

Lyndon Marquis, Communications Officer, Yorkshire Peat Partnership

- Umbrella organisation led by Yorkshire Wildlife Trust, and comprising Yorkshire Dales and North York Moors National Park Authorities, Natural England, Yorkshire Water and the Environment Agency.
- We also receive support from Nidderdale AONB, Ribble Rivers Trust, National Trust, Moorland Association, National Farmers Union and Yorkshire Dales Rivers Trust.
- Restoring blanket bog across Yorkshire Dales, North York Moors, Forest of Bowland and northern areas of the South Pennines.

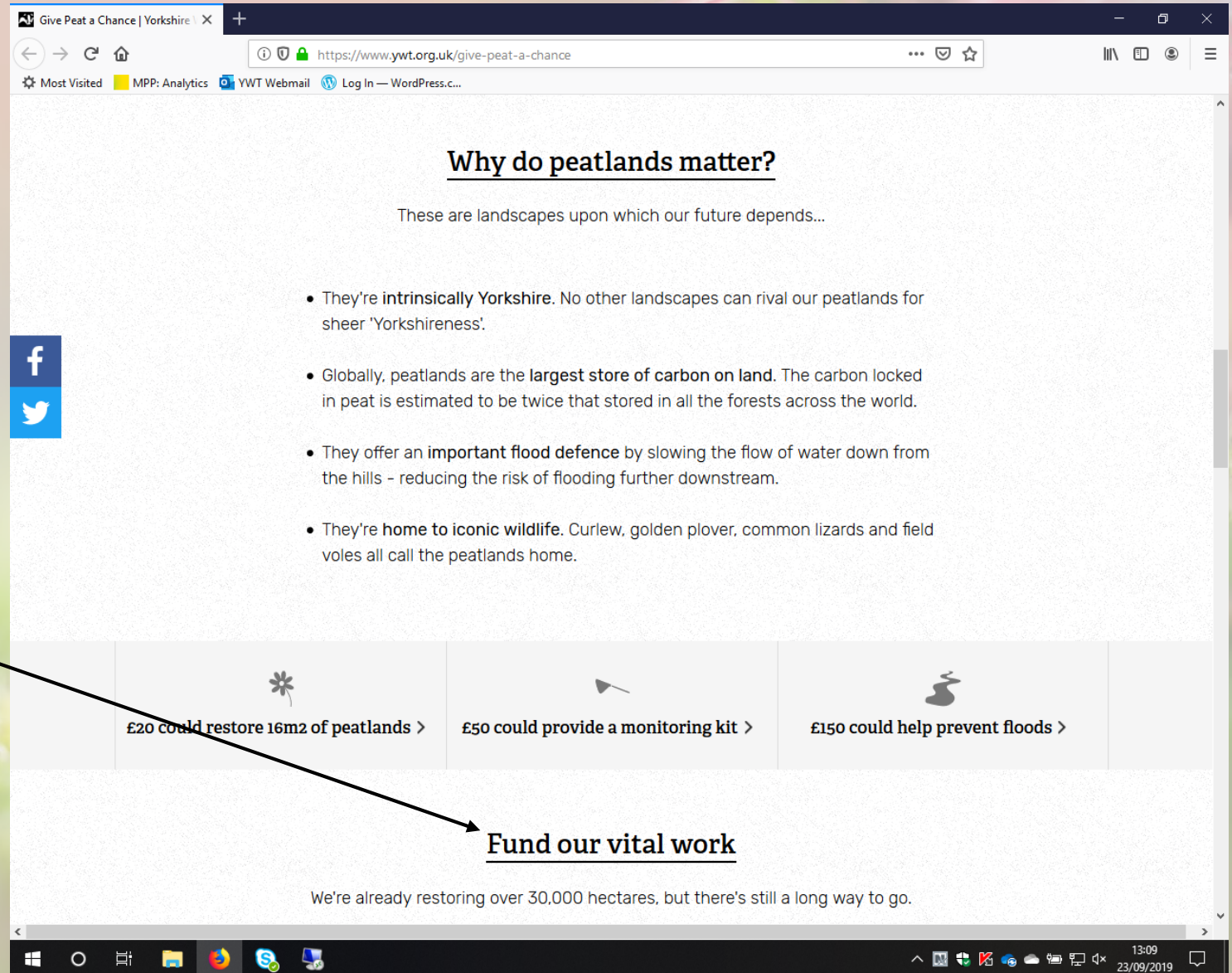
Bringing peat to broad audiences

#GivePeatAChance

- A 3 month fund-raising appeal aimed at YWT members and the general public
- Soft launch in the members' magazine in March
- Public launch in April

