

Nature monitoring

Promote biodiversity and attract wildlife as well as guests

Gain the attention of nature-loving customers and do your bit for biodiversity awareness with a few easy, fun initiatives.

The popularity of the BBC TV shows Springwatch and Autumnwatch is testament to the general public's abiding interest in observing nature and seasonal change.

Keeping a nature diary of plant and animal sightings on your property and hosting a bioblitz are fun ways to get your guests involved while also providing useful ecological records for your area.

Social media thrives on nature stories. Posts about interesting sightings and seasonal changes around your property make good 'shareable' content to help market yourself to new customers. Running a nature photography competition is a great way of connecting with guests and obtaining some good images for PR and marketing use.

Did you know? The science of phenology records the timings of natural phenomena such as the first snowdrops appearing or the first autumn migration.

2 weeks earlier The arrival of UK spring compared to 250 years ago due to climate change.

What you can do

Some ideas for raising awareness of biodiversity and involving your guests:

- Keep and display a nature diary of sightings
- Provide a blackboard where visitors can note theirs
- Offer ID sheets or 'I spy' books for younger guests
- Install a wildlife cam by a feeding station or nesting box
- Run a nature photo competition for your guests
- Post your and guests' photos and observations on social media
- Highlight seasonal events like bluebells flowering on your website and social media
- Discuss reciprocal promotion with local wildlife attractions.

Hosting a garden bioblitz

Why not involve staff and guests with a bioblitz – an intense survey of plants, insects and animal life in a particular area. It's a fun, educational activity. Choose a sample patch of the garden, and record and photograph everything you spot over a 12- to 24-hour period. Pond dipping and animal-friendly traps will widen the range of species found. Record your sightings at www.gardenbioblitz.org

Useful websites

National Federation for Biological Recording:
www.nfbr.org.uk

UK Biological Records Centre: www.brc.ac.uk

Woodland Trust phenology project:
www.naturescalendar.org.uk

Big Garden Birdwatch:
www.rspb.org.uk/birdwatch



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