

Kent's Plan Bee

# No Mow May Pledge Results

Report 2023-2024



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# Overview

Plantlife runs the No Mow May (NMM) campaign to encourage people to stop mowing for a month and to allow naturally occurring wildflowers to bloom. A lawn with long grasses and wildflowers provides food for pollinators, tackles pollution, reduces urban heat extremes and locks away carbon below ground. Since 2022, Kent County Council (KCC) has conducted surveys of Kent's residents and organisations to find out who is taking part, where they are based, and why they decided to stop mowing.

In 2022, 324 residents and 16 organisations took part in the survey, with the most pledges coming from Canterbury and the largest area of land pledged in Folkestone and Hythe. The total area of No Mow May grassland pledged that year amounted to 129,865m<sup>2</sup> (about 32 acres or shy of 13 hectares), roughly equal to 497 tennis courts, see *table below*.

In 2023, only 272 responses were recorded, yet a larger area of land (131,510m<sup>2</sup>) across the county was pledged roughly equal to 503 tennis courts. Again, Canterbury was the top pledger, with Sevenoaks having the largest area of land pledged across the county.

This year we received 324 pledges from residents and organisations seeing a 19% increase from 2023. It is estimated that 141,841m<sup>2</sup> land was pledged for No Mow May, with Canterbury once again remaining the top pledger and Folkestone and Hythe once again pledging the greatest area of lawn.

*Table 1: Comparison of NMM results over three years.*

	<b>2024</b>	<b>2023</b>	<b>2022</b>
<b>Residents participating</b>	307	252	324
<b>Organisations participating</b>	15	8	16
<b>Total number of participants</b>	324	272	340
<b>Areas pledged</b>	141,841m <sup>2</sup> (543 tennis courts)	131,510m <sup>2</sup> (503 tennis courts)	129,865m <sup>2</sup> (497 tennis courts)
<b>Change from the previous year</b>	19% increase in participants from 2023  7.8% increase in area pledged (m <sup>2</sup> )	20% reduction in participants from 2022  1.2% increase in area pledged (m <sup>2</sup> )	N/A
<b>The district with the most pledges</b>	Canterbury	Canterbury	Canterbury
<b>District with the greatest area</b>	Folkestone and Hythe	Sevenoaks	Folkestone and Hythe

The main motivation for participation remained “growing more flowers for pollinators” for another year and was selected by 90% of participants. Other reasons chosen included wildflowers aesthetic beauty and practical reasons. The balance of ecological consciousness and visual appeal underscores the campaigns multifaceted impact. This year, participants went beyond lawn maintenance and created wildlife zones and growing wildflower pots and

planters. Additional actions such as these contribute to a more comprehensive ecological impact beyond the confines of lawns. Furthermore, 80% of participants had previously engaged in No Mow May campaigns - this high retention rate is positive for achieving sustained ecological benefits.

Various KCC departments actively participated in No Mow May this year. These departments included country parks, waste and recycling, KCC estates, and highways. Collectively, they preserved approximately 300 hectares of wildflower-rich grassland. Notably, six country parks contributed 565,500m<sup>2</sup> of wildflower meadows and grasslands, allowing diverse wildlife to thrive. Additionally, KCC's Highways left more than 450km of road verges in rural and urban areas unmown throughout May. The soft landscape team within highways also monitored pollinators on specific unmown verges, aiming to understand the benefits of not mowing for pollinators and local wildlife. There was also a positive involvement of 36 KCC estate-owned sites, including offices, libraries, and education centres, which marks a positive step forward for biodiversity in greenspaces across the county.

The No Mow May campaign has witnessed a commendable uptake in engagement, reflecting the growing commitment of residents and organisations to pollinator conservation.

# Introduction

## What is No Mow May?

No Mow May is an annual conservation campaign initiated by Plantlife, a British charity dedicated to the protection of wild plants and fungi. The campaign encourages individuals, communities, and organisations to refrain from mowing their lawns during May to allow wildflowers to bloom, creating essential habitats and food sources for pollinators such as bees, butterflies, and other insects. This initiative plays a crucial role in promoting biodiversity and ecological health, making it a key effort in the broader movement to protect and sustain our natural environment.

Plantlife launched No Mow May in 2019 in response to the alarming decline in pollinator populations. The campaign quickly gained traction across the UK, with increasing numbers of participants each year. This surge in participation reflects a growing public awareness of the importance of pollinators and a willingness to take simple, yet effective, actions to support them and make a significant impact on environmental conservation.

Plantlife's annual surveys have documented notable improvements in local biodiversity because of No Mow May. Lawns left unmown for the month have seen increases in wildflower diversity, providing critical food sources for pollinators. The campaign has also been successful in raising awareness about the broader ecological benefits of reduced mowing, such as improved soil health, water retention, and carbon sequestration.

## Kent's Plan Bee and No Mow May

May 2024 marked the third consecutive year that Kent's Plan Bee and Kent County Council (KCC) participated in No Mow May. Kent's Plan Bee is a County Council led initiative, initially aimed at improving the use and management of the KCC estate for the benefit of pollinators. This work has since expanded to work with and encourage all in Kent to do their bit for pollinators, with public engagement activities playing a key part. Over the years, Kent's Plan Bee's campaign alongside No Mow May has generated heightened interest and increased participation from Kent residents, as evidenced by the growing number of pledges collected each year.

By running our pledge campaign concurrently with Plantlife's national campaign, Kent's Plan Bee ensures that local efforts are aligned with broader conservation goals while allowing us to gather specific data relevant to our region. This dual approach maximizes the impact of No Mow May, combining national reach with local specificity.

## Objectives for Data Collection

The primary objectives for gathering data on No Mow May in Kent included:

- **Quantifying Land Participation:** Measuring the amount of land set aside for No Mow May specifically in Kent. This data helps us understand the scale of local participation and its potential impact on pollinator habitats.
- **Raising Awareness:** Increasing public awareness about the No Mow May campaign, encouraging more residents and organisations to participate. Awareness-raising is a key component of the Kent's Plan Bee action plan to foster a pollinator-friendly environment.
- **Gaining Insights:** Understanding participants' reasons for taking part and their opinions on extending pollinator-friendly practices beyond May. This information is

valuable for tailoring future campaigns and educational efforts to better meet the needs and interests of our community.

## **Why Collect Information on No Mow May in Kent?**

Collecting information on No Mow May participation in Kent serves multiple purposes. Firstly, it allows us to measure the campaign's impact within the county, providing concrete data on how much land is being left unmown and therefore, how much potential habitat is being created for pollinators. Secondly, it helps us gauge public engagement and awareness of the campaign, identifying areas where more education and promotion may be needed that may relate to other Kent's Plan Bee initiatives and outreach.

By directing Kent residents to pledge through Kent's Plan Bee, local participation can be tracked more accurately and more tailored outreach efforts for the specific needs and interests of our community can be conducted. This specific localised data collection is crucial for understanding the effectiveness of Kent's Plan Bee and for planning future initiatives to further support pollinators in the region.

Collecting this information also helps in raising general awareness about No Mow May and the Kent's Plan Bee project. By encouraging residents and organisations to take part and share their experiences, we create a community of engaged citizens who are informed about the importance of pollinator-friendly practices. This community-driven approach fosters a sense of collective responsibility and pride in contributing to environmental conservation efforts.

