NBN
National Biodiversity Network

Strategy Refresh 2014
Strategy consultation -
Your views summarised

S H A R I N G   I N F O R M A T I O N   A B O U T   W I L D L I F E

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Executive Summary

The NBN Trust received 225 responses to the NBN Strategy Review Questionnaire in 2014 (83 NBN members and 54 non-members). These provided a wide range of views and opinions about the NBN to inform the development of its new Strategy.

In general the National Biodiversity Network is held in high regard, mainly for the ability to access and share biological data via the NBN Gateway, and also for the guidance, tools and best practice advice provided by the NBN Trust. There appears to be a strong sense that NBN members collaborate for the collective good of UK wildlife and people would rather that the NBN existed than not.

Despite this, there is plenty of room for improvement in both the way the NBN partnership operates and in technical aspects of the NBN (notably the NBN Gateway). The majority of people, despite valuing the NBN, feel that it is not quite achieving its full potential. This is due to a number of factors within the NBN membership including competing interests, differing motivations, lack of teamwork, different technological solutions and approaches being used. This makes the NBN at times inefficient, and for many, extremely frustrating.

Key messages in the responses to the questionnaire can be split into five themes:

1. Leadership

People want leadership from the NBN and the NBN Trust in setting standards and facilitating improvement across the industry. Strong support was expressed for the proposed direction of the new Strategy, its aims and focus. The proposed Strategic Aims are moving in the right direction in line with how people see the NBN evolving. People would like clarification of the roles and responsibilities in delivering the Strategy to create an efficient, innovative and dynamic Network as they are currently not clear or united. Network members do not have a shared feeling of ownership and ability to influence. The NBN Trust has heard that there are many differences in opinion around what 'the NBN' should be, and what the NBN Trust should be focusing on. Most respondents are aware of the current vision and while many like it, there are others that would like to change it. The NBN does not currently have a mission statement and respondents would like one which is positive, dynamic and personal.

A need has been identified to clarify the language used about the NBN, the NBN Trust and NBN Gateway to make clear the distinction between the three. Respondents advised that there should be a clear division between the local and national context surrounding biodiversity data and that the NBN Trust should perhaps be focussing at the national level, while others (such as the Local Record Centre community and the national schemes and societies) engage and work at a local level.

2. Data

Biological data capture from other sources (such as museums and legacy data) and other potential members of the NBN is seen as a priority. Improving data quality and data flow are also seen as important issues to ensure the best information is captured quickly, in the most suitable format and used. Providing more data for underrepresented species through the NBN Gateway is required, and there is a general ask for more data to be available through the NBN Gateway.

3. Technology

There was a strong message that improvements are needed to the NBN Gateway and the user interface. Meeting the needs of data providers and data users should be a high priority. This is needed to improve data flow and increase use of the data through improving its usability. Increased visualisations and analysis tools will also improve engagement with end users.

4. Communication and promotion

More regular communication with members and the public has been requested. The need to promote the value of biological data and the importance of recording was also seen as a priority. In general the NBN profile and brand could be significantly enhanced and work is needed on this. Increased communication and face to face engagement is requested.

5. Support for the Network

Many organisations have recognised that they could contribute further to the NBN through increased engagement and involvement with the NBN Trust, increased promotion of the NBN within their networks, simplifying data flows, providing more data and increasing public access to datasets within the NBN Gateway. Training for NBN members in how to use the NBN Gateway and website and to ensure data flow standards are met. Greater support for the recording community was also highlighted with setting standards and achieving financial security.

Introduction

This document summarises responses to a consultation carried out by the NBN Trust between July and September 2014 as part of a process to refresh the National Biodiversity Network Strategy. It documents views and ideas received from a wide range of individuals and organisations across the NBN and beyond.

The NBN Trust acknowledges and thanks all respondents who put considerable effort into their submissions. The analysis presented here is the start of a four month process during which the NBN Trust will be engaging with many people throughout the United Kingdom. This will be followed by phone interviews, workshops and face-to-face, organisation-specific meetings.

Background

The National Biodiversity Network is refreshing its strategic direction in 2014. Drivers for this refresh include the recent changes in NBN Trust staff, technological advances for biological recording and data curation and the ever changing landscape of biodiversity activity in the UK. The current Strategy, published in 2010, is now four years old so a refresh is timely. Preliminary work began on this Strategy refresh over 18 months ago through two Extraordinary General Meetings (in Feb 2013 and Feb 2014) at which a draft skeleton structure for a new Strategy was prepared.

The NBN Trust sought input from Network members and associates, from data providers and potential collaborators and NBN Gateway users throughout the UK. The objective of this engagement was to ensure as many people are listened to during the course of the Strategy refresh (from the largest to the smallest recording schemes, from government agencies and non-government organisations to environmental planners and local authorities, and from universities and research institutes to ecological consultants). This work is to ensure the collaborative nature of the Network is truly reflected in the Strategy, that all voices are heard and that all participants have the opportunity to influence the development of the new 10 year Strategy.

> **The NBN Trust sought input from Network members and associates, from data providers and potential collaborators and NBN Gateway users throughout the UK.**

Fig 2.1: Key words used by all participants when asked 'In a single sentence please describe what the NBN means to you?'. The size of the word is proportional to the frequency of use and the word 'NBN' has been removed from this analysis.
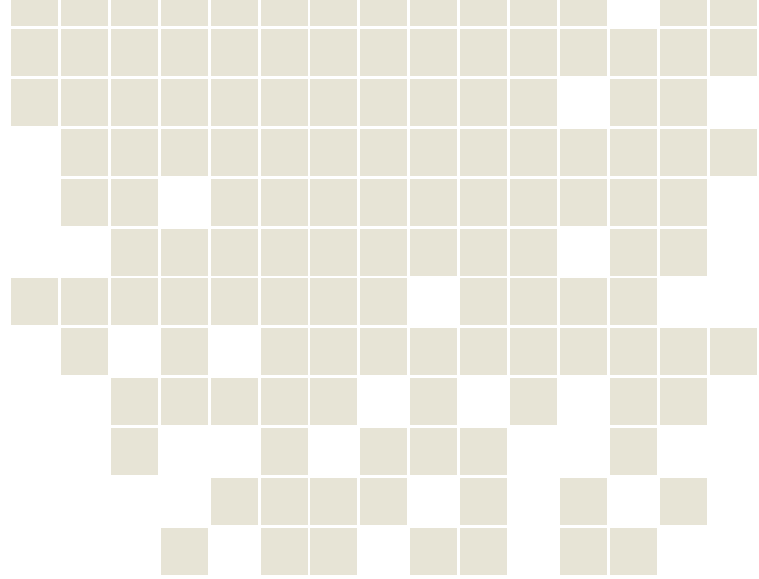
A questionnaire was circulated to all NBN Members, publicised through social media channels and promoted across the Network by contributing organisations (see Appendix 1). This survey requested feedback on the following eight areas

1. Who are you

2. What does the National Biodiversity Network mean to you and your organisation

3. Current NBN Vision

4. NBN Mission Statement

5. NBN Strategic Aims

6. NBN Strategic Objectives

7. NBN Strategy meetings and workshops

8. Final comments on where the NBN Strategy should go

During the consultation 225 responses were received from England, Northern Ireland, Scotland, Wales, Nepal, Guernsey, South Africa, Isle of Man and Global Biodiversity Information Facility.

Who are you?

We asked people to tell us a bit about themselves. The respondents span a wide range of divergent views from both individual and organisational perspectives (37% personal, 35% organisational and 27% representing both groups).

We also asked "is your organisation a member of the NBN?" Of the respondents, 36% are NBN members (n=83), and 48% are either not a member, or are unsure (n=55 and n=51 respectively). 36 respondents remained anonymous. Additional comments were made that membership of the NBN was too expensive for small organisations and there was little benefit in becoming a member. 23% of respondents were unsure if their organisation was an NBN member (n=51). This highlights perhaps that NBN membership has not been adequately promoted and that the benefits of the NBN family of projects and resources are not clear.

The analysis within this report has been broken down according to whether respondents are members

of the NBN or not members in order to gain an understanding of the variability in perceptions of these two groups. There is currently some confusion in this area as whilst being a data provider gives a discount on membership this does not automatically mean that data providers are members. The NBN Trust will be looking at ways to clarify this across the Network.

We asked people to describe in a single sentence "what the NBN means to you". The responses are displayed in Figure 2.1 with the size of the word shown being proportional to the frequency of occurrence. Key themes that were mentioned in the responses were;

