



Natural England's Marine Campaign

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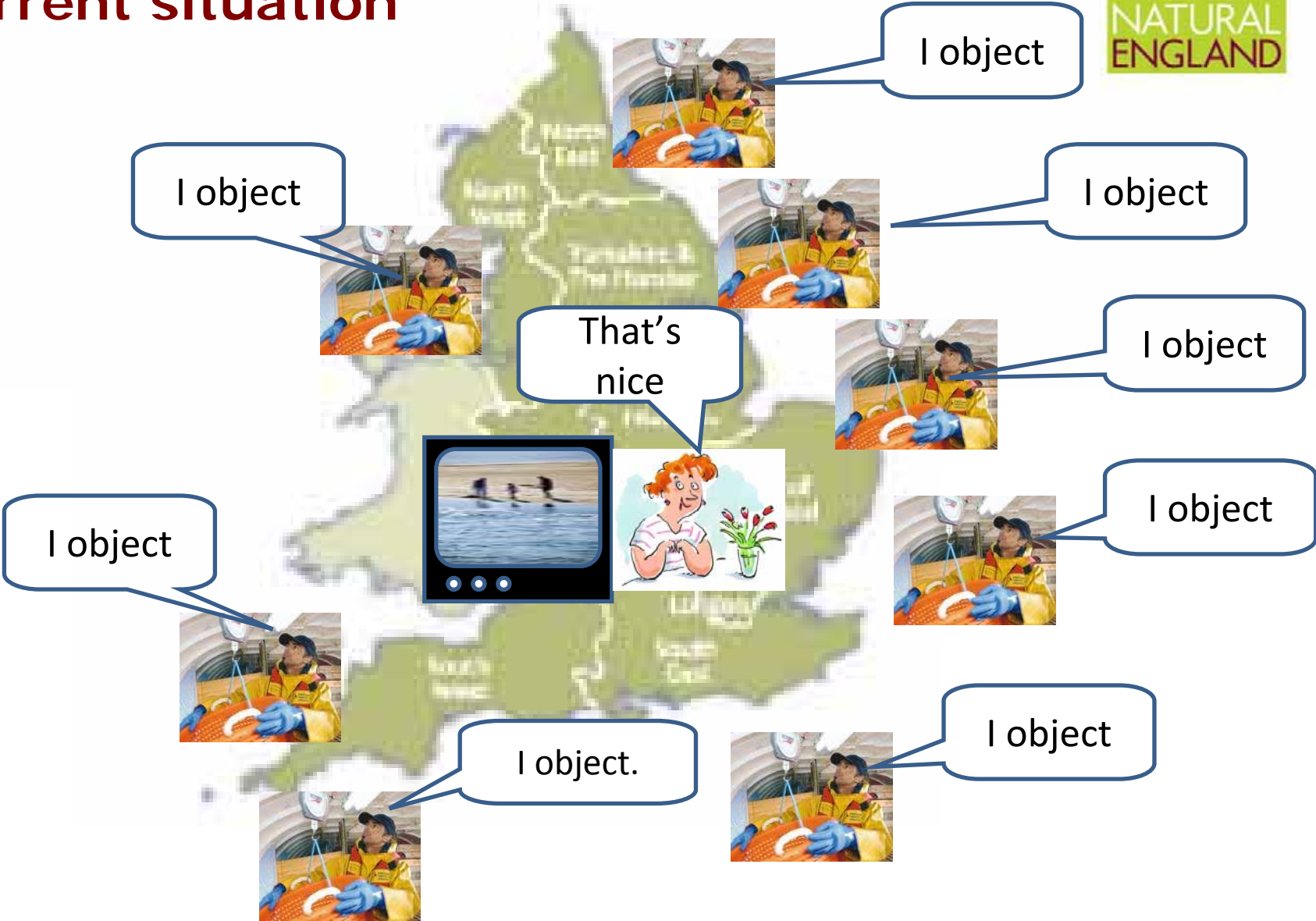
The Challenge

- Create MPA network...by 2012

BUT

- No marine equivalents of birdwatchers, ramblers, dog walkers
- Entrenched opposition to MPAs by some stakeholders
- Public support for MPAs is notional, not geographically specific

Current situation



The public and the sea

- From a quantitative poll of the public (Feb 08)
 - 99% cannot name a single feature or creature associated with undersea landscapes
 - 44% think the undersea is 'utterly, generally or mostly barren in their region',
 - only 10% expect it to have a 'rich mix of undersea landscapes including plants, animals and features special to this region'
- No strong sense of identity of the sea as place
- We've been calling for MPAs but...

