

MISSION STATEMENT, AIMS AND OBJECTIVES

This document guides the short-term work plan for which Council will hold themselves accountable to deliver.

Council will review and update as and when necessary.

This document is an update of the previous document, dated April 2021.

Jenny Holter - Chair - SDOS
Aug 2026

DEFINITIONS

Mission: What we want to be; Reason for existence; Our intention

Aims: What we want to achieve; Our ambition

Objectives: What we will do to achieve our Aims; Our Work

OUR MISSION

To provide a social focus for birding and related natural history in the Shoreham area.

OUR AIMS

- 1) to promote the study of birds, especially within the Society's recording area.
- 2) to promote the protection of birds and their environment, especially within the Society's recording area.
- 3) to work with the local community to promote an interest in birds and greater awareness of local habitats & conservation issues.

OUR OBJECTIVES

Preamble

The Aims represent our high-level strategic focus. Objectives, on the other hand, are the shorter-term actions by which the Aims are delivered. Objectives describe our activities at a finer level of detail and are more fluid in terms of committing to or ceasing particular activities. Also, Objectives, being more granular, are better suited to planning activity, the establishment of targets and the measurement of achievement.

Aim 1: To promote the study of birds, especially within the Society's recording area.

Objectives related to Aim 1

Maintain our outdoor meetings programme

Maintain our indoor meetings programme

Maintain the User Group and encourage posting

Maintain the bi-annual Newsletter

Encourage participation in and publicise survey work

Maintain & enhance our social media presence e.g on Facebook, Instagram, X and YouTube

Maintain and enhance the SDOS Website

Encourage members to submit sightings via Birdtrack, Ebird and other mechanisms

Maintain and Enhance the Public Engagement activity

Aim 2: To promote the protection of birds and their environment, especially within the Society's recording area.

Objectives related to Aim 2

Work collaboratively with sister organisations such as Friends of the Adur SSSI, World of Widewater (WoW), Friends of Shoreham Beach (FoSB), Sussex Ornithological Society (SOS), Sussex Wildlife Trust (SWT) etc
Continue to support the RSPB with regard to the RSPB Adur Reserve
Continue to provide input on local planning and development issues in consultation with other conservation bodies.
Continue to work on local conservation initiatives
Publicise the Society's conservation activities via social media and the Website

Aim 3: To engage with the local community, promoting an interest in birds and greater awareness of local conservation issues.

Objectives related to Aim 3

Manage a rolling series of public engagement activities
Maintain a vibrant social media presence
Publicise our activities in the community
Work with local organisations to raise awareness of birds and their habitats, for example via informative signage
Make appropriate SDOS resources available via the website