- The NBN is an efficient mechanism to enable data sharing and dissemination

- The NBN provides a central place to access information on UK biodiversity

- The NBN enables species distributions to be easily mapped

- The NBN is a partnership and network of organisations

- The NBN offers support and guidance to the recording community

- The NBN is an important mechanism to put local records into a national context

- The NBN is a vital central repository to hold data

- The NBN is a framework for UK biodiversity

- The NBN is a way to advertise services offered by the Network

We also asked for people to tell us how you feel about the NBN on a scale of 1 to 10 (where 1 – "It does nothing for me and possibly makes my life harder", and 10 - "The NBN makes my life much easier and without it I would struggle to carry out activities I like or need to do"). In response, the majority replied positively with 56% rating 6 or above (see Figure 2.2).
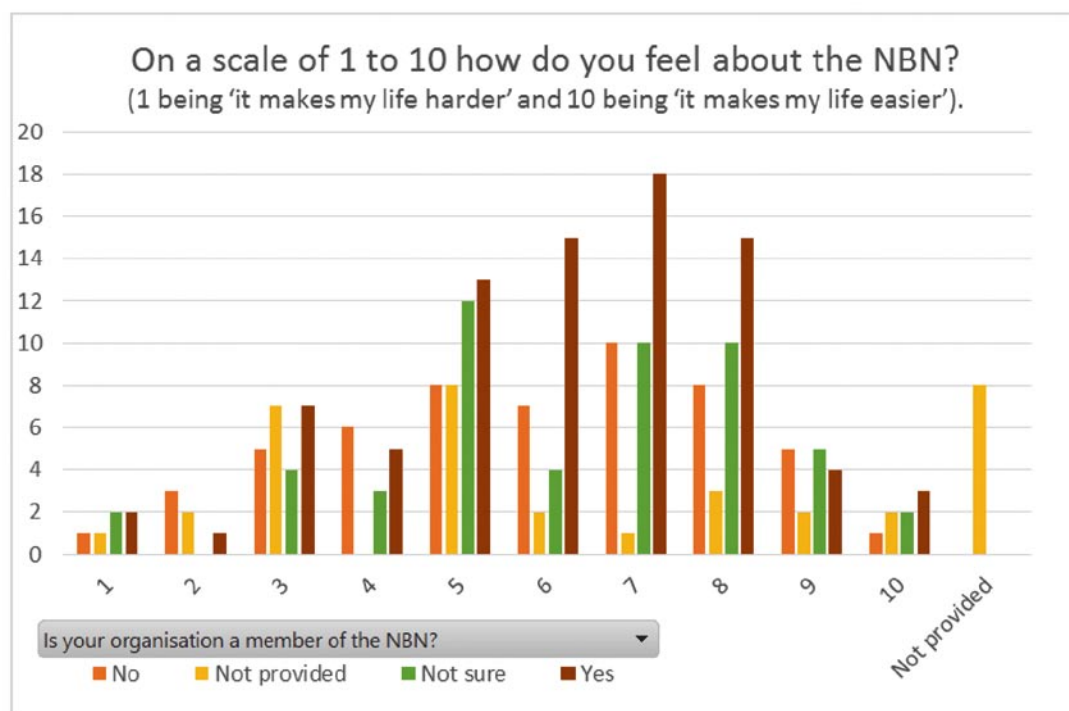

Fig 2.2: On a scale of 1 to 10 please tell us how you feel about the NBN. Where 1 -" It does nothing for me and possibly makes my life harder", and 10 - "The NBN makes my life much easier and without it I would struggle to carry out activities I like or need to do"

However, when asked why they had given that score, many respondents who rated 6 or above expressed negative views of certain aspects of the NBN. The two tables below (Table 2.1 and 2.2) summarise the reasons for positive and negative ratings, separated by members, non-members, those who did not know if they were members and those who remained anonymous. The views in each response have been categorised, and in many instances contained information which fell into multiple categories, therefore the total does not necessarily add up to 225 responses.

Perception of the NBN	NBN Membership				
	Total	Not Sure	Yes	No	Not stated
Not all data and attributes on Gateway, data underrepresented	36	13	12	6	5
User experience difficult, missing functionality, technical problems	34	8	9	9	8
Tension, competition, conflicting interests with other organisations	27	4	17	6	
Sharing data can be difficult and time consuming	11	3	5	3	
Questionable, or poor data quality and coverage	10	2	2	5	1
Good but not essential for me to do my job	10	2	4	3	1
Hard to get permissions to use data	5	3	1	1	
NBN Trust slow to react to concerns, difficult to work with	5	1	1	2	1
NBN should be playing a clearer leadership role, agreeing standards and guidance	4		2	1	1
No relevance other than to host data	3	2		1	
Inefficient data flows	3		2	1	
Not always reliable and working	3	1	1		1
WebServices need to be simpler	2		2		
Not a source of other databases (duplication)	2	1		1	
NBN too government focussed	1		1		
Expensive to become a member	1	1			
Would like to be more involved beyond just providing data	1		1		

Table 2.1: Summary of reasons for scoring 1-5 or scoring above 5 but still have negative perceptions of certain aspects of our work.

Perception of the NBN	NBN Membership				
	Total	Not Sure	Yes	No	Not stated
Great time saving resource for accessing wide range of data.	37	11	11	11	4
Helps us to share our data	12	2	9	1	
Moving in right direction, room for improvement, potential still be to unleashed	12	1	5	4	2
Provides useful tools (mapping, WebServices)	9	2	4	3	
Achieved a lot/do a good job	5	2	3		
Provides an important, inclusive network and framework	4		3	1	
Worthwhile resource	3	2		1	
Puts local data into national context	2	1	1		
Model for biodiversity data management and provides standards	2	1	2	1	
Time saving (data requests)	2		2		
Model to aspire to in other countries	1	1			
Provides a strong coordinating role	1	1			
Free	1			1	
Proactive organisation	1				1

Table 2.2: Summary of reasons for people scoring positively above 5.

While many respondents scored the NBN highly, it is clear that the relationship with the NBN Trust, the technical aspects of the NBN Gateway and perceptions of the NBN are far from perfect. Respondents see the NBN as a valuable resource, which is moving in the right direction, and on the whole is useful for accessing and sharing data. Many people do not use the NBN Gateway as they have concerns about the data quality, the data are not up to date, and not all data and attributes are available from the NBN Gateway. The user experience also prevents people using the NBN Gateway to its full extent and many data providers felt that the process of sharing data was too difficult, time consuming and often not worth their while. Many respondents felt that the NBN Gateway was a threat, creating direct competition and resulted in high levels of tension within the Network.

We asked people to "tell us the best thing about the NBN from your personal or organisation's perspective". The responses are split into two groups representing views about the NBN community and secondly the NBN Gateway (see Tables 2.3 and 2.4). We heard that people felt the NBN and the NBN Gateway are an extremely valuable and worthwhile resource. Respondents said there was a sense of community and ability to unite all involved in biological recording. Other positive perspectives were the creation and application of common standards and the provision of resources, handbooks, publications and tools to assist and advice in best practices. The NBN Gateway is regarded as a central source of biological records from a wide taxonomic and geographic spread. Users said that the ability to map and see national distributions of UK wildlife, both spatially and temporally, and the ability to share data and knowledge easily with those who most need it was valuable.

Perception of the NBN	Member?				
	Total	Not Sure	Yes	No	Not stated
Ability to unite biological recording community	12	1	8	2	1
Provision of resources, handbooks, publications and tools	10	1	6	3	
Friendly, good communications, NBN Trust staff	7	1	3	2	1
Creation of common standards	7		3	4	
Contacts within Network	4		2	2	
WebServices	3		2	1	
Support for biological recording	2		2		
Strengthens biological recording data sharing and data use	2		1	1	
Species Dictionary	2	1	1		
Raises profile and value of biological recording nationally	3		2		1
Neutrality - unbiased data collections	2	1		1	
Strong brand	1		1		
Members are able to contribute to projects	1	1			
Continuity	1			1	
Best practice advice	1		1		
Data contributes to conservation	1		1		
Conference	1		1		
Encourages the public to collect and record	1				1

Table 2.3: The best things about the NBN community

Perception of the NBN	Member?				
	Total	Not Sure	Yes	No	Not stated
Collation of UK records in a central point of access	40	12	9	14	5
Ability to map UK wildlife	36	10	18	6	2
Ability to share data, knowledge and provide enhanced access	20	6	11	2	1
Saves time to find information and carry out specific tasks	9	2	3	3	1
Diverse range of sources, comprehensive, well supported	7	1	4	1	1
Free	5	2	1	2	
Ease of use	5	2	3		
Find information about an area	4	1	2		1
Download in useful formats	2		1	1	
Site data	1			1	
Internet based	1	1			
Can use it to meet funding requirements	1		1		
Ability to identify data gaps	1		1		
Standard data format	1			1	

Table 2.4 The best things about the NBN Gateway

We asked people to "tell us one thing that the NBN could improve from your personal and organisational perspective". The key messages we heard were:

- Verification of records (support and ability to see verification level)
- More user friendly design
- Increased functionality
- NBN Gateway performance issues
- Simpler process to upload data
- Make everyone feel part of the network
- More face to face engagement
- Raise profile of NBN
- Support for LRCs and recorders
- Increased communication

We also asked people to "tell us one thing that you and your organisation could do to improve your contribution to the NBN". The responses are grouped here into a number of themes. They were:

- Increase use of NBN Gateway and promote more
- Share more data and more quickly
- Contribute to discussions around development of NBN
- Simplify data flows
- Become a more active member
- Support verification of records
- Increase communications with NBN Trust
- Provide more public access to data

We asked people to "tell us what the NBN would need to do, if anything, to allow those contributions to happen." The suggestions were diverse, but the top themes identified were:

- Make annual requests for information
- More efficient and clear data flows
- Agree verification route, coordination of national experts
- Fix verification rules
- Redesign NBN Gateway
- Training to use NBN Gateway and NBN website
- Understand historic role and business model of LRCs
- Better liaison and engagement with data providers
- Continue to support data collectors
- Improve communications with data collectors
- Raise profile of NBN
- Straightforward ways for individuals to submit records

Current NBN Vision

We asked whether people knew "that the current NBN Vision is to "Make all biological records freely and easily available to everyone"? In general most respondents (69%) were aware of the current NBN Vision although members were more likely to know it than non-members (see Figure 3.1).

