

Key Notes and Action Points
Scottish Wildcat Conservation Action Plan Partnership Steering Group meeting
24th August 2017

Present: Allan Bantick (chair) Martin Gaywood (MG) Kenny Kortland (KK)
Roo Campbell (RC) Sarah Robinson (SR) Keri Langridge (KL)
Stuart Brooks (SB) Duncan MacKenzie (DM) Karen Ramoo (KR)
Pete Haskell (PH) Gillian Agnew (GA) Nicola Tallach
Maureen Macdonald (secretariat)

Apologies: Anna Meredith George Macdonald Andrew Kitchener

Agenda Item 1. Welcome and Introductions

Allan provided a brief update on his one-to-one meetings with the Steering Group representatives and some of the other key partners.

Agenda Item 2. Action plan progress and overall objectives.

The Steering Group was referred to the original SWCAP published in 2013:

<http://www.scottishwildcataction.org/media/1106/wildcatconservationactionplan.pdf>. Members were asked to discuss whether the original overarching aim, and the six contributory aims, for the SWCAP are still achievable and realistic for the end of the project in 2020.

Overarching aim: to have implemented conservation action to halt the decline of the Scottish wildcat.

Six contributory aims:

- Secured at least five stable populations of Scottish wildcat in the wild - measured by the implementation of actions and against populations trends where possible to establish.
 - Have a better understanding of wildcat distribution, numbers, genetics and the extent of hybridisation.
 - Greater local awareness of the threats posed by domestic cats, feral cats and hybrids to wildcats and of the features that distinguish them.
 - Responsible domestic cat ownership will have been widely adopted in priority areas and promoted throughout the Highlands.
 - Reduced the risk of accidental persecution of wildcats.
 - A better understanding of factors that affect wildcat numbers and how land management can benefit population viability.
-
- The consensus round the table was that at present there isn't sufficient data to allow a fully informed assessment of progress and end point to be made. It was agreed that the SWA team would continue to gather additional data by follow the agreed work programme: during which time the Steering Group members would contact the IUCN, or other appropriate specialists, with a view to contracting them to carry out a review of the Scottish wildcat.
 - It was agreed to revisit this item as soon as practical and certainly not more than a year hence.

AP1–24/08/17 – MG/SR

MG and SR will work together to draft a commission to carry out a review of the Scottish wildcats, which will be run past the rest of the SWACP for comment and approval. When the final draft is agreed they will endeavour to progress the review through the IUCN Cat Specialist Group or other appropriate group.

Agenda Item 3. Ex situ project update

- Sarah gave an interesting and informative *Ex situ* update including the possibilities of reintroductions and captive breeding in Scotland and across Europe.
- Discussions with the Priority Areas Project Officers have been held re. live trapping.
- The genomic library is being progressed.
- There has been further interest expressed from captive owners to be involved in the conservation breeding programme – recommendations as to how this might proceed are being developed.

Agenda Item 4. Priority areas project update (see Annex 1)

- The replacement SWA staff are now in post. Duncan McKenzie as Communications Coordinator and Nicola Tallach as Land Management Project Officer.
- A press release announced a reduction in the number of key priority areas to 5. Emma Rawling will be responsible for the Strathbogie area; Keri Langridge will be responsible for the Northern Strathspey and Morvern areas; Nicola Tallach will be responsible for the Strathpeffer and Angus Glens areas.

- Kerry Kilshaw is preparing a project which will involve fitting GPS collars on 8 of the best cats in the priority areas. The information gathered will be downloaded remotely and will remain in place for 1 year to provide seasonal variations. FCS intend to provide funds for additional collars to extend the work.
- As suggested at the previous Steering Group meeting more genetic testing is being carried out. This will allow for a greater understanding of the correlation between pelage and genetic scoring.
- DH will be helping the Project Officers with the backlog that has developed with iRecord verifications.

Agenda Item 5. Recent communications with external organisations

- RC and KK attended a talk – The Truth About Wildcats - in the Afford Town Hall organized by Wildcat Haven. Although they were not part of the meeting they were able to have a good and positive interaction with members of the public who attended.