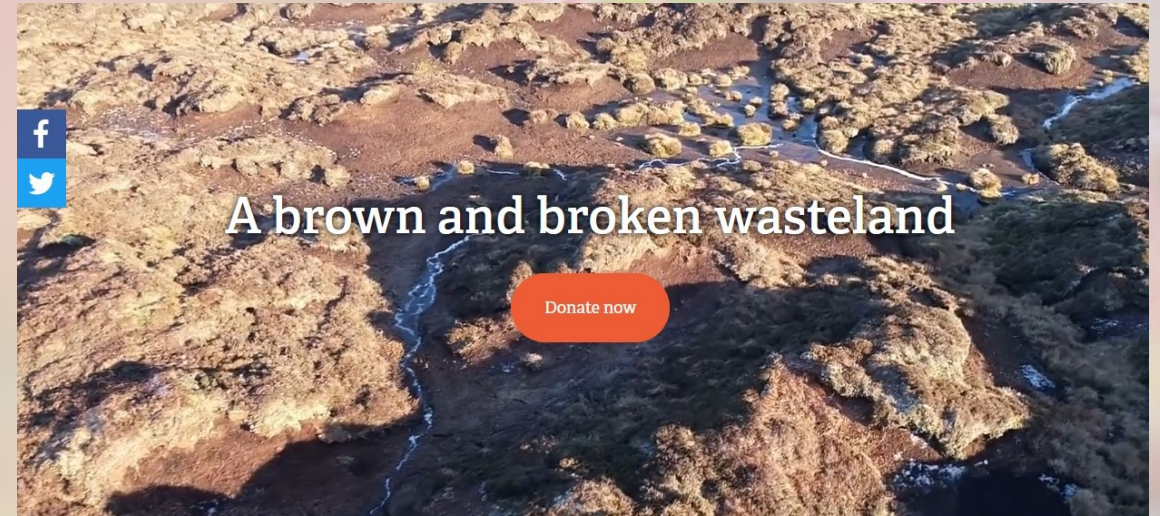
MESSAGING

- Clear, consistent messages
- Grouped under 4 themes
- Distributed across multiple platforms
- ABC



Write with your audience in mind...

The effects of secondary compression and oxidative wastage continue as long as there is a load caused by drainage and catotelm peat is exposed to the air. Nor is the effect restricted to deep lowland raised bogs: significant subsidence has also been recorded in drained blanket bog. The three drainage processes – primary consolidation, secondary compression and oxidative wastage – cause the peat to subside progressively and continuously across an ever-expanding area. Drainage in effect continually widens the dimensions and impact of the drain.



The drainage channels meant that the peatlands were less effective at holding water than they were previously. Rainfall ran off the land into the channels, causing the water level to drop dramatically. Sphagnum and other important plants for forming peat were unable to survive without the water-saturated environment they need to grow.

As the plants on the surface of the peatland die, the peat underneath them is exposed. This has two major impacts:

- the carbon stored within the peat is released into the atmosphere
- the peat is washed into the drainage channels and ends up in our water system

As water runs down into the channels, it erodes down the sides and makes them steeper. This causes the water to flow even more quickly off the peatlands, taking more peat with it, and increases the rate of erosion even more.

What is left is huge areas of bare, exposed peat broken up by deep gullies.



Figure 28 Typical drainage channel on blanket peat in the Yorkshire Dales © Yorkshire Peat Partnership

Magazine



What exactly is peat?

Peat is the accumulation of layers and layers of slowly decomposing plants, which are steadily compressed over thousands of years into a kind of organic soil. Peat can only form in very wet conditions, as the plants rot incredibly slowly and build up the layers. The unsung hero of peat is the plant **sphagnum**, also known as bog moss.