The general public think ‘what place ?’

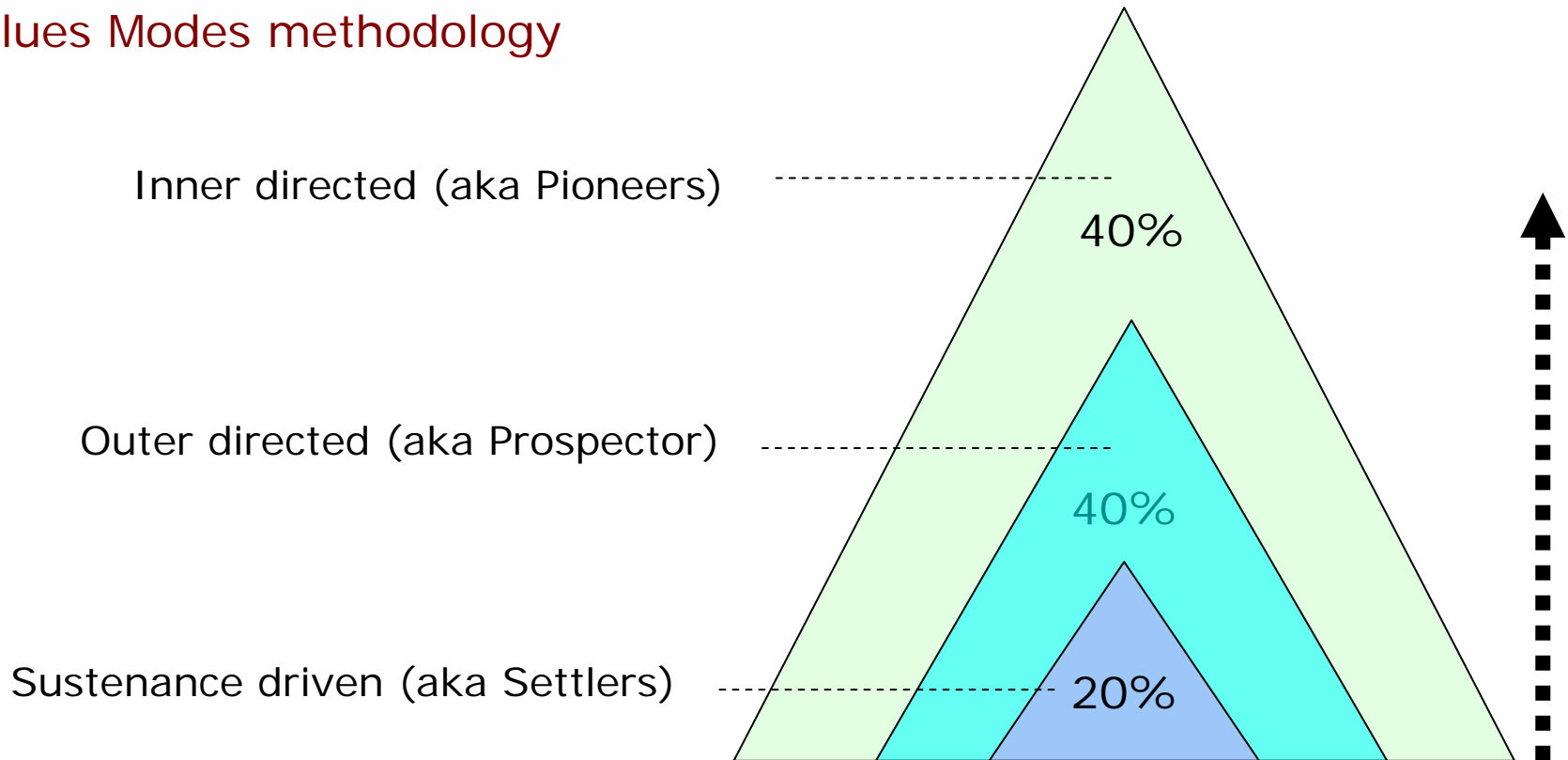


...‘protect what ?’

Public perceptions: qualitative research



Values Modes methodology



Market research findings: reactions



'The English Undersea Environment'

Disgust

Dark, unknown,
mysterious, can't
survive,
dangerous things
live there.

