Strategy

2026-2030

Cofnod aims to advance the collection, collation, secure storage and use of high quality wildlife data, whilst supporting and inspiring more people to record wildlife.

Cofnod

Cartref data bywyd gwyllt ar gyfer Gogledd Cymru
The home of wildlife data for North Wales

Introduction

What is Cofnod's plan?

Our strategic plan for 2026–2030 builds upon Cofnod's successful operation and development over the last 20 years.

Whilst collecting, collating and providing biodiversity data will continue to be the bedrock of our work, we recognise **five strategic priorities** for taking this forward in the face of fast-changing circumstances. Each of these includes actions which will help us achieve the business resilience that will enable us to benefit wildlife and support our stakeholders through high quality service.







Values

As staff and directors, we share and promote the same values:

01 **Benefit for wildlife**

02 **Best value for users**

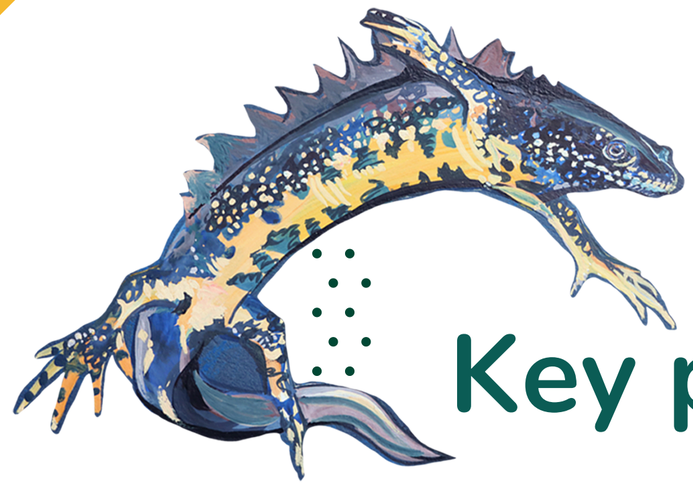
03 **Quality of service**

04 **Respect for others**

05 **Reputational integrity**

06 **Environmental responsibility**





Key priorities

01

Quality

We will continue to improve the coverage and manage the complexity of our records, providing more users with best quality data.

02

Development

We will continue to grow our capacity to collate, manage and provide data and to develop our operations through proven and emerging technologies.

03

Engagement

We will engage with people more widely to inspire increased participation in wildlife recording.

04

Promotion

We will influence opinion and activity by emphasising the increasing need for reliable biodiversity data in the context of relevant legislation

05

Collaboration

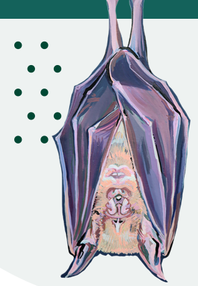
We will maintain and develop collaborations with other recording bodies, furthering shared values and objectives and offering our data systems where these could help.

Key Priorities



Priority	Actions
Quality	Ensure continuous personal development for staff
	Achieve wider geographic coverage of records and representation across taxonomic groups
	Champion wildlife recorders and expert verifiers in North Wales
Development	Reduce the time taken to process records between submission and availability for use
	Maximise Cofnod's access to biological records available for North Wales
	Identify areas of potential change as targets for recording effort
	Identify areas which are currently under-recorded

Key Priorities



Priority	Actions
Engagement	Support our contributing recorders by ensuring good communication and feedback to them
	Increase social media-driven traffic and engagement among existing contacts, while exploring new audiences to expand our network
	Research further opportunities to increase recording effort and trial the most promising options
	Inspire future recorders by hosting a range of recording and training events



Key Priorities



Priority	Actions
Promotion	Promote and monitor use of our products among data users
	Identify relevant organisations and explore opportunities to introduce our services
	Promote Cofnod's capabilities for bespoke contract work
Collaboration	Play a full part in support of all-Wales LERC initiatives and appropriate joint working ventures
	Continue developing our data systems and enabling their use by others



Strengthen the resilience and security of our IT systems

Maintain and extend Cofnod's contract work

Attract income from bespoke project work

Establish a route to succession among directors

Resilience

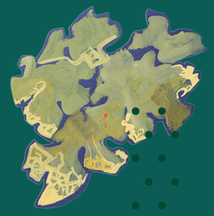
We will maintain and develop business sustainability and operational efficiency to underpin these priorities.



Resilience



Under the previous strategic plan, Cofnod saw substantial increases in the volume of data, the development of our in-house technical systems, and the level of external contracts for using these systems. Over the life of this plan, we aim to strengthen our position further as a sector-leading service provider.



- Enabled by greater financial and business security, we will develop and apply wider strategic approaches to our operations across North Wales and aim to increase interest and take-up of our systems by other LERCs.
- We will explore ways of identifying areas at risk from development and other land use change in North Wales so that recorders are aware of locations for priority attention.



Resilience

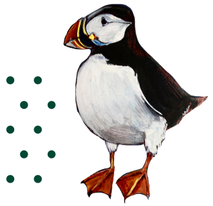
Timely access to recently made records is increasingly important under the pressure for faster processing of planning applications. We are aware of the time pressures on those who verify incoming records and will seek to provide more support for this activity where we can.
Support for recorders has always been key.



- We aim to encourage new skills and develop existing ones via our training events and workshops.
- We will also expand outreach to existing contacts and beyond, to encourage wider participation.



Resilience



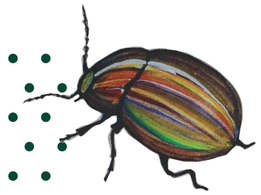
Keeping up to date with technology,
as well as being open to new ideas and solutions
requires constant updating of our knowledge and skills.

- We will explore the use of AI but remain cautious regarding its introduction.
- We will establish a pathway to attract directors with appropriate skills and experience, bringing in new people as required.
- We will support staff development and training, recognising their importance to our achievements and our future success.

Resilience



As an independent organisation, we can remain nimble and flexible, highly useful attributes - when faced with rapid technical development and widening implications of environmental legislation.



Balancing demand, staffing, technological and data security will remain vital to our future.

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