

Making the most of
**Yorkshire's
wild side**



A business toolkit
for nature-based tourism



Yorkshire
Wildlife Trust

It's time to go wild...

“There can be few parts of the country that offer as much for the wildlife lover as Yorkshire. From the charismatic puffin, to the mighty minke whale, the red squirrel or the secretive otter - the list is endless. With such an array of creatures making a home within our iconic Yorkshire landscapes that are now famous the world over, there's no better time to share these inspiring natural encounters with your guests and customers.

This guide is the perfect way for you and your business to kick start exciting discoveries that will bring customers back throughout the year, for a taste of Yorkshire's 'wild side'.”



Gary Verity
Chief Executive,
Welcome to Yorkshire



© Tom Marshall

How this guide can help you

You may not have considered targeting wildlife visitors – or visitors who could enjoy wildlife – before, but there are some simple things you could be doing to attract this ready-made market. This guide will give you practical advice to help you use Yorkshire's stunning range of wildlife and growing network of industry-leading facilities to attract more visitors, encourage them to come back and effectively grow your business.

With this guide you can:

- ✓ Understand how to make nature and wildlife work for your business and customers
- ✓ Use iconic species to encourage visitors to come to your business, stay longer, return and recommend you to their friends and family
- ✓ Learn who comes to Yorkshire primarily to see wildlife and how their needs differ from 'general' visitors
- ✓ Differentiate your offer from other businesses through the wildlife that is local to you
- ✓ Hear from other tourism businesses that are maximising wildlife opportunities here in Yorkshire

Yorkshire's top spots for wildlife

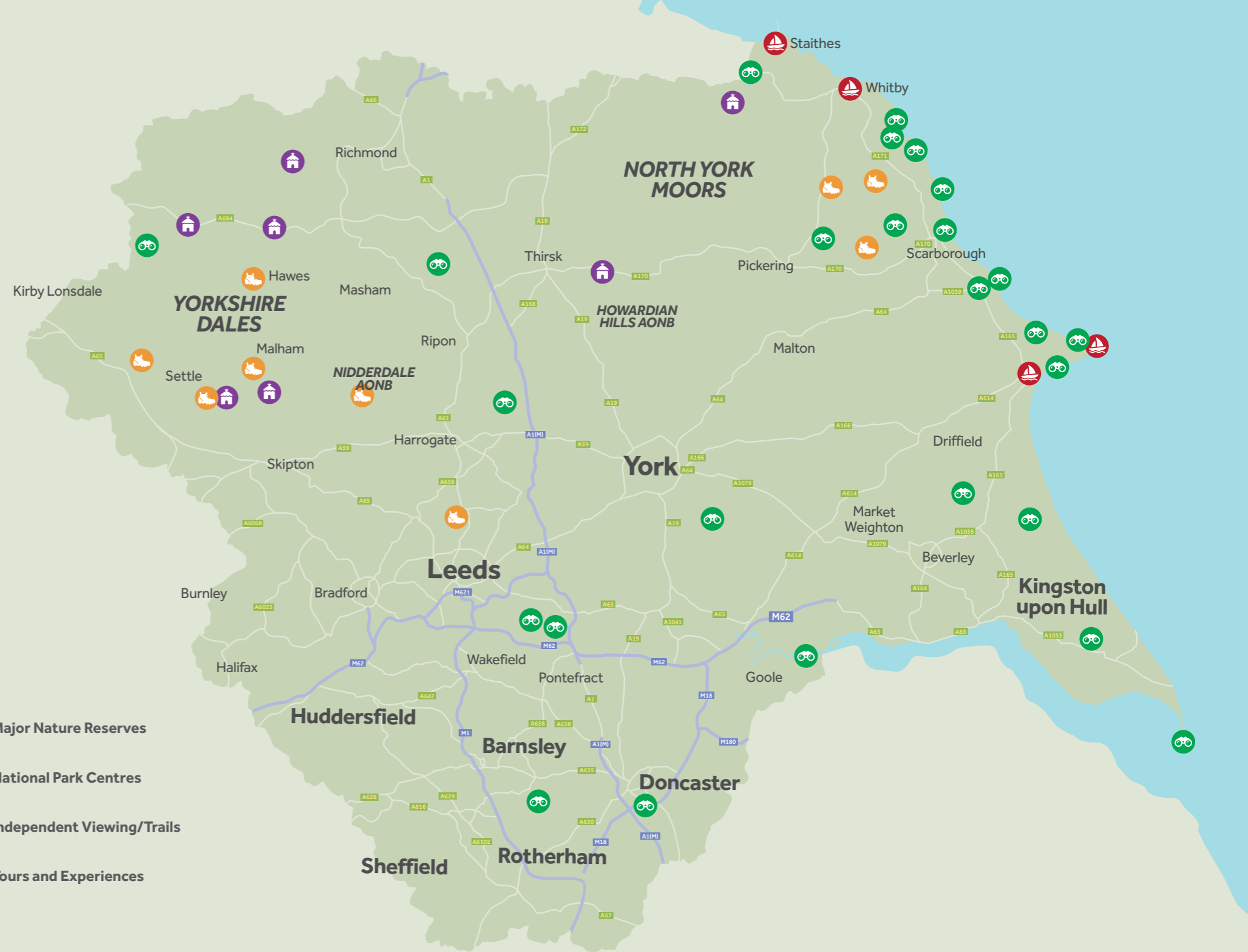
There are countless places to get close to nature across Yorkshire, but here we've brought together some of the most well-known locations and those which offer fantastic facilities for both the seasoned wildlife lover and those looking for their first taste of the outdoors.

