

## **WBPSG9 PAPER 6**

12th November 2009, Wrexham

Bioamrywiaeth Cymru  
Biodiversity Wales 

PARTNERIAETH BIOAMRYWIAETH CYMRU  
WALES BIODIVERSITY PARTNERSHIP

### **Title: Natur Cymru adding more value to the WBP**

#### **Background**

Natur Cymru: Nature of Wales is the quarterly magazine that flies the flag for the wildlife and environment of Wales and serves the WBP. Thirty two editions have been produced in the past eight years with just over 1,000 subscribers and a growing number of retail customers. Can we add more value to the service we provide to WBP?

We hosted a workshop at the last WBP conference and have invited comments and suggestions from our main sponsors. From these suggestions we have selected three ideas for which we seek WBPSG support.

#### **Proposals**

1. Provide greater support to the recording of data. The bedrock on which decisions and policies are based is derived from the accurate recording of species or habitat. This is a huge task often involving much help from volunteers. The suggestion is that on a regular basis Natur Cymru produces information that assists to inform and inspire people about recording. This could involve an article within the magazine (at no extra cost) which could be supplemented by a broader more public campaign involving a leaflet and identification guide using both printed and electronic means of publishing.
2. Special reports on behalf of the WBP. The Natur Cymru team is well positioned to assist WBP in the communication of important stories and messages. Sometimes these will fit neatly into an article within the magazine (at no extra cost) but on other occasions these would be best produced as a standalone report or communication. The proposal is that Natur Cymru be commissioned to create WBP reports such as progress of the Biodiversity Action Plan.
3. Greater synergy and cooperation with like-minded organisations or publications. Natur Cymru will become more self-sufficient and self-sustaining the bigger and better it becomes. For this to happen there needs to be greater awareness and encouragement for people to subscribe. We would like members of the WBP to do more to help us spread the word about our (all of us) wonderful magazine e.g. publicising subscription campaigns, promoting the nature writing competition, providing links to the Natur Cymru website etc. In the case of other publications (such as Gwlad) we would like to see more support through the republishing of Natur Cymru articles in return for a credit.

#### **Decision Points**

We want the WBPSG to

1. Agree an initial suitable subject for which there is an important recording need that Natur Cymru can evaluate and put forward proposals for assisting in that effort. This could be an article that goes to the subscribers or a more widespread and general communication to reach further afield.
2. Commission Natur Cymru with a brief and a budget to produce an initial special report on the BAP or some other subject.
3. Endorse the need for active support of Natur Cymru by WBP members helping us spread the word and recruit new subscribers. E.g. encourage the Gwlad editorial board (if necessary) to accept Natur Cymru sourced articles.