

## Appendix C – Volunteer and Stakeholder interviews

### i) interviews

This document is a record (largely in note form) of the responses of interviewees to our questions around volunteer capacity, motivation and survey design. Not all questions were applicable to all participants so some do not have a response.

#### **Anne Casey (Norfolk Biodiversity Partnership)**

- 1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]
  - a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Less in winter, most in April – September.

- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
- 6) Would they consider making additional visits to known or new areas to undertake map validation?
- 7) Is your community familiar with the region's habitats?

Most community groups are focused on their local areas. Some are roving volunteers such as UEA environment group and green gym, they join knowing that is what that group does.

- 8) What proportion of your community would consider validating the Norfolk map in their local area?

Local groups are more interested in their local area and have a lot of good local knowledge and appreciate being asked to be involved. It's important how you ask the questions.

- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

A lot of people would like to do this as a group discussion. Norfolk Rivers Trust chalk rivers project used maps on the wall in village hall to discuss what is there in their area - tell the project what is really there and check maps of the area are right. People like looking and talking about maps. This would appeal better than on your own on an App.

- 11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

How simple is this in the field? How easy is it to gather all the data together? Printing off and annotating, will they go back and put into the computer? App appeals to those into their tech. Older may not be as interested. Smart phone may appeal to different sector. Competition is a really good way of motivating. Make it interesting to different audiences.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – 4

Desk-based random – 3

Field-based local – 4

Field-based random – 2 to 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

This amount of detail not available before. Use in their area and to be able to see how different habitats are spread over a wider area. Shows linkages between habitats. Helps with planning in the future and to help with others. Provides a sense of ownership after validating the map, being able to contribute such a project and be able to promote and support others that have not used the map before.

Feedback is important, questions must be simple and easy to use. Contribution to a wider objective and big project is really important.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Target localities, specific local groups and parish newsletters. If they are specifically asked they are more likely to come along, especially if through local conservation groups. Giving reasons why people should participate is really important and depends on audience. Parish councils will want to know what is there and they will know who the local naturalist etc. Local groups really want use of a map. What they will get out of it as well as what we want out of the process is important. Promote special habitats or what is special to them – maybe a better way to entice people in. Better planning is always a carrot.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Social media. EDP

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Naturalist society. Norfolk Association of Local Councils, talk to new person in post (Helen \_\_) – the executive committee.

This project works well with the parish green space project that the NBP and communities and nature topic group have been trying to put together to some time.

**Cllr Jenny Chamberlin (Norfolk County Councillor for Diss & Roydon, Norfolk County Council)**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
Up to 24 people. Need to check with Lindsay. Angles Way group would be someone to contact to help. River Waveney Trust work party in Diss. Community wood - Quaker Wood). Volunteers at Roydon fen. Healthy walkers in and around Diss – Norfolk Trails and active Norfolk. Scouts and guides. Heritage triangle down to the mere. Geodiversity volunteers. Work with schools, Roydon and Diss schools – gets children outdoors and understanding their environment. Allotment community. These would be good. Football club, rugby club, athletics – so lots volunteers , potential. Fair green association.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Unknown.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Maybe up to 50.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Volunteers are even outside of Jenny's division. Within division - evenly spread across the division. Maybe get Harlston involved? Churches are always good starting point.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

More likely in April – October , but not necessarily. Desk-based any time year, nice to have stuff to do when weather is not great. Need training session which is set date, then give them 1 week or 2 weeks to do stuff. Need deadlines, not open ended. Don't give people too much, give not quite enough so they want more.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Need questionnaire to see if volunteers have done this before, not necessarily as a volunteers but in life. Give examples, would you know the difference between football pitch and arable etc. Experts will know their vols. Need to identify volunteers' capabilities and weed out unreliable.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes to known. Outside local area would be yes if we asked them the question would you be interested in doing somewhere new? Ask people to recommend other potential volunteers.

7) Is your community familiar with the region's habitats?

Most signing up to this would vary; most would have an idea of the local habitats.

8) What proportion of your community would consider validating the Norfolk map in their local area?

All groups would be interested. All volunteers from an intellectual point of view would be , but may not sign up. People really keen on their local area. It all comes down to time. Can you set aside a morning or afternoon for this, or do you have more time. Make this all flexible.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Difficult to say, need to ask local group leaders. From experience it's a smaller proportion as people tend not to want to do things outside their area, but they might have friends in an area outside - while you are there you might want to do this.... Walking festival is potential, after taking part in this they could continue after to do validation - while you are there could you do extra, could add this to walking festival. Walking and cycling groups could do this.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

2/3 field, 1/3 desk-based, some would do both. Council officers need to be told. Some elderly people might be happy to do the desk-based work.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

A lot of children, input from high school, part of the project. Needs to be simple for older people, just take a photo and get others to check after. They could just photo areas and get other volunteers to check, rather than not getting this volunteer input. Website with print and send back in would be better.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local - 4

Desk-based random - if you have had a taste of desk-based local then you would be more keen, competition /gameification could work - 3

Field local - 5

Field random - guess but 3 if right place and time.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

It will. Feed into local plan for Diss town council and Roydon parish plan. New housing to retain bat corridors and improve on existing corridors and habitats - the map would help with this. Need a balance of open space and habitats...so see this is really important. Linking in with school children is next generation, who will also go out with their grandchildren.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Absolutely!

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Part of the agenda of town and parish councils. They need to be aware of this at the very least. Town council could help facilitate this by being open on a Saturday. Parish council could help with this in e.g. a welcome pack to new people in village. Most parish councillors would do something. Diss express, park radio local radio, local newspapers; EDP too. There will be short sharp interest and a small amount who would stay for ages. If there were one off events with some advertising such as weekend events or days when other activities are on, then this would garner much interest. Notice to sign up required.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

As above.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Walking festival – this activity could be tagged onto activities in the festival. Advertising what is already going on, so yes add on to existing activities. Include living map in local plan as layer to e.g. object to new housing. Helps to identify planning issues in advance.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Get information from Richard Pither, Geoff Doggett and Lindsay.

Jenny is very keen on this validation work as a concept.

**Dave White (Senior Green Infrastructure Officer, Norfolk County Council)**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] North Norfolk workout group 10-12 people – would need to be together as a group, they go to various locations e.g. Sheringham, Holt Lows. Would not want to go outside of where they normally go. Badcog would be a good group. Litcham common and other local groups. Norfolk Biodiversity Partnership community database has a good list of local groups to use. Butterfly conservation.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Spread around north Norfolk. Get themselves to places where their voluntary work takes place.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

In general most work takes place in winter and autumn and surveys take place in the summer. Less activity in spring.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

No

6) Would they consider making additional visits to known or new areas to undertake map validation?

7) Is your community familiar with the region's habitats?

Not really in general, especially the workout group, probably less than 10%. Out of 10-12 people.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Almost zero as calendar is full. If offered way in advance may be potential, but may not get interest from the ones who know habitats.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Graduates would be good and interested and office volunteers.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Website is much better preference, with printed out maps.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk based local area – 3 or 4

Desk based random – 3

Field based local – 4

Field based random - 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Yes for targeting green plans or local plans, or for habitat creation or stewardship if they manage these kind of areas. Help grant applications. Some may be interested if the map was just on the wall. Send to local authority ecologists and sell them the benefits to them. They need it for Green Infrastructure plans. Make sure people include photos. We need it now and validated and used. Map needs to be accessible. Local plans would keen for using this map. National Planning Policy Framework (NPPF), this helps with bigger picture strategy.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

NBIS e-bulletin. Environment Team volunteers newsletter. University of East Anglia, through contacts. Easton College.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Norfolk Wildlife Trust's (NWT) newspaper: Tern. Eastern Daily Press (EDP). Mustard TV.

Need a snappy selling point to see what they get out of it; tangible outcomes.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Matt at the Fringe project. FWAG. Beth Williams at the Broads authority – they have 400-500 vols. NWT reserve managers, to get volunteer list that help them and their reserve teams.

## David North (Head of People & Wildlife, Norfolk Wildlife Trust)

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
Varies from going to one event to a day a week .

2015 1,249 volunteers supporting NWT (Norfolk Wildlife Trust), providing over 46,000 hours of their time. This is equivalent to an extra 27 full time members of staff.

(2014 had 1096 volunteers donating over 40,000 hours)

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Of 47 wildlife trusts Norfolk is usually in top 10. NWT employ a part time volunteers coordinator.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

35,000. Wildlife trusts nationally report all wildlife trust figures. NWT in top 5.

- a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Member: NWT knows on database, membership officer could say. Fens is low, Norwich is low per person.

Volunteers: peak numbers are on nature reserves and visitor centres and most volunteers live near these - especially reserves with visitor centres. Cley very popular; Weeting and Holme less so.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Apart from Cley, most from Easter...mostly in the summer. Reserves management which includes corporate volunteers such as AVIVA, tends to be a lot of activity in the winter. More in general in summer than winter. Spring is still popular, so not low here.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Yes churchyards, County Wildlife Sites action project. Very few doing habitat survey. One or two e.g. Cley bird club do loads of survey – one couple do 80 hours a week. Gaywood valley volunteers did monitoring in that Living Landscape project. A small percentage in general. Webs counts done by a number of organisations. Probably 20-30 out of all active volunteers that do this, will be over 100 in a year's time (County Wildlife Sites Action project)

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes some would, not all. People don't like to go far. Some only use public transport. Volunteers groups that are practical are generally happy to go to new areas that are close. NWT local groups have volunteers and they could promote to their groups.

7) Is your community familiar with the region's habitats?

In general not, but some will be. Guess at about 5% that are familiar. Probably 50 volunteers in total (maybe higher)

8) What proportion of your community would consider validating the Norfolk map in their local area?



5-10% probably. Probably some new people that aren't volunteers at moment that would be interested – maybe 50-100 extra.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

People like an assigned area, if within 5-10miles then probably only 1% less. Parishes would be good.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Different type of volunteer. HQ volunteers, including IT volunteers would be ideal. Overall about 1%, maybe 10-15 people. Wider membership would be very low, maybe 10-15 names. In the future people with IT skills who retire would be ideal for this role.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Really, really low in existing volunteers; more going on a website and printing off then liking to report back. Most of volunteers are older, very few 18-35. Most over 50s would prefer computer than smartphone. Potential for new volunteers to use smartphone App. Gameification is a good idea.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 2

Desk based random – 2

Field based local – 3 or 4

Field based random – 2 or 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Parish or neighbourhood plans. A lot of people want to know what is going on in their area. In a philosophical way it is an opportunity to contribute to wildlife. Wellbeing benefits and being able to engage in their local area.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

YES. Nationally other wildlife trusts would promote - need to explain to WT nationally.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

For NWT use Tern and e-newsletter to all volunteers. Direct email to volunteers who are likely to be interested.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

EDP, websites, NWT website. Usual communication methods.