Family-friendly wetlands are just a stone's throw from many South Yorkshire towns, whilst red kites circle above the outskirts of Leeds and the diminutive red squirrel is found in the Yorkshire Dales. The North York Moors play host to rare birds of prey, turtle doves and the county's biggest wild visitor the minke whale along the coast, with seals at home here too.

The Yorkshire Nature Triangle, to the east, boasts bustling 'seabird cities' of gannets, puffins and more, and in the Yorkshire Wolds, otters and kingfishers grace the region's waterways. The unique landscape of Spurn signals the start of the Humber Estuary, packed with secretive residents like the bittern, marsh harrier and the stunning avocet.

Where will you begin? yorkshire.com/wild

-  Major Nature Reserves
-  National Park Centres
-  Independent Viewing/Trails
-  Tours and Experiences



What is nature tourism?

Wildlife tourism or nature tourism covers many activities, which typically include:

- Bird watching
- Wildlife cruises and charters
- Photography
- Spotting single species such as otters, puffins or red kites
- Whale and dolphin watching
- Nature spotting in kayaks
- Guided wildlife walks
- Hides and visitor centres
- Fully inclusive wildlife watching holidays
- Enjoying wildlife as part of a walk, bike ride or visit to an attraction
- Enjoying gardens and looking at plants



The opportunity with nature tourism



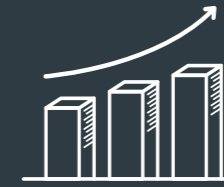
£29 million

potential estimated annual boost to East Yorkshire from nature tourism by 2020



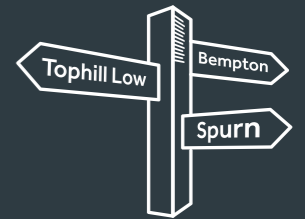
2 thirds

of accommodation providers say **wildlife is a reason for guests coming to East Yorkshire**



20%

Worldwide, nature tourism can expect **a growth of up to 20% a year**



100,000

plus visitors each year to major wildlife locations such as Bempton Cliffs



1 in 3

visitors say **wildlife makes the North York Moors a special place**

1.8

million

visitors to Yorkshire **enjoy engaging with the natural environment** during their stay



98%

of visitors say **getting close to nature is an important part of their visit** (North York Moors National Park)

How nature tourism benefits conservation

Wildlife in the UK is experiencing one of the most challenging periods in history, with some 60% of species now considered to be at risk or under threat.

Traditional impacts like development and habitat loss are now being compounded by larger global issues like climate change; squeezing the niches that many species occupy and affecting food supplies. Carefully managed and sustainable nature tourism however, has a key role to play in affecting positive changes for our wildlife.

Allowing conservation groups to raise awareness of the problems our wildlife is facing through giving visitors amazing wildlife encounters, along with entrance fees, membership support and revenue from activities like car parking and catering all helps to safeguard the ongoing management of nature reserves and other important wild places.

Key factors to growth in the nature tourism market

FACTOR

ITS IMPACT

WHAT CAN YOU DO?



WILDLIFE IN THE MEDIA

An increase in the number of wildlife and nature programmes on TV (both terrestrial and commercial channels), and a hugely growing social media presence has had a direct impact on British wildlife tourism and interest in wildlife. This is often referred to as the 'Springwatch effect'.

TV shows are prompting tourists to visit a wildlife site as part of their holidays, as well as encouraging visitors specifically interested in wildlife to visit areas for a wildlife holiday. Social media means potential visitors can access information more easily than ever before and be inspired in new ways, along with sharing positive experiences with others.

