



CHALLENGE BECKY!

Recruiting Red Squirrel Conservation Volunteers
in a Rural Setting

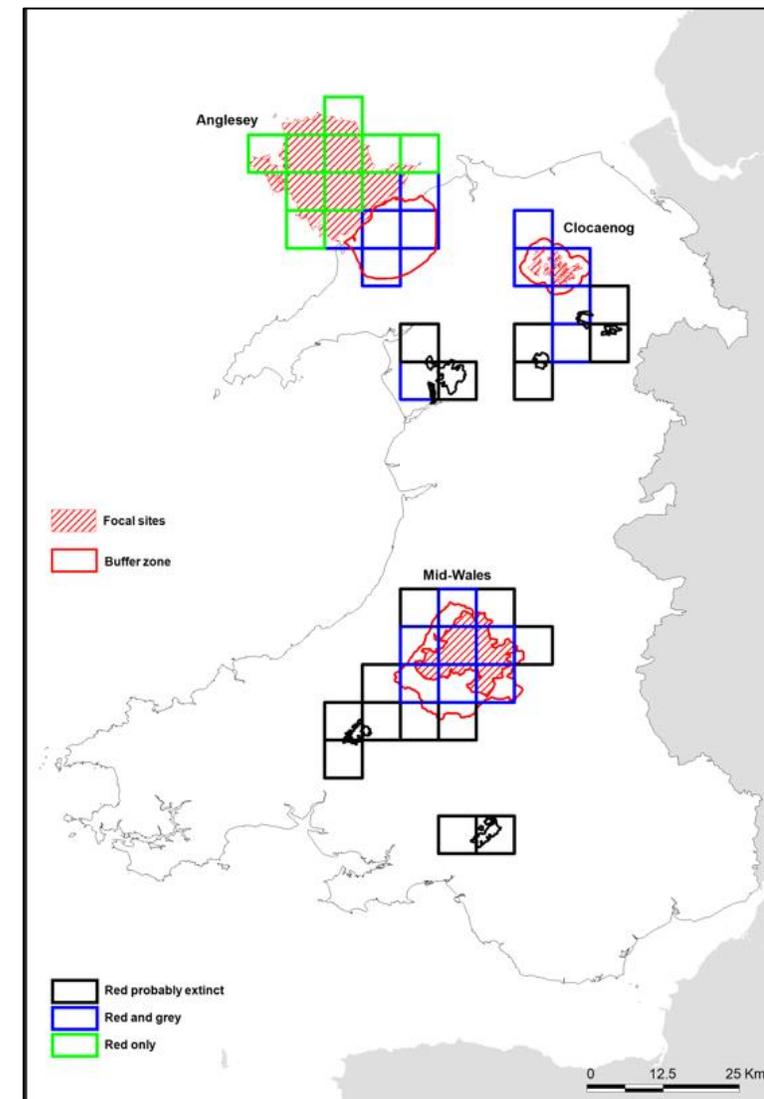
LIFE14 NAT/UK/000467



Setting the Scene



- Striving for success: an evaluation of local action to conserve red squirrels (*Sciurus vulgaris*) in Wales. Elisabeth CHalliwell, Craig M Shuttleworth, Elizabeth M Wilberforce, Huw Denman, Iolo Lloyd, Sarah Cartmel
- Understanding the Distribution of Squirrels in Clocaenog Forest, 2008. Sarah Cartmel
- Red Squirrel Population Monitoring Clocaenog Forest, 2012. Craig M Shuttleworth & Tim Donoyou. Thomson Ecology





