



**the BIG  
Biodiversity  
Challenge**  
*do one thing*

Nature On Your Doorstep  
Nationwide – United Kingdom  
Barratt Developments / RSPB

## **BIG Biodiversity Challenge Award Category:** *Community Engagement Project Award*

### **Project overview**

Nature on Your Doorstep launched in 2021 is a wildlife gardening project by RSPB and Barratt Developments, and forms part of a wider partnership which began in 2014. An online and community campaign with over one million webpage views, the innovative campaign encourages homeowners to welcome wildlife into their gardens.

### **What were the biodiversity conditions on site, prior to the enhancement?**

All too often, nature is a second thought when it comes to building new homes. To minimise the impact of housebuilding on existing habitats and greenfield sites, Barratt Developments and its corporate partner of eight years, RSPB, are working in partnership towards a shared goal of creating developments where wildlife and residents can live together in harmony. As part of their dedicated sustainability plan, Barratt has committed to increasing wildlife habitats in and around its developments by at least 10% from January 2023, with 50% of its show home gardens already meeting stringent RSPB guidelines, creating a home for birds, insects and pollinators, as well as bats, hedgehogs and other wildlife.

### **What were the reasons behind this project ?**

Nature on Your Doorstep (NOYD), Barratt Developments and RSPB's flagship wildlife campaign, comprises a £1,000,000 initiative to conserve local biodiversity within Barratt's developments, challenging those who live there to welcome nature into their back gardens. The campaign aims to mitigate the ongoing ecological and climate emergency at a very local level, which has seen insect and bird populations fall over recent decades. The NOYD project offers guidance and tools to develop a range of wildlife friendly features within public open spaces, thanks to a range of digital resources and an online community, which are available to residents who wish to learn how to bring nature into their home.



*Barratt Developments Sales Adviser with RSPB NOYD Seed Packets*



*RSPB Gold Accredited Show Home Garden at Eldebury Place*

### What were the biodiversity measures taken?

The results of a YouGov survey of 2063 UK adults commissioned by RSPB and Barratt Developments revealed that three quarters of people have taken steps to help wildlife in their garden. The Nature on Your Doorstep campaign encourages residents to literally support nature 'on their doorstep' - through simple measures, such as composting, creating a miniature pond or installing bird nesting boxes. The campaign is community and resident led, and aims to demonstrate that the even smallest action can make a big difference – whatever the size of your outdoor space.

Nature on Your Doorstep was subsequently rolled out to Barratt developments nationwide since its launch in 2021. The campaign embraces a sustainable, self-generating model that understands the barriers individuals face when helping local wildlife, and empowers residents to overcome these through community action. Alongside a dedicated web page, which includes community forums, videos and interactive content; the campaign includes a community newsletter, a dedicated seed planting page, and a Facebook group. The website has received over 1.2 million views from over 170,000 members of the community since its launch, a quarter of which joined the campaign between January-April 2022.

On a larger scale, Barratt Developments has committed to enhancing existing sustainable features at its developments. These include specialist nature friendly planting and landscaping, tree planting, creating hedgehog highways and installing its innovative swift nesting brick into its homes across the country, and is currently investigating becoming peat free.



*RSPB Gold Accredited Show Home Garden at Dickens Gate*



*RSPB Gold Accredited Show Home Garden at Kingsbrook*



### Further information

Nature on Your Doorstep was launched in spring 2021, thanks to funding from Barratt Developments, and has since curated an online community dedicated to caring for local wildlife. With the support of dedicated PR campaigns and online promotion, the campaign has seen support on a national level.

In the last year, a wealth of dedicated resources have been created and shared on the Nature on Your Doorstep webpage, including how-to gardening guides, step-by-step 'Wildlife Action' videos, seasonal gardening advice, and dedicated forums to seek advice, ask questions, and share their wildlife-friendly success. The successful campaign was designed to equip residents with the long-lasting knowledge and skills to continue to create a home for nature in their own gardens. The true legacy of Nature on Your Doorstep is that the campaign is self-sustaining and continues to build momentum. Having launched an active online community dedicated to creating a home for nature, residents will continue to apply their newfound knowledge, and maintain conversation, discussion, and information sharing via the dedicated Facebook pages and online forums.

Barratt Developments has invested in vast sustainable measures at its developments, including 3,846 swift nesting bricks and 1,069 hedgehog highways, complementing individual activity in residents' own gardens. Barratt Developments has already seen a marked increase of biodiversity at a local level on some sites that have been monitored.

### Project Team

- Barratt Developments
- RSPB

### What was the motivation for carrying out the enhancement?

Nature on Your Doorstep is the next link in the chain of Barratt Developments' eight-year partnership with RSPB. As the country's leading and largest volume housebuilder, Barratt Developments is committed to creating a safe home for nature wherever it builds new communities. One such example is its flagship Kingsbrook development in Aylesbury, the first truly nature-friendly development in the UK built in partnership with RSPB. The NOYD campaign is designed to educate and encourage residents to protect the sustainable legacy of their new home, ensuring that nature is protected long after the new homes are built and sold.



*RSPB Gold Accredited Show Home Garden at Kingsbrook*



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