



The Wild Escape: Online workshop for museums

Wednesday 2 November 9.30 – 11am

If you missed our online workshop, don't worry – it's one in a series that we will be delivering to share updates about The Wild Escape and how you can get involved.

Here's a summary of what we discussed and some of the key takeaways.

Project update with Jo Paton Htay, Project Director

- It's great to see ideas of what everyone is planning, and we want to start sharing these ideas across the network. If you haven't told us what you're planning, please do so [here](#) and you can also be listed as an official partner on our new website. This will also make sure you hear the latest from us about new opportunities and resources.
- We're pleased to share that the Foyle Foundation have confirmed their support of the project to help us expand training opportunities for participating organisations via [Roots & Branches](#). We'll publish more about this on our project website.
- We are progressing fast with the collective digital artwork for Earth Day, and planning to share more detail soon.
- [Have a look at our new website!](#) Lots there and lots to come – we have focussed on resources to share with schools, including template letters and booking forms.
- Partnerships are playing a really crucial role in this project and Matt Larsen-Daw and Martyn Foster are here to talk through the ways in which they are working with [Wild Isles](#), the BBC's new five-part natural history series.

Partnership spotlight: RSPB & WWF UK

- Matt Larsen-Daw and Martyn Foster joined us to talk about their programmes, how excited they are to work with the cultural sector to help root the conversation about taking care of nature in communities.
- The Department of Education's strategy has calculated that the combined estate of UK schools is equal to an area twice the size of Birmingham, and so as potentially significant to biodiversity as any of our existing national parks. Working together, we can help support schools in becoming physically greener, expanding learning about nature and using creativity to promote concepts of connectedness and positive collective action.
- We talked about the programme of activities planned alongside the BBC's Wild Isles, including The Wild Escape, and the target for at least 1 million of the 10 million estimated viewers will be inspired to take some form of positive action

Useful links shared in the session:

Apps and tools

- [SEEK app by iNaturalist](#) – free and widely available, fantastic for those who want to do real life nature exploration activities but lack a science background and wants to feel more confident with students questions: www.wwf.org.uk/discover-nature-seek-app

TASK: we would like to find out how effective the SEEK app is in identifying species in works of art and natural history exhibits – let us know if you'd like to do some trials for us!



Reading & policy

- [UK's Tree Charter website](#)
- [Report from Wildlife Trusts](#)
- [Department of Education's sustainability and climate change strategy. Video](#)
- [WWF Schools Sustainability Guide](#)
- [WWF's Living Planet Report](#) - Youth Edition and schools support slides. This is a good way into the global importance of biodiversity, the issue of global nature loss (and why that's happening), and the connection with the climate crisis
- As briefly mentioned the [RSPB's Wild Challenge Award](#) is a free award scheme for schools that provides a framework for a large number of activities that both bring young people closer to nature and support them to take practical actions to help nature.
- Lots of great content about evidence and evaluation on the Centre for [Cultural Value website](#).
- [The Nature Connection Handbook](#)
- [Guide to using the Connection to Nature Index](#)

Nicky Hatton, The Audience Agency - Evaluation of impact of The Wild Escape

We want to take the opportunity of The Wild Escape to ensure that the project has an important legacy in telling a story about museums in their communities right now. This project is an opportunity to connect with each other and with audiences to spark the imagination of young people, and to elevate their thoughts and works to a highly visible level. What do we do next?

- The Audience agency will be leading the evaluation of the Wild Escape and sporting the brilliant work delivered over the course of the project.
- They will be designing a toolkit and survey to be shared in December with all participating museums and carrying out interviews and collecting feedback throughout.
- We talked about opportunities to collect information from the project and welcome all feedback from everyone, both those at the meeting and those who read these notes afterwards. Please [get in touch](#) if you have ideas about how we can make this happen, and any questions or data you think we should bring into the framework.

Next steps and dates for the diary

- Get in touch if you have an idea that you'd like to talk to us about at thewildescape@artfund.org
- Our next sext session will be on **Wednesday 7 December 1-2:30pm** – with case studies and ideas, news about marketing support and that big Earth Day moment!