



# Everyone Active Challenge



## WHAT WE'D LIKE YOU TO DO

- Take steps to provide environmental activities and projects for everyone to take part in and enjoy.
- Do something **NEW** that will make a significant positive impact for wildlife and visitors.
- The scope of the work should reflect the resources you have and the location and size of your park.
- For example, a large park might develop a formal programme of events and a kid's 'Green Club'. A small family park may only be able to put on informal wildlife rambles. A residential park might work with its residents to develop a programme of wildlife events.

## WHY TAKE THE CHALLENGE?

Getting everyone involved in your wildlife conservation work will help them have a richer and more interesting stay on your park. Your challenge plan should aim to offer everyone the opportunity to be involved in exciting environmental activities, such as birdwatching, bug hunts and tree planting.

When you start and complete a challenge(s), you'll get a logo(s) to display to let everyone know what you are doing and what you have achieved.

## 1. DECIDE WHAT YOU'RE GOING TO DO

- Take a look at your park and consider what aspects of its wildlife would lend themselves to wildlife activities – for example, a pond for pond-dipping, a woodland for a fungus foray, etc.
- Consider the needs of your target audience – if your park is mainly used by families, then think about kid's activities. If it is mainly used by retirees, think about what they might enjoy. If in doubt, ask!
- Use the good ideas and resources below as a start.
- See if you can get help from a local wildlife group – many groups are able to visit parks to provide activities such as wildlife-spotting walks and nature talks.
- Once you've decided to take up this challenge, let us know using the [online form](#). You'll get a logo to show that you've started the challenge.

## 2. MAKE A PLAN

- Once you've decided what you're going to do, put together a simple plan with actions and goals, time-tabled if possible. You can use the Wildlife Challenge plan template [here](#).
- Your plan should aim to really boost the scope of the environmental activities you offer.
- Be ambitious!
- We would be delighted to receive a copy of your [plan](#), along with some photos so we know what you're working on. Upload your plan and photos [here](#).
- Putting a [plan](#) together will help us know whether the scope of what you've got in mind is 'enough' to win the challenge.



### 3. PUT YOUR PLAN INTO ACTION

- Put someone with the necessary skills in charge of the job and give them the time and resources they need to get on with it.
- Let everyone know what you're doing (e.g. via social media) and keep them updated on progress.
- Use your challenge to educate everyone. Make the challenge part of what your park is 'all about'.

### 4. REPORT ON YOUR SUCCESS

- When you've reached your project goal or a first major milestone let us know – send us details of what you've achieved and upload your report and photos of the results [here](#).
- If you are due an advisory visit, show your advisor what you've achieved.

### 5. WINNING THE CHALLENGE

- Once we've received details of what you've done, we'll review the information.
- If you have done enough, you'll win the challenge and receive a “*We've completed the Everyone Active Challenge*” logo to display.
- If not, we'll let you know what you still need to do.



# GOOD IDEAS FOR YOUR PLAN

- Offer everyone the opportunity to be involved in a range of environmental activities, such as birdwatching, bug hunts and tree planting.
- Tap into the local countryside department's Ranger service and guided walk scheme.
- Provide opportunities for wildlife watching, guided and un-guided, using spotter guides and 'ID sheets'. For example: nature rambles, bird watching, bat spotting, plant identification for adults and children.
- Create a 'wildlife room' where people can learn about nature and do wildlife-related activities.
- Set up a bird hide or viewing shelter. This could also be a place where you could display wildlife information. Use it to hold wildlife-spotting events.
- Provide opportunities for visitors to take part in conservation work, e.g. hedge laying, acorn and seed collection sessions, pollinator-pot planting, adopt-a-tree planting sessions, etc.
- Team up with local wildlife experts or rangers to run practical conservation activity holidays or wildlife-watching breaks.
- Have a wildlife-theme family fun day. Invite local conservation groups to take part and run lots of wildlife activities for guests to enjoy.
- Run a programme of wildlife activities for kids.
- Help your visitors get involved in national schemes, such as Butterfly Conservation's [Big Butterfly hunt](#), or Buglife's [Bug's matter survey](#).
- Run wildlife-themed competitions, e.g. photography or art competitions.
- Provide advice on what visitors and residents should and shouldn't plant near to their holiday caravans/park homes – run 'how-to' workshops and 'greenest pitch/garden' competitions.
- Encourage visitors and residents to put up bird boxes, feeders, etc. Have a build-a-box day to get everyone involved.
- Look into the RSPB's Wild Challenge activity scheme (link below), which offers a wide range of ready-made activities.
- On residential parks, wildlife initiatives could include wildlife-friendly gardening clubs, green gardening competitions or projects that get homeowners planting up pots with plants for pollinating insects.



# ONLINE RESOURCES

There are 47 local [Wildlife Trusts](#) across the whole of the UK. They are a great source of information on all aspects of wildlife conservation. Contact your local branch to see if they can help you with your wildlife activity plans.

Look into the [RSPB's Wild Challenge](#) activity scheme. This provides a whole series of downloadable resources that families can take part in.

The [Conservation Volunteers group](#) is an excellent source of information on the more practical side of ecological management – they may be able to run volunteer days doing environmental work.

The [Field Studies Council](#) publishes a wide range of guides that can be useful for wildlife activities, including its best-selling fold-out wildlife guides.