Feels cold, wet,
slimy. It's smelly,
looks murky

Shame

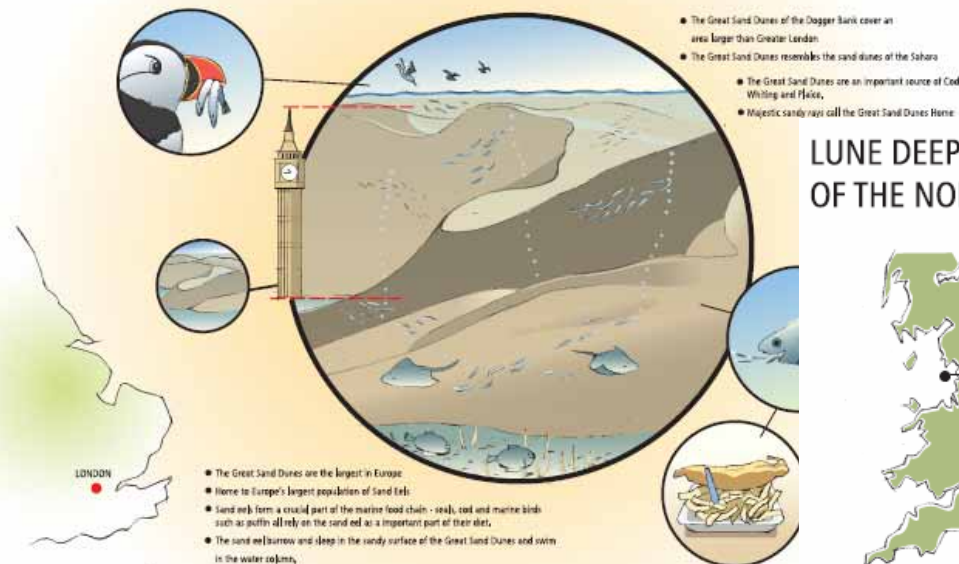
'Environment'
means 'problem',
anything to do
with nature or
protection means
bad news.
Pollution and litter
are horrid.

Sadness

It was better
when I was a
kid. It's
better
abroad. It's
better in the
South West.

Seabed topography is immediately engaging, exciting, a result – something to appreciate

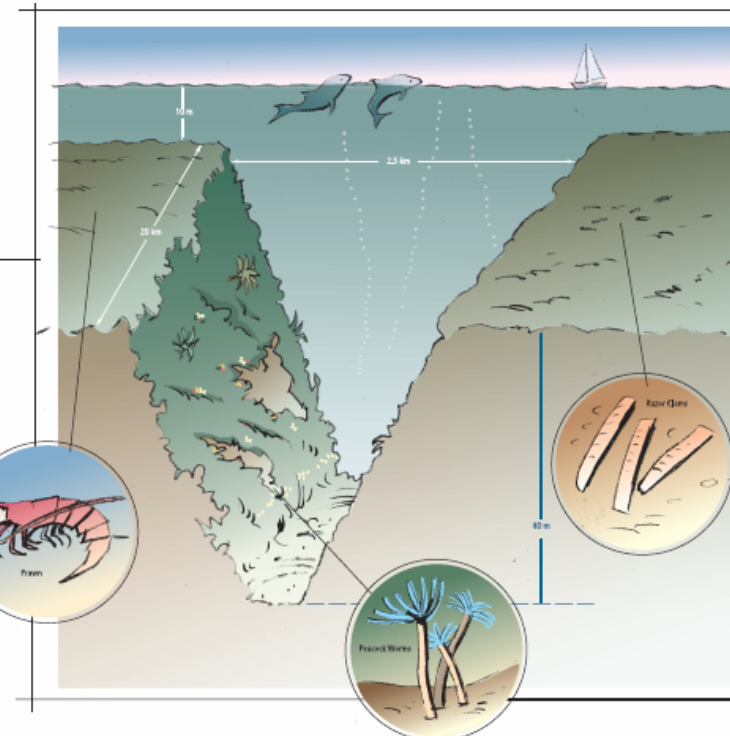
GREAT SAND DUNES OF THE DOGGER BANK



LUNE DEEP GORGE OF THE NORTH WEST



- Deep channel in the seabed at the entrance to Morecambe Bay
- Created by melted water from a glacier in the last ice age
- Strong tidal streams rush through the channel
- The shy Harbour Porpoise frequents the Lune Deep
- The steep sides of the Lune Deep give way to fine sediment at the bottom of the gorge
- Brightly coloured dahlia anemones stud the walls of the gorge
- The delicate and beautiful fans of the Peacock Worms protrude from the rocky sides of the gorge - retracting into their tubes when disturbed