NWT has system for promoting these things and promoting as a new volunteer vacancy. Better to promote some at University of East Angla.

Can promote to 100 new volunteers in County Wildlife Sites Action project (HLF); there is a great opportunity in this project.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

County Wildlife Sites Action project - yes. HQ volunteers who are regular desk-based. Advertise for a/some volunteers to do the desk-based assessment on a Friday at NWT HQ.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

People love landscape history. Go to these kind of groups and history groups to compare with old maps.

Norfolk archaeological trust (NAT); Tom Williamson; Easton College and Otley; estates manager at UEA; landowning estates, their land agents may be willing; gamekeepers; East of England apple and orchards project; Countryside restoration trust – Robin Paige; Chris Skinner, landowners would do it for the whole of his farm; Forestry Commission; National Trust; Ramblers.

New sorts of volunteers – eg AVIVA get paid for certain number of volunteers, some would be prefer desk-based, others field. Some of the big companies have intranets.

Holiday makers could do simple quizzes to learn about what is around your cottage.

A level geographers, keystage would have interest with teachers. Potential easy field visit In local area, especially if new technology.

Really good to have a helpline if it was a massive project. On a small scale NWT could help if small project.

Talk to cley bird club.

Really enthusiastic. Excited about bringing in new members because of this and existing members who are not active. Very good connections with EDP, so could turn that around.

## **Doreen Wells (County Ant Recorder, Norfolk and Norwich Naturalist Society)**

### **Questions to ask each group**

- 1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]
  - a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Depends on specialism, ants hibernate, so Doreen does not record during this period. End of September and April, apart from some dune habitats don't record. So April to September fieldwork, winter is recording and ID. Lichenologists, plants, mosses etc could be all year. Some people can go out in bad weather, but mostly in good weather. Specialists are out at different times of year and so a site could be covered all year round.

- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
- 6) Would they consider making additional visits to known or new areas to undertake map validation?
- 7) Is your community familiar with the region's habitats?

Surprising yes. Local group – Great Yarmouth naturalist society, two very good cemeteries and sending ant records to Doreen. A lot of very interested people who would like to get involved. Definitely people in their own patch, if you promote it right and give them confidence by having training. Building up confidence so they have skills that mean they will be a real asset and word of mouth will get groups together. We have the right idea here with the validation project. The UK has a very different approach to the rest of Europe we do it by volunteers, in Europe most of this is only done by universities.

- 8) What proportion of your community would consider validating the Norfolk map in their local area?

Much more interest in their local area.

- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Depends on the person, are they mobile? Do they have a car? Some may be stimulated by going outside of their local area. Not age related, its personality, its people who want to learn about new areas, pushing those boundaries, it's the challenge. Grab these people!

- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

People who have physical disabilities and older people who can't leave the house may be interested in this. Many would not be interested as other things to do at home.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Many recorders don't have a smartphone, a high proportion of recorders are older people who don't have phones. But will all have computers and website approach would work for recorders of all ages. Younger people would be happy to use Apps. People who have disabilities would like Apps too mabe?

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local - 3

Desk-based random – 3, or maybe 4; chance to learn a lot about places outside their area

Field based local – 5 for the right group

Field based random – 5, but fewer number of people.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Engagement. People get very disillusioned if not followed up, this is crucial as people want to know why not updated and what the purpose of the map is? Habitat change over time is important and interesting.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

EDP, local press. Local radio and TV. Any organisation involved: NWT, RSPB, newsletter, and social media. Depends on audience – traditional and new methods should be used. Through local groups. Radio 4, 5- 6pm (Andrew Marr ) ask for volunteers which gets a fantastic response. Definitely advertise in the Norfolk and Norwich Naturalist Societies magazine Natterjack.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

## **Geoff Doggett (Vice Chair, River Waveney Trust)**

### **Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
140 active volunteers, address them directly and ask to meetings and training.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Anglian basin – Norfolk rivers trust has 50 volunteers, Essex and Suffolk is lower. River Waveney Trust (RWT) is one of two built on volunteers engagement; most other Rivers Trusts across the UK are about other river related activities. There is an overview report just published for all the Rivers Trusts – this includes all their volunteer numbers.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

776 members.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Allocated to one of 5 local groups for members. Cross border working, would be happy to live in Suffolk and map in Norfolk. Less than 20% are active Local group members: Diss 110, Harleston 165, Bungay 172, Beccles 112, Lowestoft and Oulton broad 58. Each local group has a local coordinator. Special interest groups e.g. boat group, wildlife group, catchment group, archive group. Board of trustees 8 strong. Trying to get down to river guardians and parish level.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

All year round. Seasonal factors e.g. bat survey, more volunteers in April-September....depends on the work.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Not at the moment, individual recorders.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Broadly yes, but would want to go directly to the River Waveney catchment partnership, who give advice for agri-environment to a total of 500 farmers. Will farmers want to become volunteers, these are new volunteers as well as RWT volunteers.

7) Is your community familiar with the region's habitats?

Landowners at National Trust do know. Community volunteers do the rest; most extremely familiar, but not with species. Training required, simple ID guide required.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Yes but need to hear more about the project. High proportion of 140 would be interested. 25 that do Norfolk Bat Survey at moment would be – E.g. record all habitats within 2 miles. Work with NWT on County Wildlife Sites Action project. Develop with catchment partnership and count RWT in. 80% of

members in market towns. Upper Waveney around Ellingham is easier to observe...different observation techniques for different areas, some would be completed from boats!

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

On the whole no - depends what the local area is. Most motivated by doing within 1km of where they live. Working parties would be better. Compensate people for their petrol. 80% of people would want to work within 1-2km, i.e. walking distance. All depends on what your asking. 5-10 miles not likely unless on the way somewhere. The 20% will probably do lots though.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

80 of member don't have email. Most who have email would be able to do this.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Experience of Apps is very good for recording GPS, camera and very simple radio button selection.

12 volunteers did work with Sarah Taigel (UEA), for her PhD, including an 82 year old! Simple, very quick, must buffer data and when hits wifi reports data. Both website and apps have a place, do both. Volunteers like having a validator at the other end. App should have confidence level on questions. Would be good to hire smartphones. Tablets would not work as much more expensive than mobiles. It was easier to use borrowed phones rather than own.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 4

Desk based random – 3

Field based local – 5

Field based random- 2 or 3 more like 2

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Volunteers on this project would get great value, nice recording...mapping great visual...having access and feeling they are contributing, especially with training.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Own membership - run engagement workshops 10-20 people, where project team comes in explaining what purpose is and get people signed....face to face

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Press, EDP, TV. NWT. Norfolk Rivers trust. Promote through reserves. Must create a job spec for the recorder, what is expected etc. Feedback is really important, such as seeing the results of their work....e.g. at workshop.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Norfolk bat survey - While they are out there they would be happy to validate. Other organisations who have volunteers.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

**Gerry Barnes (Former Head of Environment, Norfolk County Council)**

Did not complete questionnaire or interview thoughts in this email:

Hi Sam,

I have taken a look at this. When I did all those surveys at NCC-Ancient trees, hedges, orchards, etc I developed a long list of volunteers comprising some 200 individuals. This was passed on when I left, but....

These days I still use a small number for specific projects, generally in Norfolk but also across the East of England and East Midlands. They tend to be more Landscape History orientated these days-checking maps that sort of thing and they will always want expenses (petrol). Ground truthing is essential for new volunteers of course.

In some of "my" volunteers may be able to help with your surveys but it would be limited.

Happy to discuss on Monday,

Gerry.



## Heidi Thompson (Business Manager, FWAG)

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] Map = designation a wildlife site designation is therefore possible, this equals problems for landowners. There is already a round of inspections for agri-env at moment, this is already viewed with some general scepticism. Henry Walker knows Norfolk like back of his hand. But this would cost. FWAG has 200 landowner members. Henry could do this with farmers, or know a lot or with other staff member Charlie Ennals. Plus could do other farmers that are not within this client base. Properly funded project for FWAG to do this would work. Current charges at £487 per day/ desk based work, plus add in some ground truth days. Need to check how much could be reasonably done in a day.

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
  - 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
    - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
  - 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
  - 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]
  - 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
  - 6) Would they consider making additional visits to known or new areas to undertake map validation?
  - 7) Is your community familiar with the region's habitats?
  - 8) What proportion of your community would consider validating the Norfolk map in their local area?
  - 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
  - 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?
  - 11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]
- Sounds good , Henry Walker would be really happy with and App as the recording method and to that end the website.
- 12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community
  - 13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?
  - 14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Media that you promote be careful. Farmers don't read any conservation material and similar media except the EDP. Put in farming section of EDP and Farmers Weekly and through NFU.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

## Helen Leith (Campaign to protect Rural England)

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
CPRE have the best part of 50 volunteers, such as litter wardens as part of clean for the queen.  
Network of planning wardens. Footpath wardens – keen ramblers network. Norfolk Trails coordinates other volunteers. Local Access Forum also would be useful.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Over 1000 member.

One of the smaller branches ; which is reflected in the number of active volunteers too.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Scattered all over Norfolk.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Pretty active all year round. Prefer better weather, ramblers out in all weather. Summer more active.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Litter wardens regularly go out and do repeatable volunteer work. Footpath wardens also do repeated visits, although this is less structured.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes for both.

7) Is your community familiar with the region's habitats?

Most would know, as they are intelligent and well-educated.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Mostly would be up for this; volunteers care about the countryside, therefore would be interested.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Maybe some, if going to that location anyway. Depends on their level of interest, if they think it is important. A lot of the volunteers are retired.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Most would not be interested, there will be exceptions.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Interest in website, because they enjoy map reading. Make really simple. Volunteers are of a generation that Apps do not appeal. Have app as an option though.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local- 3

Desk-based random -2

Field based local – 4 to 4.5

Field based random - 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

The map is a very good indicator, a barometer of other things going on wildlife-wise. Increase in house and road building - this could be a great a barometer of these effects on wildlife. Ties in well with some of the campaign areas of CPRE locally.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Be happy to promote this and put NBIS in touch with volunteers. How it is presented is important, it should be fun and saying that YOU can take part and be part of important picture building process, something to be proud of. Maintain motivation and provide it in the first place. Keep it fresh.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Through CPRE, they send out newsletters, plus a new quick noticeboard email that goes out to volunteers. CPRE volunteer fair in August.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Friends of the earth; Wild Anglia; Wensum Alliance; Hawk and owl trust – loads of volunteers; CLA; NFU; National trust – sue price.

## **Jake Fiennes (Estate Manager, Raveningham)**

### **Questions to ask each group**

1) active volunteers do you have in the field in Norfolk? [what capacity could they offer]

Map has got to be correct as possible.