Spag... sorry, what?

Sphagnum (pronounced s-fag-num) is a group of around 380 species of mosses worldwide. From a distance, peatlands look uniform, but take a trip down into the moss to find an array of rainbow colours and shapes - the many different types of sphagnum that make up peatlands. Healthy peatlands are wet (peat contains 90% water), which is largely down to sphagnum; the tiny plants can hold up to 20 times their own weight in water.

How do we restore peatlands?

Though around 80% of Yorkshire's peatlands are damaged, they are not beyond help. Careful restoration can bring them back to health. We replant on bare peat and block gullies (channels leading water away) to keep the water where it belongs: in the peat. This is difficult due to the wild environment, the challenge of managing water and the often harsh weather conditions.

Website

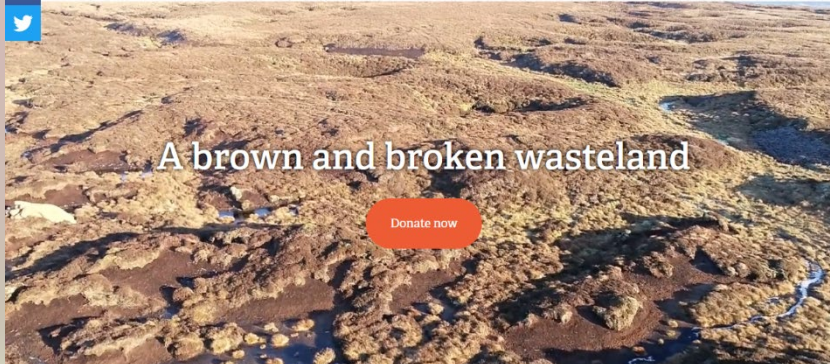
Our last, great wild hope

For thousands of years, peatlands have stretched across Yorkshire. Our most ancient and iconic landscapes should be a mosaic of vibrant greens, reds and purples. Instead, they are a brown and broken wasteland.

We are at risk of losing them forever. So we need your help.


For the love of Yorkshire, give peat a chance!

[f](#) [t](#)



A brown and broken wasteland


[Donate now](#)




Exposed to the elements

Our Peatland Restoration Officers brave all weathers to carry out vital work on the ground. Read our blog to discover their story.


[Discover now](#)




environment
What happened to our peatlands?
Discover how our peatlands



environment
What do healthy peatlands look like?
Learn about the characteristics



environment
How do you restore degraded peatland?
Find out what we do, from




Why restore peatlands?

Peatland restoration takes a lot of time and costs a lot of money. So why are we so committed?

[peatland](#) [blanket bog](#) [restoration](#)

[natural flood management](#)




The Amazon on our doorstep

Andrew Fagg - Media Officer for one of our partners, Yorkshire Dales National Park Authority - takes a look at blanket bog restoration in the Yorkshire Dales.

[blanket bog](#) [restoration](#) [peatland](#)

[natural flood management](#) [water filtration](#)



A year in peat...

Our Communications Officer considers what he's learned about peat since he started.

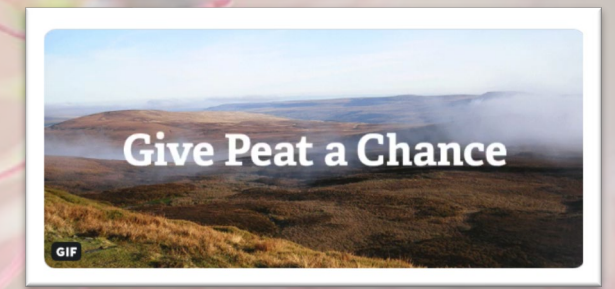
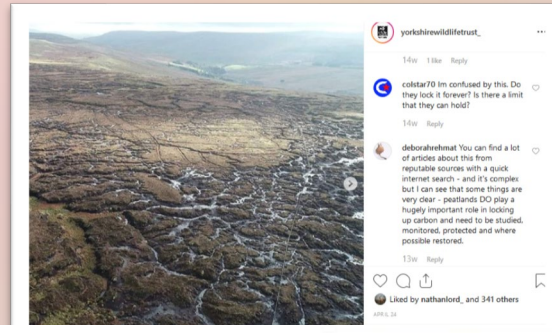
[blanket bog](#) [peatland](#) [biodiversity](#)

