# TRANSCRIPTS

## Part 1.

**SALLY**: Good morning. Hinchingbrooke Country Park, Sally speaking. I’m one of the rangers.

**JOHN**: Oh hello. My name’s John Chapman, and I’m a teaching assistant at a local primary school. I’ve been asked to arrange a visit to the park for two of our classes.

**SALLY**: OK. What would you like to know?

**JOHN**: Well, I’m new to this area, so perhaps you could tell me something about the park first, please.

**SALLY**: Of course. Altogether the park covers 170 acres, that’s **69** hectares. There are three main types of habitat: wetland, grassland and woodland. The woods are well established and varied, with an oak plantation, and other areas of mixed species.

**JOHN**: Right.

**SALLY**: The wetland is quite varied, too. The original farmland was dug up around 40 years ago to extract gravel. Once this work was completed, the gravel pits filled with water, forming the two large lakes. There are also several smaller ones, ponds and a **stream** that flows through the park.

**JOHN**: OK, so I suppose with these different habitats there’s quite a variety of wildlife.

**SALLY**: There certainly is – a lot of different species of birds and insects, and also animals like deer and rabbits.

**JOHN**: And I understand you organise educational visits for school parties.

**SALLY**: That’s right. We can organise a wide range of activities and adapt them to suit all ages.

**JOHN**: Can you give me some examples of the activities?

**SALLY**: Well, one focus is on science, where we help children to discover and study plants, trees and insects. They also collect and analyse data about the things they see.

**JOHN**: Uhuh.

**SALLY**: Another focus is on geography. The park is a great environment to learn and practice reading a map and using a **compass** to navigate around the park.

**JOHN**: Do you do anything connected with history?

**SALLY**: Yes, we do. For instance, the children can explore how the use of the land has changed over time. Then there’s leisure and tourism.

**JOHN**: That focuses on your **visitors**, I would imagine.

**SALLY**: Yes, mostly. The children find out about them, their requirements, the problems they may cause and how we manage these. And another subject we cover is music: here the children experiment with natural materials to create sounds and explore **rhythm** and tempo.

**JOHN**: That must be fun!

**SALLY**: Most children really enjoy it.

## Part 2.

**Interviewer**:   My next guest is James Hyland, the young Irish entrepreneur, who has been behind all sorts of music projects. The latest is Bubble TV, a music channel without advertising breaks. James, welcome.

**James**:   Hi.

**Interviewer**:   You’re 23 now, but you launched yourself into the music world while you were still at school, didn’t you? You were a very young starter!

**James**:   Yes, I was 12 when I started my own radio station in my house. I played music I liked. The station was called Happiness. Not a good name I know, but I was young. I would have been happy if it had been just the neighbours listening, but it soon became clear that I’d attracted a lot of fans and I was invited to play at events (**6**). I ploughed all the money I made from that back into the station. It got very big and I got noticed.

**Interviewer**:   Weren’t people amazed when they found out you were 12?

**James**:   Yes, but they were far more amazed when they discovered that I was organizing concerts by some of the biggest bands on the British music scene when I was just 16. That also attracted a lot of jealous rivalry. At 12 people are pleased for you, people are happy and encourage you, but when you’re just a little older and running a successful business, it can be more of a threat.

**Interviewer**:   So how did your career in music progress as you got older?

**James**:   When I was 16,1 started working with a local radio station. I didn’t stay too long as I didn’t like having a boss. But I didn’t just complain and carry on going into work. I ditched the job and set up my own studio at my home in Cork, in southern Ireland, and began producing commercials from there (**7**). Along the way, I’d already started promoting well-known bands. I managed to bring in some fantastic acts to play at festivals and concerts in Ireland.

**Interviewer**:   Now not so long ago, you launched the Bubble TV channel, a 24-hour all-music channel with no advertising breaks, aimed at teenagers. James, you seem to be the sort of person who’s too busy to be the couch potato type, but the idea came from watching TV, didn’t it?

**James**:   Yes, I was flicking through all the channels and noticed there were so many of them but only three dedicated to music. And there weren’t any exclusively British channels – most were from the US with British commercials. I hate ad breaks, they interrupt whatever you’re watching and spoil the mood, so I decided not to have any. However, I should point out that Bubble TV has sponsored segments, so companies are involved. But the sponsorship doesn’t get in the way, you have to look for a change in the background logo during programmes to notice it.