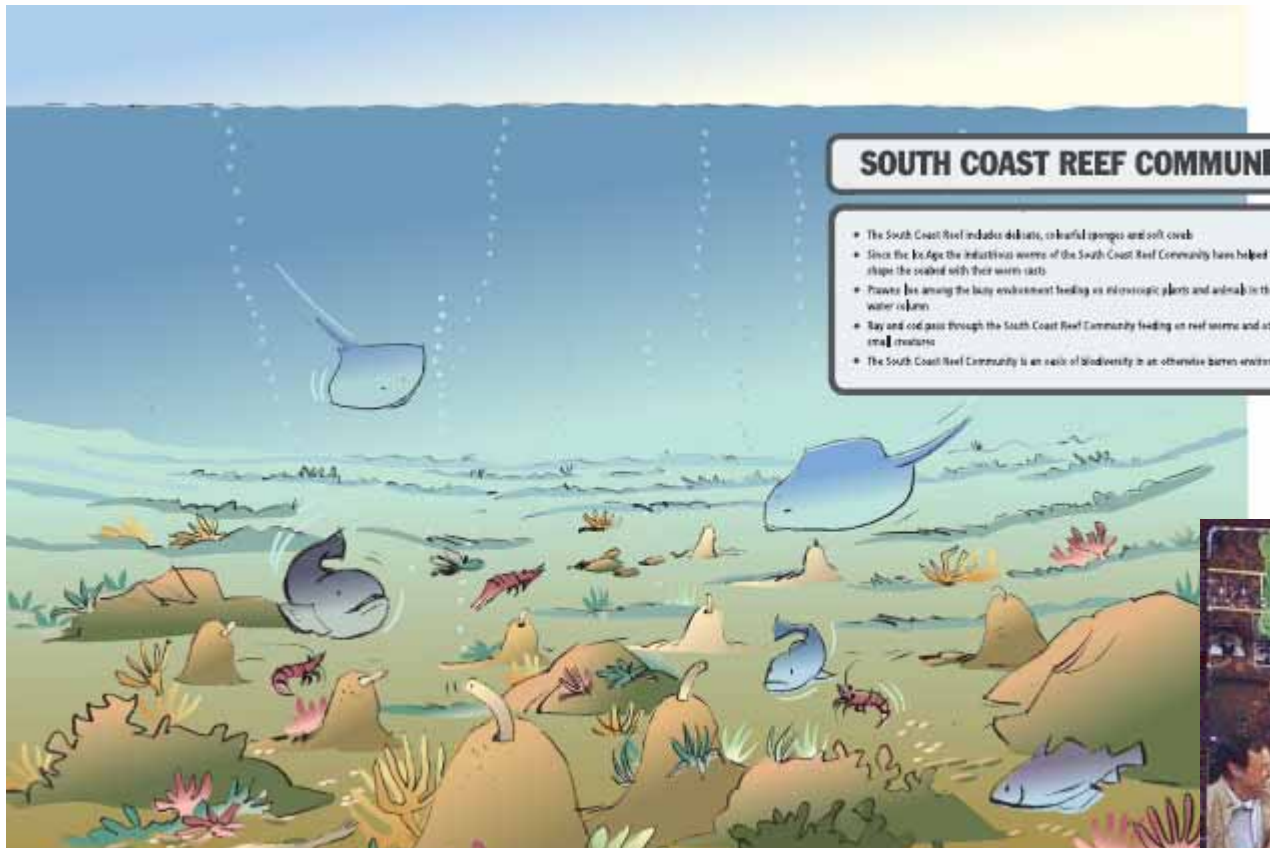


Dramatic
Inspires awe
Easy for public to assimilate
Quick thrill

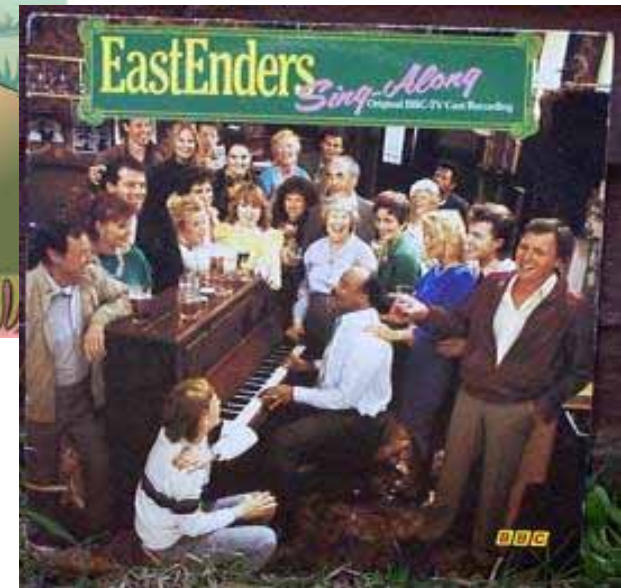
They want to experience it – see it, touch it, hear it



