



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. Numbers able to attend now increased in line with new regulations. Joint visit with Ferring Conservation group was very successful. There is a lot of interest for wider nature. Draft plan for 2022 has been completed and sent to members. A Planning visit for a new Brighton location was completed and a visit is included in 2022 programme. Assessment visit also made to Storrington area to consider suitability.

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 and a varied focus including conservation, locations, skills etc.	Ongoing	SM	Winter programme until April completed and well-received, good levels of participation. Some adjustments have been made to planned programme to allow for continued Zoom sessions until an indoor setting is available.
1.3	Maintain User group and encourage postings	Ongoing.		All	Data from John N on changes to bird populations has been popular.
		Monitor content and engagement. Monitor % reports in and out of area.	Mar-May	TB/RS	Survey completed Mar - May 2021 indicates no concerns re out of area postings being excessive (no more than 10%, and featuring very rare birds of interest)
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	Numbers continue to rise, (currently 750+) although pace has slowed. It is less easy to share content to other sites now we are a private group. Engagement remains good.
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	Autumn issue to focus on recording and reporting. Several members have submitted articles related to this subject.
		Report on sightings from SDOS local area		CH	Included in newsletter

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. Delivery plan and calendar added to website after May meeting. Updated versions to be uploaded following council meeting in January
		Update locations map and grid referencing	Mar 21	PW/RS	Completed and members notified.
		Review community focus following feedback from AGM.			Website updated
		Add FAQs section			Information on website reorganised to be more user-friendly
		Add information re rare birds reporting, Schedule 1 birds, and photography guidance/Code of Conduct etc.			JH to forward to PW ready to upload to website. Also agreed to add a public transport document from member.
1.7	Encourage submission of sightings via Bird-track and other mechanisms	Liaise JN re survey work and recording	Apr/May	JH	Meetings held with CH and JN. Report sent to council. Articles in Autumn newsletter to encourage recording of sightings.
		Consider local area surveys or 'Citizen Science' projects. Promote and contribute to county or national surveys.			Via John Newnham, heronry census to be covered on a forward basis. We will now be regularly updated on any survey work in Sussex allowing members to take part.

		Engage with local Swift group		JH	Adur and Worthing Facebook group created by a member in Feb 2021. SDOS have contributed to group and encouraged use of Swiftmapper to record sightings and nest sites. Seek to recruit a SDOS Swift Champion from the membership to further promote this going forward and connect with the many active local groups in Sussex.
		Review reporting arrangements with JN/CH		JH	Meetings arranged for April/May. Report to be circulated to council This was done and discussed at May meeting. Recording was a theme of the Autumn newsletter.
		Continue to support local ringing groups and share their findings via usergroup and newsletters			Regular updates continue to be shared.
1.8	Develop links with BTO	Register as a Bird Club partner	May	JH	Done. Contact made with Regional Organiser who will send any info re surveys and local Sussex data. (She cannot break this down to SDOS area). Information about the society is now on BTO website.
1.9	Review Garden Birdwatch Scheme	Consider pros and cons of the scheme. Advertise for a new co-ordinator if required. Promote scheme via newsletter and/or usergroup if decide to con-	Sept		VB has indicated she wishes to step down from this role. 24 members currently participate, many are longstanding contributors. Sim Elliott has kindly agreed to take this on from Jan 2022.

		tinue.			
	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. Agreement in principle for water signage from RSPB, not yet agreed NE. Awaiting feedback from these agencies.
		Engage with local water sports groups to address disturbance issues		TB	Initial session held Mar 21. A total of 5 sessions held to date, reaching approx. 36 paddling instructors. There has been a very positive response from attendees and excellent publicity on relevant social media sites.
		Participate in OART focus group (see below) to address disturbance issues		TB	Initial meeting held. Richard Cowser (SOS) also attending and supporting. Liaison with other agencies to develop further work around disturbance issues is continuing via focus group and discussion.

		Continue programme to raise awareness of RSPB reserve – guided walks, volunteer newsletter, publicity opportunities via media and social media		JH/TH/TB	Walks currently on hold. Articles contributed to RSPB volunteer newsletters. Local paper contacted re new signage at Coronation Green. A new article was submitted for the volunteer newsletter about the watersports outreach work.
		Liaise with RSPB staff to support the management plan for the reserve			Volunteer wardens have met with new warden and discussed issues and plans for the reserve to be progressed by RSPB.
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	SDOS continue to participate in a new OART focus group related to River Adur.
		Representation on New Salts Farm group	Ongoing	TH (AT/LB)	Preliminary discussions held TB/TH/JH/AT/LB Site visit with LB/AT A 'Vision statement' has been sent to project co-ordinator based on results of survey work and site visits. Representatives have participated in stakeholder discussions and members have been encouraged to participate in public meetings.