**Interviewer**:   Is it just music and nothing else?

**James**:   Although it’s mainly music, we have three presenters, who do slots called Juice. They interview bands and go to gigs and festivals. And bands can’t just promote their new song or whatever, it’s got to be fun. They have to spill the juice – the gossip – in just three- minute slots! (**8**) It has to be entertaining.

**Interviewer**:   Now, you’re constantly coming up with fresh ideas. Do you sleep with a notebook by the bed in case you dream up a best-selling idea in your sleep?

**James**:   Absolutely. I text myself with my ideas as I have them, then each day I go through my texts to see what ideas I have sent myself.

**Interviewer**:   So what’s next?

**James**:   Aah, I have several ideas… but I’m not telling you! (**9**)

**Interviewer**:   OK, fair enough! Well, finally, have you got any tips for would-be entrepreneurs listening now?

**James**:   Don’t give up at the first sign of hardship. I’ve had my fingers burnt and lost money through some of my schemes in the past, but I’ve never let it get me down. I’ve had setbacks – but you can’t dwell on them. You just move on. (**10**)

**Interviewer**:   James, thanks.

**James**:   You’re welcome.

## Part 3.

As someone who didn’t even own a pair of running shoes until I was in my 20s, I think I’m well-placed to talk about the virtues of taking up running. After childhood and youth spent—or misspent—avoiding physical activity and sport at all costs, I am now a decade and a half on, fitter and healthier than ever, and have completed more than 100 races, including 10 marathons.

Through my running, I have gained a wonderful sense of independence, greater confidence, discipline, and focus, a sanctuary from daily stresses, and some great friendships. I can’t quite remember what it was that first motivated me to go huffing and puffing my way around the block, but whatever it was, I’m thankful for it now. And that’s why I’m so keen to persuade you to do the same.

You’ll find that no other exercise variety gets results as fast as running. Give it a go and I promise you three things. Firstly, every muscle from the waist down will become stronger, tighter, and firmer, while excess body fat will be sent marching. Secondly, you’ll feel great about yourself. You’ll have more energy, feel alert and focused, and experience a real sense of accomplishment as you gradually become fitter and stronger (**11**). Finally, you’ll find that running is very easy to fit into your life. Unlike that exercise class, you don’t have to be somewhere dead on six o’clock. Unlike swimming, you don’t have to get to the pool before closing time. Unlike tennis or squash, you don’t have to rely on someone else to make it happen. You can go for 15 minutes at lunchtime or grab half an hour in the morning. You can hit the city streets or head for the park. All in all, you can make running fit into your life without too much effort. And when you do, you’ll be helping yourself not only to a healthier life, but a longer and happier one too.

Is that a “but” I can hear? But I’m too old, overweight, embarrassed, etc. These are worries that people often reveal when they are faced with the prospect of taking up exercise. Well, I can’t categorically say to each and every one of you, “No, you’re not,” but I can tell you that I know people who have become runners in their 40s, 50s, and 60s and only wish they’d done it sooner (**12**). I know people who’ve gone out running in the streets in bad weather (**12**) and risked funny looks from passers-by in order to give running a go. And now, they wouldn’t give it up for the world (**12**). After all, one of the greatest pleasures in life is overcoming fears and obstacles.

There is one warning though: To reap these benefits, you have to approach running with patience and respect. Try to achieve too much too soon, and you’ll end up aching, disillusioned, and possibly even injured. The golden rule is to start slow and progress one step at a time (**13**). Some people improve quicker than others too, so don’t compare your progress to anyone else’s.

Now we come to technique. If you remember only one thing about running technique when you’re out there, remember to relax. It’s impossible to run if you aren’t relaxed. Unclench your fists, relax your jaw, keep your shoulders loose (**14**), and think up before moving forwards. This helps you stay light on your feet and makes you run tall rather than sinking into the hips. Remember to use your arms. Picture them as pistons, propelling you forwards. Keep them bent to roughly 90 degrees. It’s particularly important to think about your arms if you hit an incline. Increasing the arm effort will help you get up the hill easier.

What about breathing? Oh, it’s a good idea, I find. Despite all the weird and wonderful theories about breathing in through your nose and out through your mouth or breathing in time with your footfall, I recommend just getting the oxygen in whatever way feels most comfortable to you (**15**).

Now, I’m going to give you the details of the Get Running program. This provides an 8-week schedule in which you will be out there in the park...