## **Method of Data Collection**

To collect information from Kent residents and organisations participating in No Mow May, we set up a survey form on the Let's Talk Kent website. This survey was launched a few weeks before May and remained open throughout the month. Participation was encouraged and advertised through Kent's Plan Bee social media platforms, including Facebook and Instagram and a seasonal newsletter.

The survey collected data on the participant's district and the size of the land pledged for No Mow May. For ease of reporting, land size options were categorized as small (equivalent to 2 table tennis tables or less), medium (equivalent to a tennis court), or large (equivalent to a small football pitch or larger). Organisations were allowed to report multiple locations under a single survey entry, potentially increasing the number of locations pledged.

## **Data Protection and Participant Privacy**

In adherence to data protection regulations and to protect participants' privacy, the survey collected only the district rather than exact locations. Participants were asked only to provide their district and otherwise were able to remain anonymous. This ensured that while we could gather valuable data on where land was being pledged, individual privacy was maintained.

## **Survey Questions and Design**

Participants were asked several multiple-choice questions to understand their reasons for participating in No Mow May. The order of answers was randomized for each participant to minimize response bias. This approach helped ensure that the data collected was representative and unbiased, providing a clearer picture of community motivations and attitudes towards pollinator-friendly practices.

# Results from previous years

## 2022:

In 2022, 340 separate pledges were made from 324 residents and 16 organisations. This broke down to:

- **Small areas** (8m<sup>2</sup> or less, 2 table tennis table sizes or smaller): **122 pledges**
- **Medium areas** (Approximately 261m<sup>2</sup>, roughly the size of a tennis court): **199 pledges**
- **Large areas** (4050m<sup>2</sup> or more, the size of a small football pitch or greater): **19 pledges**

The total area of No Mow May grassland that was pledged amounted to 129,865m<sup>2</sup>, which is approximately 32 acres or just shy of 13 hectares. This roughly equates to 497 tennis courts pledged to No Mow May in 2022.

## 2023:

In 2023, 272 separate responses were received from 252 residents and 8 organisations. This was about 80 fewer pledges than in 2022. This broke down to:

- **Small areas** (8m<sup>2</sup> or less, 2 table tennis table sizes or smaller): **97 pledges**
- **Medium areas** (approx. 261m<sup>2</sup>, roughly the size of a tennis court): **144 pledges**
- **Large areas** (4050m<sup>2</sup> or more, the size of a small football pitch or greater): **23 pledges**

The grasslands total area pledged to No Mow May in 2023 amounted to 131510m<sup>2</sup>, or more than 32 acres or 13.15 hectares. This roughly equates to 503 tennis courts. This is 6 more tennis courts (roughly 1566m<sup>2</sup>) than 2022.

Whilst a definitive reason for the lower number of pledges in 2023 is hard to determine, one possible reason is that opening the survey later in the year for 2023 due to election restrictions was an influence. The pre-election period of 6 weeks restricts certain activities, policies, or decisions from being announced because they may be seen to provide a political advantage to a candidate or party. In 2022, the survey was opened on 27<sup>th</sup> April; in 2023, the survey started on 5<sup>th</sup> May. Although for 2023, we did encourage people to take part in No Mow May on our social media before the survey opening, perhaps by not completing the survey ahead of May, many people may have felt that it was too late once May had started to take part.

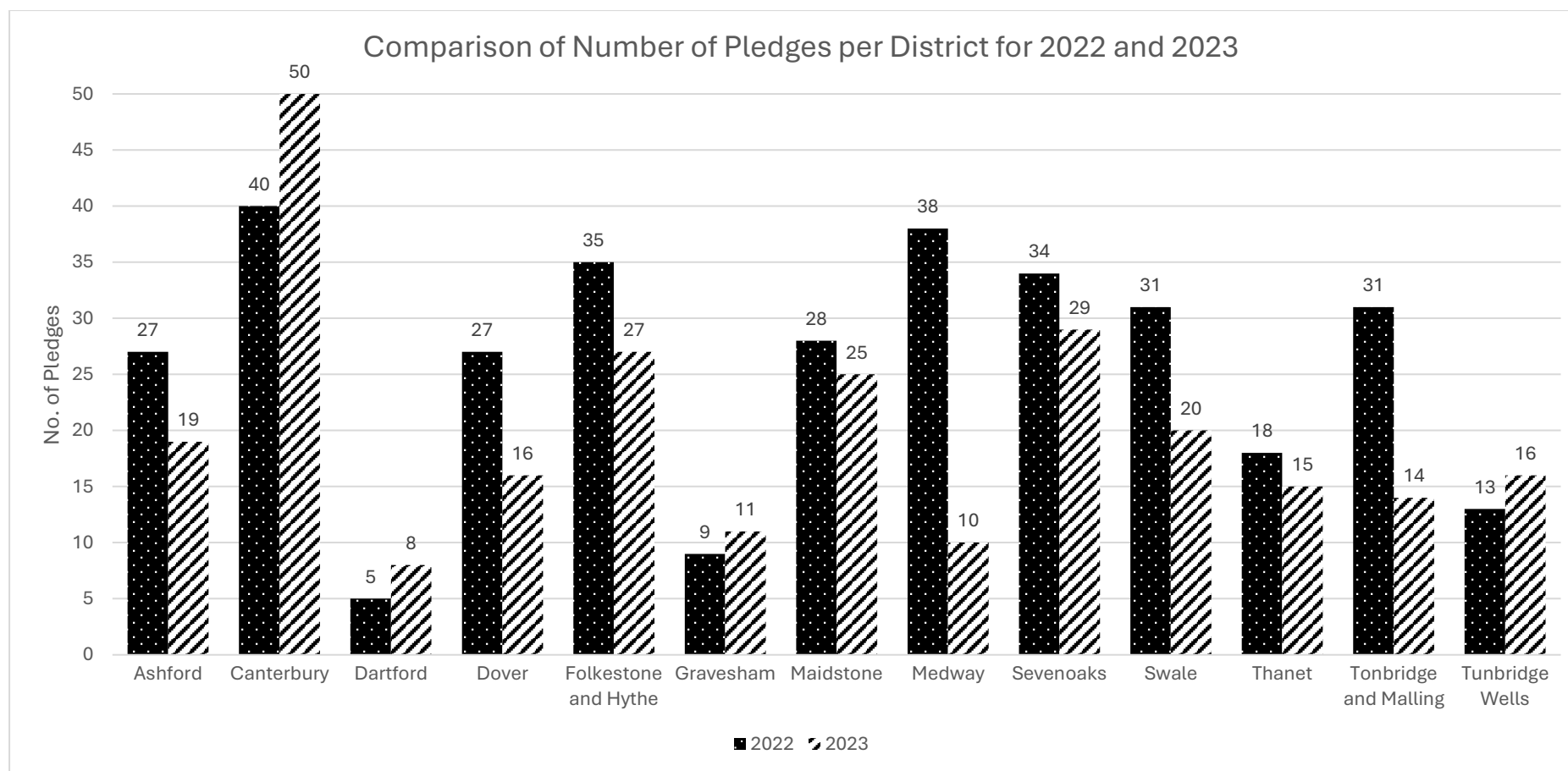


Figure 1. Comparison of number of pledges per district for 2022 and 2023.

