



## 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.

### NBN CONFERENCE 2018

3. The event is being held at the Albert Hall in Nottingham on Wednesday 21 and Thursday 22 November.
4. Bookings are now at 132, with at least 3 people we know, still to book. Last year by 24 October, 142 people had booked and the final booking tally was 180, so we are confident we will number at least 150 by the time of the event.
5. The programme is complete and can be found here: <https://nbn.org.uk/news-events-publications/nbn-conference-2/nbn-conference-2018/nbn-conference-2018-programme/>
6. Sponsorship has been gained from Habitat Aid, Wildcare, Nottingham Trent University (for 2 students) and Sheffield University (for 2 students)

### UK AWARDS FOR BIOLOGICAL RECORDING AND INFORMATION SHARING

7. We received 35 nominations, which was lower than in 2017, where we received 59. However, the standard of nominations was very high this year, so much so that we have decided to give winner and runner up prizes, as the scoring of the nominees was very close.
8. The shortlist across categories was announced on 17 October and has received good interest from nominees' local media and generally on social media.
9. Those in the shortlist were notified of whether they had won or were runners up on 24 October and it is anticipated that a number of these will attend the ceremony and at least one day of the Conference. We have also notified those in the shortlist who have not won, so they can decide whether to attend or not.

10. The prize-giving ceremony is on 21 November, after the first day of the Conference. Michael will present most of the prizes, with NFBR and BRC giving prizes in two categories. This aims to highlight the links with NFBR and BRC in relation to the Awards. We have been able to distribute the prizes so that winners and runners up all receive something.
11. We will be reviewing how we extend the reach of the Awards, particularly amongst young people, for 2018, in order to secure a higher number of nominations.
12. The John Sawyer NBN Open Data Award will also be presented at the UK Awards Ceremony.
13. The criteria for this has been reviewed and reworked to take into account the change from the NBN Gateway to the NBN Atlas and the new licences. The criteria is as follows:  
  
To be considered, the data provider must:
  1. Be a member
  2. Have more than 500 records in total (CC0 and CC-BY licensed records) on the NBN Atlas
  3. Updated one or more of their CC0 or CC-BY licensed datasets over the course of the year (April 2017 – March 2018)

'Open' records do not include OGL records, i.e. only CC0 and CC-BY licensed records.

Data providers were then scored (5 to 1) based on:

- a. the total number of open records
  - b. the proportion of open records compared to the total number of records (open and shared) that the data provider has on the NBN Atlas
  - c. the average resolution (in metres) of all open records
  - d. the average age (in years) of all open records
  - e. the total number of open records recorded in the last 10 years
  - f. the average resolution (in metres) of all open records recorded in the last 10 years
  - g. the average age (in years) of all open records recorded in the last 10 years
14. The winner of the Award for the period April 2017 – March 2018 is The Wildlife Trusts for its Dive Data.

## SOCIAL MEDIA

15. The number of Twitter followers has risen from 4950 as of 2 July to 5070. The NBN Facebook page "likes" have risen from 1254 to 1323. LinkedIn Group members have risen from 4644 to 4659.
16. The social media strategy is being reviewed as part of the overall Communications Strategy review.

## NBN COMMUNICATIONS STRATEGY

17. 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.

18. As this has now been generally accepted as still being current, the Communications Strategy work will recommence after the NBN Conference, with a view to it being completed by the end of this financial year.

## ANNUAL REPORT

19. This is being finalised and will be available on the NBN website ahead of the NBN Conference in time for the AGM. It won't however, be promoted until after the Conference, as it refers to the fact that Michael will be standing down as Chairman, and this will be announced at the AGM.

## OTHER ACTIVITY

20. The NBN is having a joint display stand with GBIF at the BES Conference in Birmingham in December. We are working jointly with GBIF on the material for the stand and plan on having a live link up to the NBN Atlas.