

# **BUSINESS PLAN 2015-2018**

## **Draft 2017-18 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	Owner	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	Gillie Molland / Mark Holroyd			
<i>As the Access Authority for the National Park, provide input to Natural England's plans for the development of the England Coast Path through the National Park. When the route has been agreed, deliver the establishment phase of the new trail and associated open access land.</i>	Mark Holroyd			
Work with partners and communities to understand, develop and deliver visitor information opportunities about the National Park through visitor centres including New Forest Centre and Lepe Country Park redevelopment, eight+ local information points, wider networks and online.	Jim Mitchell			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Support volunteering in the New Forest through specific projects such as Our Past, Our Future Landscape Partnership Scheme (OPOF) and an annual volunteer fair and guide, attended by 30+ volunteering organisations and attended by 300+ prospective volunteers. SQ2	Richard Austin / 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 activities 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			
Deliver the OPOF ranger Apprentice scheme in partnership with other Forest ranger teams and education providers. EW8	Gillie Molland			
Engage with groups usually thought to be under-represented including young people (John Muir Award and Youth Action Project) and those with disabilities. EP4, LC9	Jim Mitchell, Gillie Molland			
<i>Continue the development of the PEDALL project, securing external funding and recruiting volunteers and deliver cycling sessions for participants EP4</i>	Andy Brennan			

## **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	Gillie Molland			
Develop interpretive resources with partners and communities that promote the National Park's special qualities including self-guided trails, the New Forest Tour commentary, training, and permanent and touring exhibitions including activity to mark the 800 <sup>th</sup> anniversary of the Charter of the Forest. SQ4, LH10, LD3	Jim Mitchell / Gareth Owen			
<i>Review the operation of the concierge service within the New Forest Centre and update the agreement with the Ninth Centenary Trust in the context of recent changes to information provision in the Forest.</i>	Nigel Matthews			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p><i>New website live and amendments made by end Q3; brand messaging reviewed and rolled out; Heritage Lottery Fund scheme, Coast Path consultation, National Grid Hale Purlieu trials, Local Plan and recreation consultations and Visitor Gift Scheme supported and engagement targets (to be determined by project leaders) attained; Green Halo campaign launched; walking festival organised and Charter of the Forest celebrated.</i></p> <p><i>Arts Festival organised and audience of 4,000 achieved.</i></p>	Hilary Makin			
Develop and teach curriculum-specific sessions about the national park 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 National Park into their curriculum, including organising conferences for students and teachers, the development of a Youth Forum and the continued population of the New Forest Curriculum web pages. 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, Gillie Molland			

### **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 the public, local organisations and recreational user groups in agreeing an overall evidence-based 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			
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			
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.	Mark Holroyd			