

Landscape Conservation Action Plan (LCAP)

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Executive Summary

The New Forest National Park is a unique landscape: a great expanse of natural habitats with extensive areas of ancient woodland, mire and heath intimately connected to the villages, small-holdings and farms, unprecedented in lowland England. But the Forest is also unique because it is the product of a land management system unbroken over thousands of years, creating a landscape and wildlife heritage formed through the close relationship between the land and its people.

The National Park extends from the wooded slopes of Wiltshire in the north across the central New Forest plateau to the open coastline of the Solent in the South. Much of the area is still managed by traditional agriculture and a strong system of commoning. This sustained management system has also resulted in a wealth of archaeological and historic features within the National Park.

But today new pressures put this heritage at risk: changes in land management, increases in population and loss of connection with the land, threaten its continued management and the intrinsic character and quality of the Forest. The New Forest National Park is therefore leading a Partnership which will take action to sustain this unique landscape for the benefit and enjoyment of future generations. A transformational programme of learning, informed access, community involvement and landscape restoration working with farmers, commoners, landowners, communities and visitors will enable us to develop a shared understanding of what the Forest needs, develop the necessary skills to continue to care for it and engender the love and enthusiasm needed to make the Forest fit for the future.

The National Park is a dynamic and living landscape and its environment and its people must be resilient enough to change with the times. This Partnership, by bringing together a wealth of interests' skills and knowledge and by working with communities and visitors will find the balance between preserving what is critical to the landscape character of the New Forest and also allowing it to grow and change to meet modern needs of its people in working and living here.

Marian Spain



Chair of the Our Past Our Future Landscape Partnership Scheme
New Forest National Park Member
PART ONE – THE SCHEME PLAN

1 Introduction

1.1 Understanding Landscape Partnerships

Landscape Partnership schemes are funded by the Heritage Lottery Fund (HLF) through its Landscape Partnership (LP) programme. The LP programme's overarching aim is to provide grants for the conservation and enjoyment of areas of distinctive landscape character throughout the UK.

The Landscape Partnership programme contributes significantly to the UK's commitment to implement the European Landscape Convention (ELC), which aims to strengthen the protection, management and planning of landscapes. The ELC has adopted a definition of landscape which usefully underpins the landscape partnership philosophy (ELC 2000, article 1):

Area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.'

The Landscape Partnership programme seeks to conserve the landscape heritage - both natural and cultural - in distinctive landscapes, at the same time delivering benefits for people within and beyond the areas the LP schemes cover, in particular in terms of the way people understand, perceive and relate to the landscapes they live or work in, or visit. In so doing, LP schemes create a holistic and balanced approach to the management of landscape heritage at a landscape-scale and help people to connect with it, thereby leading to continued activity and a lasting legacy. Landscape Partnership schemes are expected to deliver benefits across all 9 LP programme outcomes:

- Outcomes for heritage:
 - better managed
 - in better condition
 - identified/recorded
- Outcomes for people:
 - skills
 - learnt about heritage
 - volunteered time
- Outcomes for communities:
 - negative environmental impacts will be reduced
 - more people and a wider range of people will have engaged with heritage
 - your local area/community will be a better place to live, work or visit

1.2 Understanding Our Past, Our Future Landscape Area

The New Forest is one of the last extensive areas of semi-natural habitat and pastoral farming in the UK that owes its origins to management as a medieval royal hunting forest and the survival of a strong commoning system. Commoning in the New Forest became formalised in the late medieval period: this is one of the few remaining extensive systems of common rights operating in lowland Europe.

The New Forest National Park was established in 2005, the first to be created in the South East of England. It covers 220 square miles (569 square kilometres), making it the smallest national park in the UK. It is home to more than 34,000 people and is under intense pressure from development in surrounding areas.

The 'Crown' owns approximately 50% of the land within the New Forest National Park, these are known as the 'Crown Lands' (which includes open and enclosed Forest) and are managed on behalf of the 'Crown' by the Forestry Commission.

In total 56% of the National Park is designated of international value for nature conservation. It contains internationally important, extensive areas of lowland heath, ancient woodland, valley mires, river valleys and coastal marshes. In turn, these support a very high number of nationally rare (and some internationally rare) species, particularly invertebrates.

The New Forest Special Area of Conservation (SAC), Special Protection Area (SPA) and Ramsar sites cover more than 29,000 hectares.

