

COMMUNICATIONS

Report by Mandy Henshall

PURPOSE

1. To update Trustees on specific communications activities.

TRUSTEE ACTION

2. Note the current status of the projects detailed and action specific requests.

NBN CONFERENCE

This is taking place on 17th and 18th November at the National Museums Scotland, Edinburgh.

3. The number of delegates booked to date (24th October) is 142. Bookings are still open and we anticipate achieving our goal of 180. Trustees can help us by booking themselves to attend the Conference! <https://nbn.org.uk/news-events-publications/nbn-conference/conference-registration/>

Trustees who are already registered (in addition to the Chair) are: Andrew, Andy, Helen, Mandy and Tim.

4. The theme is “Going with the flow: Supporting the NBN Data Flow Pathway”. The speakers and programme are now finalised:

https://nbn.org.uk/wp-content/uploads/2015/10/NBN_Conference_programme_2016_stage6b.pdf

5. A Conference brochure is in the final design stages and will be printed for the Conference.
6. Sponsors for the Conference (at various levels) are: Habitat Aid, SSE, National Museums Scotland and Nottingham Trent University. We believe there is potential to develop the relationship with SSE further and they are going to be providing a test dataset to the Consultants Portal.

ACTION: Trustees are asked to book for the NBN Conference

UK AWARDS FOR BIOLOGICAL RECORDING & INFORMATION SHARING

7. The Awards ceremony will be held on the evening of 17th November, at the National Museums Scotland
8. The winners have been chosen by the Awards’ committee, notified of their success and will all be attending the ceremony.
9. The winners are under strict embargo until 20:00 on 17th November.
10. The number of nominations totaled 45 compared to 53 in 2015. The number of nominations for the youth awards was disappointing and we had to bring forward nominees from 2015 to secure a winner

for the Gilbert White youth category. Due to bringing forward nominees from 2015, the overall total of nominations was 53.

11. We are looking at all options for increasing the profile of the Awards further in 2017, and will seek promotion from the Guides and Scouts' Association to help with the youth awards. Any further suggestions from Trustees will be well received.
12. Swarovski Optik UK is once again sponsoring the Awards' ceremony and donating two prizes for the Gilbert White category. Paramo Clothing is sponsoring the two David Robertson winners by providing two prizes. The Field Studies Council is sponsoring the Lynne Farrell Group Award prize.
13. The winner of the John Sawyer NBN Open Data Award will be determined at the end of October.
14. We already have confirmation that the Gilbert White youth winner and the Group award winners will feature in the "My agenda" feature in BBC Wildlife magazine in December or January.

ACTION: Trustees are asked to note BBC Wildlife magazine support for the winners and the securing of sponsorship of the prizes.

ACTION: Trustees are asked to make any recommendations for securing more nominations in 2017, especially for the youth categories.

SOCIAL MEDIA

15. The number of Twitter followers has risen from 3688 at the end of June to 3910 as of 24th October. The NBN Facebook page "likes" have risen from 801 to 889. LinkedIn Group members have risen from 4077 to 4470 as we start to use this platform to better effect.

WORKING GROUPS

16. The first meeting of the Captivating & Engaging working group took place in August. This group will also be running one of the workshops at the Conference.
17. The working groups will form the basis of the workshops on the Thursday afternoon at the Conference: <https://nbn.org.uk/news-events-publications/nbn-conference/nbn-conference-workshops/>

NBN BLOGS

18. We have launched a NBN blog, with three written thus far and some guest contributors lined up for the coming months.

NOTE: Trustees are welcome to suggest possible contacts to write guest blogs in 2017.

NBN ANNUAL REPORT

19. The NBN Annual Report has been published online only: https://nbn.org.uk/wp-content/uploads/2016/09/NBN_AnnualReport2016_Final.pdf

EVENTS

20. Nottingham in Parliament Day is taking place on 25th October at the Houses of Parliament. This is a first time event to bring together and showcase the various institutions, businesses and people that make Nottingham great. There will be 45 separate events delivered by nearly 100 partners.

21. The NBN is holding two events:

- a mini nature survey from 14:00 – 15:00 in the Victoria Gardens, supported by the Royal Parks, GiGL and OPAL
- a panel discussion from 15:30 – 17:00. This is being chaired by Barry Gardiner MP and involves David Askew (Natural England), Dr Sara Goodacre (Nottingham lead for OPAL) and Jo Judge

22. The NBN event has been project managed by Giselle Sterry.

OTHER ACTIVITY

23. The following activities will be taking place over the next six months:

- An NBN Gateway map is being used to illustrate a feature on Edible Dormice which will be shown on BBC Countryfile Diaries on 25th October at 09:15am
- Purba Choudhury is attending the Communicate Conference in Bristol on 2nd and 3rd November.
- NBN and SNH have been involved in the development of a project to incorporate NBN / NBN Atlas Scotland in an exhibit at the John Hope Gateway at the Royal Botanic Garden, Edinburgh. Designs are in progress.
- We want to promote NBN members' use of data and build up more examples of use on the website: <https://nbn.org.uk/record-share-explore-data/explore-and-use-data/see-how-data-are-being-used/>

ACTION: Trustees are asked to provide any relevant information on their organisations' use of data to help build up the list of examples on the NBN website.