

# ‘Bee Aware in Moray’



[www.moraybeekeepers.co.uk](http://www.moraybeekeepers.co.uk)

SCOTTISH CHARITY NUMBER SCO42185



# Riding the Wave

Honeybees in decline

Increased public awareness

'Sexy' bees?

Funding available!

When will the bubble burst?



# Bee Aware in Moray

Honeybee Conservation & Education

Cost £42,084

Training Apiary

Project Manager



# The Change Process

Change is a journey not a destination

If an organisation fails to change it is moving backwards



# Moray Beekeepers Association

Increased membership

Lack of experienced beekeepers

50 – 60 beekeeping courses

Unable to supply local bees



# New Initiatives

Conservation Members

Taster/ Conservation sessions

Risk Assessments

Basic Beemaster courses

Adopt a Nuc programme

Training Team



# Where do you want to be?

Vision

Statement of Intent or

Mission Statement



# Our Vision

‘A state of the art training apiary, staffed by a well qualified team of volunteers will be well established in the community, regularly visited by schools and other community groups to learn about honeybees and conservation matters’





# Where are we now?

## Present Positioning Audit

- Strengths
- Weaknesses
- Opportunities
- Threats



# Our SWOT Analysis

## Strengths

- Proactive committee
- Enthusiasm
- Knowledge

## Weaknesses

- Enough bodies to do it?
- Sufficient enthusiasm?



# Opportunities

- Find out members' skills – could be someone with knowledge/skills/time to do some things
- Make links with like-minded groups eg allotment associations

# Threats

- Apathy
- Insufficient time
- Weather/disease/lack of bees
- Too many wanting a say but not getting involved
- Egos getting in way

# How are we going to get there?

## Set goals

Short term: 6 – 12 months

Long term: 1 – 5 years



# 'S.m.a.r.t.' Goals

Specific

Measureable

Achievable

Realistic

Timely



# Other Considerations

Re-structure?

Training needs?

Sustainability?

Cost?



# Key Elements

Communication

Leadership



Environment

Nature

Volunteers

Bio diversity

**Funding**

Minority groups

Quality of life

Education

Community

Health



# Leader - £21,042



## **E.E.C. / Scottish Government**

Rural communities

Improve quality of life

## **Priorities**

Revitalising communities

Progressive rural economy



50% match funding required

25% of that can be 'in kind'



# Awards For All - £10,000



£500 to £10,000

Art, sport and community activities

Education, the environment and health

Must complete project in 1 year



# Scottish Natural Heritage

## £5654

- More people engaging with nature and landscapes
- Improved management of nature and landscapes
- Greener spaces



Usually 50% of total project cost

# In Kind Contribution

Volunteer time - £5388



# Other Sources of Funding

Scottish Community Foundation

Co op Community Fund

Climate Change Fund

Private Sponsorship

Fundraising Events



# Lessons Learned

Think big!

Copy best practice or ideas!

Keep in touch with funding organisations

Involve your members!

You will lose people!

Be careful what you ask for!

**You may just get it!**

