



SAVING
SCOTLAND'S
RED
SQUIRRELS



CAMPAIGN TOOLKIT

ABOUT THE CAMPAIGN

The Great Scottish Squirrel Survey returns this autumn, following the success of its launch in 2019 where over 600 people reported 828 squirrel sightings in just one week. Saving Scotland's Red Squirrels (SSRS) is calling on the nation once again to explore the great outdoors. Between 21-27 September (National Red Squirrel Week) we want to see more people than ever looking out for both red and grey squirrels.

Squirrel sightings should be recorded on the SSRS website, scottishsquirrels.org.uk.

Why do we need this data?

SSRS has been collecting public squirrel sightings since 2010, and last year we received a record-breaking 9425 verified sightings with the help of the Great Scottish Squirrel Survey. The data not only improves our understanding of how squirrel populations are changing over time, it also helps our team take direct conservation action.

With the impact of Covid-19 and temporary suspension of fieldwork, public sightings this year are more important than ever. Each squirrel sighting reported during the Great Scottish Squirrel Survey will provide a detailed snapshot of the current situation on the ground.

Why should people take part?

Reporting a squirrel sighting is one of the simplest things that anyone in Scotland can do to help protect red squirrels. It can also act as a gateway to wider engagement with the project and red squirrel conservation as a whole – many of our most dedicated volunteers started out as keen squirrel spotters.

Red Squirrel Week (21-27 September) is the ideal time for a nationwide squirrel survey. Not only will red squirrels feature more prominently in the press and social media, it's also a fantastic time of year for squirrel spotting. In autumn, squirrels are often more visible than usual as they busily gather food, preparing themselves for the colder months ahead.

The Great Scottish Squirrel Survey is an opportunity to raise awareness, boost engagement and collect real, valuable data. Participants in the Survey will be doing a small act to help protect one of Scotland's most iconic yet threatened species, while joining in a mass citizen science event.

When will we find out the results?

Each sighting we receive is verified by a member of our team before being included in the Scottish Squirrel Database and added to our online sightings map. We anticipate that the data collected during the Great Scottish Squirrel Survey will be verified, collated and published by December 2020.

GET INVOLVED

There are a number of ways your organisation or community group could get involved in the Great Scottish Squirrel Survey. For example, by helping us promote the campaign or by co-hosting a Covid-safe outdoor* or virtual Great Scottish Squirrel Survey event with us.

We have a number of activity ideas, tools and resources available to help you take part...

*where latest Government guidelines can be met, these may be subject to change at short notice.

Keep up to date with the latest Government guidance and advice by visiting www.gov.scot/coronavirus-covid-19/



HOST A COVID-SAFE OUTDOOR OR VIRTUAL EVENT

You can champion red squirrel conservation and inspire others to get outdoors this autumn by hosting your own squirrel spotting event during the Great Scottish Squirrel Survey. Encourage your local community to join this mass citizen science movement by creating a squirrel-themed wildlife walking route for local residents and families to follow, or go digital and raise awareness with a video live stream.

Who can take part?

What makes the Great Scottish Squirrel Survey so great is that anyone can take part. Squirrel watching can be a solo activity that doesn't require elaborate equipment to look and listen to your surroundings. Explore alternative ways for people to take part, such as downloading a walking route or joining in online.

Event activities

Ensure compliance with the latest Government guidelines when planning your event and always put public safety first. Our mandatory Covid-19 risk assessment must be completed by those planning in-person events to ensure safety measures are in place such as physical distancing and restricting numbers. Please note that in-person events may be subject to change at short notice in order to comply with the latest guidance.

Where group activities may not be possible, there are always opportunities to go digital. You could host an online talk about red squirrels in your area or film a live nature walk from your local patch to celebrate one of Scotland's most iconic mammals.

When & where

Choose a date and time between 21-27 September that will best suit your local community. Activities such as walking routes could be made accessible for the whole week.

Consider that squirrels are often most active early morning for the best chance of seeing these charismatic creatures, but can also be seen at other times of the day. Your event could take place anywhere in Scotland - areas of known red squirrel territory and grey squirrel territory are equally important, as are areas where few squirrels have been seen.

If going digital, you could even inspire others from your own back garden by sharing video content of bushy-tailed visitors.

How to promote sightings

Every sighting of both red and grey squirrels counts, so remember to inform participants that they can report what they have seen to [scottishsquirrels.org.uk](https://www.scottishsquirrels.org.uk), during or after the event.

Keep up to date with the latest Government guidance and advice by visiting www.gov.scot/coronavirus-covid-19/

GET INVOLVED

PROMOTE YOUR EVENT

The following templates are available to download and customise to your Great Scottish Squirrel Survey event. Email us event posters and details to promote through our events listings.