Get the right people to look at it. Commitment of land owners is required. Certain percentage of landowners can be accessed and approached through FWAG and the Game Conservancy. Need a guide. Jake would be very keen to help. Favourable condition could be assessed. Through agri-environment, this map could help to improve condition. Demonstrate good land management, tools like this show how badly we are doing and how we need to address these problems. How do we address things at government level though?

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]
- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
- 6) Would they consider making additional visits to known or new areas to undertake map validation?
- 7) Is your community familiar with the region's habitats?
- 8) What proportion of your community would consider validating the Norfolk map in their local area?
- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?
- 11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Apps are ok. Website much better, interactive web site would be great.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Depend on the crib sheet, this needs indicator species but not too much information, although favourable condition box would be good. Keep it basic, ticking up to 8 out of 10 indicator species or habitat structures is favourable, below 4 is unfavourable. Design is important as it needs to be user friendly, need a good website, new government website is a very good example of this....it is very simple not too much on one page, and not too many pages. One maybe two boxes per page. Be cunning as possible with questions. Don't make it too complicated.

- 13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?
- 14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?
- 15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Email or word of mouth, keep it simple. Not more than 2 pages. Farm walks. NWT, local wildlife groups. Emails from FWAG. Stand up at farm walk....needs to be interesting and grab people's attention. Farming pages in EDP. Press articles through people like Simon Barnes, in rspb ¼ ly magazine, and Mark Cocker. Get Anglian farmers on board. Short sentence summary about what the map is and what it is for is really important.

- 16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?
- 17) Are there activities that your community already undertake regularly that habitat validation could fit into?
- 18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Talk to Holkham estate; FC; MOD

**Lindsey Bilston (Quaker Wood Community Woodland)**

**Following our monthly working party at Quaker Wood Community woodland , I can give you some answers to the questions you sent out, on behalf of our group:**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
20 active volunteers for working parties and school visits.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

100 supporters

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Volunteers come from within a 5 mile radius of Diss

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Active volunteers come out for each working party throughout the year and for school visits each term.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

1 volunteer - me, does the Norfolk Bat Survey in 2 positions within the woodland, a regular annual butterfly survey is done by another volunteer and a bird survey has been done in the past - I'll chase that up again!

6) Would they consider making additional visits to known or new areas to undertake map validation?

Possibly

7) Is your community familiar with the region's habitats?

Yes

8) What proportion of your community would consider validating the Norfolk map in their local area?

Possibly just 1 or 2 people

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Don't know

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

none

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

none

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – 1

Desk-based random – 1

Field-based local – 3

Field-based random - 1

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

We might benefit by finding out other local species we could encourage.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

A talk (preferable) to steering group and volunteers or an email which could be distributed to volunteers -- which WAS not full of jargon and would scare them off!

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Education at wildlife events, talks to appropriate groups - such as ours, direct contact with groups.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Very simple, for a school visit to undertake - if that is not too simple for your purposes.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Greenlight Trust - an umbrella organisation for community woodlands and based in Suffolk, Woodland trust, Uniformed organisations, CPRE, U3As - Diss U3A has a birdwatching group for example, and obviously the NWT, RSPB etc



**Lorna Shaw (Biological Records Centre, Essex Wildlife Trust)**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 200 doing survey work - 160 of these are river wardens; going to have coastal wardens soon too.

Plus have a few volunteers in the office and help with other works.

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Average

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

More than 34,000. Other trust members might become active volunteers.

- a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

Higher than average.

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Nearer to towns and cities, most near Colchester and Basildon and in the south, less in rural areas, more near the coast.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

River wardens are active all year; other survey volunteers many do work parties in winter. In some ways spring is a low time, but Essex do a lot of training events then. Volunteers come to an open event in February and March with training, this encourages mass sign up to volunteer activities.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

River wardens have structured activities such as river search and riverfly surveys, others do butterfly surveys and hedgerow surveys. Large proportion, vast majority will be doing this.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes to both. They visit their local site regularly anyway. Could send some off to do another area, add on to volunteer days. One off visits may work best for this. Staff time to coordinate this is important to consider. There may be vol capacity, but staff capacity may not be there.

7) Is your community familiar with the region's habitats?

Hopefully, river wardens should do. A lot will be surveying their local patch so they know really well and have landowner contacts and are often on parish council

8) What proportion of your community would consider validating the Norfolk map in their local area?

Very high proportion as not much extra to ask them to do this.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Not as high as this is more to ask of people. If not too far away then not a problem.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Fewer. We have 3 or 4 desk-based office volunteers that would be very good for this. Think they would get through this quite quickly.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Problems with signal. Usually use pen and paper. Most of time printed out map would be better with OS map print to find site – then go and put it back on website after; but this bit depends on volunteer, some may not want to do website stuff so Essex WT needs to input data. Data input issues. Some phones are too old to use and screen is too small often on mobiles, much better on tablets. Sunlight is a problem. Battery length is a problems, does the app use loads of battery. Maybe 2hrs survey at time but with remote sites you really want to spend all day.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 1 or 2

Desk based random – few only, 1

Field based local – 4 or 5

Field based random - 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Very useful for living landscape work, basis for looking ahead at habitat condition. Less useful to volunteers. Works with catchment approach which our volunteers are interested in.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes if LERC is involved in the project. Helpful if had funding, to cover staff time. At minute have no spare capacity to do any of this. Need staff to cover and coordinate volunteers.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Volunteers open day Essex WT have every year, where volunteers can sign up to surveys....usually get 80-100, it is getting higher each year. Records website. Training events too required.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Wildlife trust, website twitter, visitor centres, records website and twitter. Essex rivers hub, LERCs, EA and local biodiversity partnership.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Yes definitely, river wardens and local area activities; alongside living landscape surveys at a landscapes scale.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

LERCS, parish council. Local recording societies. Local groups through trust. Friends of groups.

## **Martin Horlock (Senior Biodiversity Officer, Norfolk County Council)**

### **Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
3 office volunteers, Breaking New Ground (BNG) HLF project volunteers x 100 active. 250 vols in Norfolk Bat Survey. 15-20 county recorders (who act as verifiers too) and a good number of people that submit records each year.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Scattered but more of a concentration in Norwich and other larger urban areas. Tend to get active community groups around particular parish or market towns.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Office volunteers are in all year. Most volunteer opportunities are in the summer, as most activities for conservation are then. Drop out, following sign-up is higher in the summer, especially for people working in the week.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Yes BNG, NSSN, Norfolk Bat survey, other conservation organisations' activities/surveys. Plant monitoring scheme. Brecks flora group.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Potentially, don't see why not as part of their same visit rather than additional visits...this is the whole purpose of multi-taxa recording.

7) Is your community familiar with the region's habitats?

Not necessarily. With a small amount of training they could ID most habitats.

8) What proportion of your community would consider validating the Norfolk map in their local area?

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Couldn't just have App, you need both. Could not have just app, but could have just the website. Need reference sheets.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 4

Desk based random – 3, but if really in to it they would do everywhere.

Field based local - 3

Field based random – 2. There are lots of things that stop people going out, even if they are enthusiastic.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

All sorts. Accessing green space, knowing where local green space is combined with Local Wildlife Sites. Informing responses to planning applications. Generate more interest in the countryside. The important thing is that we can combine the map with other datasets when made available, to really add benefit.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Papers, twitter. Press release and social media and tell people we need your help, only when the resources are ready (system needs to be up and running). NBIS E-bulletin, Mustard TV, EDP. NWT tweet it. Include in Norfolk Bat Survey pack – have you considered validating habitats while you are doing bats. Wild about Norfolk and other local wildlife events – we need your help, put pins in a map where they could become validators. It sells itself, people love maps and especially if it is first one of its kind.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Scouts – who did the Dudley Stamp landuse map in the 1930s – maybe ask scouts to help recreate the landuse map from 30s. Tie to scout badges? Schools. Maybe have different resources. Make sure you have questions to ask what skill levels people have. Multiple validation by different users, desk and field.

If we have been interviewing lots of people there is the expectation that something will happen, so don't stop now....need to manage expectations.

## Marya Parker (Norwich Community Green Gym)

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 41 green gym. Averages 20-30, probably only 6-8 tend to come out most of the times and are therefore active. Mental health affects how long they turn up. Green gym is a roving group.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

No idea, don't know how many groups there are.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Not really members, only active volunteers as above.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

All Norwich as it is Norwich group. Talk to Mark Webster – there are two others north Norfolk and Bure marshes TCV groups.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Relatively stable all year, December is much less. Spring is limited for their work – group would like extra work therefore in spring, this would be a good time for green gym to be involved after a training session.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Recording – yes butterfly walks for mousehold heath. A lot do not have much wildlife knowledge.

6) Would they consider making additional visits to known or new areas to undertake map validation?

No transport for most volunteers. So need to get somewhere by public transport. Other volunteers groups would be more than happy Marya thinks.

7) Is your community familiar with the region's habitats?

Green gym would know basics like what heath is. Given some clues and training, very simple training – train key people so that they could do this on their own and then pass on to others in the group.

8) What proportion of your community would consider validating the Norfolk map in their local area?

10%. They all tend to say yes, but can't necessary do it.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Very low, Ernie might, if he could get there by bus.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

No idea. 1 or 2 of the group, but don't know. The group is mainly focused on outdoors. Other groups would have higher interest. TCV may not want to do this, but others would want to, or

partners of those who volunteer and those who can't get out. Group event for this might not work for this group but other groups might love this with tea and cake. May not be keen on the desk stuff, but some of the older people, U3A and disabled might. The group is not well off so don't have computers. 50% of group don't have computers, but some libraries could be used. Smart phone or tablets apps would be great, if we could lend this equipment to groups who don't have this equipment. School, colleague and university students could get involved.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Marya would. No idea. Small interest in apps probably. Definitely must have a smartphone app available for this, but print from website version is more sociable and better for a group. Need both options definitely, app and web version which is fine to use on mobiles too. Really motivating, it's educating as well. Make sure they get feedback – very important. Aggregated data is useful. Don't know how far people will travel. Not many people go west of Norwich.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – green gym 1-2; 3 in general for other groups

Desk based random – green gym 1-2; 2 in general for other groups

Field based local – green gym 3 or 4; in general 4

Field based random – green gym 3; in general 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Green gym it is a just fun activity, probably not much interest. Spring is great time for those that can't do site management.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

YES

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Promote it to own group. Community project directory on Norfolk Biodiversity Partner website. Best if you say we are looking for 3 – 4 vols from your group when sending out calls for vols. Giving them status really helps. Recognition really motivates and much appreciated.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Asking people directly, would you be able to do this. NWT news that go to members, NBIS e-bulletin. Not sure about news print anymore. TV would be good background. EDP would like the use of apps to save conservation. Community and nature topic group.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Would be additional but might well be welcomed.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Mark Webster. Community and nature group – bring up at next meeting (March 17<sup>th</sup>). Association of local councils. Community biodiversity awards would be good to promote. Voluntary Norfolk.