We asked people what they thought of the NBN Vision on a scale of 1 to 10 (with 1 being 'Hate it' and 10 being 'Love it') (see Figure 3.2). This showed that there is general support for the current vision, with 71% of people rating it 6 or higher out of 10 (indicating that they love it more than hate it). Many respondents felt that there needed to be greater clarity around the word 'free' with an emphasis that data collection does not come without cost. The majority of respondents stated that the current vision was accurate as this is the role of the NBN (to promote data sharing) though there were some respondents who thought that this vision is too narrow and needs greater focus to include quality and value of data and that it did not describe the outcome being sought. It was recognised that not all records can be made freely available for example where the data are of sensitive species.
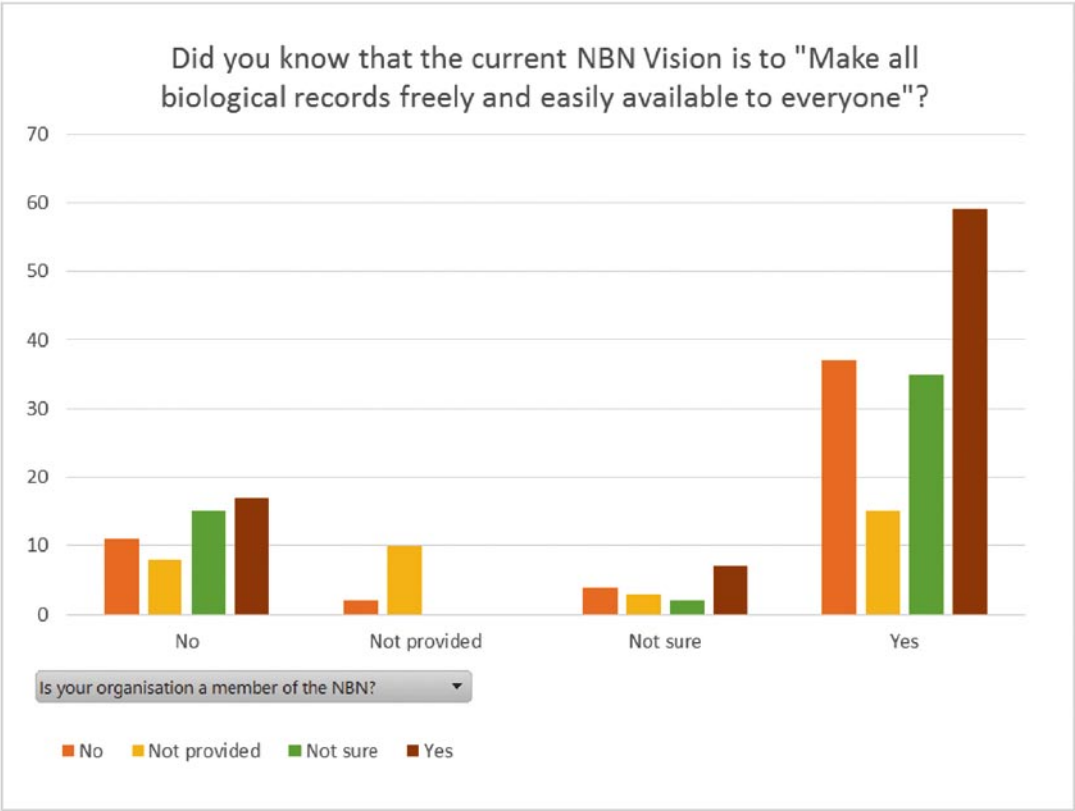
Fig 3.1: Do you know that the current NBN Vision is to 'Make all biological records freely and easily available to everyone?"
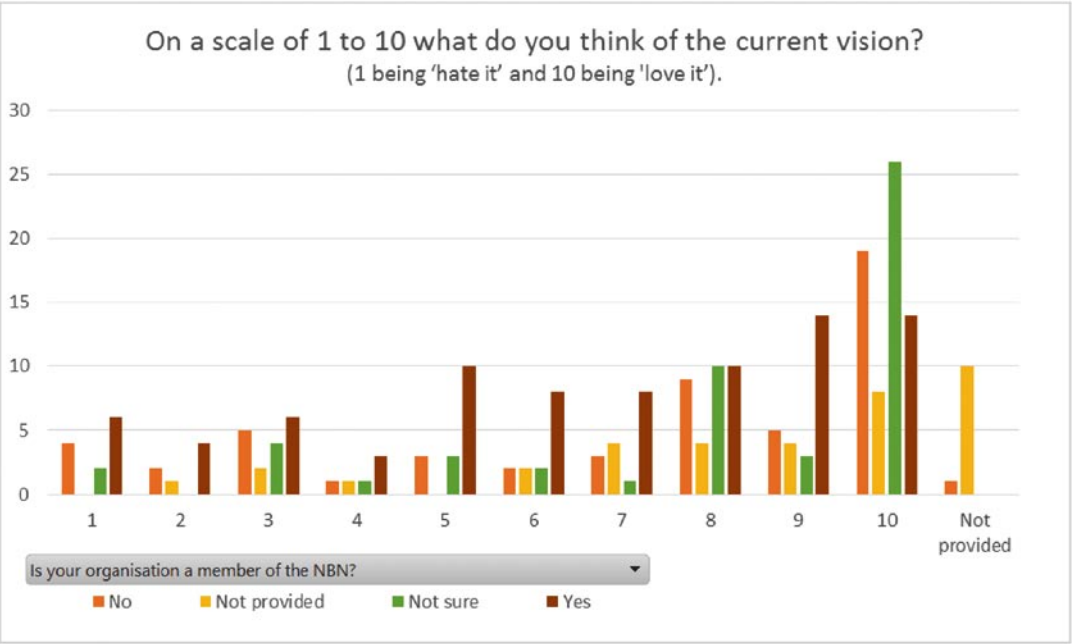
Fig 3.2 Responses to the question about whether people love the NBN Vision (1 being 'hate it' and 10 being 'love it').

Most of the respondents who scored the Vision 10 ("love it") were not sure if their organisation was a member and there was a much more even spread across the scale from members of the NBN. This shows that there is perhaps a need to review the Vision and seek support and backing for a more 'shared' Vision.
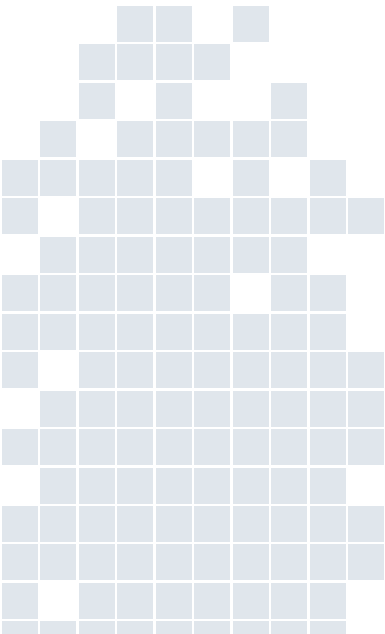
We then asked whether people thought we should change the NBN Vision? (with 1 being 'Don't change' and 10 being 'Definitely change'). 35% of respondents thought that the NBN vision should remain the same (i.e., scored a 1), with members and those who are not sure if they are members feeling slightly stronger on this than non-members (see Figure 3.3). A similar number (34%) of respondents scored 6 or more (towards definitely change), 10% were neutral and 52% of respondents scored 1-4 (towards don't change).
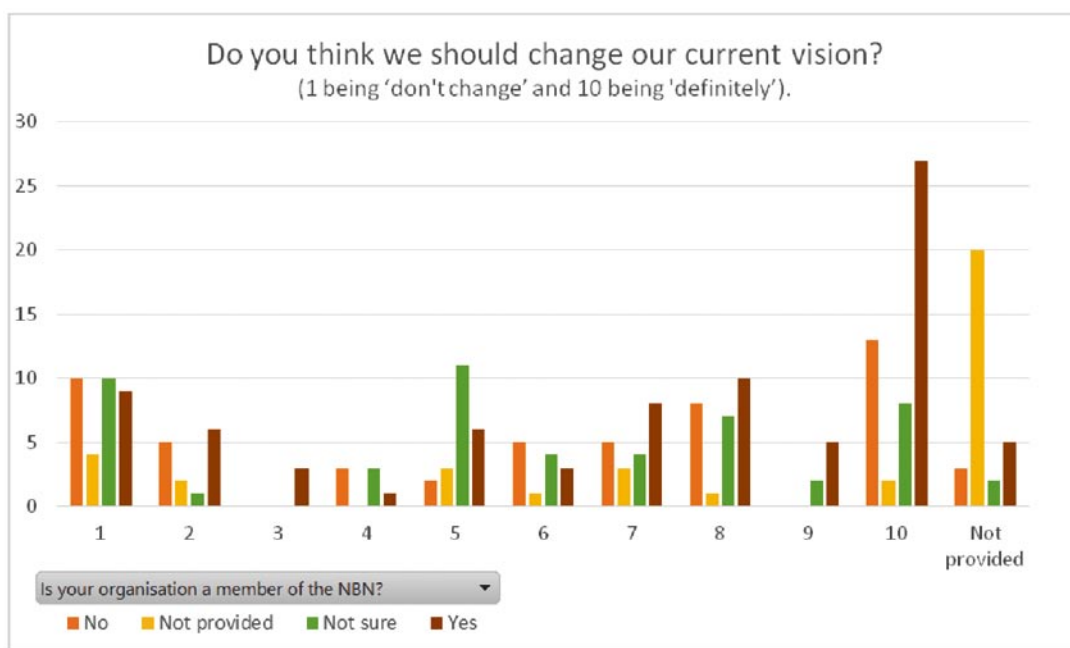
Fig 3.3: Do you think we should change our Vision? (1 being 'Don't change' and 10 being 'Definitely change')

NBN Mission Statement

We asked people to say which of the following three Mission Statements they preferred:

a. We are an ever-growing network of individuals and organisations, recording and caring for the UK's wildlife data and making it universally accessible (to the public, educators, researchers, conservationists and environmental decision-makers).

b. The NBN records, collects, looks after and makes available UK wildlife data so that those who make decisions about our natural world have the best information in the best formats from the best experts.

c. The NBN brings together organisations and individuals to share their knowledge of the UK's wildlife with those who need the information for environmental decision making, conservation, education and research.

From the responses, we heard that Statement a) and c) were preferred by 77 and 95 people respectively (see Figure 4.1). Only 34 people preferred Statement b).

