

# BBC breathing places

## Tree O'Clock

**What is Tree O'Clock?** A 'big moment in time' dedicated to the celebration of trees.



As part of National Tree Week, BBC Breathing Places invites partners and audiences to join us in setting a new Guinness World record for planting the most trees in one hour in multiple locations. Our aim is to plant a million trees, beating the current record of 653,143 trees.

### **When?**

11am -12 noon on 5 December 2009

### **Place**

Anywhere that would benefit from having trees, such as community spaces, parks or individual gardens.

### **Who can join in?**

Any organisation, regardless of the size of their event, can participate. All trees planted during the hour will count towards the world record-breaking attempt, provided the rules are followed.

### **Aims:**

- To inspire everyone to do one thing for nature by either joining a local tree planting event or planting their own tree at home, as part of the UK's world record-breaking attempt.
- To plant trees, including hedges and orchards, that improve the landscape, environment and enhance wildlife.
- To provide an educational insight into the value of trees and woods, reinforcing the idea of 'right tree, right place'.
- To provide a legacy for the Breathing Places campaign and our partners' achievements.



## How can partners join us?

Agree to run a tree planting activity for local communities on the 5 December between 11am and 12 noon and **complete our online pledge form by 31 August 2009**. This will let us know how many trees you hope to plant towards the record attempt.

[bbc.co.uk/breathingplaces/treeoclock/pledgeform.shtml](http://bbc.co.uk/breathingplaces/treeoclock/pledgeform.shtml)

Once confirmed, register your planned activities on the Breathing Places Event Finder, so we can promote them to the public.

By helping promote messages about trees in the run-up to and as part of any tree planting activity.

By working closely with the BBC Learning Project Manager in your area we can help maximise the opportunity to use Tree O'Clock as a way to reach audiences.

## What will we provide for partners?

- Information and support on how to run the events, how to collect and submit evidence for verification by Guinness World Records. Find more; [bbc.co.uk/breathingplaces/treeoclock/pledgeform.shtml](http://bbc.co.uk/breathingplaces/treeoclock/pledgeform.shtml)
- Resources – BP-branded booklets and associated promotional items; downloadable activities.
- Links with local and national broadcast for the record-breaking attempt.
- BBC Talent may be available to support large-scale local events.
- A commemorative BP plaque – If 200+ trees are planted during the hour of Tree O'Clock - UK's world-record breaking attempt.
- Support from your local BBC Learning Project Manager is available. Find their details at the above link.

## **The following partners make up our core working group:**

**Woodland Trust** – have pledged three sites for the world record attempt.

**Wildlife Trusts**

**Tree Council**

**Trees for Cities**

**UK Association of National Park Authorities**

**Community Forest/Small Woods Association**

**National Trust for Scotland**

**NI Environmental Agency – NIEA**

**Sussex Wildlife Trust**

**Small Woods Association**

**Horticultural Trades Association (HTA)**

**Guinness World Records**



Discussions are taking place to involve BTCV, Forestry Commission and many others.