Agenda Item 6. Communications update and proposed new campaign

- To help ease the pressure on SWA staff and to counter misinformation it is important that the SWA partners and supporters take every opportunity to promote the work of the SWA project.
- Councillor Robbie Withy has put himself forward to be a wildcat champion in the Huntly area
- Twitter name has been changed to scottishwildcat to make it more searchable.
- Have applied for Twitter verification.
- The Wild Swimming Brothers are promoting the work of SWA through their swim across Loch Broom.
- The 'Tigers of Scotland' documentary film is about to be released. Talks have been had with the producer/director about holding a premier/premiers in the Highlands.

Agenda Item 7 Survey analysis and reporting

- RC presented a paper that described the [population analysis of the formal survey data](#)
- The estimated population, based on the surveys of 2015-16 and 2016-17 of the five priority areas where wildcats were detected, were 31-36 (95%CI 14-100, mean 6-7 per priority area).
- Priority Areas were chosen for their habitat type and potential rather than the number of cats present at the time of selection.
- It is intended to publish the Population Analysis on Formal Survey Data paper (of the 5 priority areas) under a peer review process. Discussions ensued on the merits of this being done before or after the proposed IUCN work.
- The interpretation and communication of this analysis will need to be clear. For examples, the survey gives the number of cats recorded but there are likely to be more wildcats out there (including in the surrounding areas), and we need more people to help find them.

AP2–24/08/17 – RC/KL

RC/KL will either produce a final draft of the Population Analysis on Formal Survey Data paper for presentation, discussion and agreement at the next meeting of the Steering Group or a substantive update on progress toward the final draft.

- MG requested that the Steering Group provide a steer as to what they see as the essential components of the SWA winter work programme. Due to the staff shortages the SWA staff have been experiencing, and suffering from, heavy workloads. As such the Steering Group needs to give priority ratings to the various components of the SWA work and clearly delineate what they see as essential and what they see as desirable.

Agenda Item 8. Proposals for supporting a wider citizen science survey

- KL put forward a paper proposing a Winter Wildcat Watch 2017-18, essentially a wider citizen science survey.
- SWA would need to produce a leaflet on the correct protocol for surveying wildcats through camera trapping. It was proposed that this guidance should be produced regardless of whether this project went ahead or not.
- A video on how to set up the camera trap would be a useful addition.
- KL sees this as a data gathering exercise which generally should not require direct engagement with SWA. It is envisaged that the information would be uploaded directly to a website. A Facebook site could be set up to provide self-help for those interested in taking part.
- MG expressed concern from a staff resourcing issue. Following discussion with staff they are already feeling under pressure from their current workloads to the extent that some of the existing planned winter work might have to be postponed. Although he agrees that the idea is good the question remains is a priority for this this winter?
- How does the iRecords work? How much additional work would there be in assessing the images

generated by this project entail?

- It was suggested that we could look to getting the assessments done by others rather than the SWA staff. Students, partner staff and contractors were mentioned.

MG listed the work areas that are currently proposed for this coming winter:

- It was previously agreed that the trapping and testing of the 22 potential wildcats identified through camera trapping and pelage scoring would be a priority task
- TNVR was considered a priority because it was identified as an output in the SWA funding package.
- Survey/monitoring is also considered important because without it we don't know what is out there and where to concentrate resources.
- It was suggested that perhaps we drop the surveys in the priority areas because we have information from there. However surveys get buy-in from the community, whereas TNVR does not.
- Is it possible to hire a contractor to do survey and monitoring – possibly the Angus Glens and/or Morven?
- If the Citizen Science project is to be run this winter then it needs to come with provisors. In that it will be fully set up before the winter survey and monitoring season starts and that **none** of the SWA project staff touch it during the 4 months of monitoring season.
- Volunteers are bound to want advice during the Citizen Science project in which case someone else needs to be in place to answer any questions – could a partner help out with this? Could an experienced volunteer do the work, perhaps someone who worked on the Cairngorms project?

Although the Steering Group are tremendously supportive of carrying out all the work discussed under the SWA winter work-programme, concerns were raised that it is unlikely that everything will be able to be done. Staff have already expressed concerns at the current workload and care must be taken not to overload them further.

AP3–24/08/17 – RC/MG

RC/MG to take account of the discussion pertaining to the SWA work-programme, identify what priorities are achievable and realistic to achieve and to and come up with an appropriate scheme. If this is not possible an intersectional e-mail exchange with the Steering Group will take place to allow a conclusion to be reached.

Agenda Item 9. Planning for SWA Forum meeting

AP4–24/08/17 – SR/SB

Working with project staff SR/SB will work up an agenda for the SWA Forum meeting. They will also source a suitable venue to hold the event. This should be completed by the end of September to allow the invitations to be issued.

