



# Why create a buzzing area?



Creating a wildlife area is a great way to **create a buzz** about your business in your local area. Creating a meadow full of colour and the sounds of summer or even a simple wildflower container, are simple ways to **bring people to your doorstep** and to do something that can make a **real difference to our wildlife**.

Wildlife areas and meadows are essential for bees, butterflies, hoverflies and other pollinating insects. They also provide food and shelter for other wildlife, including birds and mammals.

Bees and other pollinators spend the spring and summer months collecting nectar and pollen to feed their young, and in the process pollinate our wildflowers, garden plants and crops. In doing this, they play a vital role in the production of the food we eat. Without pollinators we would have no apples, grapes or strawberries. In fact, most plants need help from pollinators to produce their fruit.

Our bees and other pollinating insects are in trouble. Their populations have declined drastically in recent decades. We now have only a fraction of the abundance and variety of the insect wildlife that we once had...

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Wildflower meadow  
©Steven Falk



Common carder bee  
*Bombus pascuorum*  
©Steven Falk



**Bees need your help!**



# Get Britain Buzzing...

## Why create a buzzing area?

### To help our bees and other pollinating insects

Bees and other pollinating insects have largely declined due to the loss of habitat, and in particular wildflower-rich habitats like meadows. A massive 97% (3 million hectares) of wildflower-rich grassland has been lost in the UK since World War Two. Changes in agriculture and loss of wild areas to development have taken their toll.

This loss of wildflower habitat has caused drastic declines in pollinating insects. Bees, butterflies and hoverflies, many of which act as important pollinators for agricultural crops such as strawberries, raspberries and tomatoes have all been affected. The value of insect pollinators to agriculture is estimated at more than £510 million each year in the UK alone.

By creating a buzzing area, your business can provide pollinators such as bees, hoverflies, beetles, butterflies, flies and moths with more food and places to live.

### To help other wildlife

You can help our wildlife by transforming unused grassland or land into colourful and wildlife-rich wildflower areas, which provide refuges and stepping stones for pollinators, as well as habitats and food for a range of other insects, amphibians, mammals and birds.

### To create an attractive flower-rich area for staff and visitors

Wildflowers can provide enormous benefits for people too; projects can create visually stunning areas, which can improve surroundings and general well-being. Buzzing areas can be used as a publicity tool or simply as spaces for quiet enjoyment and beauty. These areas can bring staff together through their creation, management, use and enjoyment.

Getting outside and into nature has a wealth of benefits to us. You can learn new things and improve the health of your mind and body. A meadow can be a hub for staff activities, helping to strengthen morale and enjoyment at work. Staff volunteers can help at all stages, from designing a wildlife area, to creating it, managing it, and then relaxing in it!



Elephant hawkmoth  
*Deilephila elpenor*  
©Alan Stubbs



Garden cross spider  
*Argiope bruennichi*  
©Greg Hitchcock



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