• Reasons why people preferred Mission Statement a) are summarised below:

Highlights diversity of members, working with others, open group, positive words, emphasises accessibility and itemises those who would find service useful, specifies that NBN records and curates, partnership, says who it is, what for and who uses data, inclusive, dynamic, reflects NBNs role as a hub, not elite to decision makers, data suppliers in centre, personal, less centralised view on sharing data, cooperative, teamwork, bottom up approach, forward looking, clear language.

Strong words - we, ever growing, public, universally accessible, individuals, caring

• Reasons why people preferred Mission Statement b) are summarised below:

Highlights data availability to policy and decision makers, shorter, easy to understand, simple, does not use word free.

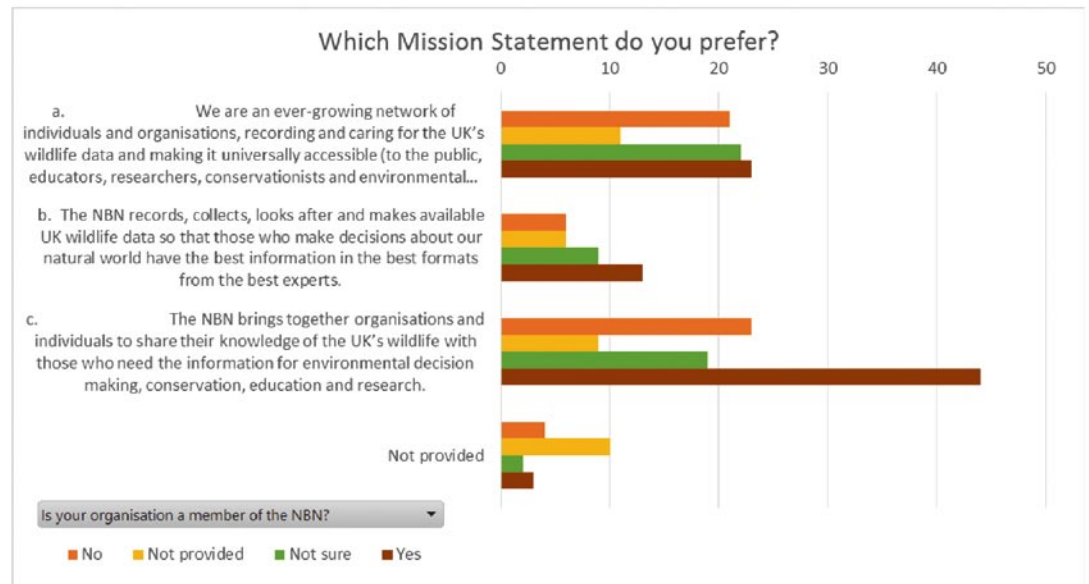**Strong words** - best formats, best experts, decision makers

Fig 4.1: Which Mission Statement do respondents prefer? a) 34% (n=77), b)15% (n=34), c) 42% (n=95), not provided) 8% (n=19)

• Reasons why people preferred Mission Statement c) are summarised below:

More emphasis on bringing together, coordinating, facilitating, sharing, implies control of access to data, ownership, not just nature conservation orientated, reflects non-commercial aspect, acknowledges reasons for gathering information, not focused on free, roles explained, more inclusive, collaboration, collection by variety of organisations, provides framework for discussion about sharing wildlife data.

Strong words - facilitator, share their knowledge

We heard that people want a positive, dynamic and inclusive Mission Statement which has limited jargon that captures the following:

• emphasis on coordinating, facilitating, collaboration, bringing together,

• captures diversity of members

• reflects reason for gathering data

• suppliers in centre

• clear that data are universally accessible

• personal and caring wording

We also asked what terms or expressions are most important for inclusion in the NBN Mission Statement. The key words from the responses are shown in Figure 4.2.

We then asked for people to make their own suggestions for an NBN Mission Statement. The following text summarises the different suggestions received. This includes revisions of the three Mission Statements offered in the questionnaire (a, b and c). It then highlights new Mission Statements and themes for possible inclusion. To condense these phrases and make their interpretation easier, new suggestions for wording has been included in [square brackets] and general comments are listed in bullets below.

a. *We are an ever-growing network of individuals and organisations, recording and caring for the UK's wildlife data and making it universally accessible (to the public, educators, researchers, conservationists and environmental decision-makers).*

• We are a [growing] network of individuals and organisations, recording and caring for the UK's wildlife data and making it universally accessible [to all][to those who need the information for environmental decision making, conservation, education and research].

• We are an ever-growing and developing network of [professional and amateur] individuals and organisations, recording and caring for the UK's wildlife data and making it [freely accessible to all] - to the public, educators, researchers, [land-owners and managers], conservationists and environmental decision-makers.

• We are an ever-growing network of individuals and organisations, [recording and preserving high-quality UK wildlife data] and making it universally accessible to, [and suitable for] all.

Other suggestions were to remove 'ever-growing', do not list specific groups of people and include research, learning (not just education) and public use.

b. *The NBN records, collects, looks after and makes available UK wildlife data so that those who make decisions about our natural world have the best information in the best formats from the best experts.*

• "The NBN records, collects, [catalogues][curates] and makes UK wildlife data [(freely?)] [universally accessible] available to all; so that those who make decisions about our natural world [or are simply curious, can access] the best information in the best formats,

and [know it is currently reviewed by] the best experts.

- We are a network of organisations, [collecting and looking after biodiversity data]; making the best information on the UK's wildlife accessible to the [public, educators, researchers, conservationists, policy and decision-makers; and increasing public understanding and enjoyment of nature through the sharing of knowledge and participation in biological recording].

- NBN is a network, bringing together everyone with an interest in data about our environment. We store and share data with everyone - so that decisions about our natural world can be made using the best information in the best formats from the best experts.

- The NBN brings together organisations and individuals to share their knowledge via validated records of the UK's wildlife so that those who make decisions about our natural world have the correct information to make sound judgements in environmental decision making, conservation, education and research.

Other suggestions were to remove 'best'/ 'best experts', and to stop referring to only "wildlife."

c. *The NBN brings together organisations and individuals to share their knowledge of the UK's wildlife with those who need the information for environmental decision making, conservation, education and research.*

- The NBN brings organisations and individuals together to share knowledge of, [and data on] UK wildlife and to make it available [to all for the benefit of our environment now and in the future]. [In so doing, we will inspire people to participate in wildlife recording, communicating why our wildlife is so special and sharing this knowledge for the benefit of future generations.]

- The NBN brings together organisations and individuals to share data on UK wildlife to [inform, monitor and highlight the need for effective] environmental decision making, conservation, education and research.

- NBN enables organisations and individuals to share valuable

knowledge of our natural environment through a wide network of interest groups for [the benefit of wildlife to be enjoyed by the present and future generations]

Some additional themes were suggested for inclusion in the Mission Statement as follows: The NBN provides a mechanism for accessing data (n=3), verification and the quality of data should be included (n=2), there should be a recognition that data collection is key (n=1), the NBN defines national standards for data collection, management and provision (n=1), terms and conditions of data access should be included (n=1), supporting wildlife recording (n=1), most valuable use of records is at local level (n=1), more explicit acknowledgement of the diversity of data-sources: from standardised monitoring, to taxonomic collections to participatory monitoring (n=1), inclusion of "citizen science" as there are species where a recorder does not need a high level of expertise (n=1).

Some people provided entirely new wording suggestions for the NBN Mission Statement. They are listed below:

- The NBN brings together a diverse community of organisations and individuals who record, collate and manage data and information on the natural environment. We provide networking opportunities, facilitate discussion, build consensus and create tools & guidance aimed at making the best possible evidence available to policy makers, land managers, researchers, educators and all those with a need or use for information about the environment.

- We are an active community of organisations and individuals who record, collate and manage data and information on the natural environment. We share our knowledge and experiences to enhance and develop new systems and tools that improve the availability of wildlife information for anyone wishing to use it for environmental benefit.

- To safely store all British wildlife records in perpetuity, to use expert help to validate them as far as is possible, and to make those records available to everyone who needs them, either in map or spreadsheet format.

Fig 4.2: Key words from statements given in response to the question 'what terms or expressions are most important to you for inclusion in the Mission Statement? The size of the word is proportional to the frequency of use.

NBN Strategic Aims

We asked people how well the following five Strategic Aims capture the main direction for the NBN:

a. Capturing, diversifying and enhancing wildlife data
This is about supporting biological recording in the UK. It includes the development and maintenance of systems and processes to support the capture and verification of raw biological data through survey and recording and plugging gaps in data coverage.

b. Making wildlife information available to those who need it
This is about processing, organising and visualising data to create wildlife information for use by educators, researchers, planners, government agencies, NGOs etc. It includes increasing the interoperability of data and information.

c. Captivating and engaging people about wildlife
This is about communication about the UK's wildlife, what it is, why it is special, what it does for us. This is also about communicating the value of data and biological recording and being involved.

d. Providing the best wildlife information management
This is about ensuring the NBN technical data recording, storage and dissemination infrastructure is the best it can be (e.g., NBN Gateway, iSpot, iRecord, Indicia, local record centres etc).

e. Supporting the Network to support wildlife
This is about the administration of the NBN through supporting the on-going development of the NBN, its wider membership, and its business processes, the board and the NBN Trust.

