

# **BUSINESS PLAN 2015-2018**

## **Draft 2016-17 Work Programme**

### **Enjoy**

**We will champion the National Park as a place of inspiration, where everyone can enjoy, understand, value and care for its special qualities.**

#### **Enjoy Priority 1: Enabling high quality experiences of the National Park**

**We will enhance people's experience and enjoyment of the National Park, by:**

- working with local communities, land managers and highway authorities to improve sites and routes for people
- developing projects that enable people with particular needs to experience and benefit from the New Forest
- working with partners and local businesses to improve visitor facilities and information within and around the National Park
- encouraging people to volunteer in ways which benefit the New Forest.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with partners to enhance at least four local sites by improving access, routes or information provision, e.g. through the small grants scheme and community-led projects. EP1, EP2	Mark Holroyd / Jim Mitchell			
<i>Work with partners and communities to develop and deliver visitor information opportunities through visitor centres including New Forest Centre and Lepe Country Park redevelopment, eight+ local information points, wider networks and online.</i>	Jim Mitchell			
Support volunteering in the New Forest through specific projects such as Our Past, Our Future Landscape Partnership Scheme (OPOF LPS) and an annual volunteer fair and guide, attended by 25+ volunteering organisations and attended by 200+ prospective volunteers. SQ2	Jim Mitchell / Richard Austin			
Engage with groups usually thought to be under-represented including young people (John Muir Award and Youth Action Project) and those with disabilities (PEDALL). EP4, LC9	Jim Mitchell / Rangers / Mark Holroyd			
Launch the OPOF ranger Apprentice scheme in partnership with other Forest ranger teams and education providers. EW8	Jim Mitchell			
Deliver and support 2+ projects (inc. Walking for health and an OPOF project on developing wild play) and work with partners to deliver a joint plan to benefit the health and wellbeing of local communities and visitors through contact with the natural environment and heritage of the New Forest. LC8	Jim Mitchell			

## **Enjoy Priority 2: Improving understanding of the National Park**

**We will further people's understanding of, respect for and desire to care for the special qualities of the National Park, by:**

- leading the development and delivery of curriculum-linked educational programmes for schools, colleges and other groups
- delivering engaging events, activities, interpretation and informal learning activities for different audiences
- maximising the use of social media and online resources to reach new audiences
- enabling educators, businesses and people with public-facing roles to be ambassadors for the New Forest.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Promote the special qualities, our work and key messages through 20 public events led or co-led by the Authority, 50 community events run by other organisations, opportunistic use of mobile unit and an on-the-ground presence throughout the National Park. SQ1, LH10	Jim Mitchell / Rangers			
Develop interpretive resources with partners and communities that promote the Forest's special qualities including self-guided trails, the New Forest Tour commentary, training, and permanent and touring exhibitions such as OPOF LPS. SQ4, LH10, LD3	Jim Mitchell			
<i>Deliver a communications service of the highest standard; support the Heritage Lottery Fund scheme; increase our combined social media audience from 28,000 to 40,000; double the number of email newsletter subscribers.</i>	Hilary Makin			
Develop and lead curriculum-specific sessions for 8,000 students from pre-schools, schools and colleges, both in the 'field' and in school. SQ1, SQ7	Sue Palma			
Work with primary and secondary schools to embed the New Forest into their curriculum, including organising annual conferences for students and teachers, the development of a Youth Forum and the continued population of the New Forest Curriculum website. SQ1, SQ7	Sue Palma			
Develop and deliver informal learning activities for non-curriculum groups, societies etc, including Wild Play Day events in partnership with members of New Forest Educators Forum. SQ1, SQ7	Sue Palma / Rangers			

### **Enjoy Priority 3: Managing recreation to benefit the National Park**

**We will work in partnership with others to encourage and manage appropriate recreation, by:**

- agreeing and implementing recreation management strategies that benefit people and the New Forest
- raising awareness of issues such as litter, feeding of ponies, disturbance of wildlife, fungi picking and animal accidents
- enabling the New Forest Access Forum to provide useful advice on improving public access
- undertaking and supporting research to clarify positive and negative impacts of recreation locally.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Engage local organisations and recreational user groups in agreeing an overall plan for where within and around the National Park we should encourage people to go to enjoy outdoor recreation – and how this should be achieved. LH10, ST1	Nigel Matthews			
<i>Collate data to inform decisions about the management of recreation and the ways we engage with visitors to the New Forest e.g. use of recreational facilities and sustainable transport, value and volume of the visitor economy, visitor surveys and information.</i>	Mark Holroyd / Nigel Matthews			
Play a leading role in the co-ordination of targeted educational campaigns about key issues leading to more responsible behaviour and reduced conflict between user groups, e.g. cycling, animal accidents, litter, fungi, disturbance of ground nesting birds and feeding of ponies. LH10, SQ1, EP5	Nigel Matthews			
<i>Through four full meetings and topic-specific subgroups enable the New Forest Access Forum to provide helpful advice to relevant organisations on improving public access, including the England Coast Path being developed by Natural England.</i>	Mark Holroyd			