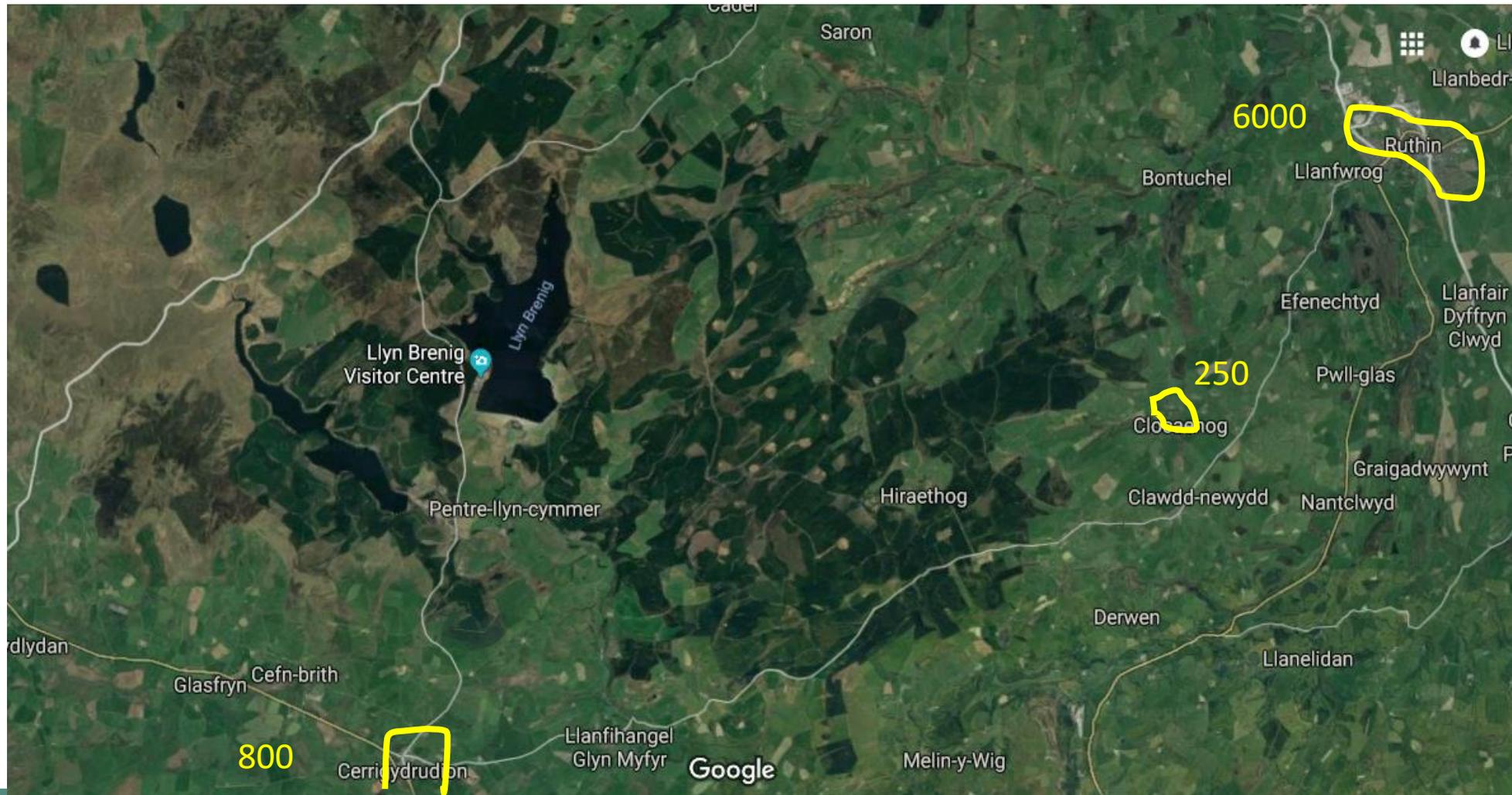
Lesson Learned - there was no officer to continue momentum.



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Amgylchedd Cynaliadwy
Mammals in a Sustainable
Environment



Rural Setting



Getting Started



- COFNOD talk
- Contacts
- Local talk (Rachel from Lancs')
- Training day (6 weeks into project)

Lessons Learned:

- Staff/Contractor choice – helps if they're known and have built up contacts
- Need to use all forms of promo to reach as many people as possible in a rural setting
- Bilingual

Training

- 7 RSU Courses (100 attendees)
- Grey squirrel sample taking
- Breeding Status workshop
- Tracks and Signs
- RFID Feeders workshop
- Radio Tracking workshops (5)



Other Volunteer Recruitment Methods

- Universities
- Voluntary services councils?
- Stalls at local shows
- Thinking outside the box (Tourism Ambassadors)
- Drop in sessions



Volunteer Responses



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- How did you hear about the project?
 - Once you had attended the training, what was it that made you think 'I'll get stuck in'!?
 - What is it that keeps you motivated?
(and don't say cake!)

My main motivation is knowing others want to give their time to the project as they feel it's worth a go.