When Yorkshire has appeared on any of these programmes, include information about it on your website. Feature images of popular species (especially TV favourites) on your website/brochures to attract visitors. Keep abreast of any local areas that appear on popular shows and recommend them to visitors. Make wildlife and nature a regular feature on your social media feeds – especially during 'Springwatch' season and other related shows.



STAYCATIONS AND THE 'YORKSHIRE FACTOR'

Figures continue to show an annual increase in domestic UK holiday stays and spend. High profile events and publicity are driving a continued interest in Yorkshire and its outdoor heritage.

Almost one in five visitors (18%) enjoy experiencing the natural environment or wildlife as part of their break. In Yorkshire this may be up to two millions visitors a year. Wildlife watchers often travel at least two hours to visit the area.

Maximise the potential of the 'Yorkshire' effect by including references to the Nature Triangle on your website and marketing materials. Showcase the wildlife opportunities close by, and further afield by highlighting travel distances. Try offering short break opportunities in spring and autumn - a perfect time for wildlife migration.



INCREASED ENVIRONMENTAL AWARENESS

Around half of all visitors want to 'stay green' or make an informed choice over environmentally sensitive businesses.

Experiences on holiday can transpose into lifestyle changes at home - benefiting the environment and wildlife.

Be sure to share good 'Country Code' practice with your guests. Highlight your 'green credentials' in a light-hearted way, and make sure your customers know that eco-friendly doesn't mean penny-pinching or lower quality!



GROWTH OF 'ACTIVITY PLUS WILDLIFE' MARKET

Operators cite a growth in the number of visitors coming to enjoy wildlife as part of another activity.

Adventure activity visitors may be looking for wildlife information as an added focus to a tour, e.g. cyclists inspired by the Tour de France or Tour de Yorkshire who stop to view wildlife.

Find out what your local activity and wildlife operators are doing. Could your visitors see wildlife from a bike, horseback, a kayak or other means of transport? Think about other activities that might sit well with wildlife – art and crafts, yoga and meditation, creative writing. What can you recommend to visitors?

Yorkshire's showcase species...



Seals – whether at sea from a boat, or in a close encounter on the beach, a seal experience is always unforgettable.



Seasonal Key

- Spring
- Summer
- Autumn
- Winter



Top Gun – at home in the Yorkshire Dales, coastal cliffs and some of our major cities, the peregrine falcon is unrivalled for speed.



Dazzling ducks – colourful ducks from across northern Europe descend on the region each winter in their thousands.



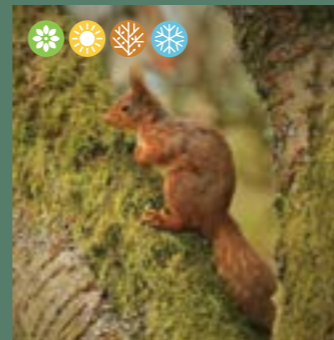
Barn owl – these ghostly silent hunters are a highlight to any evening stroll, and there's plenty of spots to try.



A real buzz – spring and summer meadows abound with orchids and butterflies.



Red Kite – second only in size to Scotland's eagles, the red kite is now a regular sight above the lanes and hills of the Wolds, West Yorkshire and increasingly North Yorkshire, thanks to successful reintroductions in parts of the county.



Red Squirrel – this rare resident of the Yorkshire Dales is surely one of the most sought-after wildlife encounters.



Otter – a number of wetland sites now bring the chance of glimpsing one of these enigmatic mammals.



Leap of faith – our autumn rivers play host to one of the most miraculous of journeys, the Atlantic salmon run.



Puffin – perennially popular with all ages and we offer some of the best viewing opportunities in the country.



Porpoises/dolphins/whales – Yorkshire's seas are host to mighty marine wildlife throughout the year, with the autumn arrival of minke whales a special treat.



Who are your customers?

Around three-quarters of visitors to Yorkshire say they have visited before, with nine out of ten first time visitors saying they would also visit again.

With the seasonal range of wildlife on offer, this offers huge potential to develop a strong repeat-visit customer base for your business. Just under a third of visitors to Yorkshire are aged 55 and older, with staying visitors more likely to belong to older age groups than day visitors.