Other points from Marya.

- Training sessions yes please.

- Validation – boundary of habitats may be wrong, ability to change this
- Monitoring and evaluating what volunteers have done. Giving volunteers recognitions.
- Area that you give people – needs to be small, do give too little rather than too much.

Suffolk landuse survey- Big issue between giving basic information on what habitats are and too complicated. Need to bring down to basic level, key indicators or species. Also did churchyard surveys in Suffolk – key species were used to ID grassland habitats.

Marya designed and organised a land use survey of Suffolk with 270 volunteers but that was a very long time ago - the experience gained may still be useful to this project though. The volunteers were motivated by all this work and did lots after, finding that there were pockets of great habitat. Think what you are going to do with them after. Timescales. Agree 2 years would be good length for this project.

**Paul Holley (Natural Areas Officer, Norwich City Council)**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 75-100 active from Friends groups and Fringe projects. Many will simply do litter picking once a month. Paul feels confidence they will do other things.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Fair size pool of people 100-200

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Generally within Norwich and very close to their sites, especially city based friends groups. Fringe is wider, within 10 -15 miles – this group roves around. 80% of all volunteers are site based.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Pretty good spread. Paul collates volunteer figures throughout year. More happening in winter than other times. Activity drops off April and May, due to bird breeding season and winter work has finished then and summer work not started.....but this spring dip is not much of a dip. This is also when best time to record a lot of things e.g. grassland.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Fairly low level of activity, there is some. Marston marshes conservation group do a nesting bird survey of numbered nest boxes. William Stewart at Mousehold Heath does a Butterfly Conservation transects and nesting bird surveys. A newly formed group at Kett's Heights - may want to turn into more monitoring. Paul keen for this to have much more momentum in Norwich.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes think so, bit of a sleeping giant at the moment. Training and support is key.

7) Is your community familiar with the region's habitats?

Varies enormously, often socio-economic factors influence this; some have very little knowledge. Motivation for volunteering differs; some just want to see their local area clear of litter. With a bit of training nearly everyone would be able to do this. All will enjoy.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Difficult, at least 1/3 – 1/2

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Drop off rapidly. Some would be happy, 10% or less. In the city people have a small area or home range and in country range would be potentially larger.



10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Would appeal to some people, especially those who can't get out for health reasons, they like to be helpful. Maybe 10%-20%

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

"Techies" would be keen. Some of the younger people would like apps. Most would prefer website version.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 3 or 4

Desk based random – 2 or 3

Field based local – 4 or 5

Field based random – 2 or 3; get distance decay effect.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Yes from practical view point gives greater understanding of their area. Volunteers being more clued up would help Norwich City Council as volunteer organisers. Give the group more cohesion and another reason for group to meet and a new dimension to encourage new members. Will give people more confidence; especially if they have not had higher education and they feel they can contribute to higher level research. Seeing their name in print really incentivises - feels like getting an extra qualification after training. May spark off a new interest in people. Friends groups have an important social function, especially where people feel lonely.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes would do what they can, communications people would help, Paul would help,

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Promote directly to individual groups, contact is sent monthly. People need prompting several times to do things. fringe and other group websites could promote. Norfolk Biodiversity Partnership community directory would be a good group of volunteer groups to promote through.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Multi – approach, depending on who we are targeting. EDP on Saturdays. Anything that might attract a younger demographic. Existing volunteers and members of NWT, BTO and RSPB. Range of approaches. Stall in the forum to draw people in, something eye catching. Libraries, community centres, village halls (if we have a leaflet or poster).

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Some could be in current activities. New sites you may want to use the other approach, i.e. a special visit.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Voluntary Norfolk. Helen Ollet-Nash at Norfolk Association of Local Councils (Parish Councils).

## **Ross Haddow (Stody Estate manager)**

### **Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] Yes people would see interest if they can help. Loads of this work is already being done by RPA – landowners/managers are already telling RPA about every parcel of land that they manage. Countryside Stewardship and other environment schemes are useful for identifying potential best conservation work for the land in question. Concern about this work creating red rings on a map that may identify possible wildlife site designations that would have negative implications for farmers' business plans. Looking into the future is best; don't want to look back past land cover/habitats. Ross has all the habitats mapped for rpa and natural England – so can provide this information. Recommend going through FWAG first would be ideal – they would understand implications for their clients' (200+ farmers) needs, go through Heidi Thompson first for farmers. If Heidi will rubber stamp it this works as being important and useful for farmers they will go with it. Ross has good contacts with FWAG and other large landowners  
Stuart Newson's Norfolk Bat Survey project has worked well.

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]
- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
- 6) Would they consider making additional visits to known or new areas to undertake map validation?
- 7) Is your community familiar with the region's habitats?
- 8) What proportion of your community would consider validating the Norfolk map in their local area?

Ross can do 10 parishes in evening, and so could a handful of land managers across Norfolk and you could have a large proportion of what you need validated without the need for other input. Ross has 700 parcels and depending on the amount of parcels required for checking they could do this very quickly.

- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Can't imagine that every farmer does not have what NBIS want. Every parcel is identified. Need to check a sample first, either see NBIS map and check or farmer provides map to NBIS and NBIS checks. All farmers in agri-environment schemes should all have this. It is in their own interests to

identify the best wildlife features. Most farmers are in the new Countryside Stewardship scheme (99% in).

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Personally it would be an exchange of emails. Would be happy to check some things through the website though.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Opportunities to both parties with this work, benefits to fwag and persuade other farmers to work with this. Benefits to farmers to assess their land and make sure that the map is not misused in the planning process and that everyone is well aware of how the map will be used and by whom.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

**Russell Wilson (Senior Trails Officer, Norfolk County Council)**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 200 very active. Some cover e.g. 30miles of footpath, some would therefore almost class as 5 volunteers.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Don't know. Other national trails have fewer volunteers than Norfolk, but maybe do more - this is generally more work parties. Norfolk has more volunteers that do more overall.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Physically 275 volunteers in practice

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

There is a volunteer map available which will show this. Volunteers report too. More in North than south in general. Generally volunteers are targeted to where they live.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

All year round, most would prefer summer

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

All structured apart from Volunteer Newsletter volunteer editor.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Possibly. Both known and unknown would be possible.

7) Is your community familiar with the region's habitats?

Yes. Most of them are, just a bit of additional training would be required. Pretty clued up generally but mainly do know because they know their area. Older volunteers tend to know more.

8) What proportion of your community would consider validating the Norfolk map in their local area?

100%

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Don't know, probably best to focus on the local first then try some kind of event or festival to attract people to the non-local areas.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Don't know.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

60% would be happy. App better than printing a map and then go to website. Depends how this is packaged up.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – 3

Desk based random - 2

Field based local – 4/5

Field based random - 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Increased knowledge. Better able to identify habitat changes. Being able to create a more nuanced picture over time.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes. Yes regional or national too.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Volunteer conference with this as a theme, volunteers from all organisations to share best practice and to recognise the value of volunteering in Norfolk.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Launch event, correspondence with districts and parish councils. Parish councils to suggest 2 parish councillors to collect info from volunteers and to send to us and this therefore also covers outside trails.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Volunteers report on a stretch of trails, simply add additional questions to this.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Voluntary Norfolk.

**Sarah Taigel (School of Environmental Science, University of East Anglia)**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
Sarah, as part of a PhD undertook case studies in this area of interest. 5 pilots and used existing gatekeepers of existing groups to access volunteers. Some times 10 volunteers turned up sometime 30-50. Case studies used a variety of ways of handling volunteers. Used out and about events and some indoor training. Norfolk Rivers trust, Gaywood Valley project and River Waveney Trust were involved.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Depends on length of notice, sometimes too late or too early. River Waveney Trust has 700 members, 15 showed interested, 10 showed up.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

Difficult to say, volunteers engaged with were already active and engaged. It's about motivation, some are motivated by getting work experience, other people are passionate about their local area and have an attachment (where they fish, canoe etc). Wide age range 17-83, all used technology, all used app. Easton College did as part of course.

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Very close to community centre, Waveney all came from all along river. Stiffkey mostly around community centre, some from further down the coast. Some of it is intrigue, e.g. parish councillors or farmers. They would then tell their colleagues. Schools are vital tie to curriculum, children come and parents brought along too.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Summer a lot more popular. Different people week day to weekend. Winter or poor weather is not safe or you get poor records. Different distribution of data if e.g. something is flooded or inaccessible. Had to cancel sessions as mobile phone app did not work in the rain, water droplets on screen, the app thought it was movement.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Not in all them. Recording data surveys got the cream of the cream volunteer; would have to actively promote to recruit in certain grid squares.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Difficult to tell, written in as part of the protocol. People tend to over report certain areas, less familiar areas less willing and therefore less data – spatial bias. Make it clear right from the start what you are expecting and make it least possible for them to think outside the box, make it clear and simple what we are asking.

7) Is your community familiar with the region's habitats?

Majority very switched on, because they were already engaged. Outside this training is vital. Best to do hierarchical training; train up a few who train others. Tester sessions would work then find out people who are ready to commit and are clued up. Working in groups could work.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Depends on their free time they have, so make the options flexible. Geograph is a good approach. Citizen science tool and workbooks written by CEH are very useful, these show that incentivising and showing volunteers on a website what they are working towards is very important. Could have the following grid square categories: Unallocated, allocated and completed. The allocated but not completed square people would feel pressure to finish and be the last piece of the puzzle.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Depends whether they can drive. Some will do, even do this as part of their work day, while they are driving around. Some people happy to go to random locations, others do same route. Highly variable.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

An amount of people are interested in this; people who feel trapped at home or can't get out would benefit. Get hold of these people in different ways rather than workshops – online tutorials. Put out to various charities, e.g. mind. Sitting at home and doing lots of validating - Sarah thinks there is a big capacity for this but maybe with already untapped groups.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Sarah will look at this, she has some stats on this. It was more about the design rather than the technology. Most technologically knowledgeable people often are the most critical. In Sarah's augmented reality pilot they didn't love the app, but in the citizen science one they loved the app. Sarah suggests it is known that GPS resolution gets worse as battery dies.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – 4

Desk-based random - 1, data quality would be much lower with this

Field based local -5

Field based random – 4, set a maximum radius of say 10 miles from their home at the start. May visit family or friends far away and do.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Entire essay in this! Strengthening links between the natural environment and people in local area. Health benefits of open space and wildlife link to people. Engages people with the environment, e.g. how much arable they have and what habitats are around. Certification on achieving goals is really important, just send as pdf, if they do 25 squares, if they do 50 squares etc. First village or parish to be completed on the map gets a special prize etc.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

UEA has active ecology group, promote to them and they can promote. Friends of Eaton park etc.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Use every single method. Look East, EDP, community news, parish newsletters and make it more applicable those specific audiences. Get into some of the what's on groups that go on Facebook. Grade features to verify – prioritise expert versus non-expert, we already have an idea what is there versus we don't know what is going on.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Don't know. FWAG – Masters students, work in with their projects. North Rivers Trust, around Holt

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Sarah will send link to CEH work.

