



Shoreham District Ornithological Society (SDOS)

Delivery Plan 2021-2024

This rolling three year plan is primarily based on the Society's strategic aims. As a working document it will be monitored, reviewed and adjusted as and when required.

SDOS Action Plan 2021-2024

	Aims	Actions	Timescale	Who	Review: (May, Sept, Jan)
	Aim 1: To promote the study of birds, especially within the society's recording area (See also Aim 3)				
1.1	Maintain field outings programme	Restart walks programme in April in small groups of 6 to comply with pandemic rules. (Ensure range of habitats, species, seasons covered. Include less visited areas of recording area – e.g. Brighton Wildpark area)	Ongoing	RN lead	Programme restarted. Some additional visits arranged to compensate for earlier cancelled outings.
1.2	Maintain indoor meetings programme	Winter programme of talks via Zoom until April 2021. (Need to review venue/Zoom for autumn. 21 and beyond.) Ensure covers both local and national (or international) interest sand a varied focus including conservation, locations, skills etc.	Ongoing	SM	Winter programme until April completed and well-received, good levels of participation. (How do numbers compare to previous year indoor meetings)?
1.3	Maintain User group and	Ongoing.		All	

	encourage postings				
		Monitor content and engagement. Monitor % reports in and out of area.	Mar-May	TB/RS	
1.4	Maintain and enhance Facebook presence	Promote study of birds by sharing sightings and photos, videos to promote greater knowledge of birds and their behaviour. Share links to informative websites and articles to extend members skills and knowledge e.g. BTO	Ongoing	JH/TB lead	
1.5	Produce Bi-annual Newsletter	Consider themed issues - e.g. recording, conservation, species, locations etc, and/or invite specific articles from wider membership	Apr/Nov	RS lead	
		Report on sightings from SDOS local area		CH	
1.6	Maintain and enhance SDOS website	Add society documents e.g. minutes/rules/aims to maintain transparency. Ensure these are kept up to date.	ongoing	PW lead	AGM Minutes, Aims and Objectives and Rules all uploaded to website.
		Update locations map and grid referencing	Mar 21	PW/RS	Completed and members notified.
		Review community focus following feedback from AGM.			
		Add FAQs section			
		Add information re rare birds reporting, Schedule 1 birds, and photography guidance/Code of Conduct etc.			
1.7	Encourage submission of	Liaise JN re survey work and recording	Apr/May	JH	Meetings held with CH and

	sightings via Birdtrack and other mechanisms				JN. Report sent to council.
		Consider local area surveys or 'Citizen Science' projects. Promote and contribute to county or national surveys.			
		Engage with local Swift group		JH	
		Review reporting arrangements with JN/CH		JH	Meetings arranged for April/May. Report to be circulated to council
		Continue to support local ringing groups and share their findings via usergroup and newsletters			
1.8	Develop links with BTO	Register as a Bird Club partner	May	JH	
	Aim 2: To promote the protection of birds and their environment, especially within the SDOS recording area				
2.1	Continue work with RSPB on protection of the Adur estuary	RSPB wardens to pursue further signage and roosting raft	Ongoing	TB/JH/TH	Small signs in place. Working to obtain river facing signage. For water users.
		Engage with local water sports groups to address disturbance issues		TB	Initial session held Mar 21. Future dates planned.
		Participate in OART focus group (see below) to address disturbance issues		TB	Initial meeting held. Richard Cowser (SOS) also attending and supporting.
		Continue programme to raise awareness of reserve – guided walks, volunteer newsletter, publicity opportunities via media and social media		JH/TH/TB	Walks currently on hold. Articles contributed to volunteer newsletters. Local paper contacted re new signage at Coronation Green.