© Guy Edwardes

Who is visiting Yorkshire

— FAMILY MARKET —

21%

Older families with modest incomes (keen on countryside excursions)

1 in 4

of those visiting East Yorkshire are youngsters aged 15 and under

62%

of visitors to the region's most popular wildlife sites are with family

— 'EMPTY NESTERS' —

59%

of Empty Nesters will visit the coast for nature and wildlife

13%

of Empty Nesters visiting the coast for wildlife and nature use self-catering accommodation (average just 16%)

41%

of Empty Nesters visiting the coast for wildlife and nature use self-catering accommodation (average just 16%)

Source: Welcome to Yorkshire/QA Research/Tourism Network (2011), Yorkshire Wildlife Trust/Leeds Beckett University (2015), National Coastal Tourism Academy (2016)

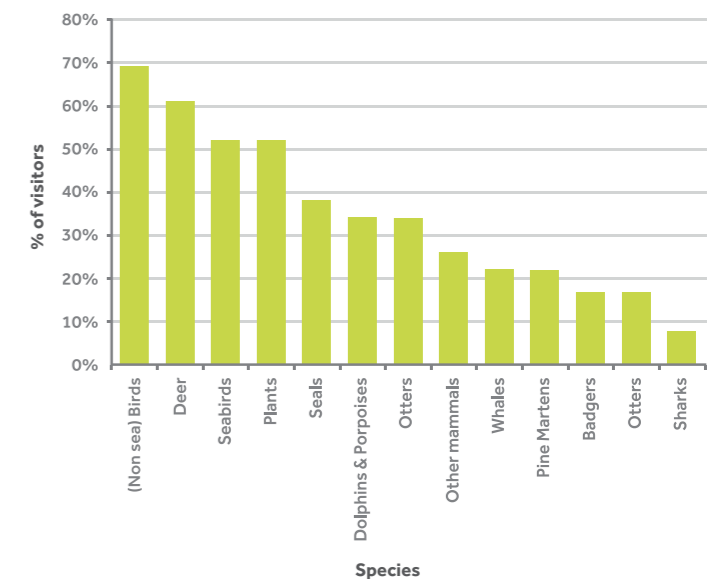


Case study:

The Scotland story – what people want to see

Scotland remains one of Europe's most popular wildlife-watching destinations with nature-based tourism key to their international visitor offer. Yorkshire however, can also provide many of these experiences including some of the wildlife that Scottish visitors are keen to encounter.

The graph below shows the species visitors were most keen to engage with on a visit to Scotland. Excluding very specialist wildlife (e.g. pine marten, basking sharks) many of the most popular species groups – seabirds, other birds, seals and otters are also here for visitors to enjoy in Yorkshire. In some cases – such as mainland puffin viewing – Yorkshire offers a more unique viewing opportunity, and for the most part, travel distances across Yorkshire are significantly less.



Backyard nature reserves – your own ‘Springwatch’

As well as customers visiting Yorkshire’s great nature hubs, your garden or grounds can be just as attractive to both wildlife and visitors alike. Think about how you manage your garden or accommodation grounds – have you got native plants and trees to attract birds, bees and butterflies?

You can even bring the ‘Springwatch’ experience right to the breakfast room too, with nestbox or ‘feeder cams’ now extremely good value and increasing in image quality year by year – great for younger guests to watch and keep an eye on during a longer visit! Perhaps you could even try and attract something special like owls?

Get in touch with the Yorkshire Nature Triangle team or the Yorkshire Wildlife Trust to see what you can do.



© Tom Marshall

Who’s watching wildlife?

Not all of your customers or those who visit nature tourism attractions will have the same level of knowledge or be equally passionate about wildlife.

However, catering for these different audiences allows you to tailor your customer experience and perhaps even develop new interests that may help to encourage return visits to your business and the nature hubs across Yorkshire – helping to drive wider support for the tourist economy.

