





## What is Breathing Places?

A BBC campaign with a simple purpose.....  
.....to inspire people to create and care for  
green places where they live

The BBC, with the UK's leading wildlife organisations, is aiming to transform thousands of places across the UK

**Breathing Places provides an exciting opportunity for libraries to get involved in a high-profile campaign about one of the nation's favourite topics - nature**



## BBC offer to libraries

- on air crediting
- library mentions in partner briefings
- display resources
- use of logos
- library representation at central and regional strategic planning meetings



## Library commitment

- Leicestershire Library Services has signed up to the minimum level for all libraries and medium level for shopping centre/major libraries
- It is likely that we will undertake some elements at the enhanced level but no formal commitment has been made at this level



# What does this mean?

- Minimum level:

- all staff aware of campaign and key messages
- BP information materials available
- BP website easily accessible through People's Network
- promotion of appropriate stock to link with key campaign dates
- use of community information database to highlight relevant organisations

- Medium level

- libraries host BP events
- BP activity promoted through noticeboards and local media
- BP website actively promoted
- BP built into existing activity eg storytimes, reading groups, family learning
- increased community engagement and partnership



## Key dates

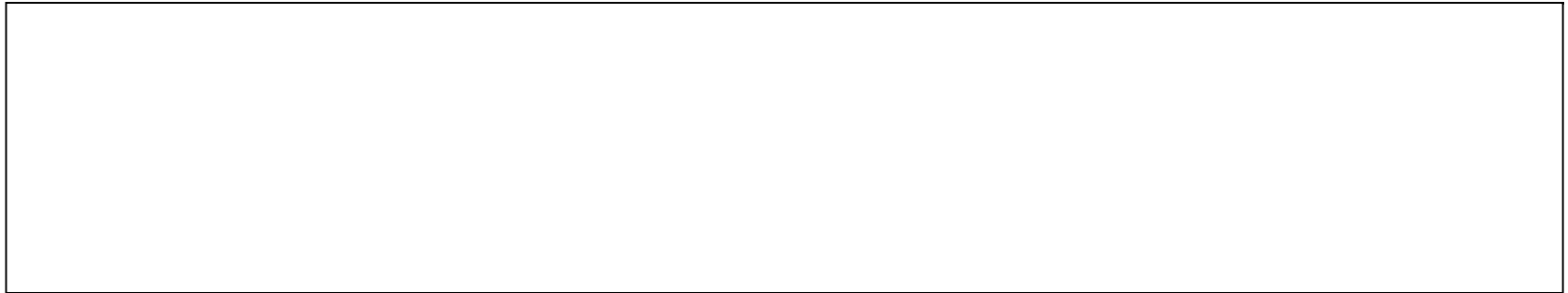


- October 2006 - Autumnwatch
- Feb 2007 - National nest box campaign
- May 2007 - Springwatch
- July 2007 - Summer Reading Challenge with a Breathing Places theme

**Leicestershire Library Services is already supporting the campaign but our main activity will begin in spring 2007.**



# Heritage and environment





## What else is happening?

- A Breathing Places section has been set up on the CIS (planning) and contains the key messages sheet, 'snapshot' sheet and a recent BBC newsletter
- The development team are:
  - liaising with BBC
  - building links with potential partners both within LCC and community groups
  - checking stock holdings against a recommended list and ordering new stock to support the campaign
- A Breathing Places section will be set up on the libraries website
- Focus on.....Wildlife and nature

**Contacts/Partners**

- Environmental Management
- C H I / Barrow Resources
- Wildlife Trust
- Wildlife Watch
- RSPB/LROS
- Local community groups
- Leics. Nature Cons forum

**Bird boxes on libraries**

Potential follow-up activities:

- Monitoring – is the box in use?
- Webcam (RSPB – L'bro)?
- Good news story for press
- Big garden bird watch/bird surveys

**Promotion**

- BBC booklets
- BBC posters
- Events Guide
- Website
- TRA materials for displays

**Reading garden**

- Markfield Library/School

**Libraries website**

Breathing Places page

- List of events/activities
- Link to CHI and other LCC services
- Link to BBC
- etc

**Displays in libraries**

- Library stock (TRA materials)
- Focus on.... nature and wildlife
- CHI
- Wildlife organisations



**Summer Reading Challenge 2007**

**Big Wild Read**

- Launch in Country Parks?
- Reading Tree – recommended reads - adults and children?
- Events with wildlife theme

**Infolinx**

- Access to information on local wildlife groups

**Events/activities**

- Half-term, Easter, ALW, SRC,FLW
- Family learning
- Wriggly Readers
- Resources/ideas provided by WW/CHI/RSPB
- Poetry walks
- Reader development
- Wildlife awareness – organisations
- Talks
- Tasters – how to...watch, recognise, record wildlife?

**Monitoring & Evaluation**

- Required by TRA/BBC
- To support LLS priorities

**Stock**

- Extra bought to support suggested booklist, activities etc