AP5–24/08/17 – RC

RC will see to the issuing of the invitation to the SWA Forum meeting as soon as AP4–24/08/17 is completed at the end of September.

Agenda Item 10. Fund-raising

Gillian Agnew, SNH funding officer, presented an interesting and comprehensive and well received Wildcat Action (Draft) Funding Plan to the **Steering Group**.

AP6–24/08/17 – MG/RC

MG/RC will identify to GA discreet, costed projects and/or programmes that are yet to start that will form the basis of funding applications and that are an immediate priority.

AP7–24/08/17 – ALL

To enable prioritisation of the actions outlined in the draft plan below, it will be helpful for SWA partners to identify to GA: what capacity they may have to lead or support a funding bid on behalf of the partnership (to Mar 18 initially); what bids they are currently developing within their own organisation, to what funder and in what timescale that risk being in competition with a bid from/on behalf of SWA

Agenda Item 11. Minutes of the last meeting and Action Points

Subject to **AP12-11/05/17** being expanded to make specific reference to the task of trapping and testing the 22 potential wildcats, identified through camera trapping and pelage scoring, the notes were accepted as an

acceptable record of the meeting of the 11th May.

AP3-13/06/16 – RC RC and Project Team to look at the extent of clustering of wildcat records to assess the extent to which individuals may be interacting.

C/fwd (to be looked at as part of the May Steering Group meeting/review, linked to 13.4)

Discharged. Discussed at today's meeting.

AP2-21/09/16 – RC/KKi RC and KK to discuss possible opportunities for an honours student review of forest habitat management measures.

Discharged.

AP7-21/09/16 - VB

VB to finalise media protocols, taking the above discussion into account.

C/fwd by MG. MG is in the process of finalising a draft which he will circulate round the steering group for comment and ultimate approval.

AP3-02/02/17 - RC

RC to investigate progress with getting support from a drugs company in providing vaccines for the veterinary work (Stg Group members believed an MOA exists with the company concerned).

Ongoing

AP5-02/02/17 – NTS/RZSS NTS and RZSS are both possibilities for organising the next Forum. Both organisations to agree on who will lead, and start some initial preparatory work.

Discharged.

AP6-02/02/17 – HC - NT

HC to forward a draft TOR for comment, and then to organise a first meeting, ideally before the next Steering Group meeting [update 23/2 – HC has now left SWA and so this action point will be delayed]

Ongoing. NT will take this forward.

AP1–11/05/17 – RC/DB - KL

RC and DB will collaborate on working to bring about the trapping of the cat from Northern Strathspey, identified by the group for recapture.

C/fwd. KL will take this forward.

AP2-11/05/17 - AK

AK to coordinate transfer of samples between specialists, and ensure communications maintained with project staff

C/fwd

AP3–11/05/17 – RC

RC will co-ordinate and lead a review of the recording, tracking and handling of wildcat samples through the analysis cycle.

Ongoing.

AP4–11/05/17 – AB AB will contact GM to update him on the steering group discussions on AP No 2.1.2. and emphasise the importance of having a SGA presence at the SWCAP steering group meetings.

Discharged.

AP5-11/05/17 – MG

MG will form a release/translocation assessment group from internal and external colleagues. This may include the preparation of a SoR for a contract to look at the viability of the remaining priority sites and in addition other potential sites across the country. MG to manage any tendering process.

Ongoing.

AP6-11/05/17 – MG

MG will see that the suggestions under 2.1.2 and 2.2.1 are progressed.

- As participation at/in the steering group meetings is important it was agreed to ask SGA to propose a deputy for when GM is unable to attend. – C/fwd
- Speak to GM/SGA about a member for the Land Management sub-group. – C/fwd
- It was agreed that SLE should also be invited to join the steering group. - Discharged
- It was suggested that NFUS be asked to join that group. – Discharged
- It was suggested that the Highland Partnership Against Wildlife Crime Group be involved in progressing the action and/or the Land Management Group – C/fwd

AP7-11/05/17 – ER It was agreed to reform a TNR group to review the SWA 2016 season's TNVR work and an annual review thereafter. EM will invite a membership, as agreed at today's meeting.

Discharged.

