



**NatSCA**

Natural Sciences Collections Association

<http://www.natsca.org>

## NatSCA News

---

Title: Inspiring Action

Author(s): Manners, P.

Source: Manners, P. (2006). Inspiring Action. *NatSCA News, Issue 9, 11.*

URL: <http://www.natsca.org/article/243>

---

NatSCA supports open access publication as part of its mission is to promote and support natural science collections. NatSCA uses the Creative Commons Attribution License (CCAL) <http://creativecommons.org/licenses/by/2.5/> for all works we publish. Under CCAL authors retain ownership of the copyright for their article, but authors allow anyone to download, reuse, reprint, modify, distribute, and/or copy articles in NatSCA publications, so long as the original authors and source are cited.

## Papers from the Conference

**World Museum Liverpool  
April 27 - 28, 2006**

'Selling Natural Science:  
Developing concepts and ideas for galleries and other  
public resources'

**Paul Manners, Project Executive, BBC Learning  
Inspiring action**

*The BBC is developing a major new pass participation campaign to inspire a million people to get actively involved in nature conservation. Called Breathing Places, and inspired by visionary ideas from the 19th century about urban green space, it will be launched in Springwatch on BBC2 in June of this year. Paul's talk will outline the thinking behind the campaign, highlighting particularly the role of audience research in shaping the key campaign messages and activities.*

### **Action**

Encouraging participation, not simply debate

### **Scale**

Big enough to make a measurable impact

### **Sustainability**

Continuing long after the broadcast in many places, in many forms

### **Inspire, engage, and entertain**

Using the creative skills of the BBC to do what other learning or campaigning organisations cannot

### **Partnerships**

Working with commercial and public sector partners, not just the BBC

### **Outreach**

Direct contact with people in their communities

### **Understanding the audience: 1**

**- Market research by BBC Worldwide, 2002**

#### *MARKET SIZE 1*

Omnibus research shows that 63% of adults aged 15+ in Great Britain are interested in “natural history” (described as “the area that covers nature, wildlife and animals, and the environment, whether in the UK or worldwide”)

Population of Great Britain (aged 15+) is 48,402,000

Broadest market size = 30,493,000 (15,145,200 households)