Glaven conservation group, have active volunteers.

In general it sounds it is thought out well – concern over data collation and how you manage and check this. Verify in office their work or go into the field? Sarah can offer further advice.

Sarah will send links to useful stuff and is happy to talk further with anyway.



## Simon Pickles (North & East Yorkshire Ecological Data Centre)

**This was a catch up on negative experience of using volunteer habitat surveyors, suggested by Richard Alexander, Natural England. The interview did not follow the standard questions, but key points have been extracted into the overall summary document for each question.**

- Simon is doing a smaller approach, trying to get to the Norfolk approach through a number of smaller projects....as the district and national park set up is fragmented.
- Lisa Norton – Head of Landuse group CEH Lancaster has already called for a long conservation about this apparently.
- Simon Pickles is hoping to create a living map for his area.
- NEYDC was involved in a Habitat condition assessment pilots 2009-12 with NE. NE was evaluating methods for doing habitat assessments in and outside SSSI, wanting to look at levels of condition above and below favourable condition thresholds. NE wanted this done by volunteers between July and September, NEYDC decided due to timings to get contractors in to do the project and also get a group of volunteers to do the same in the same timescales. Contractors were fine. Volunteers surveyors were not. 2 types of volunteers : MSC students after exams, cohort was 150 students. Other group were existing volunteers – National Trust, County Council and Yorkshire Naturalist Union – cohort was about 150 people again. 2-day training program on condition assessment for all involved, paid contractors to attend. Out of 150 students one attended, this was because they thought that NVC training was not useful for jobs as they needed water vole, bat etc survey training. Only 20 of other cohort of volunteers attended, this group did not engage with point of habitat surveying, they enjoyed the training but would need mentoring to do again. They used the broad and priority and annex 1 habitat key/field guide. Actually going out and doing this work did not happen much. Volunteers had only done species surveying and habitat management in the past. In the end they concluded that contractors cost same or less than getting volunteers to do the same, as the volunteers would require lots of mentoring.
- What NBIS is doing is much better and easier and overcomes the mentoring issue to a certain extent.....alot easier when you are confirming or checking rather than surveying from scratch. Habitat is less attractive than other offerings to volunteer groups that are species based and habitat management orientated. Provide it as part of other activities that volunteers are already motivated to do then much easier to sell to volunteers.
- Not comparable with NEYDC project, what NBIS are trying to do is different so **don't** use Simon Pickles's experience as a proxy to this
- Be careful with technology as some products created recently are not that good!

**No answers here:**

**Questions to ask each group**

- 1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]
  - a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]
- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?
- 6) Would they consider making additional visits to known or new areas to undertake map validation?
- 7) Is your community familiar with the region's habitats?
- 8) What proportion of your community would consider validating the Norfolk map in their local area?
- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?
- 11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]
- 12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community
- 13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?
- 14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?
- 15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]
- 16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?
- 17) Are there activities that your community already undertake regularly that habitat validation could fit into?
- 18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

## Simon Snettisham

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]

Most around common, about 12 active vols.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

No. All ad hoc, though friends of group

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

All live in the parish.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

As needed, not bird nesting season. Take advice on work from NWT

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Mostly habitat management, but would be interested in recording

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes big interest, especially RSPB reserve.

7) Is your community familiar with the region's habitats?

Yes reasonable and especially lead volunteers

8) What proportion of your community would consider validating the Norfolk map in their local area?

Some of the volunteers /community would be, not all. People don't like to commit to long term tasks.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Less interest, as love area. It is a big parish, so there is a lot to validate. Most people would be happy to drive 15 mins.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Would appeal to some. Probably different audience than current volunteers. Parish council would be interested.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Age dependent. Over 50s is more website and print, younger is probably app. About 50/50 overall

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local - 3 or 4

Desk based random – 2 or 3

Field based local – 4

Field based random 2 or 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Yes. Personally for asset management for parish council. SSSIs, common etc. Does tie in with what the parish are trying to do. Green space planning this is really useful for. Knowing who owns what would be useful.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Parish council meetings; open days; parish newsletters; pushing the initiative as an idea with other local parishes; regular walking group and independent walking groups.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Holiday makers; tourist information centres; Caravan sites - children love geocaching and families would love to do something like this.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Sounds very interesting project. Flood risk is a problem, so any more information on the land around would be more information. If it could tie in with land registry? - if there is a problem whilst surveying e.g. dead animal they could contact the landowner.

## Steve Whitbread

### Questions to ask each group

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] Volunteering for data entry 1+, volunteers recording/county recorders 15ish and 1-10 extra doing some work per category. Wildlife trust has ecology groups, regular monitoring of water beetles, dormice etc, successful in getting volunteers into using a procedure. Wildlife trust have a research and monitoring section; wildlife recording workshops are being put on, which links in with national wildlife trusts. New HLF project that the LERC have will increase the volunteer numbers.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Northants has a higher proportion of volunteers per members than Cambridge. Not a vast amount who do volunteer. New project will help find untapped volunteers

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

South Northants has less volunteers. Clumps around certain areas, not necessarily same for each species groups. Lots of people go to the interesting sites.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Depends on species group. Most April- September/October. Bryophytes and lichens tend to be more in winter. No one volunteers to do habitat mapping, only wildlife trust does this at moment.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

This year some involvement in Pondnet. Most is ad hoc, when people are likely to see things.

Atlases, eg BSBI or BTO work are structured recording, but in general other than this there is not any going on in the county. Wildlife trust does some targeted surveys. The LERCs across the 3 counties are trying to change this. In the new HLF project there will be some structured surveys around tiger moths etc.

6) Would they consider making additional visits to known or new areas to undertake map validation?

If training up folk in new HLF project (as mentioned above), may be able to encourage people to record more and this allows more sites to be recorded.

7) Is your community familiar with the region's habitats?

County recorders and bird recorders would be fine. Species recorders should be ok or BTO recorders. Those others who are less familiar would need training.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Most of recorders not eager to find extra things. Better to appeal to general wildlife trust volunteers, as long as not too much training involved. Wildlife training workshops required.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Potentially if you can give good reason to do this and you get a map that is done after 5 days work for e.g. More buy in if you say this will be the case at the start. Getting a map at the end is important for motivation.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Depends on the user group, would encourage both, as some people won't want to use apps. App would be great if you could wander and validate. Apps for younger generation. Retired folk will do most of the validation work and would prefer website. Birders may use app. Older would prefer website. If have both you are maximising chances of contribution. Very quick feedback is very important. Cross verification is important. Identify areas people not finished (squares) already. Could do mystery surveyor as an idea. If all volunteers check other peoples as well then ok- i.e. do their own 10 squares and then check 2 of other peoples etc. This validation is useful for living landscapes in wildlife trust nationally, sell to volunteers to help conservation effort locally and important nationally and can influence future surveys like Pondnet and also to help local management in Living Landscapes.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 2; office volunteers would do a lot of this.

Desk based random – 2

Field based local – 4

Field based random - 3; plan would be to assess volunteers who would be interested.

What is the result? Do people get a full map for their parish....needs to have a result that is useful for volunteers not just validation. Need to put aside time and money to pay people to cover areas of map that people don't want. Especially a problem in Scotland. Drones useful for areas you can't get to?! You can get ecognition software to even work out nvc communities from drone imagery, such as doing in yorkshire.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Depends on how you package it up and saying it would lead on to other things. General health benefits. Health walks people promotion. Parish neighbourhood plans could use this for them especially has they have buy in, encourages development or discourages development in other areas. This would encourage people into getting to do other projects because they have done this. Could link in with old maps or aerial war time photos, very interesting for people to compare what you see now compared to what used to be there.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes would

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

All usual stuff – different things targeted at different groups. Does not require ID skills, so wildlife trust members that can't do much else would want to get involved. Need to get a handle on number of volunteers needed. Should be possible in a year.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Look beyond the biodiversity community. Defra could encourage general public to get involved. E.g. Domesday map from few years ago. This is a really big step forward and making it possible to do ecosystem service mapping and getting the general public involved. If really easy you can expand to all sorts of different groups. Atlas of living England could use this. Water authorities would be useful. Local Nature Partnerships. Living Landscapes area people. Big lottery or HLF landscape schemes to get involved. If all HLF projects could contribute to validation for this great British living map in all of their projects, how much progress and coverage would we make? Schools. Field Studies Council for different locations.

Sounds really important and valuable project and matches well with ground surveying is important.

**Tim Angell**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 10 people for monthly work parties. 5 extra people looking after ponies on site. 15 people total

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Don't know.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Members total is a bit bigger. 5 or 10 people more

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Most live at Litcham, one person outside. Couple moved away but still come to tasks.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

More people over autumn and winter, most people on holidays in summer. Most tasks are scrub bashing.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Did have a little groups recording reptiles, now have only 1 person. Occasional fungus forays.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes you would get people interested. A family with young children would be keen.

7) Is your community familiar with the region's habitats?

Yes think so, some more than others

8) What proportion of your community would consider validating the Norfolk map in their local area?

As above

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Not sure. Lady that records reptiles maybe interested.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Don't know. Could ask though.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Possibly an app would be better for the likely interested people.

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 2 or 3

Desk based random – 2 or 3



Field based local – 3

Field based random - 3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Yes would get people involved. Nice for group to do something different and nice for community to see map up on website or printed.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

YES

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Appeals out by email and parish magazine. Website (village)

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Press. Facebook and twitter.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Depends how local it was, but if in summer a group of people could do together.

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Parish councils.

**Tim Strudwick**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] RSPB broads -150 volunteers, site visits or help on site, a lot are elderly. RSPB based at Norwich office - field based volunteer scheme, surveys and field work – 60/70 (these are based across region), other teams in the Brecks too. A lot of volunteers volunteer for multiple conservation organisations. Can often be too busy to do other work, these are generally the most useful volunteers. Trying to attract new volunteers – RSPB has been finding difficulties in getting new volunteers and in particular getting younger volunteers is much more difficult. Need to change the way we define the volunteer roles, new, especially younger ones tend to want to design their work program. Being given an area and then design your own route is more rewarding. This validation project may sound more technical than it is, so you have to promote it carefully and make less technical.

