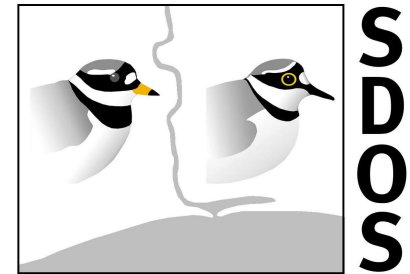


Shoreham District Ornithological Society (SDOS)



Delivery Plan Mar 2023-2026

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 2023-2026

	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	<p>Alongside existing popular outings, new routes and a volunteer leader have been introduced.</p> <p>Arrange public engagement event at Goring Gap to view waders, gulls etc. Include as part of ‘World Wader Watch’ weekend.</p> <p>Arrange a similar event the same weekend in Shoreham.</p> <p>Arrange a field outing in Steyning, linked to Greening Steyning or Downland Scheme to raise profile of SDOS in this locality.</p>	<p>Ongoing</p> <p>Nov 2023</p> <p>Nov 23</p> <p>TBA</p>	<p>RN</p> <p>TB/CH/ RN</p> <p>TB et al</p> <p>RN</p>	<p>Review success of this approach in July 2023 to inform planning for 2024 programme.</p>

1.2	Maintain indoor meetings programme	<p>New hall has been in use since October 22. There have been some issues with parking and hall use. To alleviate these from April 2023 the meeting day has been changed to Thursday.</p> <p>The programme should ideally embrace local, national and international themes as well as identification skills, conservation, and areas of ornithological interest.</p>	Ongoing	SM	To be reviewed in October 23 to assess whether this venue meets the group's needs.
1.3	Maintain User group and encourage postings	<p>We aim to have a healthy user group where people can ask questions and seek help. Encourage wider membership to contribute.</p> <p>Council members have an important role to play when the group is flat, ideally starting conversations.</p> <p>Continue to monitor.</p>	Ongoing	All	This is working well but the number of contributors is fairly static. There are seasonal fluctuations in the number of postings.
1.4	Maintain and enhance Facebook presence – this is our only social media presence in 2022	<p>Promote study of birds by sharing sightings and photos, videos to promote greater knowledge of birds and their behaviour.</p> <p>Continue to monitor</p>	Ongoing	JH/TB	There are now over 1000 followers of our Facebook group. The group has a positive vibe and continues to build organically.
1.5	Develop additional social media presence – Twitter and Instagram	Council to consider expansion of social media into Instagram and Twitter to engage with a younger and more diverse audience	May 2023	TB/AD	Discuss at Council meeting

1.6	Produce Bi-annual Newsletter	Recent editions have been rather data heavy. It would be good to encourage a wider range of contributions from our membership. Consider approaching individuals for articles.	Apr/Nov	RS	Continue to monitor.
1.7	Encourage submission of sightings via Birdtrack and other mechanisms	In December 2022 RA gave a demonstration of Birdtrack at our indoor meeting, but it is difficult to measure impact. Promote the use of Birdtrack App e.g. newsletter article, use on outings etc.	Ongoing	TB	
		Continue to support local ringing groups and to share their findings via usergroup and newsletters. Consider a visit for interested Sdos members to a local ringing site.	Ongoing		Regular updates on Usergroup and in newsletters
Aim 2: To promote the protection of birds and their environment, especially within the SDOS recording area					
2.1	Work with RSPB, SOS and local planning organisations in context of broader development issues in SDOS area, especially in Shoreham and the Adur Valley	Continue as full member of OART sub-group focusing on recreational disturbance	Ongoing	TB	It is anticipated that signage will be installed alongside the SSSI in 2023, although timescales remain unclear.
		Representation on New Salts Farm ecological working group	Ongoing	AT	Awaiting further updates