Plucky survivor communities are also of interest

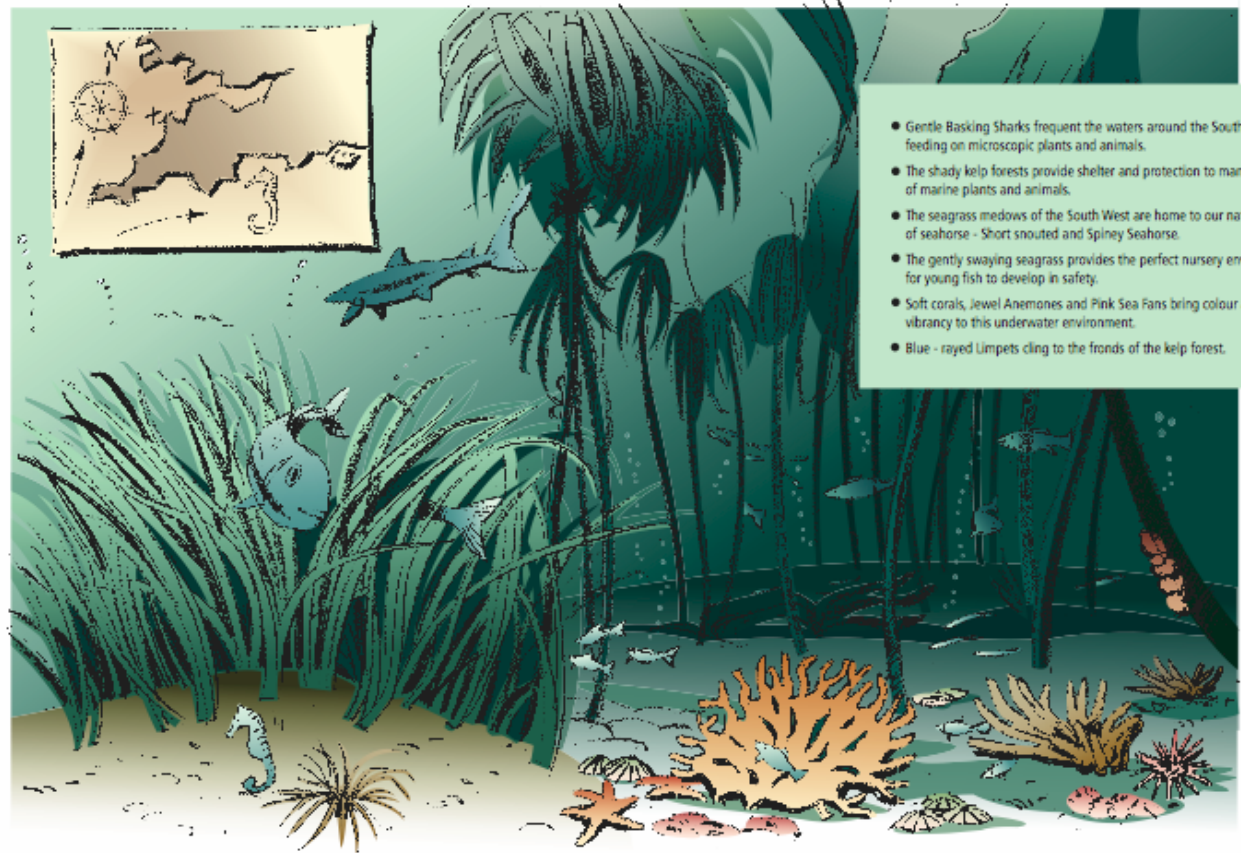


Like our own neighbourhood
Underdogs struggling to survive
A good cause to champion