- A meeting was held in September in Battleby.
- CPL was invited but didn't attend.
- The group agreed that as per the existing SWA guidance any cat with a pelage score less than 17 would be neutered.
- The group proposed that TNVR should be carried out year round with risk assessments being carried out in potential wildcat areas.

AP8-11/05/17 – AM

AM will pull together a summary of the findings on disease in wild populations and publish them through a letter to the Vet Record.

Ongoing

AP10-11/05/17 – AB *AB will draft a letter to the CNPA expressing a desire to engage with them on wildcat conservation measures across the park, particularly in relation to new development proposals.*

Discharged. AB didn't write he went to see them in person.

AP11-11/05/17 – RC *RC to speak to Bruce Brown, SNH accountant, about the point raised that volunteers who decline to claim expenses are actually making a donation to the project and that it should be recorded as such.*

Discharged.

AP12-11/05/17 – MG/GH/RC

Taking today's discussions and changing priorities under consideration GH/MG/RC will revisit the SWA project team's workplan and circulate a revised plan round the steering group for approval. Particular emphasis/urgency should be given to the task of trapping and testing the 22 potential wildcats, identified through camera trapping and pelage scoring.

Ongoing.

Agenda Item 12. Any other business

- Emma Rawling and AM have organised a training event for vets.

AP8-24/08/17 – AB

AB will contact Hugh Dignon to discuss the possibility of creating a group, of which SWA would be a member, regarding responsible cat ownership

AP9-24/08/17 – AB

AB will approach AM to ask if she would be willing to take on the role of vice chair of the Steering Group

AP10-24/08/17 – RC/DC

RC/DC will speak to Pete Cairns to review what his, Pete's, future role in the SWA project will be.

ACTIVE ACTION POINTS

AP7-21/09/16 - VB

VB to finalise media protocols, taking the above discussion into account.

C/fwd by MG. MG is in the process of finalising a draft which he will circulate round the steering group for comment and ultimate approval.

AP3-02/02/17 - RC

RC to investigate progress with getting support from a drugs company in providing vaccines for the veterinary work (Stg Group members believed an MOA exists with the company concerned).

Ongoing

AP6-02/02/17 – HC - NT

HC to forward a draft TOR for comment, and then to organise a first meeting, ideally before the next Steering Group meeting [update 23/2 – HC has now left SWA and so this action point will be delayed]

Ongoing. NT will take this forward.

AP1–11/05/17 – RC/DB - KL

RC and DB will collaborate on working to bring about the trapping of the cat from Northern Strathspey, identified by the group for recapture.

C/fwd. KL will take this forward.

AP2-11/05/17 - AK

AK to coordinate transfer of samples between specialists, and ensure communications maintained with project staff

C/fwd

AP3–11/05/17 – RC

RC will co-ordinate and lead a review of the recording, tracking and handling of wildcat samples through the analysis cycle.

Ongoing.

AP5-11/05/17 – MG

MG will form a release/translocation assessment group from internal and external colleagues. This may include the preparation of a SoR for a contract to look at the viability of the remaining priority sites and in addition other potential sites across the country. MG to manage any tendering process.

Ongoing.

AP6-11/05/17 – MG

MG will see that the suggestions under 2.1.2 and 2.2.1 are progressed.

- As participation at/in the steering group meetings is important it was agreed to ask SGA to propose a deputy for when GM is unable to attend. – C/fwd
- Speak to GM/SGA about a member for the Land Management sub-group. – C/fwd
- [It was agreed that SLE should also be invited to join the steering group. - Discharged](#)
- [It was suggested that NFUS be asked to join that group. – Discharged](#)
- It was suggested that the Highland Partnership Against Wildlife Crime Group be involved in progressing the action and/or the Land Management Group – C/fwd

AP8-11/05/17 – AM

AM will pull together a summary of the findings on disease in wild populations and publish them through a letter to the Vet Record.

Ongoing

AP12-11/05/17 – MG/GH/RC

Taking today's discussions and changing priorities under consideration GH/MG/RC will revisit the SWA project team's workplan and circulate a revised plan round the steering group for approval. Particular emphasis/urgency should be given to the task of trapping and testing the 22 potential wildcats, identified through camera trapping and pelage scoring.

Ongoing.

AP1–24/08/17 – MG/SR

MG and SR will work together to draft a commission to carry out a review of the Scottish wildcats, which will be run past the rest of the SWACP for comment and approval. When the final draft is agreed they will endeavour to progress the review through the IUCN Cat Specialist Group or other appropriate group.