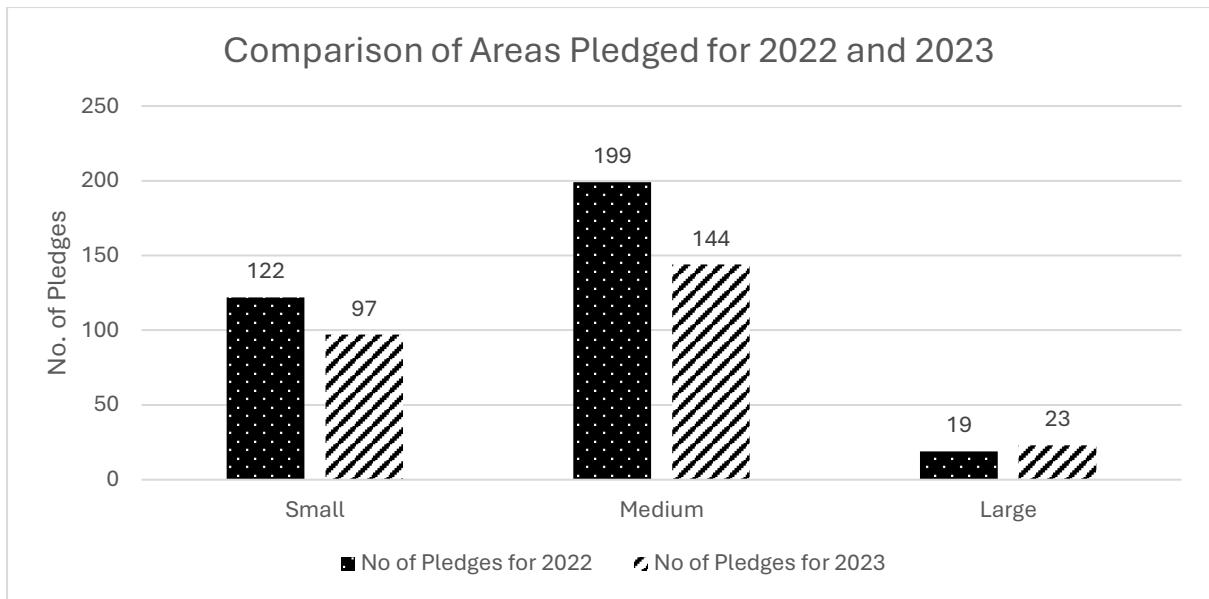


Figure 2. Comparison of approximate areas pledged for 2022 and 2023.

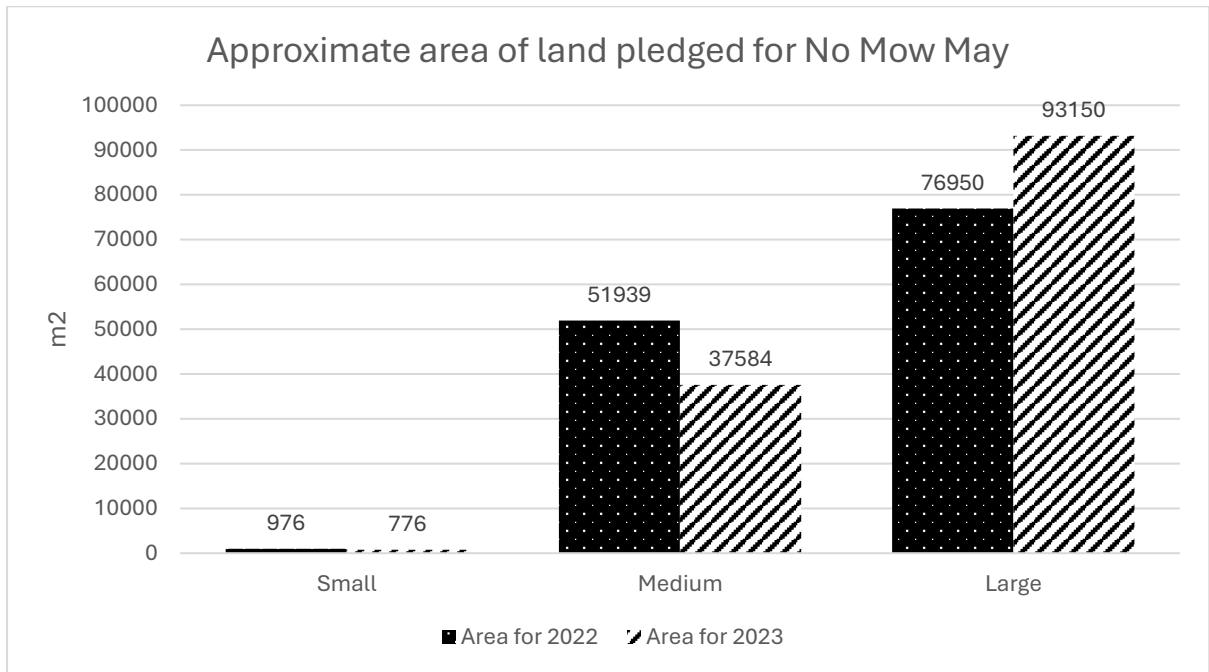


Figure 3. Approximate area of land pledged for No Mow May.

## 2024 Results

In 2024, we received 324 responses from 307 residents and 15 organisations, seeing 19% more pledges than in 2023 (*Table 1*). Of these pledges the majority of participants provided lawn size information, for ease an approximation of lawn size was requested: Small (8m<sup>2</sup>), Medium (261m<sup>2</sup>) and Large (4,050m<sup>2</sup>).

116 small lawn pledges were made, totalling approximately 928m<sup>2</sup>, an increase of 20% since 2023 where 97 participants pledged small lawns.

183 medium lawns were pledged, approximately 47,763 m<sup>2</sup> of lawn. This is an increase of 27% since 2023 where 144 participants pledged medium sized lawns.

23 large lawn pledges were made, approximately 93,150 m<sup>2</sup> of lawn. This is consistent with the number of large pledges from 2023.

*Table 2: Area of land pledged split by size and participant type for 2024.*

Pledge Type	No. of Large Areas	No. of medium Areas	No. of Small Areas	Total (m2)
<b>Resident</b>	16 = 64,800 m <sup>2</sup>	176 = 45,936 m <sup>2</sup>	115 = 920 m <sup>2</sup>	111,656 m <sup>2</sup>
<b>Organisations</b>	7 = 28,350 m <sup>2</sup>	7 = 1,827 m <sup>2</sup>	1 = 8 m <sup>2</sup>	30,185 m <sup>2</sup>

## Location of pledges

The most pledges were made in Canterbury, with a total of 47, of which 43 were residents; Maidstone followed with 36 pledges by residents (*Table 2, Figure 4*). The organisations that made the most pledges this year were based in Canterbury (4 pledges), Sevenoaks (4 pledges), and Swale (3 pledges).

Table 3. The number of pledges split by district and participant type for 2024.