Beauty spots – mixed reaction

KELP FOREST AND SEAGRASS MEADOWS OF THE SOUTH WEST



- Gentle Basking Sharks frequent the waters around the South West feeding on microscopic plants and animals.
- The shady kelp forests provide shelter and protection to many species of marine plants and animals.
- The seagrass meadows of the South West are home to our native species of seahorse - Short snouted and Spiny Seahorse.
- The gently swaying seagrass provides the perfect nursery environment for young fish to develop in safety.
- Soft corals, Jewel Anemones and Pink Sea Fans bring colour and vibrancy to this underwater environment.
- Blue - rayed Limpets cling to the fronds of the kelp forest.

Pioneers loved the mystery

Others found it scary or not credible

Campaign objective: phase 1



Increase public awareness of characteristic undersea 'landscapes' and their wildlife – create a regional marine 'sense of place'

Meet the public's needs

What we're doing:

- Engaging children
- Providing multi-sensory experiences
- Showing (not telling)
- Using familiar language (forests, meadows, homes...)
- Appealing to sense of national pride – biggest, best of...
- Using clear imagery
- Creating awareness/familiarity/valueing first

What we're not doing:

- Using the words environment or protection
- Talking about mechanisms – Marine Bill, MPAs, SACs, SPAs, HPMPs, legislation
- Highlighting damage, losses

Events

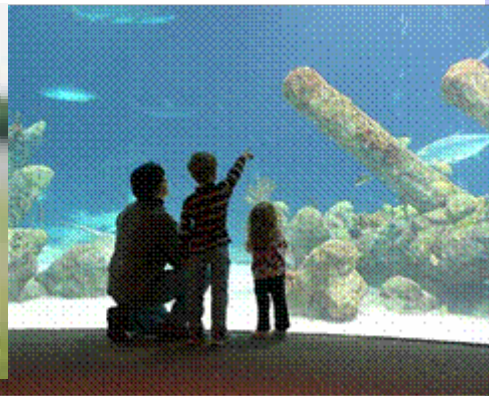
- Workshops – making landscapes & creatures
- Imagery – panorama and photos
- Popular maps
- Fun but with consistent underlying message



Experiences need to compete



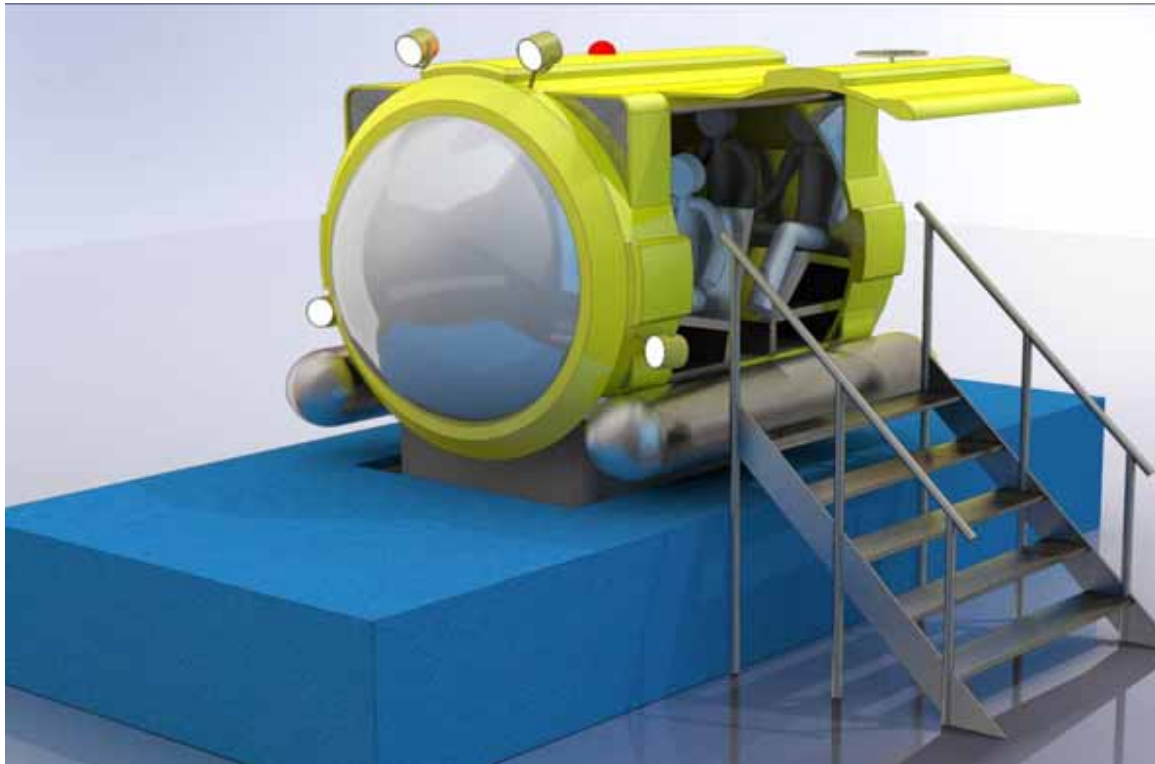
- With the beach, shops, videogames, exhibitions