2.2	Work with RSPB, SOS and local planning organisations in context of broader development issues in SDOS area, especially in Shoreham and the Adur Valley	Request seat on OART river partnership	Dec 20	JH	Invited to participate in focus group related to River Adur. TB attended initial meeting in January
		Representation on New Salts Farm group	Ongoing	TH (AT/LB)	Preliminary discussions held TB/TH/JH/AT/LB
		Conduct baseline survey at NSF over 10 weeks, loosely using CBS (Common Bird Census) methodology	Mar - May	TH/JH	Survey underway.
		Interest registered in Pad Farm		TH	
		Interest registered in Shepherds Mead			RN visited and reported back to council.
2.3	Work with other local conservation initiatives – e.g. FOSB, Widewater, Brooklands, Lancing Ring etc.	Discussions initiated with Lancing Ring volunteers	Feb 21	TH	E mails exchanged re consultation visit when Covid regulations allow.
		Nest boxes funded at Brooklands Park	Jan 21	TH	Boxes now in place and a map showing location of SDOS contributions shared. (Are they being monitored?)
		Attend WOW meetings to represents the interests of birds.	3 mthly	TH	Meeting held Apr 21
		Attend FOSB meetings to promote birds		TB	
		Organise at least one shared group outing annually, subject to Covid restrictions.			
2.4	Publicise Society's conservation activities via Facebook and the Website	Ensure relevant postings made on Shoreham Birding.	Ongoing	all	
		Contribute also to other local nature focused Facebook groups to build links			

		as appropriate.			
Aim 3: To work with the local community to promote an interest in birds and their knowledge of local conservation issues					
3.1	Maintain and enhance public engagement activity	Fund, install and maintain nest boxes in local churchyards	Mar 21	TB/TH	Boxes made, repaired and installed by Ian Gifford.
		Recommence public engagement events such as Gullfest when Covid regulations allow		TB	
		Maintain and develop links with other local groups. Seek opportunities to work collaboratively – e.g. U3A, Mind, local schools, home schooling etc.		TB	
		Bees and Seas Event, Brooklands	Aug 21/22	All	
3.2	Maintain and enhance Facebook presence	Change to a private group	Jan 2021	KHR	Numbers continue to increase with good levels of engagement with postings and good variety in content. Feedback from users has been positive.
		Review and update Storyboard.	Jan 2021	JH/TB	Updated till end March. Not currently needed extensively as many members posting.
		Devise and complete survey across group		JH/TB/KHR	Questions agreed. Not yet posted – resolving technical issues.
		Encourage broader variety in postings	Ongoing	All	JH Monitoring content and

					engagement over time.
3.3	Further publicise our activities in Shoreham and beyond	Promotional cards updated and available to share with members of public as opportunities arise		TH	Distributed
		Create posters based on above cards and distribute to public areas – eg libraries, Shoreham Centre, RSPB etc.			
		Consider photography display in local libraries			
		Develop programme to promote interest with younger age groups including children and families	Apr 21 Ongoing	JH (JP)	Initial meeting held Apr 21. Email sent to school that visited last year.
		Contribute articles to local media and conservation group newsletters where appropriate.		TB lead	
3.4	Continue to work with local organisations to develop informative signage	See above			
3.5	Make available selected SDOS resources via the website	Historic newsletters, estuary bird poster available online.			
4. Systems and Resources (for efficient running of society)					
4.1	Maintain Membermojo	System fully operational. Ensure records are maintained and updated and communications remain clear and relevant over time.		PW TH/SM	
4.2	Maintain website			PW	
4.3	Use of You Tube/Zoom for indoor meetings, AGM	Zoom account in place		PW	Zoom successfully used for winter programme and Council meetings.

					AGM held online. Electronic voting system used effectively.
4.4	Create and maintain electronic archive	Agree content to include in archive. Create electronic records. Check and maintain historic archive at Records Office.		PW/RS (JN)	Historic annual reports and other key documents scanned and uploaded to secure area of website. John Newman archive created.
4.5	Maintain social media presence	Maintain and monitor use of Facebook. Consider developing Instagram and Twitter accounts		TB	
4.6	Financial Plans	Consider how to effectively use surplus funds for conservation projects or sponsorship etc.		TH/ Council	
		Encourage payment by Standing order to reduce costs		TH	
4.7	Review and update society Aims, Rules, Policies	Update of Rules completed. Review Aims and Objectives following feedback from AGM. Policies to be updated.		RS lead	
4.8	Maintain and grow membership	Monitor sources of recruitment of new members and also reasons for termination of membership Track changes in numbers over time. Report to council at each meeting.		SM	
	Review Council structure	Use action plan to identify any gaps in skills or manpower. Seek to recruit suitable candidates to join council.			

	Human Resources	Seek active engagement of wider membership and offer opportunities to use skills and experience for the benefit of others in the group. e.g. Consider education team, conservation team, ICT team, publicity and media team etc.			
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