AP2–24/08/17 – RC/KL

RC/KL will either produce a final draft of the Population Analysis on Formal Survey Data paper for presentation, discussion and agreement at the next meeting of the Steering Group or a substantive update on progress toward the final draft.

AP3–24/08/17 – RC/MG

RC/MG to take account of the discussion pertaining to the SWA work-programme, identify what priorities are achievable and realistic to achieve and to and come up with an appropriate scheme. If this is not possible an intersectional e-mail exchange with the Steering Group will take place to allow a conclusion to be reached.

AP4–24/08/17 – SR/SB

Working with project staff SR/SB will work up an agenda for the SWA Forum meeting. They will also source a suitable venue to hold the event. This should be completed by the end of September to allow the invitations to be issued.

AP5–24/08/17 – RC

RC will see to the issuing of the invitation to the SWA Forum meeting as soon as AP4–24/08/17 is completed at the end of September.

AP6–24/08/17 – MG/RC

MG/RC will identify to GA discreet, costed projects and/or programmes that are yet to start that will form the basis of funding applications and that are an immediate priority.

AP7–24/08/17 – ALL

To enable prioritisation of the actions outlined in the draft plan below, it will be helpful for SWA partners to identify to GA: what capacity they may have to lead or support a funding bid on behalf of the partnership (to Mar 18 initially); what bids they are currently developing within their own organisation, to what funder and in what timescale that risk being in competition with a bid from/on behalf of SWA

AP8-24/08/17 – AB

AB will contact Hugh Dignon to discuss the possibility of creating a group, of which SWA would be a member, regarding responsible cat ownership

AP9–24/08/17 – AB

AB will approach AM to ask if she would be willing to take on the role of vice chair of the Steering Group

AP10–24/08/17 – RC/DC

RC/DC will speak to Pete Cairns to review what his, Pete's, future role in the SWA project will be.

ANNEX 1

SCOTTISH WILDCAT ACTION PROJECT MANAGERS UPDATE 24TH AUG 2017

With two staff short and the end of the main survey and trapping season, this quarter has seen slightly lower activity all round and we do not provide summaries for the Northern Strathspey and the Angus Glens priority areas. . We have recruited new staff this quarter with Duncan McKenzie taking the role as Communications Coordinator from 26th June and Nicola Tallach the role of Land Management Project Officer from 31st July. Welcome to the both. Nicola will also have responsibility for Strathpeffer and the Angus Glens Priority Areas, with Keri's responsibility moving from Strathpeffer to the Northern Strathspey priority area (alongside her continuing in Morvern).

Monitoring

No new monitoring occurred this quarter. Data management and analysis of surveys from the winter and the preceding winter have formed the bulk of the monitoring activity with Keri spending roughly two days per week on this activity. Results from an updated analysis including initial results from Morvern are provided separately.

TNVR and other cat management

TNVR of farm cats continued this quarter as we identified individual farms where farm cats could be neutered without trap by-catch risk to breeding wildcats and other wildlife.

TNVR effort and success Apr – Jun 2017.

Priority Area	Trap nights	Feral / hybrids caught	Wildcat caught	Cats TNVR	SNAP test fails	Kittens rehomed	By-catch	TNVR volunteers
Morvern	0	0	0	0	0	0	0	0
Strathbogie	24	18	0	12	0	6	0	1
Strathpeffer	5	1	0	1	0	0	0	1
Total	29	19	0	13	0	6	0	2

Public sightings

Fewer public sightings were reported this quarter compared with the previous one. This may reflect changes in cat activity or the reduced comms activity by the project in the absence of a dedicated communications coordinator. Nevertheless, the iRecord verification process has been identified as a bottleneck in the sighting process, with 41 of the 50 reported sightings from this quarter as yet unverified. We have agreed to work on clearing this backlog by the end of September and David Hetherington has kindly agreed to come in as a back-up verifier.

Public sightings received by iRecord for Scotland (verified and unverified reports).

	<i>Felis silvestris</i>	<i>Felis silvestris</i> x <i>catus</i>	<i>Felis catus</i>	Total
Reporting quarter	17	30	3	50
Previous quarter	30	55	14	99
1 st April 2015 to end of report quarter	104	156	38	300

Land management

Landowner engagement remains high with most estates willing to work with the project on some level. One estate at Strathbogie has however ceased corresponding with the project. Investigation into the reason for this is on-going.