Great Scottish Squirrel Survey event poster template

GREAT SCOTTISH SQUIRREL SURVEY

SAVING SCOTLAND'S RED SQUIRRELS

Community Woodland Squirrel Trail
Hosted by the Community Woodland

Join us in exploring the community woodland on the lookout for tufted ears and bushy tails for the Great Scottish Squirrel Survey. Explore the family friendly squirrel trail to become an expert squirrel spotter.

**Monday 21 - Sunday 27
September 2020**
9am – 5pm

Your Community Woodland, Scotland

Free Event

Please wear sturdy footwear and bring binoculars. For more information, contact organiser@exampleevent.org.uk

Report your sightings at scottishsquirrels.org.uk

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Scottish Wildlife Trust, NatureScot, Scottish Forestry, Scottish Land & Estates, RED SQUIRREL, giving nature a home Scotland, HERITAGE FUND

Report your sightings of red and grey squirrels to help Saving Scotland's Red Squirrels create a snapshot of the situation across the country. Saving Scotland's Red Squirrels is led by the Scottish Wildlife Trust, a Scottish registered charity (charity number SC005792). It is also a company limited by guarantee and registered in Scotland (registered number SC040247).

Community Woodland Squirrel Trail
Monday 21 – 27 September
9am – 5pm
Your Community Woodland, Scotland

Free Event Hosted By Community Woodland
Please wear sturdy footwear and bring binoculars. For more information, contact organiser@exampleevent.org.uk

Report your sightings at scottishsquirrels.org.uk

GREAT SCOTTISH SQUIRREL SURVEY

SAVING SCOTLAND'S RED SQUIRRELS

Great Scottish Squirrel Survey event template for social media

GET INVOLVED

PRINTED MATERIALS

The following printed materials are available to order, for display in visitor centres and other community meeting places.



Great Scottish Squirrel Survey flyer



Great Scottish Squirrel Survey A3 and A4 poster

TEMPLATE ARTICLE

We have put together a short article that could be included in a newsletter, blog or web page.

The Great Scottish Squirrel Survey returns for its second year this autumn. Saving Scotland's Red Squirrels are calling on people all over Scotland to explore outdoors on the lookout for tufted ears and bushy tails between 21-27 September, during National Red Squirrel Week.

SSRS monitors squirrel populations all year round; but autumn remains a particularly rewarding time of year for squirrel-spotting. Squirrels are often more visible as they busily forage the autumn harvest in preparation for the winter ahead.

Anyone can take part in the Great Scottish Squirrel Survey by reporting sightings of both red and grey squirrels throughout the week. Each sighting creates a snapshot of the situation, helping the project understand how populations are changing over time and to decide where to focus its conservation efforts.

To find out more and record your squirrel sightings, visit scottishsquirrels.org.uk

GET INVOLVED

SOCIAL MEDIA

The project Facebook page is facebook.com/SavingScotlandsRedSquirrels

The project Twitter handle is [@ScotSquirrels](https://twitter.com/ScotSquirrels)

The campaign hashtag is [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey)

The web address to include is scottishsquirrels.org.uk



Suggested tweets



Seen a squirrel? Help [@ScotSquirrels](https://twitter.com/ScotSquirrels) by taking part in the [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey). Report your sightings at scottishsquirrels.org.uk



We're joining the [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey)! Look out for squirrels this week (red and grey) and report them to [@ScotSquirrels](https://twitter.com/ScotSquirrels) at scottishsquirrels.org.uk



Explore outdoors with [@ScotSquirrels](https://twitter.com/ScotSquirrels) this [#GreatScottishSquirrelSurvey](https://twitter.com/hashtag/GreatScottishSquirrelSurvey) and report all sightings of both red and grey squirrels to scottishsquirrels.org.uk

ABOUT SAVING SCOTLAND'S RED SQUIRRELS

Saving Scotland's Red Squirrels is working to ensure red squirrels continue to be a part of Scotland's special native wildlife. With the help of partners, landowners and volunteers, the project is monitoring squirrel populations across Scotland, managing the impact of squirrelpox and helping to combat the spread of grey squirrels in key areas.

Our efforts are making a difference — in many of our project areas, red squirrels are already making a comeback.

Developing community action

In 2017, the project began a new phase called 'Developing Community Action'. Alongside vital conservation work, the project is focussing on engaging with local communities, inspiring them to take action to protect red squirrels where they live.




Community action is the key to long-term, sustainable red squirrel conservation in Scotland, with the added benefit of connecting more people with the nature on their doorstep. From participating in spring surveys to helping out at events, volunteers of all backgrounds can help ensure red squirrels continue to have a home in Scotland.

Contact us

squirrels@scottishwildlifetrust.org.uk

Scottish Wildlife Trust reception: **0131 3127765**

Project areas

-  North East Scotland
-  Central Lowlands
-  South Scotland priority areas



**PROJECT
PARTNERSHIP**



FUNDER



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