Building Relationships

- Visit to Formby (share ideas)
- Thank you event
- Felting!
- Chester Zoo



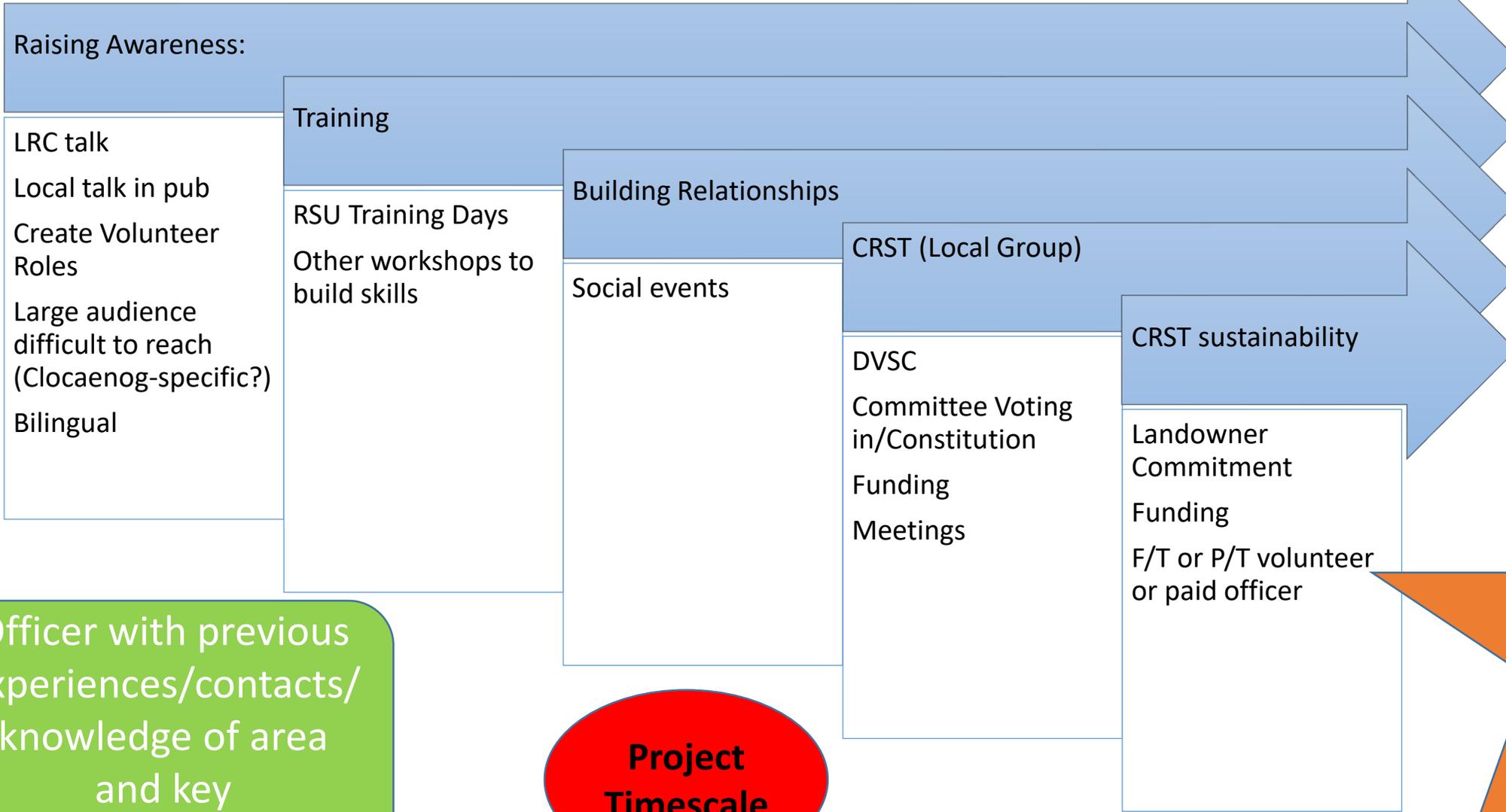


Clocaenog Red Squirrels Trust

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- Project aim
 - Book
 - DVSC and other Squirrel Groups
 - Voting in Committee Members
 - Funding (Collaborative working)



Summary and Lessons Learned



Officer with previous experiences/contacts/knowledge of area and key partners/individuals

Project Timescale

Volunteer Expenses

There's always cake!