Priority Area	Landowner engagement (previous quarter this quarter).		
	Morvern	Strathbogie	Strathpeffer
Number of estates participating	9 9	5 4	8 8
Number of other landowning bodies	2 2	1 1	3 3
Number of farms and crofts participating	10 10	5 6	17 17
Percentage of priority area by area (approx.).	90% 90%	80% 80%	75% 75%
Number of ambassador estates	0 0	0 0	0 0
Number of estates with project equipment on loan	0 0	1 1	0 0
Number of estates providing data	0 0	0 0	0 0
Number of estates signed up to w-f predator control	0 0	0 0	0 0
Number of SRDP estates for w-f measures	0 0	0 0	0 0

Outreach

Six outreach events occurred this quarter. Attendance totalled approx. 365 people and led to eight enquires on our work following the events. One of the highlights was a joint talk with our partners at Aigas held in Strathpeffer which, despite competition from glorious weather, was attended by nearly 90 people.

Outreach events ran or attended by project staff.

Date	Staff	Outreach event	Attendees
10/04/2017	Keri	Dingwall British Legion – public talk	95
27/04/2017	Keri	RSPB Highland – public talk	26
29/04/2017	Emma	Strathbogie Wildcat News Event – volunteer/stakeholder meeting	50
13/05/2017	Emma	Cainrgorms Nature Festival guided walk and stall combined with wildcat news for volunteers – public talk	35
25/05/2017	Keri & Sir J Lister-Kay	Strathpeffer wildcat evening – public talk	89
13/06/2017	Emma	Edinburgh RZSS Education team talk – training event	30
13/06/2017	Keri	Talk Edinburgh Zoo – public talk	40

Budget

Actual spend to 31st July 2017. Most rows are totals from different budget headings but Travel and expenses for volunteers and Other costs include lines from within the headings to illustrate where changes in expenditure are expected.

Expenditure	Original allocation Total + VAT	Revised allocation Total + VAT	Actual To 31/07/17
Staff costs	£857,037	£857,037	£376,388
Recruitment	£1,500	£1,500	£659
Publicity and promotion	£10,000	£10,000	£22,667
Training for staff	£4,368	£4,368	£3,887
Training for volunteers	£9,000	£9,000	£387
Travel for staff	£27,000	£27,000	£13,346
Travel and expenses for volunteers	£120,800	£70,800	£6,595
Other activity costs	£176,486	£96,486	£6,620
Equipment tools and materials	£97,602	£97,602	£76,467
Professional fees	£276,796	£424,196	£92,689
Total cash costs	£1,619,504	£1,619,504	£599,706
Total non-cash costs	£336,800	£336,800	£ -
Donations			-£3,931
Other cash income (Excluding SNH)	-£1,190,549	-£1,190,549	-£412,051
Non-cash income	-£336,800	-£336,800	-£48,195
Total project income including non-cash income (Excluding SNH)	-£1,527,349	-£1,527,349	-£464,177

Quarterly Communications Update

From: April to June 2017

CONCERN AS SCOTTISH WILDCAT AT RISK FROM WINDFARM DEVELOPMENT

National

- 21 April 2017 – The Herald – Claws for Concern as Scottish wildcat at risk from new windfarm – PRINT VERSION - <https://www.pressreader.com/uk/the-herald/20170421/281599535379549>

Local

- 29 May 2017 – The Courier and Advertiser - Remote glens hinder bid to get cats in the bag – PRINT VERSION - <https://www.pressreader.com/uk/the-courier-advertiser-perth-and-perthshire-edition/20170529/281964607672068>

NATIONAL STORY ON NATIVE HONEY BEES (ARTICLE MENTIONED WILDCAT AWARENESS)

Broadcast

- 31 March 2017 – BBC News Online – Native honey bees threatened by imports (mentions how endangered Scottish wildcat is) - <http://www.bbc.co.uk/news/uk-scotland-39456644>

SWA WORKING WITH FILMMAKERS ON NEW FEATURE TIGERS OF SCOTLAND TO BE SHOT IN 4K

Broadcast Media

- 24 May 2017 - The London Economic – Tigers of Scotland documentary about the Scottish wildcat to be filmed in 4K - <https://www.thelondoneconomic.com/entertainment/tigers-scotland-documentary-scottish-wildcat-filmed-4k/24/05/>