In general, the respondents felt that the Strategic Aims were capturing the main direction for the NBN, though the number of respondents scoring 7, 8 and 9 indicate that there is room for improvements within the Strategic Aims.
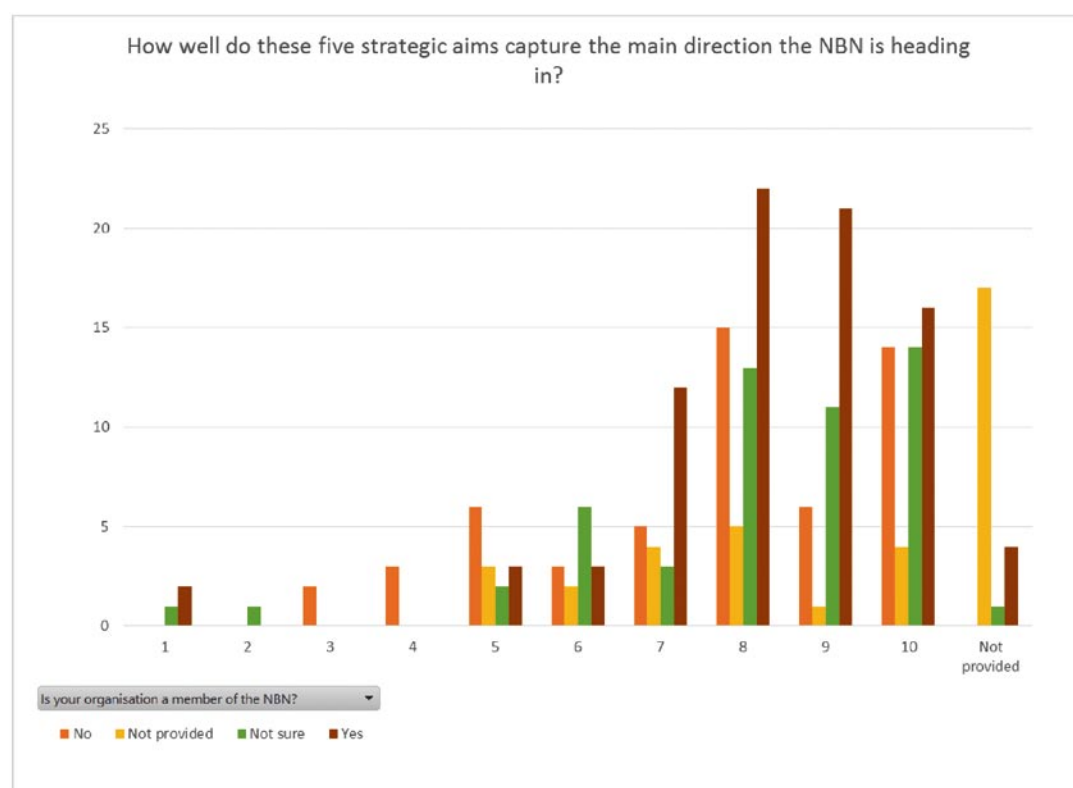
Fig 5.1: How well do these five Strategic Aims capture the main direction you see the NBN heading in? Where 1 is "not at all" and 10 is "very well".

We asked whether we had missed a Strategic Aim and, if so, what that was. Suggestions for improvements are captured below.

a. Capturing, diversifying and enhancing wildlife data
This is about supporting biological recording in the UK. It includes the development and maintenance of systems and processes to support the capture and verification of raw biological data through survey and recording and plugging gaps in data coverage.

There was a suggestion that the NBN should have more of a role promoting a culture of broad-ranging observation and monitoring of wildlife, helping to promote standards and practices for field recording activities, helping to nurture networks of observers targeting the same taxa, etc and this should be captured more in this aim. This aim could also emphasise the need for support in terms of resources towards capturing,

diversifying and enhancing data.

b. Making wildlife information available to those who need it
This is about processing, organising and visualising data to create wildlife information for use by educators, researchers, planners, government agencies, NGOs etc. It includes increasing the interoperability of data and information.

There was a suggestion that B and D were too similar, and they could be incorporated together. Suggestions to improve this aim included changing 'for those who need it' to '**for everyone**' to make more inclusive and prevent the mindset of giving access to specific organisations or individuals but restricting public access, removing the list of examples in the description and change to '**for use by all**', keep the list but include '**use by individuals**'. Additions to this aim included suggestions

to mention sharing data to ensure that people give something back, especially if we want to encourage free use of data and including an aim to improve the quality of information available, increasing the use of the best available information in decision making and making the best available information attractive; easy, affordable, simple.

c. Captivating and engaging people about wildlife
This is about communication about the UK's wildlife, what it is, why it is special, what it does for us. This is also about communicating the value of data and biological recording and being involved.

There was a suggestion from a minority that this is not the role of the NBN, rather wildlife charities and conservation organisations (n=5). On the other hand some felt that this could be made stronger. Suggestions to improve this included deleting **about** before

communication, changing the word captivating to **encouraging** or **enthusing**, and changing 'about wildlife' to '**about the recording of wildlife**' to make it more appropriate to what the NBN is about.

d. Providing the best wildlife information management
This is about ensuring the NBN technical data recording, storage and dissemination infrastructure is the best it can be (e.g., NBN Gateway, iSpot, iRecord, Indicia, local record centres etc).

Suggestions to improve this aim included rewording to make it less ambiguous (Providing the best information as the basis for wildlife management), use the word **systems** rather than management, recommendation to remove the list of specific organisations and mechanisms as there is potential to exclude by accident, if including list - capitalise Local Records Centres, and include Living Record.

e. Supporting the Network to support wildlife
This is about the administration of the NBN through supporting the on-going development of the NBN, its wider membership, and its business processes, the board and the NBN Trust.

Respondents felt that this was too narrow and should not just be about supporting wildlife and engaging people. This aim should perhaps focus on being the best, most empowered voluntary and data collecting sector for making wildlife data accessible. This needs to refer to leadership as well, supporting individual recorders as well as the 'members'. Online recording has the potential to liberate the choices of the individual and change the way that some of the traditional 'members' operate. We should be about supporting positive behaviours and not maintaining status quo. Suggestions to improve the wording included the addition of '**recording**' (i.e."Supporting the Network to support wildlife recording")

Some additional ideas to take into consideration when revising the Strategic Aims were as follows:

• Support, promote and develop validation and verification of data

to increase and maintain data quality

• Develop relationships with consultancy sector and developers to make information more accessible and available as well as make usage rights clearer to help promote sustainable development.

• Support, develop and deliver training in best practice data collection to ensure that data are accurate, data management skills are more consistent and that succession planning is in place.

• Continue setting standards and promoting their adoption.

• Making the financial case for investing in the network to ensure sustainable funding is in place for collection, management, sharing and use of environmental data.

• Continue bringing together individuals and organisations involved in biological recording through the networking and coordinating role of the NBN.

• Broaden the remit of the NBN to make it appeal to more than just the current member audience.

• Involvement in international networks, role in contributing to relevant international standards.

• Support mobilisation of data.

• Develop scope for holding habitat data (type and condition).

• Acknowledge, recognise and support the network (LRCs, Local Groups, NSS, volunteers, citizen scientists, etc).

• Lobbying industry and government on the importance of high quality environmental data for decision – making.

• Influence national policy on the recording of biodiversity in the UK.

• Promote recording of the under-recorded species groups.

• Intrinsic value of nature. Not something we can just use or exploit, but something which has a right to exist just by being out there.

• Raising awareness and promoting policies already in place.

Finally, some respondents felt that there were too many Aims, and that some of the current Aims could be

supporting activities. It was noticed that a disconnect may exist between these Aims, and the individuals and local groups that are inspired to record their local wildlife. The NBN Trust is developing the refreshed Strategy with the help and input of all NBN members with the aim of developing a sense of shared ownership for the NBN's Mission and Strategic Aims.

We then asked which Strategic Aim people saw as being the priority for them personally (see Figure 5.2).

The replies are grouped below for each of the Aims.

a. Capturing, diversifying and enhancing wildlife data
Most respondents who saw this as a priority for them did so because this is either the area they work in (professionally or voluntarily), or feel that without good data the other Strategic Aims are limited. This Strategic Aim is the foundation upon which the others rest on. Many respondents wish to help contribute to complete site and taxa coverage across the UK as good quality, comprehensive data is required to conserve our species and habitats and see this Strategic Aim as the central focus of the Network.

Fig 5.2: Which Strategic Aim do you see as being the priority for you personally?
a) 24% (n=54), b) 29% (n=66), c) 12% (n=28), d) 17% (n=38), e) 5.3% (n=12)

b. Making wildlife information available to those who need it

Most respondents who saw this as a priority felt that data are meaningless without being available and without context, and the greatest function of the NBN is to collate and make available records. Users want systems to make it easier to gather and interpret existing data as well as to be able to access records easily and this leads directly to conservation on the ground. This aim is key to assisting with decision making and it is important that people know what is available to them. This was identified as what many need from the NBN as the NBN should be a provider of data and perhaps not suggesting uses.

c. Captivating and engaging people about wildlife

There was unanimous support from those who saw this as a priority that with public support you have more power and chance of protecting the environment. It is important to engage people in the value of biodiversity as if people are captivated they are more likely to act. As biodiversity becomes more relevant to people's lives more records are likely to be collected by enthused recorders

d. Providing the best wildlife information management

This Strategic Aim incorporates all of the main processes. The NBN should be facilitating the sharing of services and this Strategic Aim enables organisations to work together and work most efficiently to get the most out of what is available. Providing strong data management is important and the NBN is best placed to do this. Many respondents rely on this infrastructure to do their job and this will make the process of recording more efficient.

