustainable.



Habitat Degradation

Uneaten feed damages ecosystems. This feed pollutes waterways, increases algae growth and causes silt build ups creating the ideal conditions for disease outbreaks that threaten biodiversity in our rivers and lakes.

Who We Are

The Feed Ducks Initiative partners with local government authorities and land owners to bring our solar powered, contactless duck food dispensers to their communities.

- ➔ We are free to bring to any park. There is no cost to bring us to a community.
- ➔ It is fully maintained by The Feed Ducks Initiative, there is no time commitment required by the local authority to manage.
- ➔ We provide funding to local park community groups to enhance park spaces by donating part of our proceeds back to the community we operate in.



Key Features

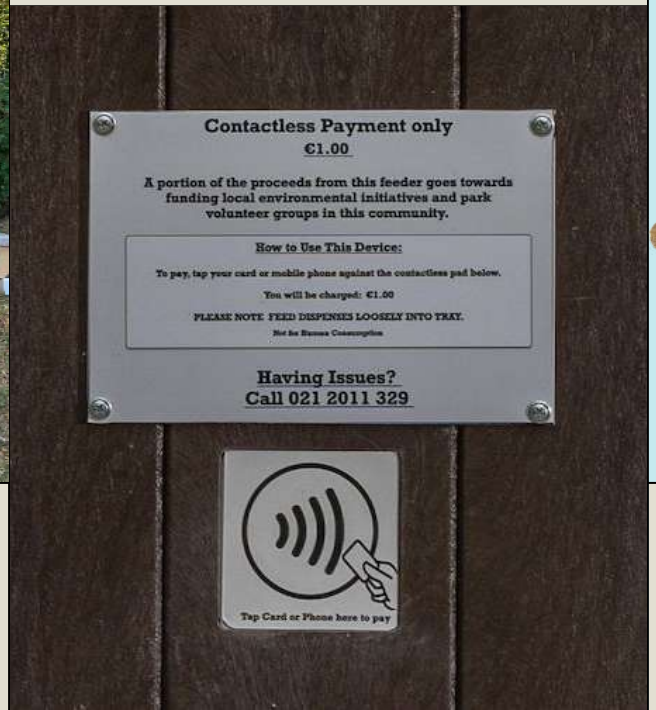


Made using sustainable materials

Each dispenser recycles the equivalent of 20,000 plastic bottles

Contactless Payment Only
£1.00 per use

No cash is ever taken or stored.
Significantly reducing risks of vandalism.





Healthy Seed That Floats (60 grams per use)

Uneaten feed brought from home sinks in the water. The feed that we use floats. Giving waterfowl enough time to eat the feed.

Key Features con't

Solar Powered

Making placement fully flexible while ensuring maximum impact by positioning it in relevant feeding spots.

Clad in Woodgrain Effect Recycled Plastic.

Easy to clean and maintain. **Graffiti resistant.**





Feed Dispenses into tray. That the public can scoop out

No packaging involved whatsoever. Reducing littering in duck feeding areas

Environmental Impact







85% Reduction in Bread Feeding and Overfeeding

Successfully reducing the volume of feed has subsequently reduced vermin populations in duck feeding areas.

75% reduction in single use plastic waste.

By dispensing feed loosely into the tray, we significantly reduce the number of people discarding single-use plastics, such as bread bags and plastic bags, used to carry their own feed.

Improvement in Water Quality

On average, we prevent over 3.9 tonnes of waste feed **per park** from being dumped into the water and left to decay. As a result the phosphate and nitrite levels in the water have declined in duck feeding areas. Reducing these key factors that contribute to blue algae growth.

Funding Parks







Introducing The Feed Ducks Initiative to a community goes beyond just feeding ducks.

We invest in each park and community where we are introduced, donating 10% of the proceeds back to the park.

As a local authority you decide where this funding goes but as a result we continue to fund and support:

1. Local Park Volunteer Groups (Friends of).
2. Wildlife Charities (Animal Sanctuaries, Animal Hospitals).
3. Park Improvement Projects.
4. Wildlife Education Programs.

Community Impact

Future proofing community volunteer groups

Not all councils have the advantage of an active local volunteer group, but where they do, The Feed Ducks Initiative prioritizes collaborating with them to maximize funding and support.

We offer additional funding opportunities for volunteer groups, whether through involvement in maintaining the Duck Feeder or as beneficiaries of the 10% donation program.

As a result, we successfully enhance engagement with local volunteer groups, driving positive outcomes for their community and meaningfully contributing to the projects they need or want funding for





Digitising Environmental Education

Educating communities about their park and it’s wildlife.

Every Duck Feeder contains education on why feeding the ducks bread impacts wildlife. We provide them alternatives to feed if they do not want to use the feed available to them there.

But we go further...

Every park we partner with gets to benefit from our free digital education program that we provide each community we are a part of.

Park goers can learn more about their park and it’s wildlife linked to our Duck Feeders.



Testimonials

Over 100 local authorities have now partnered with The Feed Ducks Initiative, but don’t just take our word for it, hear what some have to say.

Since people stopped feeding with bread and started using the feeder, the water quality has gone up 10 fold in the lake. The water used to be murky and now has become crystal clear. We have also seen a big impact on littering too. What were not having now, which we see at other sites, is scrunched up muffin bags and bread bags dumped in trees, they used to be dumped on the benches or on the floor but now the litter from the bread has significantly decreased.”

Jack Bowen - Rochdale Borough Council

“We have seen a reduction in the ‘duck feeding waste’ e.g., plastic bread bags, piles of food in our parks since the feeder has been put in”.

Joshua Childs - Basildon Borough Council

How vandalproof are the devices?

Very! We designed them to be in parks and open to their challenges. No cash is ever taken or stored so the motivation to target them is limited. The dispenser weighs 500kg and is attached to the ground so it can't be pushed over either. Finally being made of recycled plastics it makes it very easy for us to clean and maintain!

Who covers any damages?

We do.

How do we proceed/next steps?

Get in touch with us at mjk@feedducks.com. We will send a cover agreement for sign off. Once this has been signed and returned we will confirm your spot on our next production run. We aim to do 2-3 productions per year and operate on a first come first serve basis.

FAQs

How much does a dispense cost?

£1.00 for 60 grams of feed.

Who looks after the feeder?

We do. We maintain the feeder either directly ourselves but we can also partner with a community volunteer group to help with its maintenance as well and we would provide further funding to them in return for their help. We offer right of first refusal to the community group every time. If there is no group now and one forms in future we will offer to the newly formed group. The same works in reverse, if a group disbands we will take on it's maintenance directly. Our approach is community first.

Can we trial a dispenser?

Yes of course .

What's required on site to host a feeder?

A 1 SqM (1m by 1m) hard surface preferably concrete space to attach the feeder onto. The rough size of a park bin or half a park bench.

Can you confirm there is no cost to the council?

Yes we can, there is no cost to the council whatsoever. We provide the feeder free of charge, we maintain the feeder and we cover all costs and charges associated with the feeder.

What's the catch?

There is none. We just require permission from the council to be in their park.

Who handles public queries?

We do, we have a customer service line on the duck feeder. The public can call that number 7 days a week to resolve any issue with us directly.

Does the feeder attract rodents?

No, we have the opposite effect. As there is less food dumped in feeding spots there is less available food at these sites for rodents to feed off of.. We often experience a decline in rodent populations in feeding spots as a result of introducing our Initiative as there is less feed being fed..

Next Steps

If you have any further questions please reach out to us directly at mjk@feedducks.com alternatively you can message us directly on our website at www.feedducks.com

Contact Info

