



## 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 2018

3. The event is being held at the Albert Hall in Nottingham on Wednesday 21 and Thursday 22 November.
4. Of the 21 speaking slots, we already have confirmation from 10 speakers, responses are awaited from 6 and we are awaiting submission of abstracts for 5 student speed talks.
5. Speakers confirmed so far are:
  - Professor Adam Hart, University of Gloucestershire (Keynote speaker)
  - Professor Jane Memmott (to deliver the Sir John Burnett memorial lecture)
  - Dr Jagoba Malumbres Olarte, University of the Azores
  - April Windle, Plantlife
  - David Nicholls, NatureSpot
  - Laura McCoy, Manx Natural Heritage
  - Rich Burkmar, Field Studies Council
  - Martin Lines, Nature Friendly Farming Network
  - Arcadis
  - Dr Sara Goodacre, University of Nottingham

6. Bookings will open on 24 July with the Early Bird rate running until 31 August.
7. The costs to attend are as follows:

2018 RATES	Early Bird - 24 July - 31 Aug		Standard	
	Two day	One Day	Two day	One Day
Member Rate	£ 100.00	£ 70.00	£ 130.00	£ 80.00
Non-Member rate	£ 140.00	£ 90.00	£ 160.00	£ 100.00
Student	£ 70.00	£ 40.00	£ 70.00	£ 40.00

8. We are seeking sponsorship of the Conference and have confirmation from Habitat Aid and Wildcare. University of Nottingham has also expressed interest in working with us and we are waiting to see what form this will take. Due to budget constraints, they may only be able to help by sponsoring student attendance. We have also approached Center Parks, Experian and Severn Trent Water. Any suggestions of other possible sponsors or contacts would be very helpful.

## UK AWARDS FOR BIOLOGICAL RECORDING AND INFORMATION SHARING

9. The Awards launched on 6 June and nominations will be open until 31 July. At the time of writing this report there were 4 nominations. However, as most (75%) nominations come in during the last week, we are not concerned at this point in time. However, any support Trustees can give to this by promoting the Awards will be well received. Our social media toolkit has been added to the Trustee Resource Centre in Teams to help you with supporting the Awards. More information on the Awards can be found on the NBN website: <https://nbn.org.uk/news-events-publications/uk-awards-biological-recording-information-sharing/uk-awards-biological-recording-information-sharing-2018/>
10. We are pleased to report that prize sponsorship has continued from Paramo, Opticron, Field Studies Council and NHBS (Nature History Book Service). A further sponsor Nature Photographers Limited has joined for 2018.
11. The shortlist of Award nominees will be announced on 27 September.
12. This year, both Award winners and non-winners will be notified ahead of time. This is to prevent non-winners spending money on attending the Awards' ceremony, unduly. All of the shortlisted names will be announced at this year's event.

## SOCIAL MEDIA

13. The number of Twitter followers has risen from 4718 at 12 February to 4950 as of 2 July. The NBN Facebook page "likes" have risen from 1152 to 1254. LinkedIn Group members

have dropped from 4651 to 4644. More posts are being made on LinkedIn to try to address this.

## NBN COMMUNICATIONS STRATEGY & CORPORATE IDENTITY

14. With the review of the NBN Strategy, the decision was taken to delay the update to the NBN Communications Strategy, so that any revisions to the overall strategy are reflected therein.
15. A new NBN style guide “The Corporate Identity for the NBN Trust, the NBN and the NBN Atlas” has been developed for internal use. This will protect our corporate identity and ensure consistency across different media. This has been shared to the Trustee Resource Centre in Teams and relevant styling should be adopted in Trustee communications.

## ANNUAL REPORT

16. The NBN Trust’s Annual Report for 2017 – 18 is now in progress and will be available ahead of the AGM on 21 November. It will be available in electronic format only.

## OTHER ACTIVITY

17. The Senior Communications Officer and Communications Officer held a NBN Member Communications meeting in May at the Natural History Museum. The idea was to foster greater links and joined up communications across the NBN to help support each other, as well as highlight key activities for the year. From a cross section of invitees, six member organisations attended. It was generally felt that the meeting was useful and it is anticipated that they will be held at least annually, with contact maintained throughout the year. One of the key points of note is that the larger organisations have different comms people for different comms channels, meaning that we have to rely on some internal communication to ensure our messages get through to the correct person for action / dissemination.