LEVEL OF WILDLIFE INTEREST	KEY ATTRIBUTES	WHAT YOU COULD OFFER
Serious enthusiast	Wildlife watching opportunities have motivated their visit. They may be interested in all types of wildlife, or may be enthusiastic about a specific species. They may go in search of wildlife themselves, rather than use guides or join tours. They will want to learn more about wildlife from experts. They are likely to have their own equipment, which may be valuable.	Provide information, and promote on your website, local viewing points and operators offering tailor-made tours. Offer access to or guidance about local guidebooks, wildlife guides, maps etc. Offer hot drinks in a flask for enthusiasts heading out wildlife spotting first thing or in the evening. Provide lockable storage solutions for their equipment (cameras, telescopes). Make information available about local codes, protected areas and species.
Active interest	Seeing wildlife is an important reason for the visit but not the only reason. They will often want advice on where to watch, and are more likely to take organised wildlife tours. They’ll want to find out more about particular species and, if with families, will want an educational element to their activities. They may have their own equipment.	Provide information about general wildlife on your website. Provide information about shorter day or weekend tours. Provide access to identification guides that they can use in their own time as part of other experiences (National Trail ‘Tracker Packs’ for kids). Tell them what you do to bring the outdoors to them, e.g. create your own ‘Springwatch’ at your business; bird feeders, trail cams or CCTV nestboxes. Suggest visits with an educational element for families e.g. YWT Living Seas Centre, Flamborough.
Passing interest	They will be looking for a great all round holiday, and a wildlife experience could enhance that. They will want wildlife watching to be comfortable and easy, and may not realise that animals may be a long distance away or that they may have to wait some time.	Think about highlighting locations that focus on iconic species with good photo opportunities (puffins and gannets at Flamborough and Bempton). Can you lend them basic equipment like binoculars? Suggest an activity to engage the whole family like a boat trip or rock pooling.
No wildlife interest	These visitors are unlikely to watch wildlife but may accompany others who are interested. They may not be excited by the thought of a wildlife trip, but may still enjoy the overall experience, especially if they see something memorable (otter, puffin).	Provide information about tours that include wildlife as part of a bigger experience, e.g. a boat tour or a Spurn Safari. Offer access to equipment and waterproofs as it is unlikely they will have come prepared.
Children	They will have varying levels of interest in wildlife, but will enjoy spotting things. Will prefer doing activities, rather than just having to listen and keep quiet. Their attention span is likely to be limited.	Could you create activity sheets and checklists highlighting some of the common local wildlife? Use technology like nest or feeder cams to bring footage direct to your business. Keep a list of family-friendly activities in your business (Wildlife Trust, RSPB). Highlight useful tips like National Trail Tracker Packs, available on the Cleveland Way.



© Visit Hull & East Yorkshire

Put your best foot forward

One of the easiest and most relaxing ways to encounter wildlife for those with a more casual interest is by walking or cycling. Yorkshire is home to various National Trails including the Yorkshire Wolds Way and the Cleveland Way, along with the coast-to-coast Way of the Roses cycle route.

The Tour de Yorkshire has shone a UK and worldwide spotlight on the region's stunning landscapes – where of course our wildlife also makes a home.

Cyclists, and walkers in particular, may often have a keen interest in the nature they encounter by chance during a trip, especially as both walking and cycling may allow visitors to explore different habitats not accessible to those restricted by using a car. Groups like Sustrans are constantly working to map and develop safe cycle routes, and a huge variety of walking trails is already well established.

A number of towns along the Yorkshire Wolds Way boast 'Walkers are Welcome' status including Pocklington, Market Weighton and Beverley – many of which are also close to popular wildlife sites or offer the chance of experiences like **red kites**, **brown hares** or **wildflower meadows** as you pass along the routes.

Some of the most popular visitor locations in the Yorkshire Nature Triangle including RSPB Bempton Cliffs, the YWT Living Seas Centre and YWT North Cave Wetlands all provide safe, cycle locking facilities.



Case study:

Yorkshire Coast Nature

In just a few short years, Richard and Steve at YCN have developed a constantly growing customer base of clients who come to North and East Yorkshire to enjoy their small-group wildlife guided tours and specialist photography courses, many of which are unique to the UK such as their 'Diving Gannet' trips on the coast.

By developing strong working relationships with local accommodation and activity providers, the team know they can deliver the quality of experience demanded by contemporary wildlife watchers. Richard and Steve are also successful users of social media, making good use of the exciting imagery and encounters they enjoy, and sharing with thousands of followers to spread the word even further!

www.yorkshirecoastnature.co.uk

 @YCNature  @wildlifeimages

REYTA Finalists and BirdFair award-winners



Visitor expectations

Unlike cultural or heritage tourism, wildlife visitors have no guarantee they will see what they came to see.

This can be part of the fun and make the experiences more precious, but also raises the risk of disappointed customers. Visitors are generally understanding of this but will be particularly appreciative of all your efforts to 'make up for it'.



© Matthew Roberts

WHAT TO CONSIDER:

■ Searching for wildlife must be a good experience in itself. Activities like boat trips or rock pooling can broaden the experience if the wildlife is limited.

■ Remind them to bring a camera to capture those special moments!

■ Carefully phrase your wildlife promotion in your marketing materials, e.g. 'a great place to look for otters, or a chance of glimpsing an otter', rather than 'a great place to see otters'. Don't forget other more reliable species too like seabirds in summer.

■ If customers book in advance, assure them that you don't need specialist equipment or skills to enjoy wildlife watching, it really is for everybody. For example, there are easy wildlife viewing platforms and staff at RSPB Bempton Cliffs and beach exploring at Spurn or rock pooling at Flamborough only needs fun and enthusiasm!

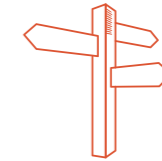
■ Don't promise more than you can deliver. Choose wildlife images of species that are as close to a sure thing as you can get; puffins, avocets and gannets in summer, ducks and wading birds in autumn and winter.