District	Number of sign-ups	Resident	Organisations
Ashford	18	18	0
Canterbury	47	43	4
Dartford	6	6	0
Dover	25	25	0
Folkestone and Hythe	22	22	0
Gravesham	14	14	0
Maidstone	36	36	0
Medway	26	25	1
Sevenoaks	30	26	4
Swale	25	22	3
Thanet	21	19	2
Tonbridge and Malling	34	33	1
Tunbridge Wells	20	20	0

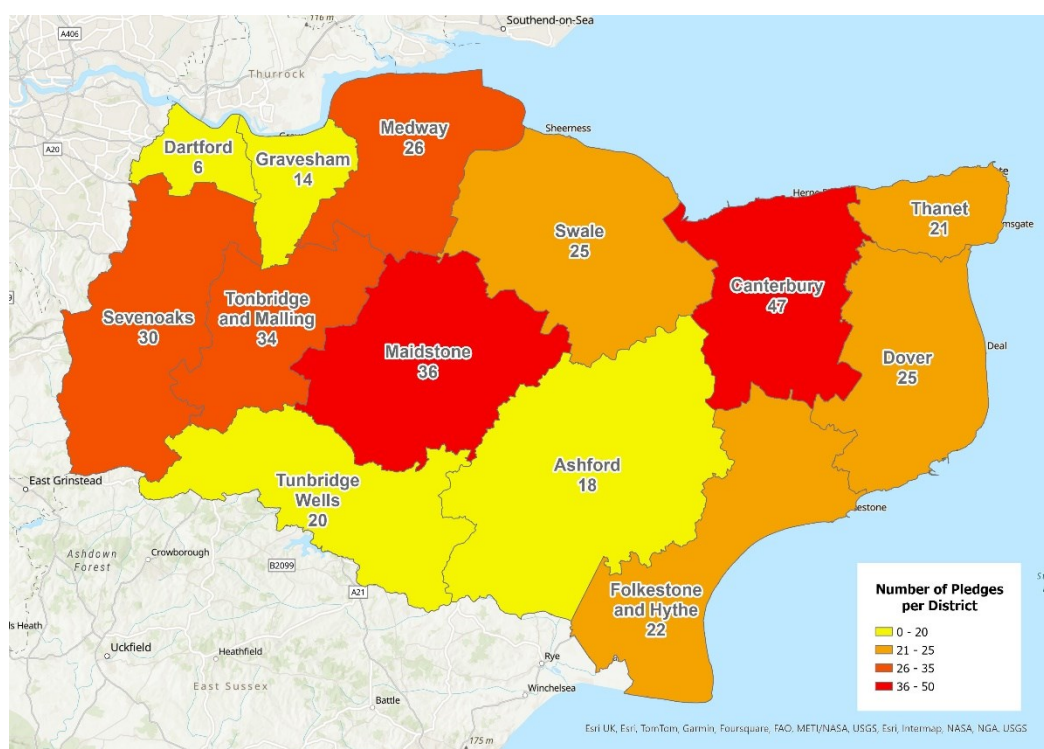


Figure 4. Final map of the Number of No Mow May Pledges by District, data from 1st June 2024

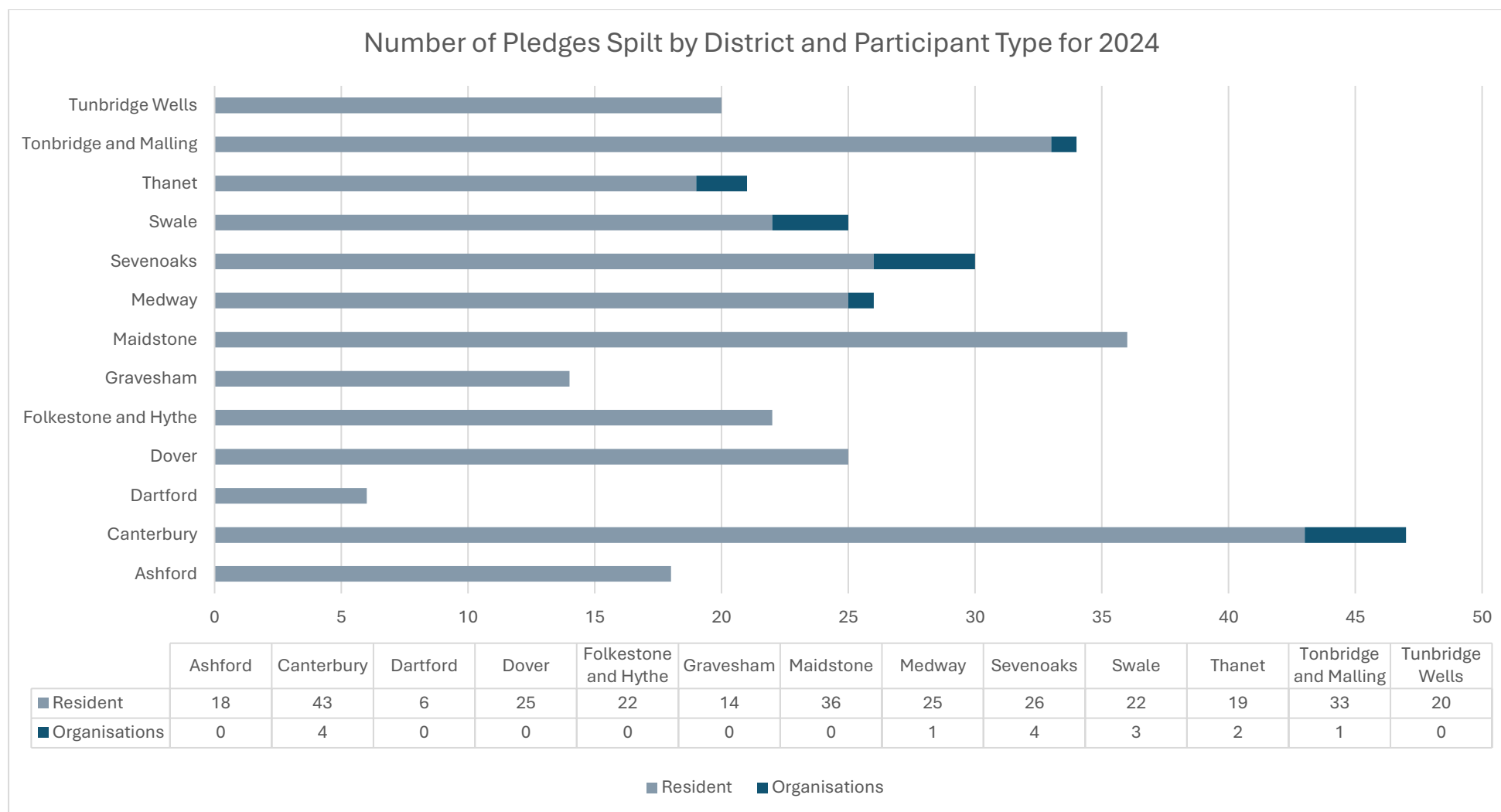


Figure 5. The number of pledges in 2024 split by district and participant type.