e. Supporting the Network to support wildlife

At present there appears to be little support for this area, a feeling that the NBN is only taking data. For many this is why they collect data (to protect habitats and wildlife).
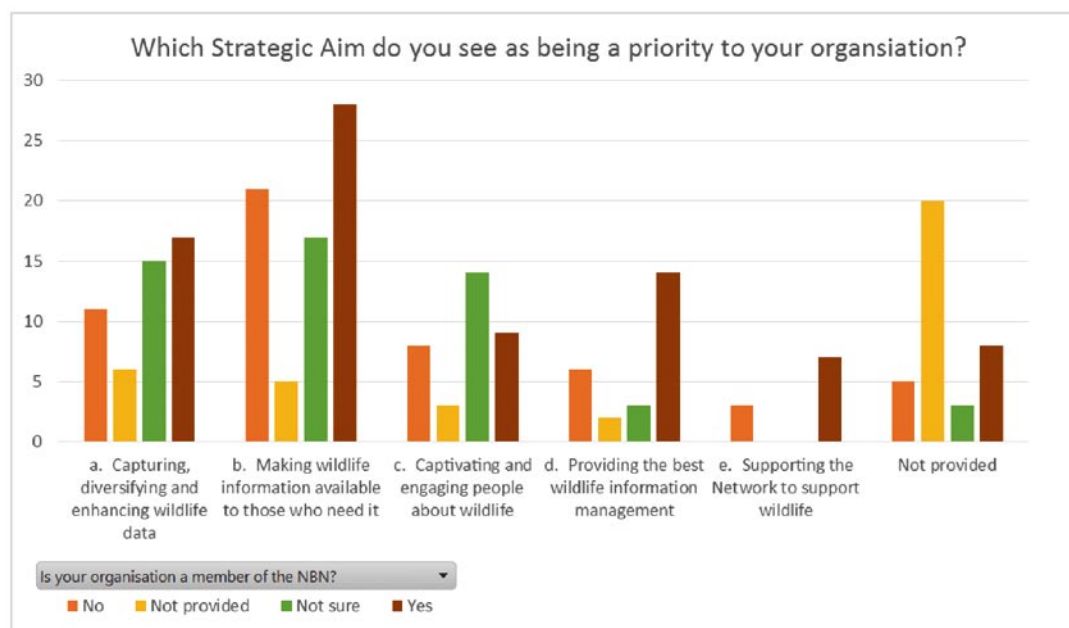
Fig 5.3: Which Strategic Aim do you see as being the priority for your organisation?
a) 22% (n=49), b) 32% (n=71), c) 15% (n=34), d) 11% (n=25), e) 4% (n=10)

We also asked which Strategic Aim people saw as being the priority for their organisation (see Figure 5.3).

a. Capturing, diversifying and enhancing wildlife data

Verification of data is a key activity of many organisations and high quality data underpins all other actions. Many respondents felt this is the area where they have the relevant skills and as this is where many of the problems lie they are committed to increasing the quality of data.

b. Making wildlife information available to those who need it

This was a core area of work for most of the respondents work with regards to data use, however it was also recognised that it is important to provide local data at a national level to ensure that those who can use it have access to it. This is the main use of the NBN.

c. Captivating and engaging people about wildlife

Data collection often relies on support from volunteers and its organisations engage more, there will be an increase in support for biological recording resulting in increased data. Respondents noted that helping to raise awareness and understanding of the environment to ensure sustainable environmental and wildlife conservation will not happen without public support. For some, this is their main area of work.

d. Providing the best wildlife information management

Data suppliers are looking for ways to improve their information management and they benefit from the NBN's advice and support on data management. Many respondents therefore felt that they should be supporting this Strategic Aim to ensure continued development in this area. Others noted that this covers the entire data flow cycle and therefore has the most impact with regards to collecting high quality data through to disseminating to those who need access to the data.

e. Supporting the Network to support wildlife

Respondents recognised that the NBN Trust is a small team and they could help support and contribute to their work through this Strategic Aim. Impact on the ground is vital and respondents felt this Strategic Aim aligned with their work areas and the ability to deliver and support this impact.

A comparison of the personal and organisational priorities is shown in Table 5.1. This shows that making wildlife information available to those who need it (Strategic Aim b) is seen as the highest priority for both. Capturing, diversifying and enhancing wildlife data is the second priority. This shows that most organisations see their main focus as capturing data and disseminating wildlife information. Engagement, building information management systems and tools and supporting the Network was seen as a relatively low priority (see Figure 5.3).

	Which Strategic Aim do you see as being the priority for you personally?	Which Strategic Aim do you see as being the priority for your organisation?
a. Capturing, diversifying and enhancing wildlife data	24%	21.8%
b. Making wildlife information available to those who need it	29.4%	31.6%
c. Captivating and engaging people about wildlife	12.4%	15.1%
d. Providing the best wildlife information management	16.9%	11.1%
e. Supporting the Network to support wildlife	5.3%	4.4%

Table 5.1 Comparison between priorities with regards to the Strategic Aims from a personal and organisational perspective.

We then asked which of the Strategic Aims people saw their organisation making the greatest contribution to over the next 3 years. The responses are shown in Figure 5.4 and it shows that most people see that capturing, diversifying and enhancing wildlife data will be the main priority.

Fig 5.4: To which Strategic Aim do you see your organisation making the greatest contribution over the next 3 years? a) 31% (n=69) b) 20% (n=44) c) 17% (n=38) d) 10% (n-23) e) 4% (n=9)

NBN Strategic Objectives

We asked people to tell us what Objectives they would like the NBN to achieve over the next 10 years. The results are shown in Table 6.1 with the numbers indicating how many people agreed with the draft objective. There was strong support for some Objectives to fulfill some Strategic Aims including working to increase capacity and capability in biological recording and increasing public awareness of the value of biological data and wildlife information (see Table 6.1).

Some additional suggestions for Objectives were made and these were:

• Improved Data flows

• Gap Filling

• Increase data holdings

• More open data

• Free data

• Coordination with data providers

• Enhanced Gateway functionality

We also asked who should take the lead on each Objective and the results are shown in Table 6.2. Many people suggested the 'NBN' should lead on many Aims and Objectives although it is not clear what they were meaning. Local Record Centres, National Schemes and Societies and the NBN Trust were all identified as leads for many of the Aims and Objectives. Wildlife NGOs were identified as the main lead for engagement about wildlife. The main role for government agencies was identified as providing the best wildlife information management systems and tools.

Strategic Objectives	Strategic Aim				
	a	b	c	d	e
To increase capacity and capability in biological recording through support for the recruitment, training and retention of biological recorders.	33	2	10	2	6
To support and increase verification capacity and capability across the UK.	29	3	3	6	5
To develop and maintain data capture protocols, data management standards and data accuracy assessment criteria.	20	8	1	12	5
To maintain criteria for determining sensitive species and sites and protocols for handling records of these taxa.	3	2	1	5	2
To increase public awareness of the value of biological data and wildlife information.	6	5	33	1	3
To diversify the range of data and information products to provide strategic resources to support decision making in species risk assessments, state of nature reporting, quantifying ecosystem services and undertaking natural capital assessments.	6	3	4	14	12
To deliver a usable, stable and reliable NBN Gateway, and stable and effective recording systems and web services.	7	20	2	23	5
To maintain and improve the UK Species Inventory.	6	4	2	8	5
To ensure security for NBN family of data and information products.	5	1	2	12	12
To raise profile and awareness of NBN and promote the benefits of being part of the network.	8	4	10	4	13
To provide a high standard of support to NBN members, donors, data providers and partners.	19	4	9	6	32

Table 6.1: Table of Strategic Objectives for each Strategic Aim a. Capturing, diversifying and enhancing wildlife data, b. Making wildlife information available to those who need it, c. Captivating and engaging people about wildlife, d. Providing the best wildlife information management, e. Supporting the Network to support wildlife.

Suggested Leads	Capturing, diversifying and enhancing wildlife data	Making wildlife information available to those who need it	Captivating and engaging people about wildlife	Providing the best wildlife information management	Supporting the Network to support wildlife
'NBN'	43	27	13	41	28
ALERC, LRCs	32	17	19	16	6
National Schemes and Societies (taxonomic experts, scheme verifiers)	25	11	24	11	3
NBN Trust	17	19	7	23	22
Data collating organisations (National BRC, Local BRC, SBIF, iRecord, NMS, NMGW,)	16	5	6	13	4
Statutory Nature Conservation Agencies (NE, SNH, NRW)	10	4	9	5	4
Wildlife NGOs (RSPB, Wildlife Trusts)	8	3	28 (mostly WT)	5	2
Local recording groups	6	2	9		
Government Agencies (DEFRA,JNCC)	5	7	3	11	6
Scientific Organisations (NHM, OPAL, FSC, CEH, NERC	5	4		3	1
NBN (Constituent members)	5	3	8		3
Local Authorities, Planners	3	3	2	1	1
Educational/Academic Organisation (schools, universities, iSpot, FSC)	3	2	5	2	
Anyone who has training and knowledge how to, anyone responsible for collecting and collating wildlife data	2	6	1	1	3
Ecological Consultants (CIEEM)	2	1			1
NBN Liaison Officers, NBN working groups	2	1			
Regional Environmental Agencies	2	1			
Public- local people, farmers, landowners	1	1	1		
Partnership	1				1
NBN technical team		4			
NBN Gateway users		3			1

Table 6.2: Strategic Objectives and suggested lead agencies.

NBN Strategy meetings and workshops

We asked how people would like the NBN to engage with them as the NBN Strategy is refreshed. The results are shown in Figure 7.1 with the majority requesting a workshop and a relatively large number seeking phone interviews.

Fig 7.1: How people would like the NBN Trust to engage with them during the Strategy refresh process.