- So we need one really great thing
- High impact
- Gets people talking



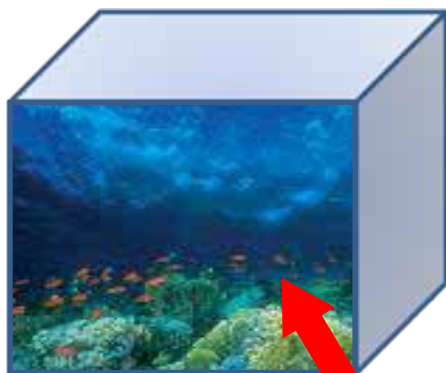
Undersea Landscapes Explorer



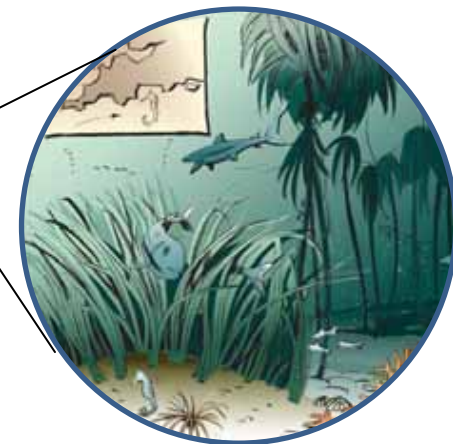
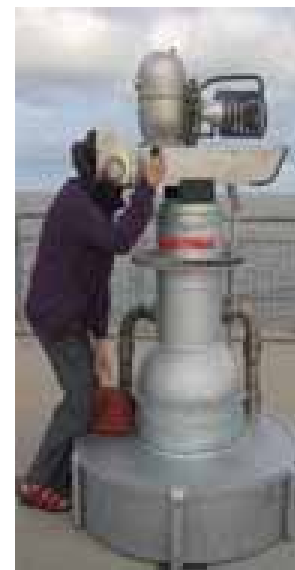
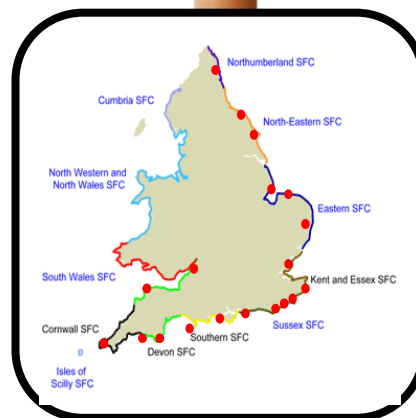
Replication, reinforcement, amplification



- Events, events, events...
- Signposting
- Magical telescopes
- Dioramas
- Urban spaces
- Regional advocacy – cogniscenti as witnesses



view here



Urban spaces

- Schools, regional centres, shops, restaurants, pubs - visualisations – murals, mosaics (etc)
- Regions embrace undersea landscapes as part of regional identity



Post public outreach situation

We're all going to the Lune Deep – we cross over it on the ferry and then go for a meal in Douglas



It's amazing what's down there pet

I called my MP about the Flamby Caves



Our region has more of these reefs than anywhere else



... growing public support from around the country for MPAs



Oh yes the southwest kelp forest is simply the best – we do so agree that we need a protected area



Our petition for ross worm reefs has hit the target !



My school has done a mural of the south coast undersea chalk cliffs



References

- www.cultdyn.co.uk for information on Values Modes
- Natural England Research Report NERR 019: Qualitative and quantitative research into public engagement with the undersea landscape in England