© Mandy West



— TOP TIPS —



Why not create positive links with professional local guides e.g. Yorkshire Coast Nature, for those visitors who would like a more bespoke wildlife tour.



An offer of a filled hot flask or snacks will help to extend the wildlife-watching day.



Try and use sustainable, local food – think about wildlife-friendly seafood projects like 'Beach Boats', wildlife tourists often have a keen eye for environmental credentials.



Do you have a drying area for wet clothes or muddy boots?



Keep links to tools like the RSPB bird identifier or the Yorkshire Nature Triangle social media feeds handy if you have computer access.



Can you offer some basic equipment like waterproofs, simple binoculars or hats for a trip to the coast for those who may not be prepared, or perhaps rock pooling nets or buckets for youngsters?



Keep the latest events handy by ensuring you're on the Yorkshire Nature Triangle mailing list.



Top Tips FOR MARKETING MAGIC



LET'S KEEP IT PERSONAL...

Anyone can describe a business, local area or destination as somewhere special, but your guests need to feel that passion from you. Using words like 'us', 'we', 'our' on your marketing materials shows you really care. If you really love something, let your potential customers know.

WHY NOT TRY...

"We love trying to spot the first puffins returning in the spring, why not give it a try when you stay with us?"

"Our favourite cake is from Mrs Beeton's Bakery down the road, great after a long day's otter watching!"



YOUR EVERYDAY, THEIR EXTRAORDINARY

The offer in our region is different to that of a bustling city break or package holiday. It's the local, unusual or personal insight that can make a holiday go from good, to great. Let guests in to your secrets for the best places to eat, buy a gift or see rural crafts in action.

WHY NOT TRY...

"Our local wildlife hero is artist Robert Fuller. We love watching the animal antics on the live cameras at the gallery, or joining a guided walk for a closer encounter"



BE SPECIFIC

Don't just say that Yorkshire is 'beautiful and full of wildlife' – a lot of areas could say just the same! Talk about the nature and wildlife watching locations that are local to you. Even better, let the visitor know if they're just 10 minutes or a half hour drive away – another reason to stay with you.

WHY NOT TRY...

"Barn owls love to hunt in the fields and lanes surrounding our cottages"

Why not list a few top locations near your business, starting at a few minutes or up to an hour's drive away?



FOOD HEROES

People are increasingly aware of where their food comes from. If you can share the story behind what's on your menu, the food will somehow taste better! From the fact your breakfast eggs came from the backyard, to a case study of the local butcher, as someone once said, every little helps...

WHY NOT TRY...

"Your breakfast hasn't travelled far today, as all of our ingredients are sourced in the Yorkshire Wolds"



SHARE THE EXPERIENCE

Social media is a powerful and personal way of sharing your business with others. If your guests have had a great day out then let your 'followers' (likely past and future guests) know – next time they'll want to do the same. If guests are happy to share a fun photograph with you then even better!

WHY NOT TRY...

"The Jones's in Orchard Cottage said they loved the 4x4 trip to Spurn and the lighthouse today, an inquisitive seal even put in an appearance!"

"We enjoyed hearing about the Jones' family and their busy day rock pooling at Filey, thankfully they left all the crabs on the beach!"



PICTURE POWER

We've all heard it – 'a picture tells a thousand words'. Whether it's a flyer, website, social media post or tourist magazine ad, a strong image can make all the difference.

A peering puffin, curious otter or glorious wildflower meadow in your marketing materials means you're serious about wildlife – and now your customers know too.

We can help with where to source pictures that will help you stand out from the crowd.



MAKE THE MEMORIES

Emotion can be a powerful tool in attracting your chosen audience. A busy working family may treasure a day's fun rockpooling on the shore, whilst a glimpse of a kingfisher or an otter could really make a guest's holiday. Framing these experiences can spark new customer interest.

WHY NOT TRY...

"Time with the family is precious. Get hands on in a rockpool or climb a lighthouse for an adventure to escape the everyday"

"Take time to explore the wildflower-packed meadows of the Yorkshire Wolds, where the butterflies are your only company"



WHAT MAKES YOU, YOU?

Visitors have a lot of choice. Chances are they're already looking at you because they've decided they want to stay somewhere local and a little bit different. Take the time to discover what sets you apart from everyone else and shout about it – remember 'close to local amenities' won't quite cut it!

WHY NOT TRY...

"Our visiting families love to play pooh sticks on the brook in the village and spot the big fish"

"When it's a wet day outside, our live nestbox cameras bring the wildlife inside to you, so put your feet up with a warm cuppa instead!"