		Conduct migrant/breeding survey at NSF over 10 weeks, loosely using CBS (Common Bird Census) methodology	Mar – May 23	TH/JH	Repeat survey work for a third year to monitor impact of environmental changes.
		Interest registered in Pad Farm		TB	Chase for further updates from Adur council on these plans.
		At Shepherds Mead RN/BC represent Sdos as part of steering group and continue to carry out bird surveys.	Ongoing	RN/BC	Surveys completed. Outreach event held and links with other interested groups developing
2.2	Work with other local conservation initiatives – e.g. FOSB, WOW, Brooklands,	Attend WOW meetings to represents the interests of birds.	3 mthly	TH	Ongoing – last meeting Mar 23
		Attend FOSB meetings to promote birds	3 x p.a.	TB	TB is ornithological consultant to the Society.
		Organise at least one shared group outing annually.		TB/TH	Likely to be held in January, as in previous years
2.3	Publicise Society’s conservation activities to a wider audience via social media and the website	Ensure relevant postings made on Shoreham Birding. Maintain and update website as required.	Ongoing	all TB/THJ	Continue to monitor and take opportunities to raise profile and build connections.
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	Develop programme to promote interest with younger age groups including children and families - target is Lancing Primary School, delivered in conjunction with WoW		JH/JP	Further school visit booked for the summer term 2023.

		& FoSB			
		<p>Continue public engagement events across SDOS area. (See also 1.1 above re Wader event)</p> <p>Consider planning an event in Steyning, possibly alongside Greening Steyning and Steyning Downland scheme.</p>		TB/RA	Initial planning and discussions underway
		<p>Maintain links with other local groups. Seek opportunities to work collaboratively – e.g. U3A</p> <p>Aspire to create educational materials to use with varied groups – e.g. adapt BTO course format</p>		TB TH/JH	<p>Regular liaison with LB, local RSPB co-ordinator. Continue to support her with annual Adur walk as part of Brighton U3a Beginning Birdwatching course</p> <p>Consider a local one off 'Introduction to Birdwatching' event with U3A. e.g. at Coronation Green.</p> <p>Investigate in due course. Contact NM, Training Officer at BTO</p>
3.2	Further publicise our activities in Shoreham and beyond	Create posters based on our business cards and distribute to public areas – eg libraries, Shoreham Centre, RSPB etc.		TH	TH co-ordinating on a design linked to promotion cards.

		Consider photography display in local libraries			Not yet actioned. Carry forward as an aspiration for 2023.
		Produce pictorial guide to SSSI, using members photos.			Consider for 2023.
		Contribute articles to local media and conservation group newsletters where appropriate.	Ongoing	TB	Blogs and articles written for FOSB, AWDC etc.
3.3	Mark 70 years of SDOS through events and/or publications in 2023	Editorial team to draft a publication and gather photos and personal reports to supplement the core text. Target audience is SDOS members and local public with a general interest in the area and its wildlife. Aim to publish and distribute in late 2023.		RS	First draft completed and documents and photos being gathered from members and others.
3.4	Make available selected SDOS resources via the website	Ensure we have an archive of Sdos Council meetings as far as is feasible.		TB	Collating paper and electronic copies of current and historic meetings from a range of sources.
4. Systems and Resources (for efficient running of society)					
4.1	Maintain Membermojo	System fully operational. Ensure records are maintained and updated and that communications remain clear and relevant over time.	Ongoing	PW/SM	Await update from PW

4.2	Maintain website	Add Society documents e.g. AGM minutes and ensure these remain up to date. Maintain and update library of Risk assessments	Ongoing	PW	Await update from PW
4.4	Financial Plans	Consider how to effectively use surplus funds for conservation projects or sponsorship		TH/ Council TH	Small donations to support local schemes e.g. Nesting boxes for school and churchyard etc. Our finances are healthy with income and expenditure trends kept under close review. Income needs to cover the costs of servicing membership, unless there are exceptional one-off costs incurred.
4.5	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	Ongoing. Membership numbers remain healthy. (March 2023: 244 members)
4.6	Review Council structure	Potential gaps identified in education, ICT, publicity and media			TB has started a conversation with AD re a Communications role. It is noted we need to recruit an IT understudy. This is a risk area as there is no obvious candidate.

4.7	Human Resources	<p>Seek active engagement of wider membership and offer opportunities to use skills and experience for the benefit of others in the group.</p> <p>Be pro-active in encouraging members to take a more active role</p>			
4.8	Maintain implementation of Health and Safety policy and Safeguarding policy	<p>Continue to develop risk assessments for all planned walks and ensure this work continues as we add new routes.</p> <p>Review and update risk assessments as required.</p> <p>Review effectiveness of Health and Safety Policy, Risk Assessments and Safeguarding Policy by May 2024</p>		PW/RS Et al	All official walks are risk assessed and published online, with a link shared when advertised. Verbal briefings of risk also shared at start of walk.

Version control April 26th 2023 TB/JH