## Area of land pledged.

On a district level, Canterbury pledged an impressive  $\leq 19,807 \text{ m}^2$  of lawn. Both the residents and organisations within Canterbury pledged more large areas of lawn when compared to other districts (*Figure 6*). In contrast, Gravesham district pledged approximately  $2,312 \text{ m}^2$  of lawn, this was a similar area pledged in Thanet and Folkestone and Hythe. Throughout all the districts, the most common size lawn pledged was medium-sized, approximately  $261 \text{ m}^2$ , roughly the size of a tennis court (*Figure 7*).

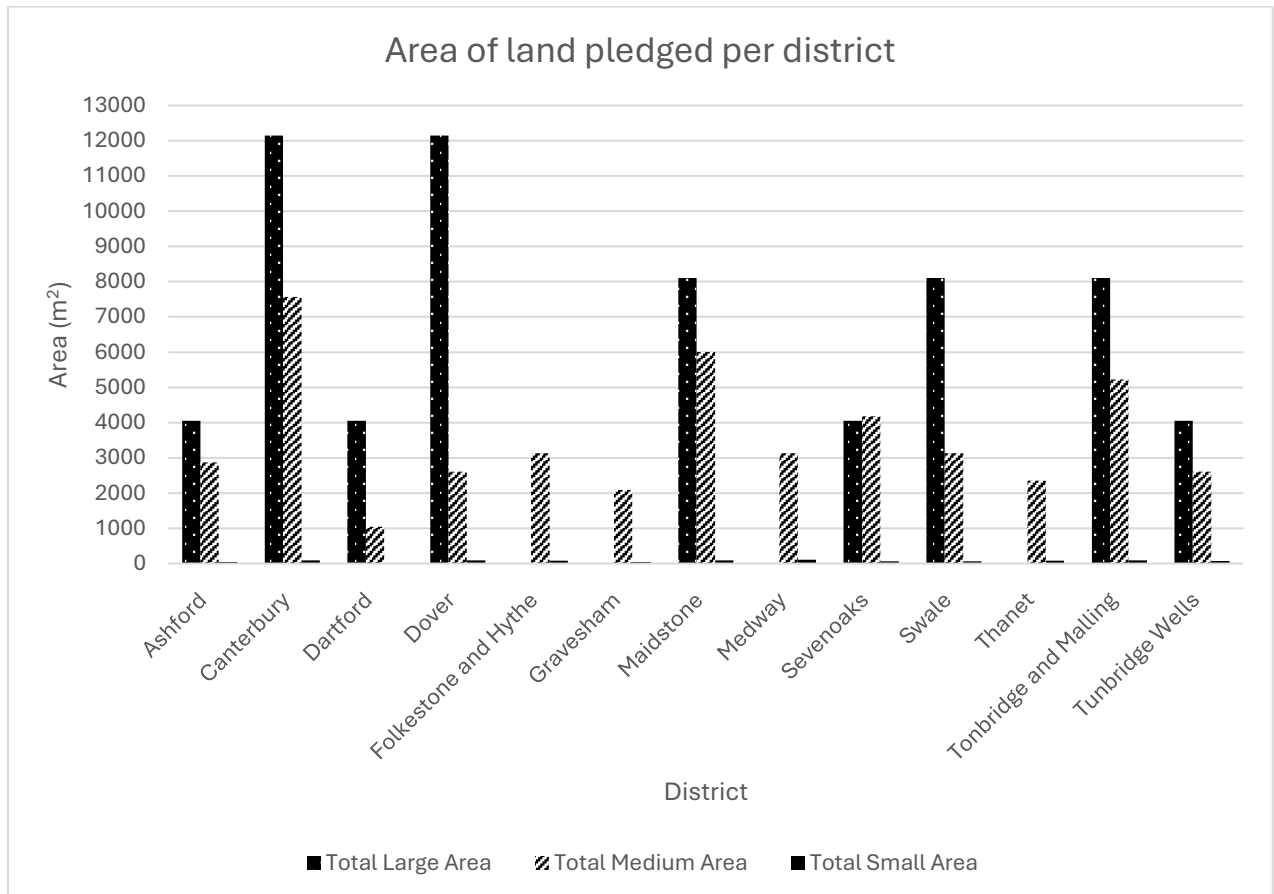


Figure 6. Area of land pledged per district in 2024

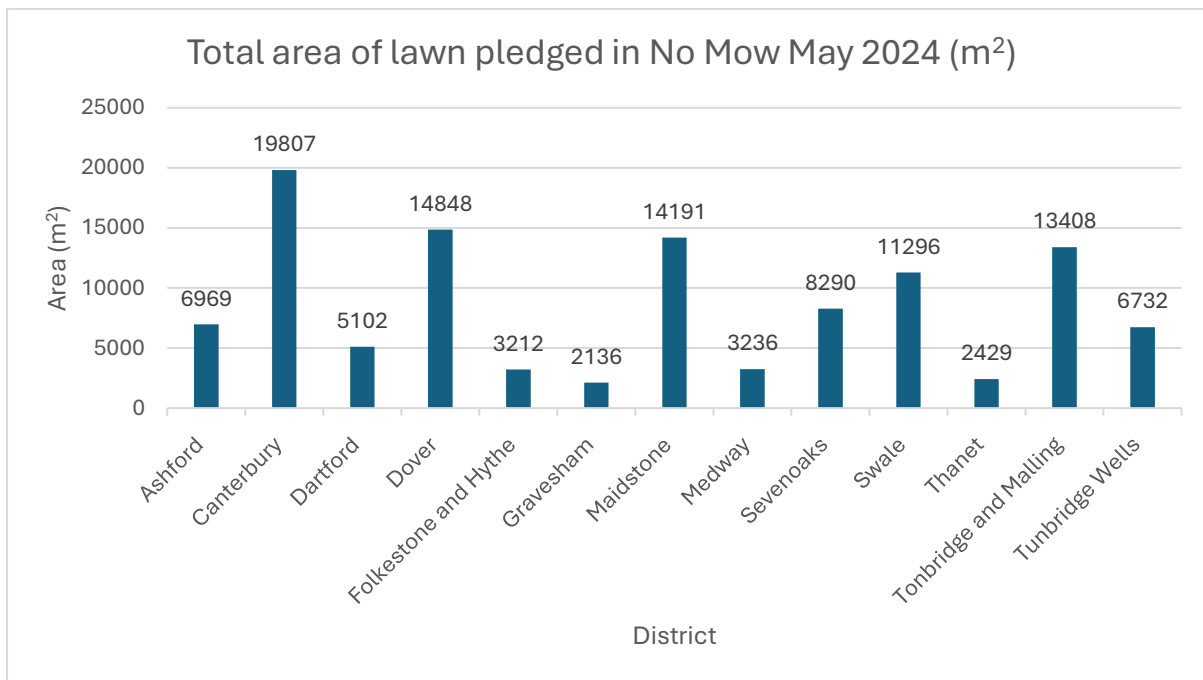


Figure 7. Total area of lawn pledged in No Mow May 2024.