Case study:



Wolds Edge Holiday Lodges

"We knew we already had some wildlife around the property, and guests were often telling us about what they'd seen. Working with the Yorkshire Nature Triangle, we installed CCTV nest boxes in the lodges, captured foxes and badger footage on a trail cam and created bat detecting packs amongst other family ideas.

Guests love watching the Springwatch-style action when the weather takes a turn, and we've had some delightful feedback from them about how much the nature around the site has added something special to their stay with us. The information books and seasonal calendars mean we can inspire guests for other encounters further afield too."

Ruth Rowland, www.woldsedge.co.uk

VisitEngland Silver Award, multiple REYTA award winner and Four Star Gold accommodation provider



Getting started...

There are some simple changes you can start making today, to make the most of potential nature tourism visitors:

- Watch or listen to nature-related media like BBC *Springwatch*, BBC Radio 4's *Saving Species* or take a subscription to *BBC Wildlife magazine* to see which species are media and public favourites. Groups like Yorkshire Wildlife Trust and the RSPB are regularly featured highlighting regional stories from Yorkshire.
- With an increase in 'staycations' think about the marketing offer closer to home, as well as nationally. What can you offer to make a Yorkshire stay more attractive?
- Think about selling your holiday package as an opportunity for unforgettable experiences and wildlife encounters, not simply just a chance to see a species, e.g. 'I'll never forget the puffin looking at me for the first time at Flamborough' or 'we never thought we'd spot an otter when we were at Tophill Low'.
- Think about the key species or habitats that are closest to your business, and build your own knowledge on them so you can inspire and excite your guests or customers.
- Regularly feature great wildlife images or stories from local nature experts on your social media feeds to keep nature in the minds of potential customers.
- Make sure you can offer everything the visitor might require, from wildlife-watching needs at your accommodation, ideas for local food or links with professional wildlife guides, cycling companies or artists.



© Matthew Roberts



– TOP TIPS – Your customer journey...

BEFORE THEY ARRIVE:

Why not e-mail information like upcoming events, or a wildlife activity calendar to whet their appetite before the holiday starts? Direct them to local wildlife tours or operators to make sure they don't miss out on events that may become fully booked.

DURING THEIR STAY:

Make sure there's plenty of information in their rooms or displayed in your accommodation/business. Take a moment to have a chat and share your own thoughts on great experiences they can enjoy during their stay.

AFTER THEY'VE GONE:

Ask if they'd like to receive a newsletter or updates via e-mail: you could highlight exciting opportunities at other times of the year or drop them a line to see if they'd like to make a return booking at the same time next year. You could also send a highlights news at the end of the season showcasing some of the wildlife highlights. Use social media to stay in touch and provide suggestions or offers on return visits.

Top 5 ideas for new wildlife watchers or families



Take a spring visit to seek out colourful puffins and huge gannets at Bempton Cliffs.



Take a 4x4 'Spurn Safari' along the unique and wilderness-like expanse of Spurn Point.



Enjoy a boat trip from North Landing or Bridlington and look out for inquisitive seals and maybe even a porpoise too.



Drop in to the Living Seas Centre to learn about what lives beneath the waves and try a spot of rock pooling on the shore.



Take a walk at Snaizeholme to seek out a squirrel.



Headland Coast

© Bill Richards



Spurn Point

© David Nichols

Top 5 ideas for keen wildlife watchers



Yorkshire's whispering reedbeds hold secrets like the bearded tit, bittern and marsh harrier.



From July-October, minke whales visit our coastline, get face-to-face with these underwater giants.



Your chances of spotting an otter in Yorkshire have never been better.



Take a stroll amongst up to 21 species of orchid in the North York Moors National Park.



The sight of the salmon leap in autumn is unforgettable.

Useful links and resources: Magazines

Wildlife Yorkshire

– (county-focused) four times a year by membership subscription from the Yorkshire Wildlife Trust.

www.ywt.org.uk

Nature's Home

– (UK-wide) four times a year by membership subscription from the RSPB.

www.rspb.org.uk

BBC Wildlife

– monthly, available in most newsagents.

www.discoverwildlife.com

Bird Watching

– monthly, aimed mostly at new and improving birdwatchers, available in most newsagents.

www.birdwatching.co.uk

Birdwatch

– monthly, aimed mostly at experienced birdwatchers/ 'twitchers', available in most newsagents.

www.birdwatch.co.uk

Countryfile

– monthly, covers rural issues, farming and wildlife, available in most newsagents.

www.countryfile.com

Countryman

– monthly, covers rural issues, farming and wildlife, available in most newsagents.

www.countrymanmagazine.co.uk

Dalesman

– (county-focused) monthly, covers rural issues, farming and wildlife, available in most newsagents.

www.dalesman.co.uk

My check list for making the most out of wildlife loving customers...