The SPA was qualified for designation under Article 4.1 of the Birds Directive for its regular use by 1% or more of the Great Britain populations of Dartford warbler, nightjar, woodlark, hen harrier and honey buzzard. In addition, the SPA qualifies for designation under Article 4.2 of the Birds Directive as it supports more than 350 pairs of breeding wood warbler and 25 pairs of hobby.

The Ramsar site was designated in 1993 and covers 28,000 hectares of the Forest, this includes 29 nationally important species including; small fleabane, slender cottongrass, pennyroyal, southern damselfly and stag beetle and as well as 180 species of invertebrates ranging from butterflies such as the high brown fritillary to freshwater invertebrates such as the tadpole shrimp.

The SAC was designated in 2005 primarily for the Annex II species that are present including southern damselfly and stag beetle, whilst great crested newt, brook lamprey, bullhead, barbastelle bat, Bechstein's bat and the Eurasian otter are also qualifying features.

The National Park has 214 Scheduled Ancient Monuments, 622 listed buildings and 20 designated Conservation Areas. In addition there are at least another 200 ancient monuments that could meet the criteria for scheduling and many more that are gradually being identified through field survey. The 622 listed structures within the National Park vary widely, ranging from grand houses such as Hale House, the 14th century monastic barn at St Leonards and the 13th century Palace House at Beaulieu down to commoners' cottages and features such as bridges and even telephone boxes, the unique recognisable features which make up the fabric of the National Park. There are also many unlisted buildings, often dating back to the late

19th and early 20th centuries which are locally significant and give the New Forest its distinctive character particularly in their relationship to the landscape.

The New Forest is a major recreational resource with over 325 km of Public Rights of Way and over 3,000 hectares of accessible land (over 50% of the area of the National Park). Research by Tourism South-East (2005) indicated that there were 13.5 million visitor days spent per annum in the National Park. Most visitors come to enjoy the peace and quiet, natural beauty and wildlife of one of the last ancient, relatively unspoilt and open landscapes in England and there is a massive opportunity for inspiring and connecting people with the New Forest's heritage.

1.3 Development of the Our Past, Our Future Landscape Partnership

The 'Crown Lands', which are managed by the Forestry Commission, has received considerable investment both in time and funds to try and effectively manage threats and pressure, past initiatives such as the LIFE projects, the Special Area of Conservation Management Plan and the Verderers Higher Level Stewardship Scheme (HLS) have looked at restoring or maintaining habitats at the landscape scale. The focus has been largely on the Open Forest and Inclosure woodlands at the expense of the surrounding lands which have had little focus to date and are at a greater risk of deterioration i.e. areas mainly under private ownership. The Environment White Paper declares that "we will achieve a better quality natural environment by taking and promoting concerted action across our farmed land, woodlands and forests, towns and cities, and rivers and water bodies". Since the set-up of the National Park in 2005, stakeholders at workshops have continually raised many of the same issues and whilst many of these on the Crown Lands are now being addressed, around this core, despite the progression of a number of successful pilot schemes, the situation has continued to get worse.

It is likely that pressures on these areas, such as development and recreational pressures are only going to increase in future years, due to a variety of factors that are explained in **Section 4**. Evidence suggests that many of the buildings and habitats are deteriorating at a worrying rate, it is crucial that Forest stakeholders start working together and build stronger partnerships now to try and address this deterioration and restore some of the damage that has already been done in order to maintain the unique landscape character of the New Forest for future generations.

A workshop held in 2011 to discuss biodiversity in the New Forest formed the basis for the beginnings of discussions about a Landscape Partnership. Over 40 individuals, representing more than 25 organisations within the Forest, agreed that partners needed to co-ordinate plans on a landscape-scale. The participants collectively agreed at the workshop that action needed to be taken to utilise the links between the area and the pastoral economy to achieve significant benefits for buffering and supporting the core Forest and that in doing so, communities must be engaged and reconnected with their local natural heritage.

Plans and priorities for the Landscape Partnership Scheme have been developed alongside the National Park Action Plans for Biodiversity, Landscape and Cultural Heritage. Forest organisations have been able to more effectively use their time to discuss the issues, priorities and ways of delivering projects at the same time.

