



# The New Year Plant Hunt

Ryan Clark

New Year Plant Hunt Coordinator

@RyanClarkNature

# Firstly...

- Who here has heard of the New Year Plant Hunt?
- Who here has taken part in the New Year Plant Hunt?

# What is it?

- First few days of January
- Up to 3 hours
- Wild / naturalised species in full flower



# Foundations

- Started in 2012
- Dr Tim Rich and Dr Sarah Whild
- 2012 – Tim found 63 sp in flower in Cardiff



# Member's Advisory Group



- Offering young people volunteering opportunities within BSBI
- Learn about how NGOs work, gain skills etc
- Help make BSBI more appealing to younger people
- New Year Plant Hunt was the first case study

# 2015 New Year Plant Hunt

- I take over as coordinator
- Louise Marsh – publicity
- Tim Rich – data analysis
- 1<sup>st</sup> – 4<sup>th</sup> January





- Individuals to groups
- Guernsey to the Moray Firth and Norfolk to Donegal



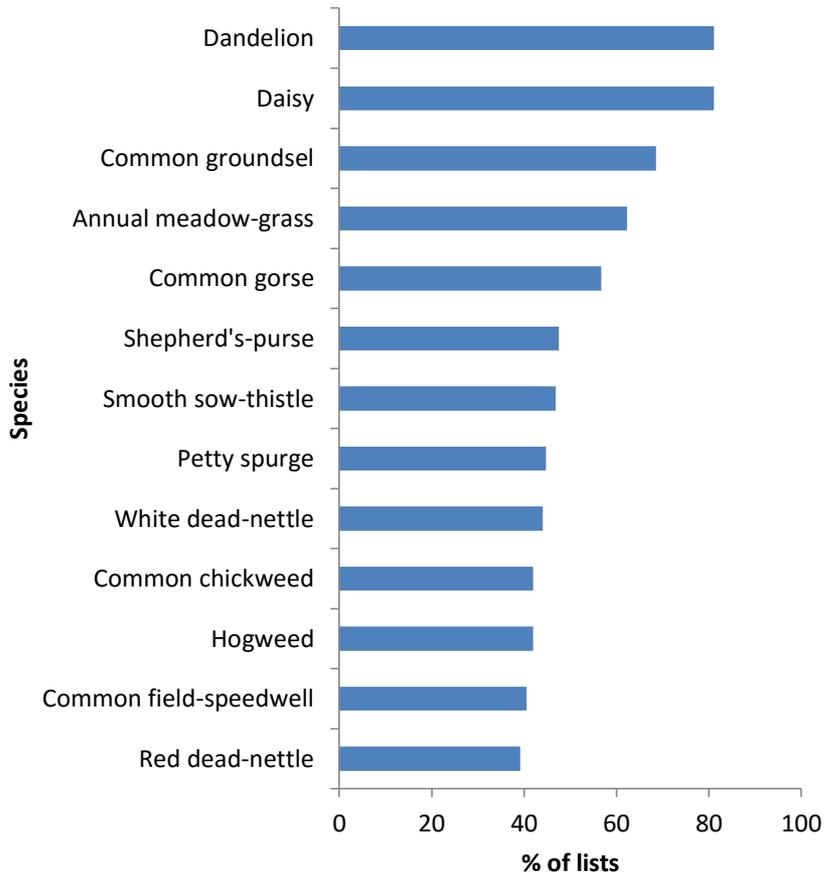
	2014	2015
Number of lists	48	143
Number of botanists	70	c300
Number of vice counties	34	68
Number of records	1077	2908

