

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 2017

2. The Conference will take place on Thursday 16th and Friday 17th November at the National Museum Cardiff.
3. The theme of the Conference is “Data – what is it good for?” and the programme is now complete and can be found on the NBN website as well as at Appendix 1.
4. So far, 141 delegates have registered (as of 23rd October). This is a very similar number to 2016 at this stage, when 152 had registered by 31st October.
5. The NBN AGM will be held at the end of the Conference on Thursday and before the Awards ceremony.

UK AWARDS FOR BIOLOGICAL RECORDING & INFORMATION SHARING

6. We received the following number of nominations by category:
 - David Robertson Adult = 11
 - David Robertson Youth = 1
 - Gilbert White Adult = 17
 - Gilbert White Youth = 3
 - Adult Newcomer = 8
 - Lynne Farrell Group - 19

TOTAL = 59

This is the highest number of nominations to date.

The number of youth nominations continues to be low.

7. Five nominees in each category (apart from youth) have been shortlisted for the first time and this proved to be a very worthwhile and well-liked change to the process. It has also resulted in media coverage at an earlier stage than in the past when we have just announced the winners.

8. The shortlisted nominees are as follows:

Adult Newcomer Award

- Dave Braddock
- Adrian Cooper
- Annie Irving
- Liam Olds
- Hugh Tooby

David Robertson Adult Award for marine and coastal wildlife

- George Catchpole
- Paula Lightfoot
- John Newnham
- Jack Sewell
- Rob Wells

Gilbert White Adult Award for terrestrial and freshwater wildlife

- George Catchpole
- Peter Hodge
- John Newnham
- Adrian Norris
- Dan Watson

Lynne Farrell Group Award for wildlife recording

- Community Science
- Dearne Valley Landscape Partnership
- Inner Forth Landscape Partnership
- NESBReC Mammal Atlas
- Sorby Natural History Society

Youth Awards for wildlife recording

- Jann Billker
- Tyler Ingleheart
- Mhairi McCann
- Evan Potter

9. The winners have been notified in order that they can attend the awards' ceremony, but have been told to keep the results confidential until then.

10. The Awards will be presented by Michael Hassell on the Thursday evening, after the NBN Conference, also at the National Museum Cardiff.

11. More information on the awards can be found on the [NBN website](#).

SOCIAL MEDIA

12. The number of Twitter followers has risen from 4377 at the 13th June to 4543 at 23rd October. The NBN Facebook page “likes” have risen from 1022 to 1071. LinkedIn Group members have risen from 4652 to 4655.

NBN ANNUAL REPORT

13. This was published at the beginning of October.
14. A link was emailed to all Members and the Report is available to download from the NBN website: https://nbn.org.uk/wp-content/uploads/2017/10/NBN_Annual_Report_Web_final.pdf

NBN ATLAS AND NBN WEBSITE

15. As we have the NBN website and three NBN Atlases, managing some of the documentation across the four sites has become problematic. For instance, if we make a change to the Help pages on the NBN Atlas, we also have to make the same changes to the Help pages on NBN Atlas Scotland and NBN Atlas Wales, as the process cannot be automated.
16. We therefore took the decision to develop a separate NBN documentation site. This means that the web pages, such as Help, will be held in one central location and, as a result, will only need updating in one place.
17. The prototype test site is due to be available for testing on 24th October. Once approved, we will be looking to roll this out very quickly and in time for the NBN Conference.

OTHER ACTIVITY

18. The launch of the new Communications Strategy will take place in early 2018.
19. The Senior Communications Officer and Communications Officer are planning a Communications workshop / meeting in February / March. Communications teams from NBN member organisations will be invited to the event which will launch the Strategy as well as highlight key activities for the NBN year. The idea is to foster greater links and joined up communications across the NBN to help support each other.