- a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Difficult to say – probably AVERAGE. Massive growth though. Saturated in terms of staff resource to look after volunteers; so putting effort now into quality of existing volunteers. Holy grail is volunteers that can manage other volunteers. Would like more volunteers overall.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

- a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

As above, plus plenty of out-posted volunteers who live close to where they survey. Not really many coming into an office, work near and from home.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

April –sept is busy time. Some could be persuadable to do more in the winter. Volunteers are increasingly looking for variety. Those that are still working are looking for variety; retired ones look for routine that they miss from work. Have much more work in spring and summer for volunteers, so this project could help in the winter. Tim has 5 or 6 residential volunteers per year.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Structured recording – probably 1/3 of volunteers do this. Most of volunteers who do survey work do this for other organisations. Bespoke monitoring that RSPB do with volunteers : Annual monitoring completed and some site specific monitoring e.g. fen raft spiders, count spiders per week; plus swallowtail monitoring, via a time search method of randomly selected points for abundance and occupancy. Any habitat recording? : Once of every 5 years they do a ditch flora survey and measure dyke profile, structure of habitats including sward heights. .

6) Would they consider making additional visits to known or new areas to undertake map validation?

YES. Yes in surrounding farmland. Some who do roving surveys would be. Down to the individual. Volunteers are put off by a survey sounding too difficult.

7) Is your community familiar with the region's habitats?

Mixed. Survey or conservation management volunteers would do. People focused volunteers are 50/50.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Depends on volunteer and how much guidance is provided. Mainly down to how good the system is run.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Depends on how well it is sold. Tim would be happy to promote. Field visits appeal to a lot of people, more than desk-based. For some a random square is exciting, you don't know what surprising things will come up.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Small proportion, based on current type of volunteers. Tim can think of 4 or 5 local based volunteers that would and some Norwich volunteers. More at Norwich that would be interested, these can do GIS too. Desk-based could be a different type of volunteer. In-door work is often difficult, so desk-based volunteers would like this would work. Some older volunteers with a background in conservation or IT would be keen on desk-based.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Most would do paper maps, younger ones would use App. Most people would do it if paper map that can print off and then add into computer. Apps alienate a generation, e.g. 55years+, which is ¾ of RSPB Strumpshaw volunteers

12) Score each of the four methods above (1-5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – most very low 1, residential 4 or 5

Desk-based random – very similar; slightly lower for residential maybe 3

Field –based local – 4

Field –based random - 2-3

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Reserve team and volunteers would see benefits. Nice graphic if zoomed in for reserve, in conjunction with in house GIS. 20/30% of volunteers would see how RSPB use it or would use it over a couple of years.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

YES..

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Newsletters etc. Conservation science officer at RSPB regionally would like to use. RSPB regional newsletter and local newsletter for Strumpshaw - internal for existing volunteers. Use existing

network of conservation organisations to promote internally within organisations. Desk-based how do we get to these volunteers? Question over different type of people, pool of potential somewhere who spend a lot of time online. Openstreet map is really good, is this a network to connect to? Find forums on the web to tap to crowdsourcing audience. Flickr groups share maps of the world, there are hobbies there.

Group training etc. and advertising in a simple way, be clear what people need to do. How it is sold is key!! Knowing the importance of what they are doing is really helpful to sell it. A lot are motivated by something big.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Ditto

Tap into school leavers before university, RSPB has tried with a bit of success. A-level groups – e.g. a square 1km for homework.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Surveys that people are regularly doing e.g. webs counts. Wintering bird surveys, tie in with this. Habitat validation would be easy to add in, as RSPB already do this by collecting multiple bits of information when go to not often visited parts of the reserve

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Norwich office – farmland bird alliance, who manage a roving group of volunteers.

Norfolk Wildlife Trust living landscape teams.

**Tim Venes**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]  
Very few active - roughly 12. Looking for more, currently have friends group and River Glaven group, lots interested but very few do work. There will be more out there.

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

Varies hugely in AONBs. Some will have larger based. Think Norfolk is on the low side.

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

Signed up as contacts, rivers newsletter and friends of, these could have larger potential.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

Ditto above

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Some come from outside; mostly either in or fairly near.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Outdoors type of people so are not fussed about time of year, more about the weather. If they can choose a time in a window, e.g. between march and April would be better.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Some of the Gaywood and other area river guardians do regular monitoring. Trying to get them to do more at the moment in terms of invert surveys within the river from banks.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes depends on the time they have. Variable. Yes for some. If asking people to go a long way then expenses will help.

7) Is your community familiar with the region's habitats?

Variable – training really important. People will do a job more enthusiastically if trained and if they can see the results of their work. Clarity of what information is being used for and feedback, if they knew how important in Uk context it would help, idea of contributing to a greater whole and sense of purpose is important.

8) What proportion of your community would consider validating the Norfolk map in their local area?

10% of contacts.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

5% of contacts. More visitors e.g. bird watchers. Not much contact with bird watchers.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Very low, more interested in field based, not targeted desk based yet. Do think they will be out there if we are clear what we are asking.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Reasonable proportion would do this. Variable, not just younger now; maybe 50/50. Signal problems are an issue.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 3

Desk based outside -3

Field based local – 4

Field based outside - 2

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Yes huge benefits if it works. Monitoring change in priority habitats, and monitoring Invasive Non-native Species then great if specific enough. Volunteers seeing what they are contributing to is important.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes, especially finding people to do this in the AONB.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

EDP would work. Promote through local newsletters, have database of these, e.g. parish or group of parish newsletters and on their website. In the Norfolk Coast Guardian.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

EDP, Radio Norfolk.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

Fit in with river guardians as an expansion of what they are doing, doing more in the patch they are assigned. They are more active than volunteers

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Voluntary Norfolk. Norfolk Rivers Trust.

Is this a one off exercise or long term? 10 year term around? What will volunteers be expected to do?

## Tom Hunt

### Questions to ask each group

- 1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer]
  - a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]
- 2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]
  - a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]
- 3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]
- 4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

This is one of the areas where ALERC members are most diverse. Staffordshire for example has some staff who are Local Wildlife Sites people – summer season is surveying and in winter they are record centre data people. Cheshire for example has volunteers that survey Local Wildlife Sites with the Wildlife trust, volunteers have reduced...there is a drive to get more volunteers . Tom does not think there are many people out there just doing habitat survey.

- 5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

Volunteers are not doing habitat recording other than areas where Local Wildlife Sites surveys are done by volunteers. The map has potential to designate new Local Wildlife Sites.

- 6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes there sounds a potential for this.

- 7) Is your community familiar with the region's habitats?

Botanists would do yes. Invert recorders differ a lot, but you would think so. Birders you would think less so. There is awareness across the community, but will vary.

- 8) What proportion of your community would consider validating the Norfolk map in their local area?
- 9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]
- 10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?
- 11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Don't know but would have thought that people are much more interested in website platform.

Apps are limited by smartphone battery; as GPS use loads of battery.

People that like to do these type of surveys tend to be traditional recorders and would much prefer to use a website. Would have some interest in Apps.

- 12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk-based local – 5

Desk-based random – 3

Field based local – 5

Field based random – 2

Knowing your area is key to motivation.

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

Combination of satellite imagery and LERC data is really useful. Benefits would be use in the following: Parish plans, development control, Local Wildlife Sites system.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

YES

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Gameification is good.

ALERC promotion:

Do a talk at the ALERC conference. ALERC forum posts. Face-to-face would be best to go to each regional LERC meeting.

General public would be best to do national press and promotion, plus all local media via local record centres. Get pretty maps into newspapers. Defra biodiversity news via ALERC.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

Bill Butcher, who is working with CIEEM on a habitat classification to cover all classifications.



**Tony Leech**

**Questions to ask each group**

1) How many active volunteers do you have in the field in Norfolk? [what capacity could they offer] 80-100. Each main or county recorder has a satellite group around them .

a) Is this low/average/high relative to other parts of UK? [gauge how transferable this capacity could be]

2) How many members/supporters do you have in Norfolk? [for groups that don't have active volunteers, what does their total community look like?]

630-635, 90% in Norfolk.

a) Is this low/average/high relative to other parts of UK? [again, how transferable could this capacity be]

3) Where are your volunteers (/members) distributed in Norfolk [assess whether they could easily cover the breadth of county]

Not evenly. No obvious pattern.

4) If you have active volunteers, what time(s) of the year are they active [to cross reference with any seasonal distinctiveness of habitats]

Can't answer, depends on interest, some interested in multiple taxa. Huge peak in summer, falls off in the autumn; so would say mainly spring-summer.

5) Are your volunteers engaged in structured recording? does this include habitat recording? [what does this include] if not, could this include habitat map validation?

No idea. Large membership to cover in this question. Very few recorders undertake structured surveys, usually through their own interest or existing surveys through other organisations such as BTO. Hedgehog and toad surveys was the last real survey Natsoc undertook and promoted.

6) Would they consider making additional visits to known or new areas to undertake map validation?

Yes provided it was managed, a Natsoc coordinator needed to keep people interested and encourage them. Providing something useful and structured will be really useful for the society.

7) Is your community familiar with the region's habitats?

Most would sign up for this and with some online support would know all answers required. Some people would want to go into greater detail, we should not discourage this investigative interest.

8) What proportion of your community would consider validating the Norfolk map in their local area?

Yes would do. More members that don't record species at the moment would be really interested in this different approach and focus.

9) What proportion of your community would consider validating the Norfolk map in an area of our choosing? [close but not necessarily home]

Would be interesting if not too far from where they live. Define area of interest. Divide the county into chunks, get them looking at areas of county they don't know. Grid square sign up, as per Norfolk Bat Survey is a good method to use.

10) What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Another group of people altogether. Tony would suggest combining the desktop and field based sides, would get more information this way from people. House-bound people would find this approach potentially really useful.

11) What proportion of your community would be happy to use a well-designed smartphone app to do the validation [versus printing out a paper map/form]

Don't know.

12) Score each of the four methods above (1–5, 1=low, 5 = high) for their likely appeal to your community

Desk based local – 4

Desk based random – 3

Field based local – 3

Field based random- 2

13) How might your community benefit from the Norfolk Map data (e.g. for targeting existing activities)?

No. Although access to land would be useful, recorders could record their species on a site they may not normally have access to.

14) Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes. Certainly a time resource would be available from the society. Coordinator for Natsoc would be important - if coordination through/by Natsoc the initiative would have more appeal.

15) What would be the best way to promote this activity to your community to get significant uptake? [need to get a handle on motivation somehow]

Natterjack - through the society. 4 or 5 mailings go out each year to members, this initiative can be included as a flier, put 700 into mailing. Mailings usually go out at the end of the following months: February, May, August, November. This is core substance for Natsoc.

