

## Workshop 2 summary - CAPTIVATING AND ENGAGING

Workshop aim:

To come up with priorities to increase engagement with biological recording through better Network collaboration and communication and promote that unified Network to the world.

It will assess what the unified Network needs to have to attract new members and to promote the need for biological recorders to the general population.

<p><b>1 GOVERNMENT</b>, national and local, NGOs: chair Maria Longley</p> <ul style="list-style-type: none"> <li>• Need to deal with CULTURAL &amp; LANGUAGE BARRIERS</li> <li>• Consider producing LOCAL STATE OF NATURE REPORTS in support of LOCAL EVIDENCE</li> <li>• NBN Atlas should be promoted as an INDEPENDENT DATA SOURCE</li> </ul>	<p>LG to have a leadership role with financial benefits</p>
<p><b>2 RECORDERS</b> : chair Jonathan Willet</p> <ul style="list-style-type: none"> <li>• SCHOOL &amp; UNDERGRADUATE students need a STRUCTURED SCHEME to appreciate the need for biological recording and develop as recorders</li> <li>• Need to develop a NBN Atlas APP to facilitate field recording LIKE FIELD TRIP GB</li> <li>• Target UNIVERSITY CLUBS &amp; SOCIETIES to recruit recorders.</li> <li>• Recognized that there are LIMITED number of recorders WHO CAN TEACH - need to create more.</li> <li>• BETTER JOINT WORKING, like the BIG GARDEN BIRDWATCH</li> <li>• EVERYBODY LIKES FEEDBACK &amp; BEING APPRECIATED</li> </ul>	
<p><b>3 NEXT GENERATION</b> : chair Sue Townsend</p> <ul style="list-style-type: none"> <li>• This can mean both YOUNG and OLD</li> <li>• THROUGH SOCIAL MEDIA</li> <li>• WEBSITES NEED TO BE ACCESSIBLE BY BIG AND SMALL SCREEN</li> <li>• BETTER TRAINING</li> <li>• More TRAININ TRAINERS ON SOCIAL MEDIA</li> <li>• Develop LOCAL LINKS, training through INTERNSHIPS with LERCS and UNIVERSITIES</li> <li>• Need MORE FIELDWORK IN UNDERGRADUATE COURSES, establish recording skills as a JOB BENEFIT</li> <li>• Recognize that ID &amp; FIELD EVENTS might be a RESOURCEPROBLEM</li> </ul>	
<p><b>4 EDUCATION, SCIENCE, RESEARCH</b> : chair Helen Roy</p> <ul style="list-style-type: none"> <li>• CENTRED ON SCHOOL</li> <li>• Encourage other groups and societies to SHARE THEIR EXPERTISE with SCHOOLS (BRIT.SCIENCE.ASSOC., RSPB)</li> <li>• BUILDING ON BIOBLITZES - IDENTIFYING INDIVIDUALS</li> <li>• Need to BUILD TEACHER CONFIDENCE</li> <li>• Need to bring reality to H&amp;S FEARS</li> <li>• Embrace NEW TECHNOLOGIES</li> </ul>	

<p><b>5 PUBLIC &amp; MEDIA</b> : chair Janice Ansine</p> <ul style="list-style-type: none"> <li>• BUILD ON THE 'INTERESTED' PUBLIC</li> <li>• BUILD ON the interest in CHARISMATIC SPP</li> <li>• EXPLAIN the importance of COLLECTING to non-understanding PUBLIC</li> <li>• BUILD ON HOLIDAY INTERESTS</li> <li>• ENCOURAGE WALKERS and other countryside users to extend their interest by RECORDING, follow SUSTRANS example</li> </ul>	
<p><b>THE WIDER (UNIFIED) NBN PRODUCT</b></p> <ul style="list-style-type: none"> <li>• SIMPLE, ENCOURAGES USE AND BUILD CONFIDENCE</li> <li>• DISPLAYS THE PASSION OF SOME RECORDERS FOR THEIR SUBJECT</li> <li>• ALLOW THE WORK OF INDIVIDUAL RECORDERS TO BE UNDERSTOOD AND RECOGNIZED</li> <li>• THE WHOLE SYSTEM TO HAVE FLEXIBILITY</li> <li>• CUSTOMIZABLE DOWNLOADS</li> <li>• HAVE EXAMPLES OF HOW DATA IS BEING USED</li> <li>• TAKE VERIFICATION SERIOUSLY AND BE TRANSPARENT OVER THE STATUS OF VERIFIED RECORDS</li> <li>• THE PARTNERSHIP NEEDS TO BE COMPLETED BY INCLUDING THE EDUCATION WORLD</li> <li>• PROVIDE WEBINARS ON RECORDING TOPICS</li> <li>• BETTER ADVERTISING OF SUCCESSFUL PROJECTS AND EVENTS USING THE NBN AND THE ATLAS</li> <li>• DEVELOP WITH OTHERS EVENTS LIKE THE BBC'S BIG DAY OUT</li> <li>• SHOWCASE THE PEOPLE BEHIND THE DATA</li> <li>• ATLAS TO HAVE EXCITING VIDEO AND AUDIO</li> <li>• WE WANT DATA TO COME ALIVE</li> <li>• ATLAS TO FACILITATE STORYTELLING USING DATA</li> <li>• UNIVERSITIES AND SCHOOLS NEED TO KNOW ABOUT THE UNIFIED NBN</li> <li>• NBN SHOULD ILLUSTRATE THE IMPORTANCE OF WORKING TOGETHER</li> <li>• THE WIDER, UNIFIED NBN NEEDS BETTER BRANDING, AND ITS PARTS BETTER DEFINED AND EXPLAINED</li> <li>• WE ALL NEED TO TELL THE SAME RECORDING TORY</li> <li>• WE NEED TO BE A PARTNERSHIP NOT JUST A NETWORK</li> </ul>	

Additional notes from the sub-group chairs:

Maria Longley: 1 - Government: Our little group on government did also spend quite a lot of time talking about various forms of accountability, it just didn't quite package up neatly for reporting back during the session. The question you posed about accountability and finding out who is responsible lead us to talk about reporting targets that various levels of government may or may not have, how to monitor mitigation promises in the planning systems, and how the data is mediated by data owners or data users and what that means for accountability. But we didn't quite have enough time for many practical solutions around that.

Sue Townsend: 3 – Next Generation: I would only add that there was a HUGE strength of feeling in my group for sorting out the VERIFICATION issue – we all felt it was key in building the NBN partnership on a confident and transparent platforms.