WILD LADY OF LOCHBROOM TO BE RECOGNISED BY WILD SWIMMING SONS WHO ALSO WANT TO HIGHLIGHT WILDCAT PLIGHT

National Media:

13 June 2017 – The Scotsman – Wild swim organised in memory of Wild Lady of Lochbroom (part of the swim is to raise awareness of the plight of the Scottish wildcat and we will work with her sons who are doing the swim on some publicity) - <http://www.scotsman.com/heritage/people-places/wild-swim-organised-in-memory-of-wild-lady-of-lochbroom-1-4474928>

Social Media Highlights

TWITTER

Stats for April to June: New followers: 2,792, Tweets: 42, Tweet Impressions: 91K, Mentions: 73, Profile Views: 2,506

Previous quarter January to March: New followers: 294, Tweets: 182, Tweet Impressions: 383,000, Mentions: 346, Profile Views: 8,824

Top Tweet April:

Adopt a wildcat and you could help us save them from extinction. Please share or RT. ow.ly/tGtk30abj8W (Photos by Nick Jarvis) pic.twitter.com/OvfvT1mhRR

Impressions: 3,086 | Total engagements: 118 | Retweets: 28 | Likes: 28 | Link clicks: 26 | Media engagements: 19 | Detail expands: 11 | Profile clicks: 6

Top Tweet May:

Just some of the benefits from neutering, vaccinating and micro-chipping your pet cat. Become a [#supercat](https://supercat.org) owner! See scottishwildcataction.org/[supercat](https://supercat.org) pic.twitter.com/q09LlAtvw

Impressions: 2,399 | Total engagements: 49 | Media engagements: 12 | Likes: 11 | Retweets: 10 | Profile clicks: 7 | Detail expands: 6 | Link clicks: 3

Top Tweet June:

Thanks everyone for your support, Likes & RTs. There's something special about being part of a generation which can save Scotland's wildcats pic.twitter.com/JSpPiXVUnH

Impressions: 6,450 | Total engagements: 778 | Media engagements: 585 | Likes: 82 | Retweets: 41 | Detail expands: 32 | Profile clicks: 26 | Link clicks: 12

FACEBOOK

There were 46 new Page Likes between the beginning of April and the end of June.

Top post April:

Adopt a wildcat and you could help us save them from extinction. Please share or RT. <http://ow.ly/tGtk30abj8W> (Photos by Nick Jarvis)

Reach: 3,834 | Reactions: 70 | Shares: 18 | Comments: 0

Top post May:

Can you spot the fox in this image? Read our blog about camera trapping at <http://www.scottishwildcataction.org/.../top-10-blunders-wit.../>

Reach: 4,869 | Reactions: 30 | Shares: 0 | Comments: 2

Top post June:

Craig, Alan and Ross have done it! A lucky 777.7 miles. Craig tells us they received a lot of interest about wildcats on their trip and they raised £570 to help our conservation work. Thanks guys! <https://www.justgiving.com/fundraising/Alancraigross777>

Reach: 3,076 | Reactions: 82 | Shares: 2 | Comments: 2

Scottish Wildcat Action Website

Google Analytics:

April – June 2017

Website Users: 5,172 | Page Views: 15,215 | Pages Viewed per session: 2.32 | % which are new sessions: 73.74% | Average session duration: 1min 53secs | New users when comparing same time frame in 2016 to 2017: In 2016 (between April and June) there were 70.3% new users compared to 2017 (between April and June) where the figure rose to 73.8% | Mobile platforms used to access website: 1) iOS 2) Android 3) Windows

FORWARD PLANNING

- Duncan McKenzie started as Communications Co-ordinator on 26 June, replacing Vicky Burns/MacDonald who had been here since the beginning of the project. Duncan is currently reviewing comms output and meeting everyone involved in the project to enhance knowledge and understanding of its work

Management of Negative coverage

- Wildcat Haven issued a press release criticising Scottish Wildcat Action and its methods, which resulted in a swift retort by SWA partners issued by Scottish Wildlife Trust on behalf of the project in May - <https://scottishwildlifetrust.org.uk/news/statement-on-behalf-of-scottish-wildcat-action/>
- On 28 May 201 the Mail on Sunday produced a story entitled 'How it cost £2K of tax-payers money just to catch a cat' - <https://www.pressreader.com/uk/the-scottish-mail-on-sunday/20170528/282067686885570> - a robust response was provided by Project Manager Dr Roo Campbell