# Results

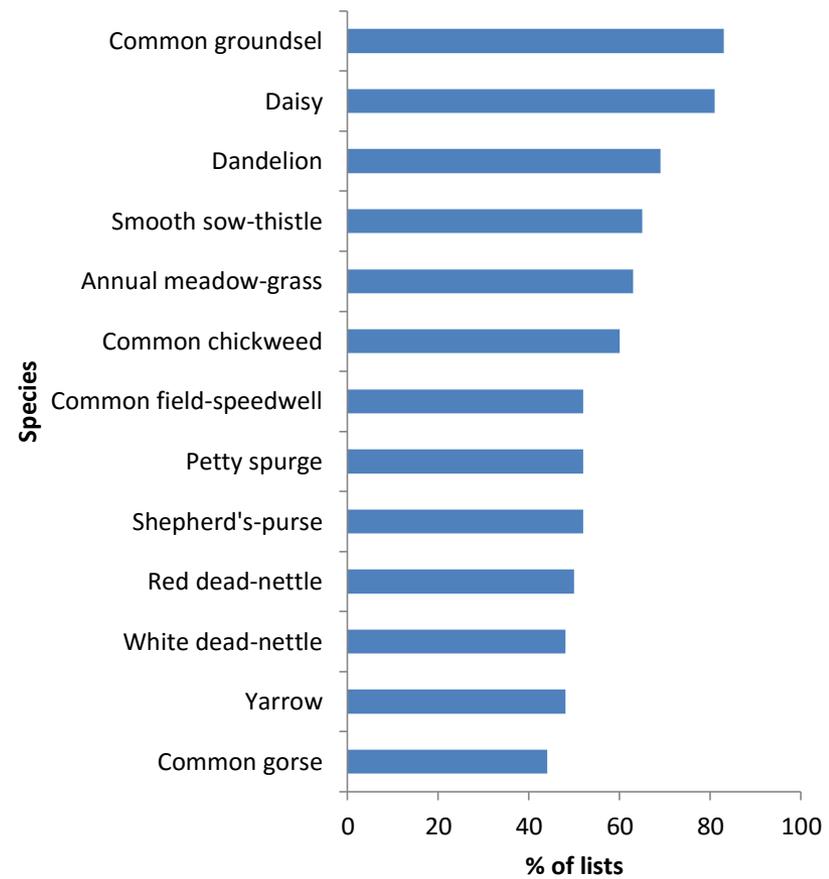
- In 2015 5% were spring flowers
- 0 species → 71 species in Cardiff
- Every result matters

	2014	2015
Number of records	1077	2908
Total number of species seen	221	368
% of native species	52%	66%

## 2015 Most Recorded Species



## 2014 Most Recorded Species



# Importance of Social Media



@BSBIBotany  
#NewYearPlantHunt



[www.facebook.com/BSBI2011](http://www.facebook.com/BSBI2011)

# Publicity in 2015

- Tim Rich interview  
– BBC Radio Wales,  
BBC Radio 4 Today  
program
- Louise – BBC Radio  
Kent
- My interview with  
Oisín Duffy – BBC  
Radio Foyle



# The Telegraph

HOME > NEWS > EARTH > WILDLIFE

## Wildlife

### Hundreds more plant species in flower after warmest year on record



Botanical Society of Britain and Ireland finds an unprecedented 15 per cent of wild plants are in flower during its New Year Plant Hunt

10 Jan 2015 | Comment

**Bloomin' marvellous! Wild plants defy the cold with numbers in flower for this time of year soaring by hundreds**

- 368 species of wild plants are in flower when there should be only 20-30
- Findings come from annual New Year Plant Hunt
- Plant lovers spent up to three hours hunting for wild plants in flower
- Daisy and dandelion were most common species in bloom
- But increase in flowers doesn't suggest an early Spring

By JENNY HOPE FOR THE DAILY MAIL

## Warmest year leads to boom of blooms with increase in species of wild flower

BRITAIN'S warmest year on record led to a bumper crop of New Year blooms, experts revealed yesterday.