16) More generally, can you suggest any ways to promote this activity to new volunteers, or the general public (e.g. existing events or activities)?

Through NWT. Huge increase in using volunteers to record wildlife and providing a training schemes at the moment. Spring watch is having a theme this year of volunteer involvement – go via Dave leech.

17) Are there activities that your community already undertake regularly that habitat validation could fit into?

18) Can you think of other groups of people locally, regionally or nationally that you think we should also be interviewing?

## ii) Online Questionnaire responses

### Response 1

#### Respondent Details

##### Information

Respondent Number: 1 Respondent ID: 31015801

Date Started: 18/02/2016 14:56:47 Date Ended: 18/02/2016 15:02:11

Time Taken: 5 mins, 24 secs Translation: English

IP Address: 86.129.253.229 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

None

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

None

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

N/A

Q4. If you have active volunteers, at what time(s) of the year are they active?

N/A

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

N/A

Q6. Could your volunteers' structured recording include habitat map validation?

N/A

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Comments: N/A

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Comments: N/A

Q8. Is your community familiar with the region's habitats?

N/A

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

N/A

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

N/A

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

N/A

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

N/A

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national

X

datasets) and local knowledge

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Q14. How might your community benefit from the Norfolk Map data?

N/A

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

N/A

Q16. What would be the best way to promote this activity to your community to get significant uptake?

N/A

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

N/A

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

N/A

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

N/A

Please fill in your details so we can get in contact with you if necessary:

Name: Tim Gatti

Organisation: Burnham Overy Boathouse

Email address: tim@burnhamoveryboathouse.co.uk

## Response 2

### Respondent Details

#### Information

Respondent Number: 2 Respondent ID: 30990785

Date Started: 18/02/2016 10:17:42 Date Ended: 19/02/2016 09:53:05

Time Taken: 23 hrs, 35 mins, 23 secs Translation: English IP Address: 194.75.238.182 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

I have 37 names on a database of recorders who have contributed data since 2012 but only around 8 are regular recorders.

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

not applicable

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Volunteers are widely distributed across Norfolk with fewest in west.

Q4. If you have active volunteers, at what time(s) of the year are they active?

From March to October mainly.

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

All volunteers will provide some habitat information with their other data but the detail will vary. Volunteers are free to add whatever other information they deem of significance outside the basic requirements of biological recording which all adhere to.

Q6. Could your volunteers' structured recording include habitat map validation?

This may be possible.

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Q8. Is your community familiar with the region's habitats?

Yes.

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

I am not able to say at the present time but would expect a high commitment of volunteers would do this in their local area.

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Unable to say as no one has been consulted.

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Unable to say as no one has been consulted.

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Answer as above.

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Q14. How might your community benefit from the Norfolk Map data?

It may encourage recorders to visit a wider area than at present.

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

n/a

Q16. What would be the best way to promote this activity to your community to get significant uptake?

via group email or via Norfolk Wildlife Facebook.

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

Via local press and radio and the Natterjack newsletter.

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

biological recording

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

Possibly orienteering groups.

Please fill in your details so we can get in contact with you if necessary:

Name: Stuart Paston

Organisation: Norfolk & Norwich Naturalists Society

Email address: stuartpaston@yahoo.co.uk

## Response 3

### Respondent Details

#### Information

Respondent Number: 3 Respondent ID: 31255097

Date Started: 21/02/2016 19:22:25 Date Ended: 21/02/2016 19:35:51

Time Taken: 13 mins, 26 secs Translation: English IP Address: 86.131.39.183 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

20

Q1. b) How does this compare to other areas of the UK?

Average

Q2. a) How many members / supporters do you have in Norfolk?

20

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

norwich

Q4. If you have active volunteers, at what time(s) of the year are they active?

all year round

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

occasional spp surveys

Q6. Could your volunteers' structured recording include habitat map validation?

to a limited extent eg occasional 3 hour sessions

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Comments: a few might but have transport limitations as not car owners

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Comments: a few might have transport limitations as not car owners

Q8. Is your community familiar with the region's habitats?

some but not all as not coastal based

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

not known but some might

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

unlikely because of transport

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

unlikely- they come with us to get out and about

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

very few have smartphones but those that do would probably be happy to use them, I would!

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Q14. How might your community benefit from the Norfolk Map data?

not directly but might get more interested by doing validation work

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

yes, locally

Q16. What would be the best way to promote this activity to your community to get significant uptake?

offer as a group activity with transport provided, failing this we can do a trail sessions and promote that via our programme, blog or newsletter or by email to volunteers

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

via voluntary norfolk , the edp

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

we do walks so that could fit in

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

yes, see norfolk community projects directory, NALC network for parish councils, the Wildlife Trusts, Ramblers, , TCV the various LA and cons projects, projects listed on HLF website and of course the Communities and nature topic group and any remaining Biodiversity Partnership networks

Please fill in your details so we can get in contact with you if necessary:

Name: Marya Parker

Organisation: Norwich Community Green Gym

Email address: marya.parker@btinternet.com



## Response 4

### Respondent Details

#### Information

Respondent Number: 4 Respondent ID: 31512914

Date Started: 24/02/2016 16:24:01 Date Ended: 24/02/2016 16:42:14

Time Taken: 18 mins, 13 secs Translation: English IP Address: 217.205.94.62 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

10s

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

Not Known

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Mainly around Breckland

Q4. If you have active volunteers, at what time(s) of the year are they active?

All year

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Some are - mainly bird/butterfly/plant monitoring. None are involved in habitat monitoring.

Q6. Could your volunteers' structured recording include habitat map validation?

Not Known

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Comments: Most are indulging a personal interest. Additional, unfamiliar tasks may not be readily accepted?

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Comments: See above.

Q8. Is your community familiar with the region's habitats?

Some maybe.

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Not known

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Not known

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Not known

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Not known

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Q14. How might your community benefit from the Norfolk Map data?

Not known

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Possibly

Q16. What would be the best way to promote this activity to your community to get significant uptake?

e-mail shot suggesting local presentation/workshop

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

advertising at locations eg nature reserves frequented and in local media eg Tern etc used by possible volunteers ?

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

Not known

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

Breckland Society?

Please fill in your details so we can get in contact with you if necessary:

Name: Neal Armour-Chelu

Organisation: FC

Email address: neal.armour-chelu@forestry.gsi.gov.uk

## Response 5

### Respondent Details

#### Information

Respondent Number: 5 Respondent ID: 31531348

Date Started: 24/02/2016 21:37:24 Date Ended: 24/02/2016 21:54:51

Time Taken: 17 mins, 27 secs Translation: English IP Address: 139.153.165.8 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

1600

Q1. b) How does this compare to other areas of the UK?

High

Q2. a) How many members / supporters do you have in Norfolk?

2250

Q2. b) How does this compare with other areas of the UK?

High

Q3. Where are your volunteers / members distributed in Norfolk?

Throughout but clustered at population centres

Q4. If you have active volunteers, at what time(s) of the year are they active?

Year-round

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Yes - for example the Breeding Bird Survey and Nest Record Scheme require structure bird recording and recording of habitat data

Q6. Could your volunteers' structured recording include habitat map validation?

To a limited extent. It would be better to publish the locations of areas which require validating and request that people explore these areas while (also) BirdTrack recording. NRS and BBS typically take place at specific ongoing sites and it's less likely that these will overlap with areas which require validation.

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Yes

Comments: I think that if the locations were published and the need for the information was well communicated that it's very likely that BTO volunteers would engage

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Yes

Comments: I think that if the locations were published and the need for the information was well communicated that it's very likely that BTO volunteers would engage

Q8. Is your community familiar with the region's habitats?

Yes

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Not really possible to guess this without carrying out a SurveyMonkey survey or, better still, carrying out a trial. I would guess at a high proportion if the user-interface was straightforward (online, or app?). If paper forms are required with length descriptions then the percentage will be much lower.

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

That would be an odd way of designing the system. Much better to allow choice of areas to visit, from a published list of priority areas for validation.

**Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?**

Impossible to know, but a low percentage I would imagine. This sounds pretty dull.

**Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?**

Over 60% would be my guess. More if there was a web interface rather than an app.

**Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)**

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

**Q14. How might your community benefit from the Norfolk Map data?**

Why only Norfolk? Better quality remote-sensed data would be of value to all sorts of analyses across multiple taxa.

**Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?**

Yes

**Q16. What would be the best way to promote this activity to your community to get significant uptake?**

A good web interface is critical to making a success of this. Once that is available, publicise it via all channels and allow people to explore the website and identify areas to go and validate.

**Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?**

I could list all of the obvious things like press releases, social media etc etc. To be honest I don't think that this is the critical element. This would fly or sink not based on how well it was publicised but on how good the web interface and/or app is. Don't measure success by how many people hear about the project - measure success by how many people visit the website, have a go, then come back for more and more. It could be a bit like ecological 'geo-caching' and you could build in social incentives ('surveyor rank')/interactivity etc.

**Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?**

BirdTrack

**Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?**

If the web interface was well designed then this could appeal to lots of people, including ramblers, geo-cachers etc.

Please fill in your details so we can get in contact with you if necessary:

Name: Ben Darvill

Organisation: BTO

Email address: [ben.darvill@bto.org](mailto:ben.darvill@bto.org)

## Response 6

### Respondent Details

#### Information

Respondent Number: 6 Respondent ID: 31533225

Date Started: 24/02/2016 22:13:59 Date Ended: 24/02/2016 22:26:57

Time Taken: 12 mins, 58 secs Translation: English IP Address: 217.44.0.150 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

400

Q1. b) How does this compare to other areas of the UK?

High

Q2. a) How many members / supporters do you have in Norfolk?

N/A

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Widely distributed across the county

Q4. If you have active volunteers, at what time(s) of the year are they active?

April until end of September

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Involved in structured recording, but does not include habitat recording

Q6. Could your volunteers' structured recording include habitat map validation?

Probably only for a three points where bat detectors are left out to record.

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

No

Q8. Is your community familiar with the region's habitats?

Not known

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Potentially some limited validation work.

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Probably unlikely.

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Not known.

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Probably 50-75%

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g.

X

using smartphone technology)

Q14. How might your community benefit from the Norfolk Map data?

The benefit would probably be similar to that gained by local parishes

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

Yes

Q16. What would be the best way to promote this activity to your community to get significant uptake?

Social media (facebook and twitter)

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

No

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

No

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

No

Please fill in your details so we can get in contact with you if necessary:

Name: Stuart Newson

Organisation: British Trust for Ornithology

Email address: [stuart.newson@bto.org](mailto:stuart.newson@bto.org)

# Response 7

## Respondent Details

### Information

Respondent Number: 7 Respondent ID: 31558698

Date Started: 25/02/2016 08:31:24 Date Ended: 25/02/2016 09:02:52

Time Taken: 31 mins, 28 secs Translation: English IP Address: 193.195.133.2 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

Suggest c1000 are active fieldworkers.

