

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?

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2. What is your first name?

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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

<p>It does nothing for me and possibly makes my life harder</p>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>The NBN makes my life much easier, and without it I would struggle to carry out the activities I like or need to do</p>
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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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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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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.

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Not at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	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.

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No	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Definitely

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

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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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