

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 COMMUNICATIONS

2. We are currently undertaking a review of the NBN Communications Strategy, which was published in 2015.
3. The revised Strategy will incorporate individual Strategies and Plans for social media, PR, online content and eMarketing. To tie in with this, a Strategy for sponsorship and fundraising will also be developed.
4. The idea is to create simpler and useable documents that can be shared across the Network for partners to incorporate into their own activities.
5. It will focus predominantly on the NBN's Strategic Aims and priority actions from the Action Plan for 2017.
6. The aim is to have the outline for the overall Strategy and individual Strategies and plans by the end of March.

NBN ATLAS

7. With the imminent launch of the NBN Atlas on 1st April, we have produced a standalone Communications Strategy for the Atlas.
8. This focuses on three simple messages in the lead up to the "go live" date (Submit your data partner agreement, get involved with user testing, the NBN Atlas is coming soon) and five key messages once live (It's live, Use it, Give us your feedback, we've listened to your feedback and made improvements, new functionality – isn't it great)
9. A series of FAQs will be created to help users with the migration from the NBN Gateway to the Atlas, as well as for new users.
10. Information on the NBN website will need changing in the light of the move away from the NBN Gateway to the NBN Atlas and relevant publications (NBN Strategy and Action Plan) will potentially need updating if they are reprinted?

NBN CONFERENCE 2016

11. This took place on 17th and 18th November at the National Museums Scotland, Edinburgh.
12. The number of delegates who attended was just below 180, which was the target.
13. Overall feedback was very positive and the results of the survey we undertook can be found on the NBN website: <https://nbn.org.uk/news-events-publications/nbn-conference-2/nbn-conference/nbn-conference-feedback/>

NBN CONFERENCE 2017

14. The first meeting to agree the dates, venue and theme is being held on 21st February.
15. Feedback from the previous Conference always helps to determine the theme and venue in subsequent years. As Wales has already been suggested by a number of delegates, we have tentatively made enquiries at the National Museum Wales in Cardiff for 16th and 17th November.

Action Trustees are asked to note the proposed dates and venue of the 2017 NBN Conference.

UK AWARDS FOR BIOLOGICAL RECORDING & INFORMATION SHARING

16. The Awards ceremony was held on the evening of 17th November, at the National Museums Scotland
17. The winners were:

Gilbert White adult – Richard Comont

Gilbert White youth – George Garnett

David Robertson adult – Chris Wood

David Robertson youth – Jordan Havell

Lynne Farrell Group – Essex Wildlife Trusts' River Wardens

John Sawyer Open Data Award – Caledonian Conservation Ltd
18. A couple of comments have been received in relation to the lack of female winners in both 2015 and 2016. Sadly, for those women nominated thus far, the information provided was insufficient for them to be selected as winners. All winners are determined on the merit and achievements as per the information given on the nomination forms for each nominee. Unfortunately if one nominator doesn't supply as much information as another, the nominee will not fare as well in the overall assessment. It is only right that all winners are judged in the same way and that has to be based on the facts that are given. Clearly, decisions cannot be based on personal knowledge of individuals.
19. For 2017, we had already decided to make the nomination form more in depth in order to help draw out information on each nominee. We feel this will ensure nominators give more detailed information and examples of the work of the person (s) they are nominating. We therefore hope that the information submitted for all nominees will include a higher level of detail as to why they should

win. This may well see that some of the amazing women in the Network are recognised as winners, but the final results will continue to be based on merit and nothing else.

20. 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. We will again be approaching NBN member comms teams to help with promotion.

ACTION: Trustees are asked to make any recommendations for securing more nominations in 2017, especially for the youth categories. Trustees are asked to encourage the support of their own comms teams, in promoting the awards, where relevant.

ACTION: Trustees are asked to note the process for determining the winners of the Awards.

SOCIAL MEDIA

21. As part of the overall Communications Strategy review, we are developing a social media strategy and plan.
22. The number of Twitter followers has risen from 3910 at the end of October to 4157 at the 31st January. The NBN Facebook page "likes" have risen from 889 to 946. LinkedIn Group members have risen from 4470 to 4573.
23. We have created an NBN Instagram account and will start to make use of this as a means of engaging with a younger audience

WORKING GROUPS

24. The Captivating & Engaging working group will have its second meeting on 22nd February. The data flow and verification group is also due to meet soon.
25. Other groups are not progressing due to lack of involvement / engagement. These will be reviewed in the next financial year.

OTHER ACTIVITY

26. The NBN put forward a proposal for a display in the John Hope Gateway at the Royal Botanic Garden Edinburgh (This is in addition to a larger biodiversity display previously mentioned). This proposal was accepted by the RBGE.
27. The display will highlight the importance of biological recording as well as the NBN Atlas and NBN Atlas Scotland.
28. The display should be installed by the end of February and will be in place for one year.