



Grey squirrel bark stripping Campaign toolkit

Campaign overview

Grey squirrels bark strip young broadleaf trees from April to August each year.

The UK Squirrel Accord is asking people to look out for this damage and share their images, videos and stories to help raise awareness of the problem and build an evidence resource. These can be shared on social media using the hashtag **#barkstripping** or emailed to us at **info@squirrelaccord.uk**

Key messages

Grey squirrels are an introduced species classed as invasive because of their negative impacts on trees and red squirrels.

Grey squirrels bark strip young broadleaf trees, creating open wounds that weaken, stress and kill trees.

Often the healthiest trees are targeted by grey squirrels.

Loss of trees and tree species impacts woodland biodiversity.

Grey squirrel bark stripping damage costs £37 million a year in lost timber value, reduced carbon capture, damage mitigation and trees to replace those that die.

To meet our tree planting targets and ensure we have healthy woods in the future, grey squirrel management is necessary.



Useful links

UKSA Twitter: twitter.com/SquirrelAccord

Bark stripping video: youtu.be/pmkFFpHxzaA

UKSA website: squirrelaccord.uk

Bark stripping images: squirrelaccord.uk/resources/image_gallery/

Cost of grey squirrel damage report: rfs.org.uk/insights-publications/rfs-reports/

Social media

A video explainer for sharing will be pinned to our Twitter profile from 09 May 2022.
See next page for suggested campaign images for use on social media.
Other bark stripping images are available from our images gallery.

Suggested tweet text

Grey squirrels bark strip young #trees from April to August. Damage stresses & kills trees, impacting #biodiversity, #carbon sequestration & #timber production. Help us raise awareness by sharing your images, videos & stories using #barkstripping or email info@squirrelaccord.uk.



Campaign images

Suggested images to use in social media posts or articles.
Email info@squirrelaccord.uk for higher resolution versions.



#barkstripping



Article text

Suggested text that could be used for a newsletter, web page or blog post.

UK Squirrel Accord (UKSA) launches its summer campaign to gather images, videos and stories of grey squirrel bark stripping. The campaign aims to raise awareness and gather evidence of tree damage, which takes place from April to August each year.

Bark stripping is a serious issue for young trees, causing stress and death. Damage impacts biodiversity, carbon sequestration and timber production, and costs at least £37 million a year. Tree planting targets and healthy woods for the future will only be achieved by protecting them from the negative impacts of grey squirrels.

Share your images, videos and stories of grey squirrel tree damage through bark stripping via social media using **#barkstripping** or email them to **info@squirrelaccord.uk**



Image Craig Shuttleworth

UK Squirrel Accord

UK Squirrel Accord is a UK-wide partnership of 41 leading conservation and forestry organisations, government agencies and companies, with links to red squirrel community groups.

Aims

UKSA works collaboratively to preserve the UK's wooded landscapes and associated biodiversity under the following aims to:



Secure and expand UK red squirrel, *Sciurus vulgaris*, populations beyond current thresholds



Ensure UK woodlands flourish and deliver multiple benefits for future generations of wildlife and people



To deliver these aims we need to protect red squirrels and young trees from the negative impacts of invasive grey squirrels that threaten their health and survival. Find out more about our work, including our fertility control research to develop a new grey squirrel management method, via our website www.squirrelaccord.uk

Join our campaign
Share with your networks
#barkstripping



www.squirrelaccord.uk
info@squirrelaccord.uk