

## MISSION STATEMENT, AIMS AND OBJECTIVES

*This provisional document was presented to the March 2021 AGM for comments and information and has since been slightly amended to reflect feedback received. Council will discuss it in May 2021, after which it will form the basis of a work plan that Council will review and update as and when required. Tony Benton - Chair - SDOS  
5 April 2021*

### **OUR MISSION STATEMENT**

‘SDOS provides a social focus for birding and related natural history interests in the Shoreham area. We organise monthly winter lectures and field trips throughout the year. We engage in local habitat conservation and work with the community. We have a members’ email user group and a developing social media presence. Our mission is to maintain and enhance our members’ interest in birds and natural habitats, whatever their initial level of expertise.’

### **OUR AIMS**

- 1) to promote the study of birds, especially within the Society’s recording area.
- 2) to promote the protection of birds and their environment, especially within the Society’s recording area.
- 3) to work with the local community to promote an interest in birds and their knowledge of local conservation issues.

### **OUR OBJECTIVES**

#### **Preamble**

The Aims represent high level strategic emphases in terms of our SDOS activities. Objectives, on the other hand are mechanisms by means of which the Aims are delivered. Objectives describe our activities at a finer level of detail and can be more fluid in terms of taking up or ceasing particular types of activity. Also, Objectives, being more granular, are better suited to planning activity, the establishment of targets and the measurement of achievement.

**Aim 1: to promote the study of birds, especially within the Society’s recording area.**

#### **Objectives related to Aim 1**

- Maintain our field meetings programme
- Maintain our indoor meetings programme
- Maintain the User Group and encourage posting
- Maintain and Enhance our Facebook presence
- Maintain the bi-annual Newsletter
- Maintain and Enhance the SDOS Website
- Encourage members to submit sightings via Birdtrack and other mechanisms
- Maintain and Enhance the Public Engagement activity

**Aim 2: to promote the protection of birds and their environment, especially within the Society's recording area.**

**Objectives related to Aim 2**

- Continue to work with Friends of Widewater
- Continue to work with the RSPB with reference to the protection of the lower Adur Estuary
- Continue to work with the RSPB, SOS and local planning organisations in the context of broader development issues.
- Continue to work with other local conservation initiatives
- Publicise the Society's conservation activities via Facebook and the Website

**Aim 3: to work with the local community to promote an interest in birds and their knowledge of local conservation issues.**

**Objectives related to Aim 3**

- Maintain and Enhance the Public Engagement activity
- Maintain and Enhance our Facebook presence
- Further Publicise our activities in Shoreham and beyond
- Continue to work with local organisations to develop informative signage
- Make available selected SDOS resources via the website

**April 2021**