This year saw positive participation from organisations, where land was pledged in Canterbury and Sevenoaks. Thanet, Tonbridge & Malling, Medway, and Swale also had organisations getting involved, all of which pledged medium and large areas of land to No Mow May (Figure 8). However, it can be seen that over the 3 years of participation there are significant fluctuations in District level participation rates (Figure 9)



Figure 8. Area of lawn pledged by organisations across Kent in 2024.

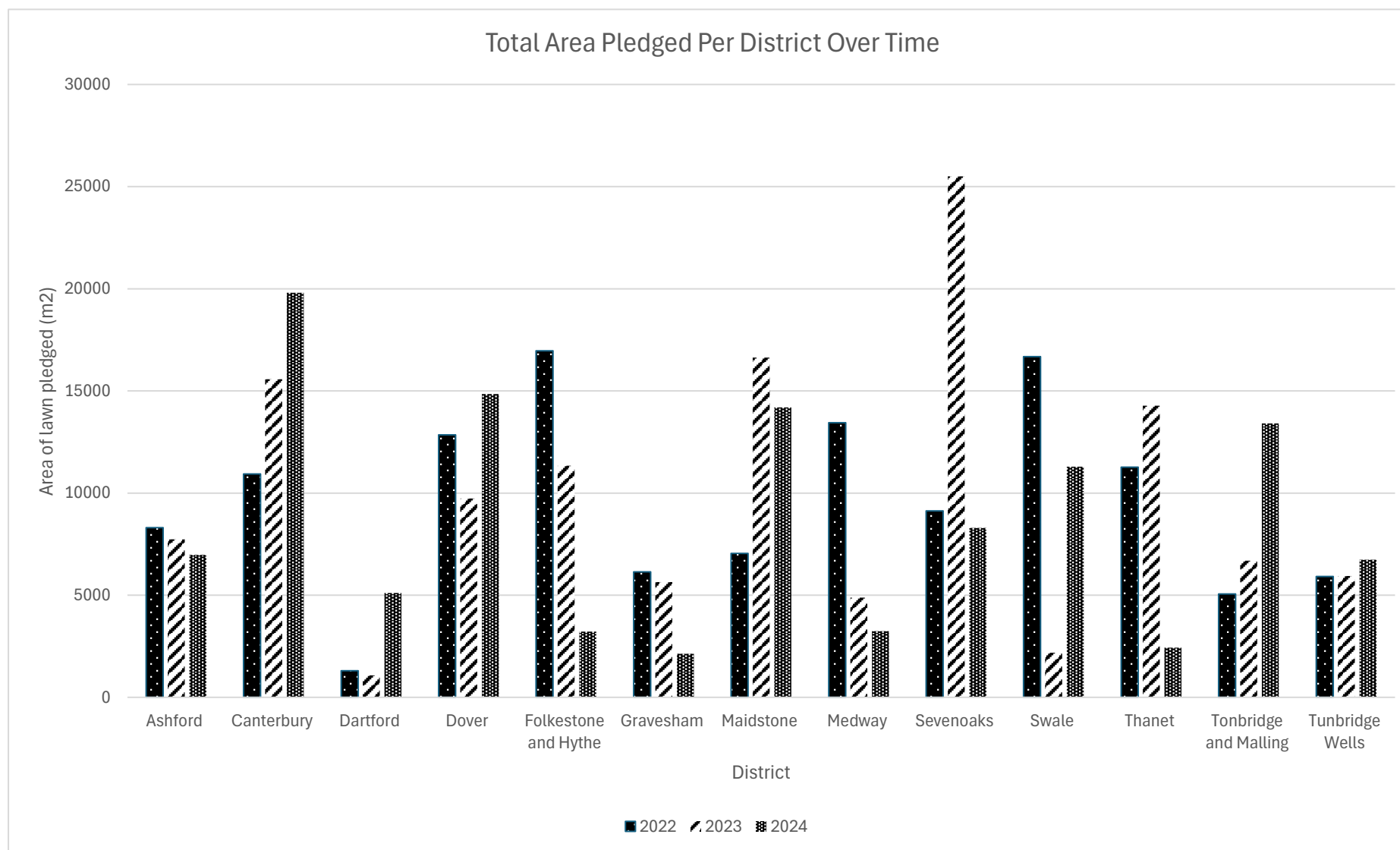


Figure 9. Total approximate area of pledged land, per district, over the three years Kent's Plan Bee has collected information on No Mow May.

The biggest motivation to take part in No Mow May was ‘to grow more flowers for pollinators’, which is a strong affirmation for Kent’s Plan Bee and its objectives. This was supported by the additional reasons that ‘wildflowers are beautiful’ and ‘to mow less often throughout the year’ (Figure 10, Figure 11).

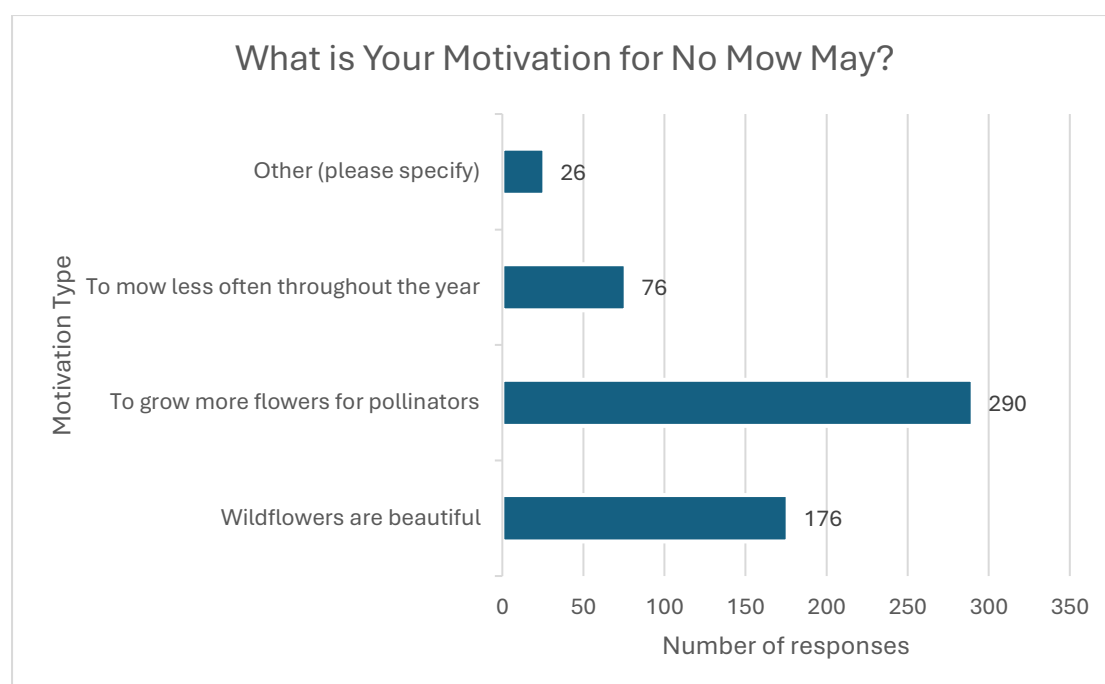


Figure 10. Motivation for people in Kent taking part in No Mow May 2024.

