

BLOOMS FOR BEES



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A citizen science project to promote and improve gardening for bumblebees

- Unique focus on garden habitats
- Appropriate partner organisations
- Variety of engagement channels
- Straightforward method
- Bumblebees are realistic to identify with 7 common species
- Good quality advice: using the app, gardening, identifying bees
- Expert verification



Engagement:

- 2 bee festivals
- Website
- Social media
- Regular blog posts
- YouTube videos
- Identification guide
- Plant trials

The Blooms for Bees app



Download on the App Store | GET IT ON Google play

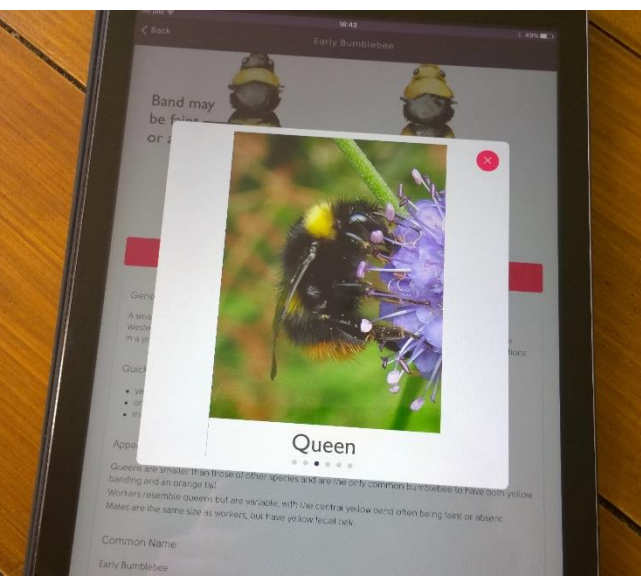
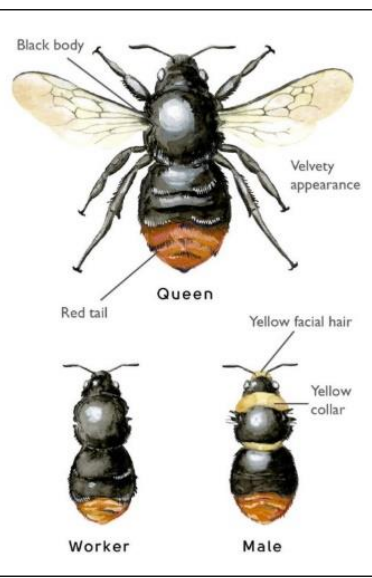
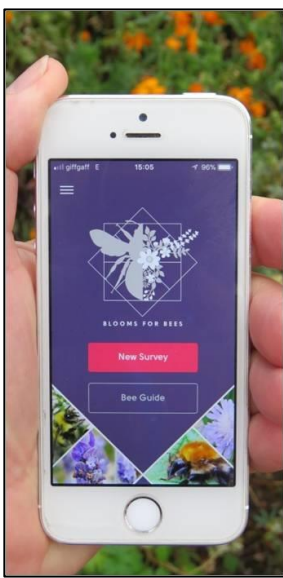
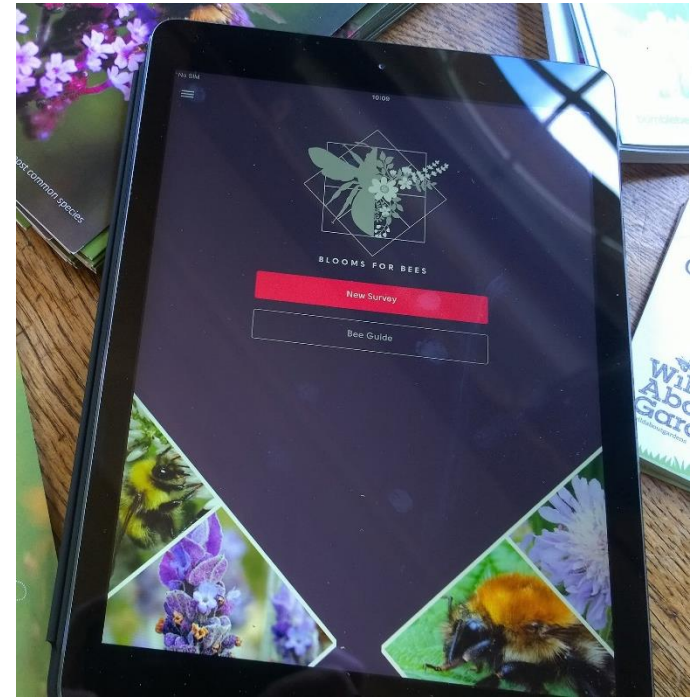
Download the app / visit the website & register