Q1. b) How does this compare to other areas of the UK?

Average

Q2. a) How many members / supporters do you have in Norfolk?

We have over 2200 members and volunteers in Norfolk

Q2. b) How does this compare with other areas of the UK?

Average

Q3. Where are your volunteers / members distributed in Norfolk?

All over Norfolk

Q4. If you have active volunteers, at what time(s) of the year are they active?

Fieldworkers are mainly active in the spring and summer. Some (WeBS) are active year-round, but especially in the winter.

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

We operate structured and unstructured surveys. Our structured surveys (usually random squares) such as Breeding Bird Survey and Waterways Breeding Bird Survey do involve habitat recording once a year (spring). We use the BTO Habitat Codes that are common across all BTO surveys. Schemes like Nest Recording record simple habitat details for a nest that has been found.

Q6. Could your volunteers' structured recording include habitat map validation?

Possible but we would not be keen to add additional tasks during their main surveys for birds as this could be distracting. It's possible, though I doubt would be popular, but some volunteers may go back and make a special visit for habitat validation. Note these are random squares though and unlikely that many would fall on your target habitats that need validating. Garden BirdWatch volunteers may be able to validate around their garden, but again not target habitats.

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Yes

Comments: I'm sure some would but probably not very many. They would really need to understand the benefit of doing this. Make it clear WHY it needs doing.

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Yes

Comments: I'm sure some would but probably not very many. They would really need to understand the benefit of doing this.

Q8. Is your community familiar with the region's habitats?

Yes, generally very knowledgeable at the scale of broad habitat types but less so at fine scale habitat types

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Very difficult to know. Perhaps 10-20%



**Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?**

Again, very hard to know. Perhaps 10-20%. Our volunteers are generally prepared to travel for bird surveys but may be less likely to travel for this kind of project.

**Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?**

10-20%. Possibly slightly more than field surveys?

**Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?**

Use of apps is high in BirdTrack but there would be concerns on how much data you need to download to the phone, battery life of phone if you're using constantly for a couple of hours. Sometimes paper maps and forms are easier.

**Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)**

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

**Q14. How might your community benefit from the Norfolk Map data?**

As individuals (which they are) the benefits are not obvious. If some are involved in local projects such as involved with local nature reserves then having accurate habitat maps would be useful. I think it's a hard sell to individuals.

**Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?**

Yes, sure. There will be some that it appeals to. We do have volunteers that are unable to do survey work but like to help by inputting data etc. Imagine desk-based work appeal to some.

**Q16. What would be the best way to promote this activity to your community to get significant uptake?**

Directly to individuals. Most of our promotion is UK based; we have no Norfolk only promotion.

**Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?**

Twitter, Facebook groups, local forums, through Wildlife Trusts, giving talks to local groups

**Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?**

Not really. I feel additional visits would be required to undertake this work. It's important that volunteers are not distracted from doing their bird surveys, or take longer than normal, as this effects the long-term nature of these surveys.

**Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?**

There are lots of community groups that look after land eg Little Ouse Headwaters Project (in Suffolk) that could be interested.

Hawk and Owl Trust (Sculthorpe Moor) Canal and Rivers Trust local WildLife Trust groups (better than HQ in Norfolk) NARVOS

U3A groups (have time on their hands!) Broads Authority National Trust

Please fill in your details so we can get in contact with you if necessary:

Name: Dawn Balmer

Organisation: BTO

Email address: dawn.balmer@bto.org

## Response 9

### Respondent Details

#### Information

Respondent Number: 9 Respondent ID: 32505014

Date Started: 07/03/2016 13:49:14 Date Ended: 07/03/2016 13:57:34

Time Taken: 8 mins, 20 secs Translation: English IP Address: 86.54.181.194 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

15

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

Not known

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Around Norwich

Q4. If you have active volunteers, at what time(s) of the year are they active?

April to June

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Yes. It is a set protocol and involves some habitat assessment for the breeding wader surveys.

Q6. Could your volunteers' structured recording include habitat map validation?

Possibly

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Yes

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Q8. Is your community familiar with the region's habitats?

Yes

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

If it was local I would consider the majority would be happy to participate.

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Not known

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Not known

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Not known

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g.

X

using smartphone technology)

Q14. How might your community benefit from the Norfolk Map data?

Not known

Q15. Would your organisation be happy to help promote and support this initiative, either locally or nationally?

This will need to be checked with head office

Q16. What would be the best way to promote this activity to your community to get significant uptake?

Email notification

Q17. Can you suggest any ways to promote this activity to new volunteers, or the general public?

Contacting local naturalist groups to promote the activity to their members or local news is always beneficial to obtain new volunteers.

Q18. Are there activities that your community already undertake regularly that habitat validation could fit into?

Yes farmland bird surveys.

Q19. Can you think of other groups of people locally, regionally or nationally that you think we should also be asking these questions?

RSPB local groups in Norfolk such as the Norwich group or as outlined above Norfolk and Norwich naturalist society may be useful.

Please fill in your details so we can get in contact with you if necessary:

Name: Katy Froud

Organisation: RSPB

Email address: [katy.froud@rspb.org.uk](mailto:katy.froud@rspb.org.uk)

# Response 10

## Respondent Details

### Information

Respondent Number: 10 Respondent ID: 30980936

Date Started: 18/02/2016 08:33:08 Date Ended: 09/03/2016 12:59:53

Time Taken: 484 hrs, 26 mins, 45 secs Translation: English IP Address: 139.222.101.221 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

N/A

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

N/A

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

N/A

Q4. If you have active volunteers, at what time(s) of the year are they active?

N/A

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

N/A

Q6. Could your volunteers' structured recording include habitat map validation?

N/A

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Q8. Is your community familiar with the region's habitats?

N/A

# Response 11

## Respondent Details

### Information

Respondent Number: 11 Respondent ID: 30993966

Date Started: 18/02/2016 10:50:44 Date Ended: 09/03/2016 13:00:04

Time Taken: 482 hrs, 9 mins, 20 secs Translation: English IP Address: 86.136.135.94 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

20

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

103

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

all over the county

Q4. If you have active volunteers, at what time(s) of the year are they active?

spring to autumn

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Yes to recording species. No to recording habitat. We've asked them to at times, but few return such data.

Q6. Could your volunteers' structured recording include habitat map validation?

No

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

No

Comments: Having tried to gain habitat data in the past, and failed, I doubt my volunteers would participate now.

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

No

Q8. Is your community familiar with the region's habitats?

Yes, certainly the wetland habitats anyway.

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

None

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

None

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Probably none

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Probably none

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

## Response 12

### Respondent Details

#### Information

Respondent Number: 12 Respondent ID: 31025892

Date Started: 18/02/2016 16:49:35 Date Ended: 09/03/2016 13:00:09

Time Taken: 476 hrs, 10 mins, 34 secs Translation: English IP Address: 212.126.139.198 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

Not Known

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

30

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Local Wildlife Sites

Q4. If you have active volunteers, at what time(s) of the year are they active?

Not Known



# Response 13

## Respondent Details

### Information

Respondent Number: 13 Respondent ID: 31388420

Date Started: 23/02/2016 09:14:28 Date Ended: 09/03/2016 13:00:14

Time Taken: 363 hrs, 45 mins, 46 secs Translation: English IP Address: 62.49.49.50 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

150

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

None

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Broads Authority volunteers assist the Broads Authority in its work within its executive area.

Q4. If you have active volunteers, at what time(s) of the year are they active?

All year

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

volunteers monitor mink rafts, undertake butterfly survey transects and assist in the annual water plant survey of the Broads. No direct habitat monitoring at present but new role is being established for volunteers to assist in the monitoring of fen habitat.

Q6. Could your volunteers' structured recording include habitat map validation?

We would need to set up a new role for existing volunteers to undertake map validation

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Yes

Comments: Probably, if they are trained and provided with suitable resources.

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Yes

Comments: Probably, if they are trained and provided with suitable resources.

Q8. Is your community familiar with the region's habitats?

Uncertain about the local community but Broads Authority volunteers are familiar with the habitats within the Broads Authority's executive area.

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Unknown how many BA volunteers would be willing to assist. It would depend on how much effort validating would involve, locations, volunteer commitment.

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Unknown

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Unknown

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Minority of BA Vols would be happy using an app

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other

X

national datasets) and local knowledge

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X

# Response 14

## Respondent Details

### Information

Respondent Number: 14 Respondent ID: 31399894

Date Started: 23/02/2016 11:20:43 Date Ended: 09/03/2016 13:00:19

Time Taken: 361 hrs, 39 mins, 36 secs Translation: English IP Address: 217.146.127.37 Country: United Kingdom

Q1. a) How many active volunteers do you have in Norfolk?

Over 1,000 people support our work during the year. Only about 280 actually formally registered regular volunteers.

Q1. b) How does this compare to other areas of the UK?

Not known

Q2. a) How many members / supporters do you have in Norfolk?

35,000

Q2. b) How does this compare with other areas of the UK?

Not known

Q3. Where are your volunteers / members distributed in Norfolk?

Throughout county, but high percentage live in and around Norwich.

Q4. If you have active volunteers, at what time(s) of the year are they active?

Year round, but more activity during summer season March - Oct

Q5. Are your volunteers engaged in structured recording and does this include habitat recording (please give details)?

Some do WEBS counts plus occasional butterfly transects.

Q6. Could your volunteers' structured recording include habitat map validation?

No, they are only working on our reserves.

Q7. a) Would your volunteers consider making additional visits to KNOWN areas to undertake map validation?

Not known

Comments: Most are loyal to sites and species, but could be asked.

Q7. b) Would your volunteers consider making additional visits to NEW areas to undertake map validation?

Not known

Q8. Is your community familiar with the region's habitats?

?

Q9. What proportion of your community would consider validating the Norfolk map in their local area?

Not known

Q10. What proportion of your community would consider validating the Norfolk map in an area of our choosing (close to but not necessarily in their local area)?

Not known

Q11. What proportion of your community would consider (online) desk-based validation of the Norfolk map?

Not known

Q12. What proportion of your community would be happy to use a well-designed smartphone app to do the validation (instead of printing out a paper map/form)?

Not known

Q13. Please score each of the four methods below for their likely appeal to your community (1= low, 5= high)

1 2 3 4 5

Desk based: View your area online and validate with aerial imagery (and other national datasets) and local knowledge

X

Desk based: View an unknown (e.g. random) area or habitat online and validate with aerial imagery (and other national datasets)

X

Field based: Visit your local area and validate parcel(s) in situ (e.g. using smartphone technology)

X

Field based: Visit an unknown (e.g. random) area and validate parcel(s) in situ (e.g. using smartphone technology)

X