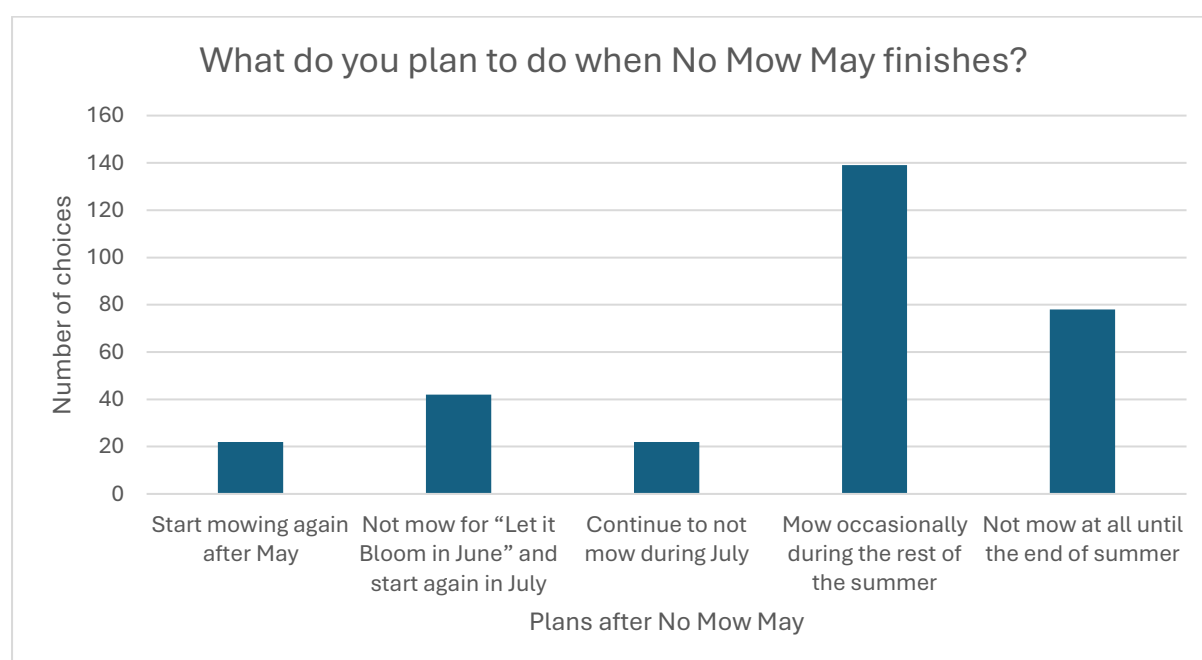


Figure 11. Residents and organisation plans after No Mow May.

# Social Media Interaction



Figure 12: Examples of graphics made for No Mow May 2024 social media posts

Our primary method of promoting our No Mow May campaign is through our social media pages, Facebook and Instagram. In April, the team created posts encouraging people to get involved in No Mow May, with tips on preparing lawns, why No Mow May is needed, and why Kent's Plan Bee runs a campaign alongside Plantlife. Throughout May, reminders of No Mow May starting, links to the pledge, and maintenance tips were shared. Examples from previous KCC offices and grounds that have participated in previous years and their success stories were also shared. These posts raised awareness, encouraged a sense of community among participants, and sparked conversation. The shared images and stories have created

a visual narrative of the campaign's success and the benefits of allowing nature to thrive (see Figures 12 & 13).



Figure 13: Examples of the social media interactions on Kent's Plan Bee Facebook page.

# Discussion

## Pledge numbers and location

Compared to 2023, this year saw an increase in pledges, with the total number rising from 272 to 324, which is a 19% increase. However, this number is still slightly lower than the 340 pledges recorded in 2022. Kent's Plan Bee's No Mow May initiative in Kent aligns with broader trends in similar UK campaigns. Plantlife has reported significant increases in the number of people participating and the areas of land left unmown for pollinators. According to Plantlife's data, the national campaign saw a 33% increase in participation from 2022 to 2023, indicating growing public awareness and commitment to biodiversity initiatives. The slight increase in participation in Kent mirrors this overall national trend despite the number of pledges fluctuating. This growth is a positive indicator of successful engagement and awareness of the No Mow May initiative and the creation of pollinator-friendly environments.

On a district level, several areas showed significant changes. Canterbury continued its strong participation with the highest number of pledges, increasing from 40 in 2023, to 43 this year. Dartford also saw a slight increase from 5 to 6 pledges. Conversely, Folkestone and Hythe experienced a decrease from 35 in 2023, to 22 in 2024. Such results may suggest the need for a more targeted campaign in these areas to increase participation.

The distribution of lawn sizes pledged this year reflects a continued commitment to creating larger areas of pollinator-friendly habitats. The number of small areas pledged was 115, while medium areas and large areas saw 176 and 16 pledges, respectively. This represents a shift towards medium and large areas compared to 2023, where medium areas were 144 and large areas were 23. The number of small lawns pledged remained stable, increasing slightly from 102 in 2023, to 106 in 2024. However, there was a notable increase in medium-sized lawn pledges, from 144 in 2023 to 176 in 2024. This increase is welcomed, as it not only means a greater extent of habitat, but also the opportunity for more varied grass and flower varieties in these larger areas and the ecological benefits this brings.

This shift suggests that participants are perhaps becoming more committed and willing to dedicate larger areas to the initiative. It could also connect to the increase of organisations pledging, who are more likely to have larger areas of land to set aside. The total area pledged in 2024 amounted to slightly greater than the areas pledged in 2022. Despite a decrease in large areas pledged, this increase suggests more participants with medium-sized lawns are getting involved.

The geographical distribution of pledges highlights areas of success and those needing further attention. Sevenoaks emerged as a standout district with the highest total area pledged in 2024 at 2550m<sup>2</sup>. This success could potentially be attributed to targeted local promotions and the possible influence of active community groups. The significant increase in Sevenoaks underscores the importance of localized efforts and community-specific strategies in driving participation.

Conversely, the dramatic decline in pledges from Folkestone and Hythe, from 11,336m<sup>2</sup> in 2023 to just 341m<sup>2</sup> in 2024, indicates challenges that need to be addressed. Possible factors include reduced local promotional activities, lack of awareness, or competing community priorities. To counteract this, enhanced local outreach and communication with local community groups or organisations could be employed to revive interest and participation in these areas.

## Organisational Involvement and Impact

The role of organisations in the campaign was particularly noteworthy this year, with the number of organisational pledges almost doubling from 8 in 2023 to 15 in 2024.

Organisations contributed significantly, pledging a total of 30,185m<sup>2</sup>, which underscores the potential to amplify the campaign's impact. The organisations named were predominantly Community Gardens, Churches and Primary Schools. Districts such as Canterbury and Sevenoaks, each with four organisational pledges, highlight the success of targeted outreach to businesses, schools, and councils. Expanding this approach to involve more organisations could significantly enhance the campaign's overall reach and effectiveness.

## Motivations for taking part

The motivations for participating in No Mow May provide valuable insights into the community's values. In 2024, the top reason remained "to grow more flowers for pollinators," selected by 42% of participants, which had increased from 31% in 2023. This reinforces the central goal of the No Mow May campaign; to grow flowers to provide increased habitat and food sources for pollinators. This was followed closely by "wildflowers are beautiful" with 176 selections, reflecting an appreciation for the aesthetic benefits of wildflower lawns. Compared to 2023, where "wildflowers are beautiful" was the leading motivation, the shift back to pollinator support in 2024 is encouraging.

