



# NatSCA

Natural Sciences Collections Association

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## NatSCA News

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## 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**

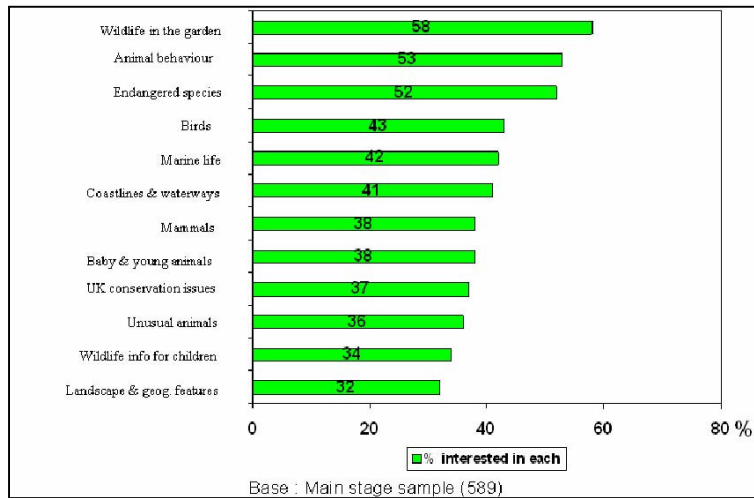
#### *MARKET SIZE 1*

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”)

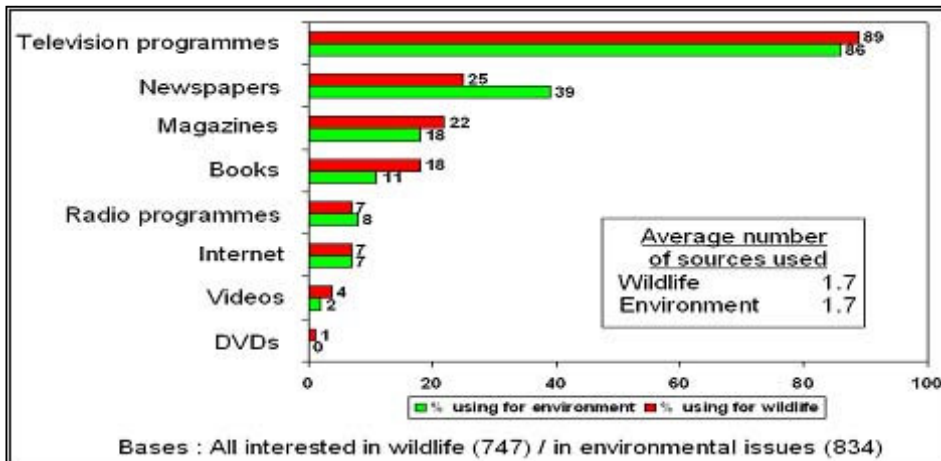
Population of Great Britain (aged 15+) is 48,402,000

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

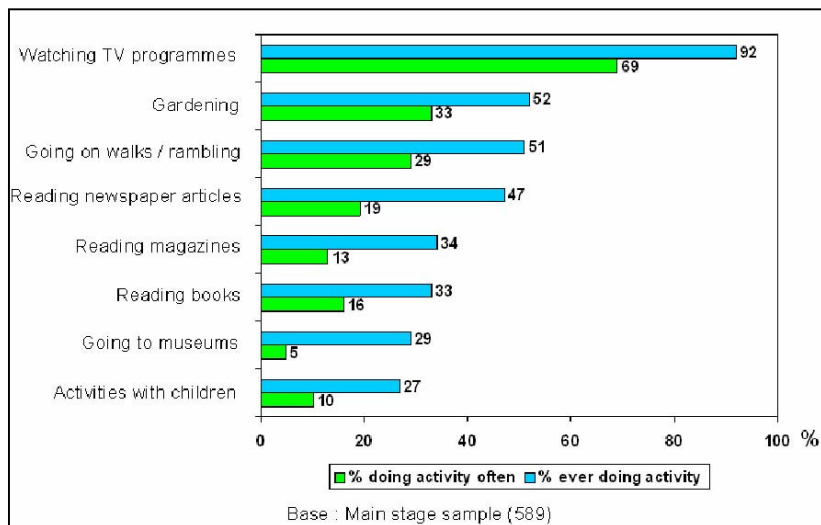
The key 12 interests of the public:



Information Sources used by the public for finding out about wildlife / environment:



The Key 8 activities and the percentage of time doing these:



Child-led	8m	<i>'I'm into nature and wildlife because of the children.'</i>
Nature Enthusiasts	5m	<i>'I really want to get more involved – I love nature.'</i>
Passive preservationists	3.5m	<i>'We should try and keep natural things / the environment as they should be.'</i>
Helpless Backyarders	5.6m	<i>'I'm interested in nature and stuff but it's all just too much.'</i>
Concerned campaigners	2.1m	<i>'Let's make a difference'</i>
Armchair action	5.3m	<i>'I love the programmes...'</i>

**Understanding the audience: 2**

**- Research into audience behaviour**

*The impact of sustainable development on Public Behaviour*, commissioned by COI on behalf of DEFRA; Andrew Darnton, March 2004

*Carrots, sticks and sermons: influencing public behaviour for environmental goals*, A Demos/Green Alliance report for DEFRA, 12/2003

*Rules of the Game*, Futerra for Defra, 2005

*Findings from this research:*

Policies to drive behaviour change for sustainability should aim to change behaviours, and make changing attitudes a secondary objective.

Behaviour change campaigns should be:

- Action oriented: participation is the key influencer of behaviour
- Focussed on a narrow range of behaviours
- Community led
- Immersed in local issues

**Understanding the audience: 3**

**- Focus groups**

*There are two key drivers for interest in natural history and the environment:*

- Kids
  - Kids are the key to getting people to join in – schools are the most meaningful locus of community spirit
  - Nature is an important focus for family activities – spending time doing something with the kids
  - Also a sense of the welfare of the next generation and the legacy we are leaving for them
  
- Local
  - 'My patch' is a very powerful concept
  - Making 'my patch' nicer is more relevant than 'global conservation', 'sustainable development', etc...
  - Making projects very local, providing a clear sense of the impact of work done, and a clear reward for effort will be the most effective approach
  - People in the cities are, if anything, more passionate than those living in suburban or rural settings