

# Blue Heart Campaign



theinkbin  
*keeping the world colourful*

The BLUE campaign was founded in 2014 by wildlife film maker Fergus Beeley in response to the State of Nature report published that year which showed a dramatic decline in Biodiversity in the UK. What started as a small pilot site in Chipping Sodbury, the aim was to encourage homeowners to set aside parts of their garden to grow wild and step away from manicured lawns, enabling different habitats to establish and support local wildlife.

The campaign was then rolled out across the UK and as of 2021 we have over 6000 followers and 160 sites including gardens, road verges, school grounds and parks. At BLUE we want everyone to be able to live alongside wildlife and enjoy the natural world, so we work under a simple message; step back and let nature take a bit more control in your green spaces.



You can even change your mowing regime in the rest of your garden so that you have different length grass meaning varied food sources and shelter for different animals. If enough people do this, then there will be a network of connected habitats across towns and cities, allowing animals and plants to move safely across urban settings. BLUE can help in providing support and advice on how to rewild your green space, working with both councils and individuals to increase the rewilding potential of towns. We even have some ID guides to help identify the insects which turn up in your garden!



It's easy for the whole family to get involved just by following these simple steps:

1. Select a part of your garden
2. Put away the mower and the weedkiller and step back
3. Let nature grow and let wildlife flourish
4. See what animals and plants you can find!

If people want to get involved all they have to do is put up a blue heart and get in touch, letting us know they're wanting to be part of the campaign. We'll then be ready to give them advice and make connections to help them on their rewilding journey. For more information, we encourage people to go to our website [bluecampaignhub.com](http://bluecampaignhub.com) or contact us via Facebook messenger or in-



### 5 Buzzworthy Facts:

1. Bumblebee eggs are shaped like sausages
2. A Bumblebee flaps its wings 200 times per second
3. Bumblebees don't die when they sting you
4. Bees have smelly feet
5. Bumblebees hibernate underground

**theinkbin**  
*keeping the world colourful*

All of this work is done under the BLUE heart symbol. We found that having a recognisable sign placed in rewilded sites highlights to others that the grass and wildflowers are there on purpose. This gets people talking, encourages others to get involved, and unites people's efforts into a single community where they can share ideas and successes.