Q1 - What does a successful atlas look like?
One stop shop so even if the data is not there you know where to go to get it from there.
Covers all of Scotland: land, fresh water, seas
Comprehensive data holdongs with some information on trends (for analyses)
High quality reliable data
Dynamic: growing content and utility
Single source of truth: the place to go for all biodiversity data
Positive conservation outcomes
Works for all sectors
Accreditation of organisations with different levels (eg data provider, influencer, trustee etc)
Intuitive
Easy functionality
Embedded brand logo powered by NBN web link
Well used
Clear, easy to use, accurate
Use of the Atlas is easy, intuitive. First port of call

Q2 - What are our metrics of success?
Govt support
Target achievements
Quality of records
Organisations providing data are funded and supported
Allow for opportunities to feed back
Engagement
Data users and providers recognise and promote NBN Atlas
Volunteers and experts all happy to contribute data
Data driving decision-making - a way of monitoring use in decision-making
Number of subscribers to updates
Surveys of user experience
Usage: has it increased? Number of users and contributors
Download volume
Traffic
Attendance at training courses
Levels of accreditation for organisations - numbers = indicator
Uptake by users from a wide-range of backgrounds, amateurs, professionals, local authorities, govt organisations
More communities using it: schools, local groups
How well-known NBN is, eg no of tweets; recognition in the street
Content: no of records; no of contributors; use; gap filling; discoveries
Cost: expenditure; funding
Halting decline in biodiversity
Usage metrics (x2)
Data partner metrics
Feedback responses
How much is Atlas used in planning process (difficult to measure). How many and which local authorities
Funded to cover all the 'must do' functions
Defacto standard (it's the norm)
Mainstreaming
The functionality of the Atlas is understood. Available, recognised and used
Scotland is seen as an exemplar of biodiversity data management

Q3 - how would you like to influence this success?
Provide a case study of its use and relevance at the Woodland Trust
Encourage use of the NBN by the Woodland Trust both internally and its supporters. Link to our existing data
Providing data; promoting Atlas within our organisation; engaging in workshops
Celebrate success: achievements
Growth: functionality; use
Govt engagement: strategic opportunity
In every way possible!
Improved verification coverage
Mobilise data
Ongoing workshops and ad hoc input
Considering NBN within any project proposal & developments: write it in
Accepted lists of species which are likely to be correctly id'd (simplifies verification)
Ensuring projects consider the network, integrating developments into the greater whole

Q4 - Mechanisms to provide input and receive feedback
Updates by email by user group to allow opportunity for feedback
Development updates via newsletters to inbox are incredibly useful
Email would suffice
Feedback: monthly NBN email is working well
Newsletters
Plenty mechanisms already: online forum; SBIF; workshops like todays
Have a feedback button for users to give feedback
Atlas user groups (workshops with development updates) even just 2 times a year
Input: workshops
international Atlas sessions
training
website news
webinars
Use Yammer to share know-how
Input: surveys (eg survey monkey)

Q5 - what should a Scottish Atlas user group do?
Use cases of effective use to inspire others to use
Give feedback
share good practice
act as advocates
Raise profile of the NBN Atlas
Two way communication to/from user group
prioritise requirements
Testing and regluar feedback on what is meant by specific priorities for development so they are designed how people want
Testing prior to implementation
Development solutions and online discussion forum
Why would we need a country user group (apart from geographical convenience)? Most issues are the same across the UK
Separate out the different user groups; map out different users, eg recorders, decision-makers, researchers etc
Consider both users and data partners; users have different needs and priorities
Focussed, specialist working groups
SBIF would be National Hub
User group heading into training workshops
learn to a higher level how to use it