- Feature wildlife destinations, the Yorkshire Nature Triangle and iconic species on my website and marketing materials - don't forget pics too!
- Follow groups RSPB and Yorkshire Wildlife Trust on Social Media so I know what's going on right now
- Have a think about garden planting, bird feeders or wildlife cameras for visitors to enjoy
- Provide special weekend deals during wildlife walking festivals or popular bird watching times like spring and autumn
- Have I got the latest Yorkshire Nature Triangle guides and local itineraries?
- Share wildlife news from around my business or from customers on social media
- Get out and explore wildlife sites near me so I can better inform customers or guests
- Ask our visitors where they have been so we can share positive experiences with others
- Have I got details of all the best walking and cycling routes for our customers?
- Grab a copy of the Local Food guide to see what's available on my doorstep to put on the menu
- Encourage guests and visitors to share pictures and experiences on sites like Trip Advisor



USEFUL WEBSITES:

WALKING

Walking the Riding - walkers routes
www.walkingtheriding.eastriding.gov.uk

Yorkshire Wolds Top Ten Trails - walking:
www.top10trails.com/yorkshire-wolds-way
www.nationaltrail.org.uk/yorkshirewoldsway

CYCLING

Yorkshire Wolds Cycling Routes:
www.cycleyorkshirewolds.com/route

Way of the Roses:
www.wayoftheroses.info

Sustrans:
www.sustrans.org.uk

FOOD

East Yorkshire Local Food Network:
www.enjoy-eastyorks-food.co.uk

Organisations



Yorkshire Wildlife Trust

The county's largest independent conservation organisation with more than 100 nature reserves and other projects. A charity, the Trust organises events and activities across the region and has several high-profile reserves and visitor centres within the Yorkshire Nature Triangle.
www.ywt.org.uk



The RSPB

The UK's largest nature conservation charity with more than 200 nature reserves throughout the country, home to a number of rare and threatened species. They operate major reserves at at Bempton Cliffs and several accessible wetlands in South and West Yorkshire.
www.rspb.org.uk



Yorkshire Water

As well as looking after the region's water, Yorkshire Water also own and manage Tophill Low nature reserve in Holderness, home to wildlife including barn owls, kingfishers, otters and water voles.
www.yorkshirewater.com



East Riding of Yorkshire Council

The council manages a number of nature reserves across the region and in partnership with Hull City Council, supports Visit Hull and East Yorkshire (VHEY).
www.eastriding.gov.uk



North York Moors National Park

Stretching from the rugged coast to high moorland and forests, the Park is working to safeguard the future of wildlife like turtle doves, otters, ring ouzel and the return of the secretive pine marten. They run events throughout the year.
www.northyorkmoors.org.uk/naturecalendar



Yorkshire Dales National Park

Alongside blockbuster film locations and renowned landscapes, the Dales also offer some of our most delightful wildlife encounters; from red squirrels and leaping salmon, to the rare and revered lady's slipper orchid. Their National Park Centres provide all you need to know.
www.natureinthedailes.org.uk

Local social media wildlife links

Yorkshire Nature Triangle	 @VisitYNT	 /yorksnaturetriangle
Yorkshire Wildlife Trust	 @Yorkswildlife	 /yorkshirewildlifetrust
RSPB Bempton Cliffs/Blacktoft Sands	 @Bempton_Cliffs`	 /RSPBnorthyorksandeastriding
YWT Living Seas Centre	 @YWTLivingSeas	 /YWTLivingSeas
Yorkshire Water Tophill Low	 @tophilllow	 /pages/Tophill-Low-Nature-Reserve
Yorkshire Wolds Way	 @YorksWoldsWay	 /yorkshirewoldsway
Yorkshire Coast Nature Tours	 @YCNature	 /yorkshirecoastnature
Whitby Whale Watching	 @WhitbyWhales	 /WhitbyWhaleWatching
Scarborough Porpoise Watching	 @porpoise_SB	 /ScarboroughPorpoise
North York Moors National Park	 @northyorkmoors	 /northyorkmoorsnationalpark
Yorkshire Dales National Park	 @yorkshire_dales	 /yorkshiredales

The Yorkshire Nature Triangle project is an independently-funded destination marketing and business support initiative, run by the Yorkshire Wildlife Trust and supported by the Coastal Communities Fund. The project promotes wildlife-watching locations across East Yorkshire from a wide range of partner organisations, and provides advice to local businesses to maximise the benefits from nature-based tourism in the region.

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