		Conduct baseline survey at NSF over 10 weeks, loosely using CBS (Common Bird Census) methodology	Mar - May	TH/JH	Survey completed x 10 weeks. Further visits planned, to include an evening visit and monitor seasonal movements. Results have been shared via Usergroup.
		Interest registered in Pad Farm		TH	Feasibility study has been commissioned by AWDC
		Interest registered in Shepherds Mead			RN visited and reported back to council. RN/BC have undertaken an initial survey visit. And are now conducting regular bird surveys. TH/BC attended open day organised by South Downs National Park.
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 a 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.
		Attend WOW meetings to represents the interests of birds.	3 mthly	TH	Meeting held Apr 21. TH attended
		Attend FOSB meetings to promote birds		TB	Tony continues to support the group and has organised events to promote birds.
		Organise at least one shared group outing annually, subject to Covid restrictions.			Date has been set for January 2022

2.4	Publicise Society's conservation activities via Facebook and the Website	Ensure relevant postings made on Shoreham Birding. Contribute also to other local nature focused Facebook groups to build links as appropriate.	Ongoing	all	New signage publicised via social and written news media. Links with the Bramber Brooks website in addition to the groups mentioned above
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	Events held at Coronation Green and by the Adur. These have been well attended and feedback is very positive. Events will continue in 2022.
		Maintain and develop links with other local groups. Seek opportunities to work collaboratively – e.g. U3A, Mind, local schools, home schooling etc.		TB	SDOS have supported Brighton U3a bird-watching group visits. SDOS and WOW have facilitated a local school visit to Widewater and volunteers supported children in observing and learning about birds on site. Further events will take place in 2022
		Bees and Seas Event, Brooklands	Aug 21/22	All	A team of volunteers offered scope views of birds on the lake.
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. No longer needed extensively as many members posting. Continue to monitor and contribute new posts as appropriate.
		Devise and complete survey across group		JH/TB/KHR	Questions agreed but not yet posted – resolving technical issues. An informal request for feedback was made on the anniversary date but this generated little response. Verbal feedback from wider public has been very positive.
		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 to volunteers at engagement events and core members engaging with the public when birdwatching around the local area.
		Create posters based on above cards and distribute to public areas – eg libraries, Shoreham Centre, RSPB etc.			TH co-ordinating on a design linked to promotion cards.
		Consider photography display in local libraries			Not yet actioned as libraries have not been fully open to public. Consider for 2022

		Develop programme to promote interest with younger age groups including children and families	Apr 21 Ongoing	JH (JP)	Schools programme in place with one school. A team of volunteers willing to support this work has been drawn together. Junior membership offer has now been developed. This is subject to Council approval in January 2022.
		Contribute articles to local media and conservation group newsletters where appropriate.		TB lead	Articles have been contributed to Shoreham Beach News, Shoreham Herald and RSPB volunteer newsletter Also to paddleboard sites and magazine BN1.
3.4	Continue to work with local organisations to develop informative signage	See above			RSPB signage now in place. SSSI signage also installed Discussions re 'water' based signage are ongoing. RSPB are leading on this.
3.5	Make available selected SDOS resources via the website	Historic newsletters, estuary bird poster available online.			Historic reports and books in archive in members section of website. Available newsletters and other relevant articles to be uploaded in 2022.
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	Ongoing
4.2	Maintain website			PW	Ongoing

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. Zoom account extended for another year
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 Newnhan archive created.
4.5	Maintain social media presence	Maintain and monitor use of Facebook. Consider developing Instagram and Twitter accounts		TB	We have shelved Instagram and Twitter development at the current time.
4.6	Financial Plans	Consider how to effectively use surplus funds for conservation projects or sponsorship etc.		TH/ Council	Discussions are taking place about how best to use this money to support the Society's aims.
		Encourage payment by Standing order to reduce costs.		TH	
		Consider setting up online payment of subscriptions via Paypal			Need to investigate if this is feasible.
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	Documents updated and uploaded to website.
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.		SM	Ongoing. Membership is currently healthy.

		Report to council at each meeting.			
	Review Council structure	Use action plan to identify any gaps in skills or manpower. Seek to recruit suitable candidates to join council.			Carry forward to 2022.
	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.			Members have volunteered at Bees and Seas and Coronation Green events. Good engagement on joint nature visit with Ferring. There has been active support for our conservation and schools initiatives from some newer members. Plans to develop swift champion(s) in 2022.

Version 3 Dec 2021