### Unusual number of UK flowers bloom



By Roger Harrabin  
BBC environment analyst

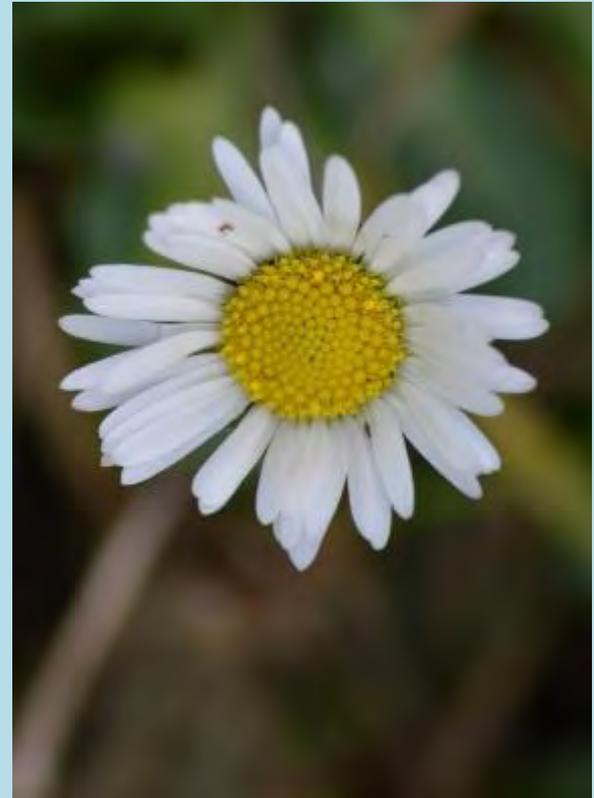
**Flowers bloom in the mild midwinter**

### Hundreds more plant species in flower after warmest year on record

Botanical Society of Britain and Ireland finds an unprecedented 15 per cent of wild plants are in flower during its New Year Plant Hunt

# Engagement factor

- More important to me than records
- Range of prizes



# What Did I Get Out of the Project?



- Skills development coordinating a high profile citizen science event
- Using social media for event promotion
- Learn media skills – press liaison and interview techniques
- Chance to put my views across

# What Did BSBI Get Out of the Project?

- Younger persons views and injection of energy
- 60+ hours of volunteer time (Louise also put in the same amount of hours)
- Outreach & publicity



# What I hope To Do

- Help the Members Advisory Group take off
- Meetings and Communications Committee - engage more young people





@BSBIBotany  
#NewYearPlantHunt



[www.facebook.com/BSBI2011](http://www.facebook.com/BSBI2011)

1<sup>st</sup> – 4<sup>th</sup>  
January



[www.bsbi.org.uk/NewYearPlantHunt](http://www.bsbi.org.uk/NewYearPlantHunt)



[nyplanthunt@bsbi.org](mailto:nyplanthunt@bsbi.org)

# See Our Posters For More Info



## New Year Plant Hunt

**Louise Marsh – BSBI Publicity & Outreach Officer**

How many wild/naturalised species can you find in flower in three hours, in the first few days of January?



	2014	2015
Number of botanists	30	100
Number of sites visited	38	61
Number of radio interviews	-	6
Articles in national press	-	10





Botanists from Guernsey to the Moray Firth, Norfolk to Donegal took part in the 2015 New Year Plant Hunt. Tim, Ryan, Osin and Louise recorded six radio interviews, including BBC Radio 4's 'Today' programme. New Year Plant Hunt 2015 was featured in The Guardian, The Telegraph, The Express, The Daily Mail, The Independent on Sunday, Country Life and Country Living.





**Why not take part this year?**

Record for any three hours between 1<sup>st</sup> – 4<sup>th</sup> January 2016

Follow the action at [www.bsbi.org.uk/news\\_-\\_views.html](http://www.bsbi.org.uk/news_-_views.html)

And on Facebook [www.facebook.com/BSBI2011](http://www.facebook.com/BSBI2011)

Share your photos via @BSBIbotany #NewYearPlantHunt

Send your records to [nyplanthunt@bsbi.org](mailto:nyplanthunt@bsbi.org)



## New Year Plant Hunt

**Ryan Clark – New Year Plant Hunt Co-ordinator**  
@RyanClarkNature

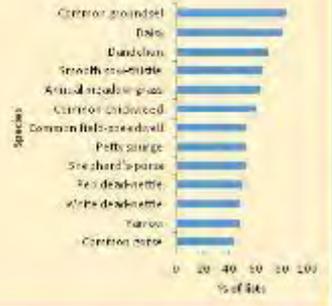
How many wild/naturalised species can you find in flower in three hours, in the first few days of January?



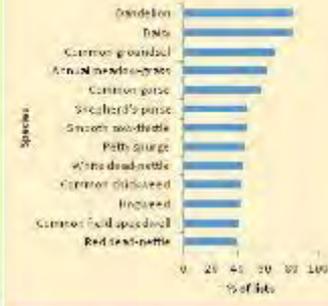
	2014	2015
Number of sites	18	114
Number of records	1077	2908
Total number of species seen	221	308
% of native species	52%	66%



**2014 Most Recorded Species**



**2015 Most Recorded Species**



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Thank you to everyone that has taken part so far