What do you want to attract?

Attract Everything!
The easiest way to do this is let your grass grow out. You can create paths and picnic spots using the mower so everyone can walk though it and enjoy the creatures the flowers bring. Consider taking part in No Mow May (maybe let it extend past May).

Whenever possible plant native, scented and single petal varieties as the nectar and pollen is more accessible than flowers that are dense with petals.

Stop using chemicals where possible, also use non-toxic preservatives on benches and signs.

Ponds are a magnet for biodiversity providing a source of water, shelter and a hunting ground, make sure not to stock it with fish to limit predation. It should have sloping sides and be a minimum of 60cm deep.

*By attracting insects, you will attract all their different predators. Aka everything else listed! Attracting invertebrates is one large step for biodiversity and one small step for you. Plus, creating habitats to attract insects are free or very low cost!