Interestingly, the motivation "to mow less often throughout the year" was chosen by 76 participants, revealing that the campaign can appeal to a broader audience by framing No Mow May as both an ecological and practical initiative. This dual appeal can help attract more participants who might be motivated by the convenience of reduced lawn maintenance, in addition to environmental benefits.

## Who has previously taken part in No Mow May

A high proportion of participants (80%) had previously participated in No Mow May, indicating strong retention and satisfaction with the campaign. Repeat participation is crucial for building long-term community engagement and achieving sustained ecological benefits.

As well as taking part in No Mow May, participants also engaged in various activities to support pollinators beyond not mowing their lawns. The most popular additional activity was creating wildlife zones in gardens, chosen 231 times. Growing wildflowers in pots and planters was also popular, with 163 selections. These activities indicate a holistic approach to supporting biodiversity beyond lawn care as well as encouraging participation opportunities for residents who do not have lawn space.

Post-May plans varied, with 43% of participants planning to mow occasionally during the summer and 24% opting not to mow until the end of the summer. This indicates a sustained commitment to creating pollinator-friendly environments, even beyond the initial campaign period.

## Kent County Council's No Mow May sites and results

Various KCC departments got involved with No Mow May this year, including country parks, waste and recycling, KCC estates, and highways. These departments collectively provided about 300 hectares of wildflower-rich grassland, habitat corridors, conservation meadows and pastures, mini-meadows and pollinator patches across the county. It was great to see many of these sites committing to their second or third year in No Mow May and moving towards more conservation-focused management. This will improve the long-term pollinator biodiversity of greenspaces around Kent.

This year, six country parks got involved in No Mow May, providing wildflower meadows and grasslands. These are all managed sites, with many left uncut throughout the summer to create diverse and thriving areas for wildlife. Longer periods of unmown grassland enable wildflowers to be pollinated and drop their seeds back into the soil, replenishing the seed bank for next year. Other methods used for management involve grazing, managing invasive species, and clearing wooded areas.

For the second year running, the waste and recycling department have contributed 5 sites, amounting to 670.6m<sup>2</sup> of land left for biodiversity and nature to thrive. One site hopes to plant some wildflower seeds after cutting to improve the biodiversity of the grassland.

KCC's Highways Soft Landscapes team continue to employ conservation management methods. Specific verges are left unmown for the summer months, including May. With the amazing displays on our rural conservation verges, the soft landscaping team have been monitoring pollinators on some of their verges using the PoMS FIT survey. It is hoped that over the years of close monitoring and regular management, the evidence collected on wildflower types, pollinator diversity, and population size will show the changes over time and the subsequent benefits for pollinators and wildlife. This year, approximately 450km of road verges in rural and urban areas were again specifically managed for conservation. For example, Thomsett Way, in Queensborough, is situated on a Bee Road and is now being managed on rotational cutting to ensure a rich and diverse array of pollinator-friendly wildflowers for bees.

36 of KCC's estate-owned sites have also been involved in No Mow May, which increased substantially from last year when only 9 KCC sites were involved. KCC sites that took part included the grounds around KCC offices, libraries, daycare centres, and adult education centres. Most of these sites included the whole site left unmown, with others leaving borders and small areas of grass or planters uncut for May. This year, we also encouraged those who don't have a lawn to still get involved in other ways. This is a positive step forward, with so many KCC-owned sites getting involved to benefit our pollinators and local wildlife in small ways.

# Conclusions and Lessons Learned

## For KCC

Enhanced internal collaboration and increased involvement of various KCC departments was pivotal. Departments involved were country parks, waste and recycling, KCC estates, and highways. This cross-departmental participation led to significant land area and biodiversity support contributions. Encouraging even more internal collaboration and identifying additional participating departments will further amplify the campaign's impact.

Additionally, it will be beneficial for these pledged KCC sites to be confirmed earlier in the campaign. This will allow for more efficient social media advertisement of the sites as well as the opportunity for Kent's Plan Bee staff to visit these sites before and during No Mow May to take photographs of the change. This will generally be more motivational for everyone involved and will make good public materials to post for KCC and No Mow May. Overall, from the No Mow May campaign, the management of wildflower-rich spaces by different KCC departments has shown promising results.

After the 2023 local elections, it was decided by the Kent's Plan Bee members group that No Mow May should not be viewed to confer an advantage on any one political party or candidate. For future May elections, it is unlikely that promoting No Mow May, a national campaign set up by a charity organisation, will affect election outcomes as it is not politically motivated. Therefore, as for this year and hopefully future surveys to come, the survey will open in April prior to the start of May to encourage more people to plan ahead and be able to take part.

## For the survey

While the survey collected valuable data, there are opportunities for enhancement. Expanding the survey to gather more detailed demographic information and allowing participants to elaborate on their motivations will provide deeper insights. This information can help better tailor future campaigns to meet different demographic groups' needs and preferences.

After the No Mow May pledge closed, Plantlife contacted Kent's Plan Bee to share data going forward when conducting the campaign. This collaboration will enhance the campaign's reach and impact.

## Promoting No Mow May and its benefits

Facebook engagement significantly increased around April and May, with more engagement than usual, especially from followers sharing No Mow May content. Hopefully, Instagram can be used more effectively by next year. The Kent's Plan Bee Instagram page was launched too late to catch a large audience for No Mow May this year. Still, it could be a valuable platform for future campaigns to engage a wider community than Facebook alone.

The 2024 campaign highlighted significant geographical disparities in participation across districts. The variation in the involvement across different districts highlights the need for targeted outreach. Analysing data to identify districts with lower engagement and developing specific strategies, such as collaborations with community groups, will help increase participation in these areas. Additionally, there has been some confirmed participation next year from universities within Kent who participated in the campaign this year but not through our pledge.

This year, there was difficulty engaging with district councils to pledge through Kent's Plan Bee. A more direct line of communication is needed for effective collaboration. Next year, with the help of Plan Tree and their established contacts, it is hoped that district councils can be utilised to broaden the No Mow May campaigns uptake in Kent.

## Expanding No Mow May

As No Mow May gains momentum, the campaign continues to evolve, incorporating new ideas and expanding its reach. By collecting and analysing data from initiatives like Kent's Plan Bee, we can refine our strategies, engage more participants, and further our goal of creating a pollinator-friendly environment across Kent and beyond. This ongoing effort supports local biodiversity and pollinator conservation whilst contributing to the larger movement of environmental conservation and sustainability.

## Conclusion

The 2024 No Mow May campaign demonstrated increased engagement and a strong commitment to biodiversity across Kent. The rise in medium-sized pledges and sustained high participation rates in key districts are positive signs. Targeting outreach in areas with declining engagement and continued education on the benefits of pollinator-friendly practices will be essential for further growth and impact. The data suggests that while the number of pledges fluctuates, the overall area and quality of habitat being created are improving, aligning well with the goals of Kent's Plan Bee.