

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 digital Marketing. 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 Strategies in place by the end of August.

NBN ATLAS

7. A series of FAQs and Help pages have been created to guide users of the NBN Atlas. Eleven "How to" videos have been produced by the summer intern, Jonathan Fenn, and accompanying Help documentation is being completed.

NBN CONFERENCE 2017

8. The Conference will take place on Thursday 16th and Friday 17th November at the National Museum Cardiff.
9. The theme of the Conference is "Data – what is it good for?" and the programme is currently being drafted.
10. As with the 2016 Conference the two days will comprise a series of 20 minute, 10 minute and 5 minute presentations as well as two keynote addresses of 30 minutes. The Thursday afternoon will be devoted to five workshops relating to the NBN Atlas.
11. The NBN AGM will be held at the end of the Conference on Thursday and before the Awards ceremony.

12. Bookings will open at the end of July.

13. The cost of tickets will be as follows:

2017 RATES	Early Bird		Standard	
	Two day	One Day	Two day	One Day
Member Rate	£95.00	£50.00	£110.00	£60.00
Non-Member rate	£125.00	£80.00	£140.00	£90.00
Student	£70.00	£40.00	£70.00	£40.00

Action Trustees are asked to note the dates and venue for the 2017 NBN Conference and register to attend when bookings open.

UK AWARDS FOR BIOLOGICAL RECORDING & INFORMATION SHARING

14. The Awards opened for nominations at the beginning of May and will close on 31st July.

15. The categories are:

- Gilbert White adult
- Gilbert White youth
- David Robertson adult
- David Robertson youth
- Adult newcomer
- Lynne Farrell Group

16. The nomination forms have been amended to elicit more information from the nominators.

17. People can nominate themselves for the first time.

18. We have reviewed promotion of the Awards in 2017. In order to gain greater profile we have created a social media toolkit to make it easier for people to get involved in promoting the Awards. We have created a flyer for people to print and use as appropriate, for example, we have emailed this to all the Wildlife Trusts for them to display in visitor centres. We have also contacted all NBN member comms teams to help with promotion.

19. So far there are 8 nominations, but no youth and no marine. This compares with 5 nominations received by the same time last year, so is slightly up. For 2017 we have contacted marine organisations, TWT youth team, WWF education centre, FSC, New Nature (youth focus), A Focus on Nature (youth focus) and BES education team, in addition to member comms teams, to help with promotion and spreading the word. Sadly, the Scouts and Guides Association can only help in a small

capacity. As they have so many “real” partnerships, they can’t promote our Awards, but they will retweet if we use their #, which we have done.

20. We will be announcing the shortlisted entries, five from each category, at the end of September, with a view to raising the profile of the nominees themselves and increasing support for our unsung heroes and subsequent awards.
21. The Awards are being sponsored by Opticron, Paramo Directional Clothing and Field Studies Council.
22. The Awards will be presented on the Thursday evening, after the NBN Conference, also at the National Museum Cardiff.
23. More information on the awards can be found on the [NBN website](#).

ACTION: Trustees are asked to encourage the support of their own comms teams, in promoting the awards and to spread the word through their own media channels. Help in promotion is especially requested for the marine and youth categories.

SOCIAL MEDIA

24. As part of the overall Communications Strategy review, we are developing a social media strategy and plan.
25. The number of Twitter followers has risen from 4157 at the end of January to 4377 at the 13th June. The NBN Facebook page “likes” have risen from 946 to 1022. LinkedIn Group members have risen from 4573 to 4652.
26. We have created an NBN Instagram account and will start to make use of this as a means of engaging with a younger audience.

NBN ANNUAL REPORT

27. This is in progress and copy is being written by the NBN team.
28. As with the last few Reports, a cross-section of members have been asked for a contribution to explain what membership means for them.

ACTION: Copy from Trustees who have been asked to provide information for the Report is due by 30th June.

WORKING GROUPS

29. The Captivating & Engaging working group held its second meeting on 22nd February. An information / update paper is included in the set of Board papers.

OTHER ACTIVITY

30. The NBN and biological recording display was installed at the John Hope Gateway at the Royal Botanic Garden Edinburgh at the beginning of March. It will be in place for one year.
31. A review of the need for and audiences for promotional material will be taking place in advance of the NBN Conference.
32. An NBN Style Guide is being created to assist with brand profile both internally and externally.
33. We have secured a speaking slot at Birdfair at which Jo will be talking on 19th August.
34. The NBN Atlas is shortlisted for a CIEEM award, with the winners announced on 21st June.