

# Big Chalk films – how to use, share and acknowledge



## Big Chalk films

As part of our growing Big Chalk movement, we've created two powerful films to help bring our shared ambition to life. These are for all of us – to inspire, explain, and invite more people into this unique and urgent partnership.

We actively encourage you – our partners and allies – to use them to raise awareness, strengthen understanding, and grow support for Big Chalk. This is your guide on what the films are, how to use them, and how to acknowledge them when you do.

### 1. Short film – It's time to look beyond the scenery – together.

**Running time:** one minute

**What it is:** A punchy, visual introduction to Big Chalk – mixing stunning footage from across the landscape – with a clear message now is the time to act, and together is the only way we'll succeed.

#### **Purpose:**

- To inspire action and interest
- To show the potential of Big Chalk and why it matters
- To make people want to join us

#### **Use it:**

- On your website when talking about Big Chalk
- Internally, to get your teams excited about what they're part of
- At the start of presentations or partnership events
- In funding conversations – to show the scale and spirit of what we're doing
- On social media or in newsletters to help your audiences understand Big Chalk at a glance



### Suggested share caption:

It's time to look beyond the scenery – together. Watch this short film and discover why Big Chalk is a once-in-a-generation opportunity to connect and protect our precious chalk and limestone landscapes.

We're proud to be part of it. Are you in?

## 2. Long Film – A Big Solution

Running time: 6 min 30 sec

**What it is:** A more in-depth film featuring voices from across the Big Chalk partnership. It brings the story to life through people – their passion, their reasons, and their hopes for what we can achieve if we act together.

### Purpose:

- To raise awareness of Big Chalk and why it's different
- To help people connect to the people and principles behind the project
- To act as a warm and engaging 'elevator pitch' to new partners and supporters

### Use it:

- On Big Chalk-related pages of your website
- As background for prospective funders or stakeholders
- As part of a talk or workshop about landscape-scale recovery
- In training or induction sessions for new staff/volunteers
- On social channels with context



### Suggested share caption:

What excites us most about Big Chalk? The ambition. The diversity. The landscapes we love and the people who care for them.

Hear from the voices behind Big Chalk and find out why this partnership matters – now more than ever.

## Sharing and acknowledging the films

When you use or share either film, please include the following wording (or similar): This film is part of the Big Chalk initiative – a partnership working across the chalk and limestone landscapes of southern England to restore nature, connect places, and inspire people.

If you're adding it to your website:

- Add a short intro about why you're involved in Big Chalk
- Link to the Big Chalk homepage or your relevant project page
- Credit Big Chalk and partner footage as noted above

## Let's use these films to help tell our story

Big Chalk is about big ambition – and we need stories that match. These films are just one way to help people **see** what we're doing and **feel** the urgency and opportunity of what's possible when we work together.

Please use them boldly, proudly, and often.

For advice or more information, get in touch with  
Kathryn Hearnden, Big Chalk Communications Lead.