Choose a plant & observe for 5 minutes

Photograph the bumblebees

Identify the bumblebees

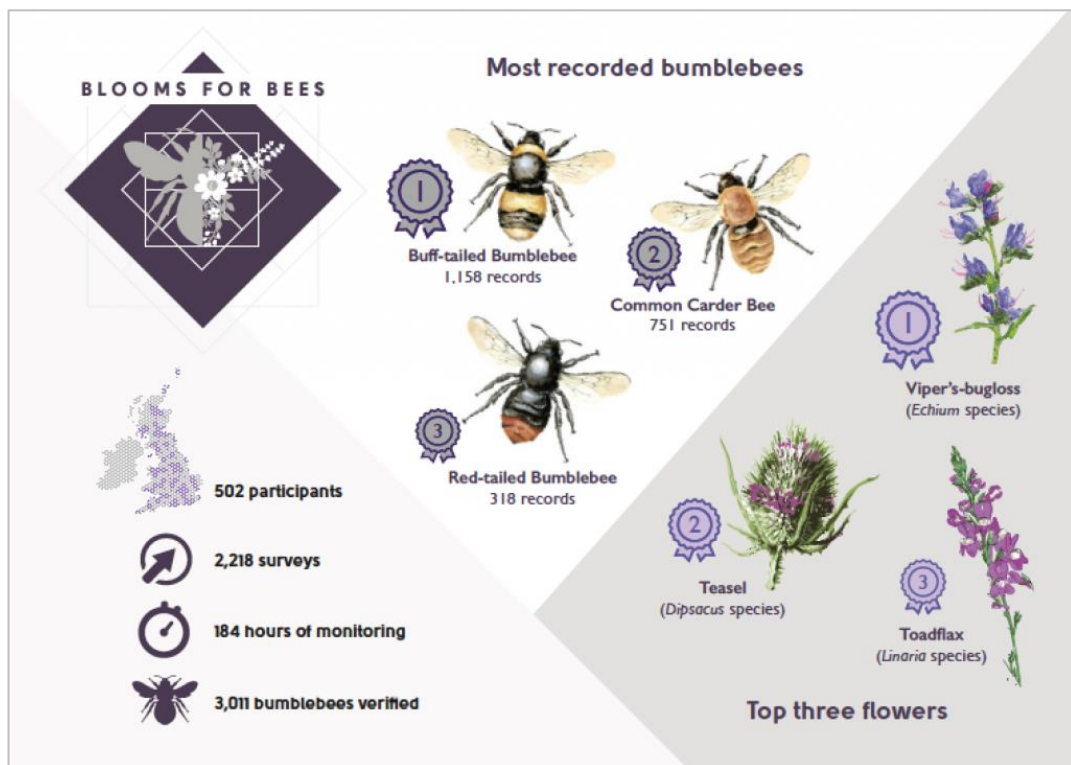
Submit data for verification



- Free to download
- Comprehensive ID guide
- Visually appealing
- Straightforward method
- 'How to' guide on YouTube
- Useful user feedback

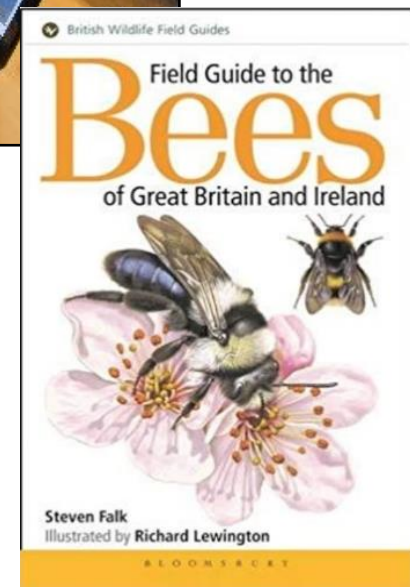
Results generated

Expert verification ensured data quality. Carried out by entomologist Steven Falk (author of current UK bee ID guide). 31.5% of sightings were correctly identified by the submitter but supporting photographs enabled Steven to increase this to 72%!



2017 numbers

- 502 participants
- 2,218 surveys
- 184 hours of monitoring
- 3,011 bumblebees verified



Outcomes

- Most frequent bees identified
- Most foraged flowers determined
- Plant recommendation infographic
- Made at least 2 peer-reviewed papers possible