How would you like us to engage with you as we refresh the NBN strategy?
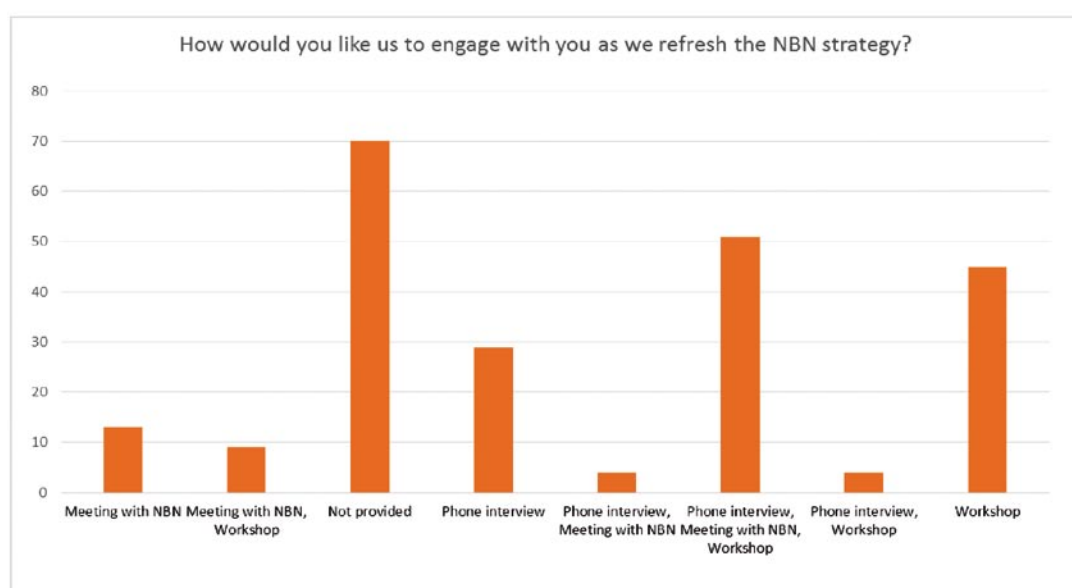
Final comments on where the NBN Strategy should go?

We asked whether people wanted to be involved in implementing the new NBN Strategy. The results are shown in Figure 8.1 split by NBN members. This shows that a large number of members are keen to be involved in the implementation of the NBN Strategy.

Fig 8.1 Desire to be involved in implementation of Strategy by NBN members.

Would you like to be involved in implementing the NBN Strategy?
(1 being 'No' and 10 being 'Definitely')

Is your organisation a member of the NBN?

■ No ■ Not provided ■ Not sure ■ Yes
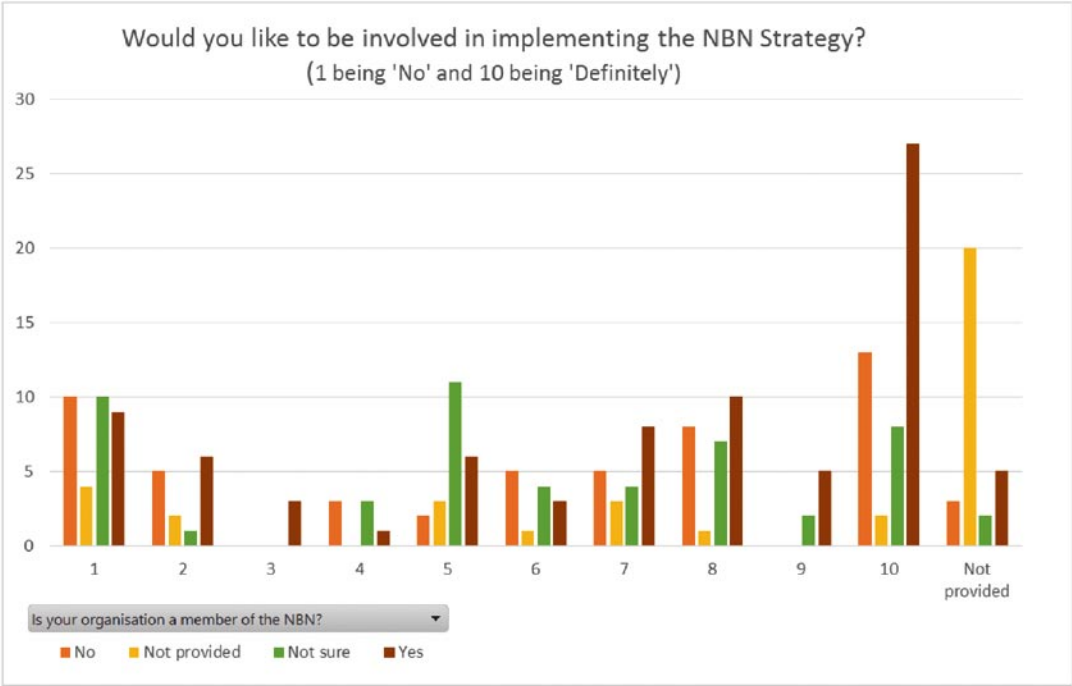
Document Summary

The NBN is generally seen as an extremely useful and invaluable organisation – for accessing and sharing data via the NBN Gateway, and for the guidance, tools and best practice advice provided by the NBN Trust. In addition to this, the strong sense of partnership and community created by the NBN is valued throughout the Network, though there is room for improvement. The NBN Trust has heard that there are many differences in opinion around what 'the NBN' should be, and what the NBN Trust should be focusing on. The user experience of the NBN Gateway needs improvement, increased communication and face to face engagement is requested, and greater support is required for the recording community both financially and setting standards.

It was suggested there should be a clear division between the local and national context surrounding biodiversity data and that the NBN Trust should perhaps be focussing at the national level, while others (such as the Local Record Centre community and national schemes and societies) engage with and work at a local level.

Many organisations recognised that they could contribute further to the NBN through increased engagement and involvement with the NBN Trust, increased promotion of the NBN within their networks, simplifying data flows, providing more data and increasing public access to datasets within the NBN Gateway.

The proposed changes to the NBN Strategy have been generally well received and the Network feels that the Strategic Aims are moving in the right direction in line with how they see the NBN evolving. There is a requirement for clarification in the roles and responsibilities in delivering the Strategy to create an efficient, innovative and dynamic Network as currently the roles and responsibilities are not clear or united, and the members of the Network do not have a shared feeling of ownership and ability to influence. Respondents would like a Mission Statement which is positive, dynamic and personal.

Appendix:

Questionnaire used by the NBN Trust in the Strategy Refresh process in 2014.

https://docs.google.com/file/d/0BxeZuL-S_ph_SFctaVZlOG14aFE/edit

Refresh of the National Biodiversity Network Strategy

The National Biodiversity Network is refreshing its strategic direction in 2014. Drivers for this refresh include the recent changes in NBN Trust staff, technological advances for biological recording and data curation and the ever changing landscape of biodiversity activity in the UK. The current strategy, published in 2010, is now 4 years old so a refresh is timely. Preliminary work began on this strategy refresh over 18 months ago through two Extraordinary General Meetings (in Feb 2013 and Feb 2014) at which a draft skeleton structure for a new strategy was prepared.

The NBN Trust is now seeking input from Network members and associates, from data providers and potential collaborators and NBN gateway users throughout the UK. The objective of this engagement is to ensure as many people are listened to during the course of the strategy refresh (from the largest to the smallest recording schemes, from government agencies and non-government organisations to environmental planners and local authorities, and from universities and research institutes to ecological consultants). This work is to ensure the collaborative nature of the Network is truly reflected in the strategy, that all voices are heard and that all participants have the opportunity to influence the development of the new 10 year strategy.

This questionnaire is the start of a four month process during which the NBN Trust will be seeking engagement with many people. This will be followed by phone interviews, workshops and face-to-face, organisation-specific meetings. If you have a preference for how you would like to engage with this process please contact us at: support@nbn.org.uk

1. Who are you?

These questions are about you and where you are from and who you represent.

These contact details are not compulsory but will be useful to us to ensure you are informed and involved in the strategy development process over the coming months.

N.B. We will only use your details for further involvement in the development of the strategy. We will not pass your information on to other parties.

1. **What is your surname?**

   _____

2. **What is your first name?**

   _____

3. **Where in the UK do you live?**
   Mark only one oval.

   - ◯ England
   - ◯ Northern Ireland
   - ◯ Scotland
   - ◯ Not in the UK - International
   - ◯ Wales

4. What is the name of your organisation(s)?

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5. Is your submission personal or on behalf of the above organisation?
   Mark only one oval.

   ◯ Personal

   ◯ Organisation

   ◯ Both

6. What is your contact address?

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7. What is your email address?

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8. What is your phone number?

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9. Is your organisation a member of the NBN?
   Tick all that apply.

   ☐ Yes

   ☐ No

   ☐ Not sure

2. What does the National Biodiversity Network mean to you and your organisation?

These questions are about how you feel about the NBN and whether it is delivering what you need for your organisation.

10. **In a single sentence please describe what the NBN means to you.**

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11. **On a scale of 1 to 10 please tell us how you feel about the NBN.**
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10

It does nothing for me and possibly makes my life harder ⬭ ⬭ ⬭ ⬭ ⬭ ⬭ ⬭ ⬭ ⬭ ⬭ The NBN makes my life much easier, and without it I would struggle to carry out the activities I like or need to do

12. **Please tell us why you gave it that score.**

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13. **Please tell us the best thing about the NBN from your personal or organisation's perspective.**

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14. **Please tell us one thing that the NBN could improve from your personal and organisation's perspective.**

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15. **Please tell us one thing that you and your organisation could do to improve your contribution to the NBN.**

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16. **Please tell us what the NBN would need to do, if anything, to allow those contributions to happen.**

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3. Current NBN Vision

These questions are about the current vision of the National Biodiversity Network (not just the vision of the NBN Trust but the entire family that make up the Network). A vision statement is an aspirational, future based statement describing where we want to be. It does not describe what we currently do (see NBN Mission Statement in Q4).

17. **Did you know that the current NBN Vision is to "Make all biological records freely and easily available to everyone"?**
    Mark only one oval.

    ◯ Yes

    ◯ No

    ◯ Not sure

18. **On a scale of 1 to 10 (with 1 being 'Hate it' and 10 being 'Love it') please tell us what you think of this vision.**
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Hate it	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Love it

19. **Please tell us why you gave it that score.**

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20. **Do you think we should change our vision? (with 1 being 'Don't change' and 10 being 'Definitely change').**
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Don't change	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Definitely change

4. NBN Mission Statement

These questions are about our mission statement. This is present based, talking about why we exist and what we want to achieve in the here and now. This is often referred to as the 'elevator pitch' when you only have the length of an elevator ride to explain what your organisation does. This statement may change over time, whereas the vision usually remains more constant. We would like to be clear about what the NBN is doing on the way to achieving its vision. The NBN has not previously had a mission statement.