Authors

- Andrew Fagg (1)
- Dom Hinchley (2)
- Fiona Clark (1)
- Lyndon Marquis (1)
- Matthew Snelling (3)
- Rosie Snowden (2)
- Roz Bardon (1)

Tags

- biodiversity (1)
- birds (1)
- blanket bog (8)
- dams (1)
- grazing (1)
- hydrology (1)
- natural flood management (2)
- peat (1)
- peatland (9)
- reprofiling (1)
- restoration (5)
- revegetation (1)
- sphagnum (1)
- surveying (2)
- upland farming (1)
- Volunteers (1)
- water filtration (1)



Social media

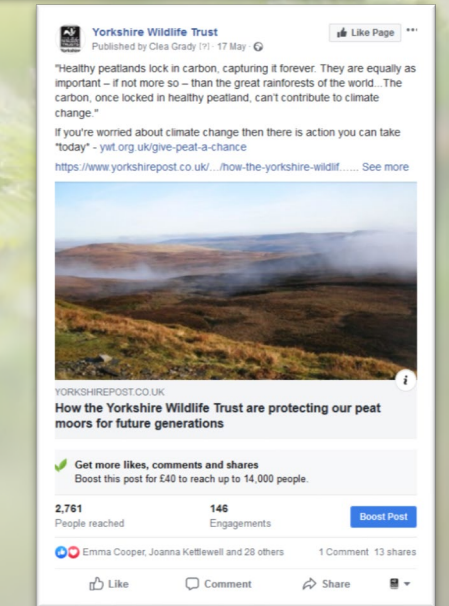
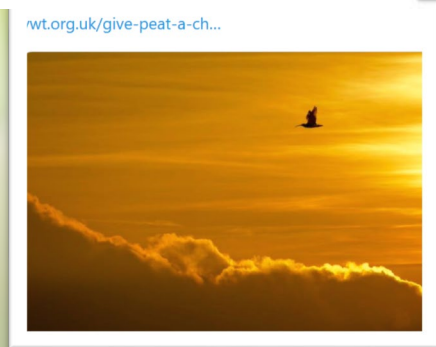
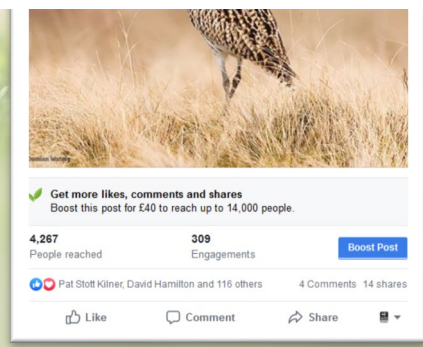
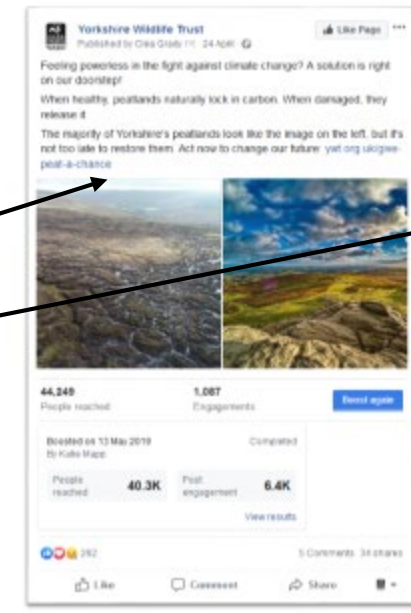
- Total reach: 311,000
- ABC

Yorkshire Wildlife Trust

Social media

Three paid-for adverts:

- Climate change focus
- 105,000 reached
- 17,600 engaged (liked, commented or clicked)
- Predominantly shown on Instagram to a younger audience (teens)



Challenges

- Middle ground between science and communications
- Controlling the messaging across the organisation
- The right kind of pictures