We would like to hear your views about the following mission statements:

21. **Which of the following do you prefer?**
Mark only one oval.

◯ a. We are an ever-growing network of individuals and organisations, recording and caring for the UK's wildlife data and making it universally accessible (to the public, educators, researchers, conservationists and environmental decision-makers).

◯ b. The NBN records, collects, looks after and makes available UK wildlife data so that those who make decisions about our natural world have the best information in the best formats from the best experts.

◯ c. The NBN brings together organisations and individuals to share their knowledge of the UK's wildlife with those who need the information for environmental decision making, conservation, education and research.

22. **Why do you prefer it?**

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23. **What terms or concepts are the most important to you for inclusion in the NBN mission statement?**

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24. **Please tell us if you have a different suggestion for the NBN mission statement?**

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5. NBN Strategic aims

These questions are about the five draft strategic aims of the NBN. These five have been developed over the last 18 months from discussions held at workshops and Extraordinary General Meetings. They cover the five main aspects of the NBN's work: data capture, data use, engagement, maintaining data infrastructure and supporting the NBN as an organisation. They are as follows:

a.   Capturing, diversifying and enhancing wildlife data
This is about supporting biological recording in the UK. It includes the development and maintenance of systems and processes to support the capture and verification of raw biological data through survey and recording and plugging gaps in data coverage.

b.   Making wildlife information available to those who need it
This is about processing, organising and visualising data to create wildlife information for use by educators, researchers, planners, government agencies, NGOs etc. It includes increasing the interoperability of data and information.

c.   Captivating and engaging people about wildlife
This is about communication about the UK's wildlife, what it is, why it is special, what it does for us. This is also about communicating the value of data and biological recording and being involved.

d.   Providing the best wildlife information management
This is about ensuring the NBN technical data recording, storage and dissemination infrastructure is the best it can be (e.g., NBN Gateway, iSpot, iRecord, Indicia, local record centres etc).

e.   Supporting the Network to support wildlife
This is about the administration of the NBN through supporting the on-going development of the NBN, its wider membership, and its business processes, the board and the NBN Trust.

25. **How well do these five strategic aims capture the main direction you see the NBN heading in?**
Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Not at all	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Very well

26. **Have we missed a strategic aim and, if so, what?**

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27. **Which strategic aim do you see as being the priority for you personally?**
Mark only one oval.

◯ a. Capturing, diversifying and enhancing wildlife data

◯ b. Making wildlife information available to those who need it

◯ c. Captivating and engaging people about wildlife

◯ d. Providing the best wildlife information management

◯ e. Supporting the Network to support wildlife

28. **Why?**

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29. **Which strategic aim do you see as being the priority for your organisation?**
Mark only one oval.

◯ a. Capturing, diversifying and enhancing wildlife data

◯ b. Making wildlife information available to those who need it

◯ c. Captivating and engaging people about wildlife

◯ d. Providing the best wildlife information management

◯ e. Supporting the Network to support wildlife

30. **Why?**

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31. **To which of these strategic aims do you see your organisation making the greatest contribution over the next 3 years?**
Mark only one oval.

◯ a. Capturing, diversifying and enhancing wildlife data

◯ b. Making wildlife information available to those who need it

◯ c. Captivating and engaging people about wildlife

◯ d. Providing the best wildlife information management

◯ e. Supporting the Network to support wildlife

6. NBN Strategic objectives

These questions are about the NBN strategic objectives. These are the realistic, time bound and measurable objectives we will seek to achieve over the next 10 years. The following are examples of objectives that have been proposed over the last few months:

• To increase capacity and capability in biological recording through support for the recruitment, training and retention of biological recorders.
• To support and increase verification capacity and capability across the UK.
• To develop and maintain data capture protocols, data management standards and data accuracy assessment criteria.
• To maintain criteria for determining sensitive species and sites and protocols for handling records of these taxa.
• To increase public awareness of the value of biological data and wildlife information.
• To diversify the range of data and information products to provide strategic resources to support decision making in species risk assessments, state of nature reporting, quantifying ecosystem services and undertaking natural capital assessments.
• To deliver a usable, stable and reliable NBN gateway, and stable and effective recording systems and web services.
• To maintain and improve the UK Species Inventory.
• To ensure security for NBN family of data and information products.
• To raise profile and awareness of NBN and promote the benefits of being part of the network.
• To provide a high standard of support to NBN members, donors, data providers and partners.

What objectives would you like the NBN to achieve over the next 10 years? Please add them under the most suitable strategic aim. Who should take the lead role in achieving the objectives you have proposed (e.g., the NBN Trust, a specific (or group of) named organisation(s), a named government agency)?

32. Capturing, diversifying and enhancing wildlife data - objectives
What objectives would you like the NBN to achieve over the next 10 years under this aim?

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33. Capturing, diversifying and enhancing wildlife data - leads
Who should take the lead role in achieving these objectives?

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34. Making wildlife information available to those who need it - objectives
What objectives would you like the NBN to achieve over the next 10 years under this aim?

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35. Making wildlife information available to those who need it - leads
Who should take the lead role in achieving these objectives?

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36. Captivating and engaging people about wildlife - objectives
What objectives would you like the NBN to achieve over the next 10 years under this aim?

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37. **Captivating and engaging people about wildlife - leads**

Who should take the lead role in achieving these objectives?

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38. **Providing the best wildlife information management - objectives**

What objectives would you like the NBN to achieve over the next 10 years under this aim?

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39. **Providing the best wildlife information management - leads**

Who should take the lead role in achieving these objectives?

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40. **Supporting the Network to support wildlife - objectives**

What objectives would you like the NBN to achieve over the next 10 years under this aim?

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41. **Supporting the Network to support wildlife - leads**

Who should take the lead role in achieving these objectives?

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7. NBN Strategy meetings and workshops

These questions are about the development of the NBN strategy over the next few months and your preferred method of involvement.

42. **How would you like us to engage with you as we refresh the NBN strategy? NOTE: We may not be able to fulfil all requests but we will do what we can to accommodate everyone.**

    Would you be willing to take part in:
    Tick all that apply.

    ☐ Phone interview

    ☐ Meeting with NBN

    ☐ Workshop

43. **Do you want to comment on a draft strategy document when it is produced?**
    Mark only one oval.

    ◯ Yes

    ◯ No

8. Final comments on where the NBN strategy should go?

These questions are about your perspectives about the future of any aspect of the NBN from data recording, citizen science, data management and curation, data and information visualisation and delivery and use, engagement with people and maintaining the NBN.

44. **Do you want to be involved in implementing this new NBN strategy?**
    Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
No	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯	Definitely

45. **What aspect of this strategy (e.g., strategic aim or specific objective) will be a priority for your organisation?**

    _____

    _____

    _____

    _____

    _____

46. **Is there anything else you would like to tell us about the NBN and your views about the plans for the new refreshed strategy?**

    _____

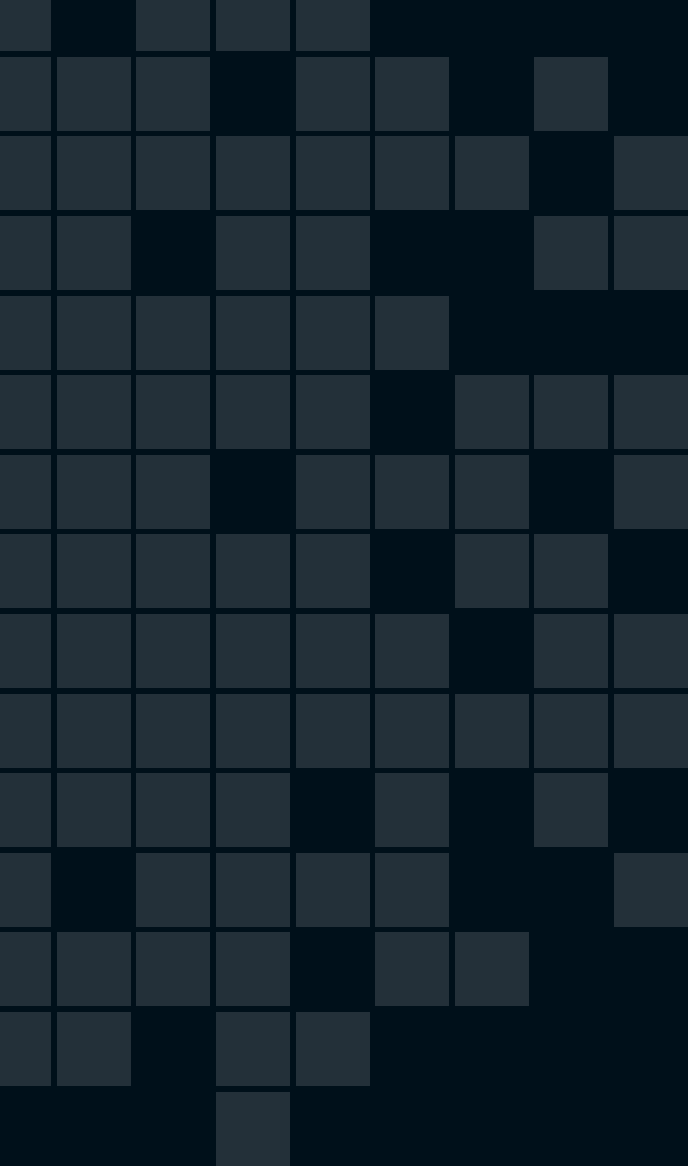   _____

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NBN Trust