During January 2013, three workshops hosted by the New Forest National Park Authority (NPA) brought together over 50 interested stakeholders to determine potential projects. These resulted in a list of priorities for the Forest and agreed areas of work that the participants felt were key to take forward through both the Landscape Partnership Scheme and through other routes. These priorities and proposed actions form the basis of the National Park's Cultural Heritage Action Plan and Biodiversity Action Plan. These workshops have been followed by a wide range of multi-organisational/group meetings and meetings with individual organisations to discuss actions and project proposals. Site meetings have been held at those sites and buildings which have already been identified for restoration works. The Landscape Partnership Scheme is seen as one of the key routes for delivering landscape-scale actions within both of these Plans.

The NPA subsequently proposed to instigate a Landscape Partnership bid for this area and offered to develop and lead in the submission of a first round application to the HLF. All those who had put forward projects were involved in discussions about what people felt was special about the landscape and its heritage; further project ideas; partners' involvement with the partnership and partnership agreement, funding and scheme development.

The NPA submitted the first round application in May 2013. The HLF response was very positive, with approval given in November 2013 for an earmarked grant of £2,837,960 for the delivery of 20 projects. An upfront grant of £161,100 enabled the recruitment of a Programme Manager and a Community Engagement Officer in March 2014 to oversee the development phase.

1.3.1 The Partnership

The Partnership is led by New Forest NPA, which has extensive experience at developing and managing community partnership schemes. The Landscape Partnership Board consists of 12 organisations from the public, private and voluntary sectors that cover the main heritage interests in the landscape. The partnership is not driven by the vision of one organisation but is broadly based and there to serve the interests of the community. All partners signed a Partnership Agreement for the Development Stage (this has been reviewed for the Delivery Phase see Section 4).

The Partners are:

- Beaulieu Estate
- Environment Agency
- Forestry Commission
- Freshwater Habitats Trust
- Hampshire and Isle of Wight Wildlife Trust
- Hampshire County Council
- National Trust
- Natural England
- New Forest Centre
- New Forest Commoners Defence Association
- New Forest Land Advice Service
- New Forest National Park Authority

These organisations have diverse interests, but have a willingness to share resources and an over-riding wish to work together to sustain the Forest and its

special qualities for future generations. All of these organisations coming together to develop this bid is an achievement in itself given the sometimes conflicting interests of all of the organisations involved. Collectively these organisations have huge knowledge and skill resources which can be used to deliver the Scheme and which can be transferred to local communities and visitors. Residents and visitors alike have tremendous love and enthusiasm for the Forest which offers an amazing opportunity to inspire and engage them in supporting and caring for the Forest in future years.

The purpose of the Board is to guide and monitor the development stage of the Our Past, Our Future Landscape Partnership Scheme. The Board has met regularly through the development phase and members have worked together to:

- ensure the implementation of the Scheme's programmes by coordinating and focusing effort and resources to create real change on the ground;
- develop the Scheme's objectives and promote them as widely as possible; and
- encourage and secure the active participation of communities, landowners, and businesses.

1.3.2 Our Past, Our Future Landscape Partnership Scheme

The vision of Our Past, Our Future is *to ensure the New Forest's distinctive landscape survives through future change and modern-day pressures.*

A total of 19 projects are proposed to restore habitats, discover forest heritage and develop forest skills alongside volunteering and measures to connect people to the landscape, will aim to provide a step-change towards this goal. There are also cross-cutting themes which run across the Scheme such as: volunteer and community involvement; training; interpretation / information provision and Monitoring. Further information is provided in **Section 4 and 5.**

The New Forest Landscape Partnership area is contiguous with the National Park Boundary as this is the functioning area of the Forest's unique pastoral system. Approximately half of the National Park is Crown Land; managed by the Forestry Commission for conservation, recreation and the rural economy.

At 569 km², the Partnership recognises that this is in excess of the recommended size for a Landscape Partnership area. In order to focus resources to maximum impact, the partners are agreed that the actual delivery of the on-the-ground habitat restoration works and access improvement works will be focused on those areas surrounding the Open Forest (this equates to approximately 50% of the National Park area) which are at much greater risk. Over the years, development and land use change has eaten away at the edges of the Forest, reducing the size and connectivity of the woodland and heathland habitats.

The HLS funded restoration works on the Open Forest, combined with habitat improvements delivered through the Landscape Partnership Scheme on the surrounding land offer a one-off opportunity to achieve landscape-scale improvements at a National Park scale.

The focus of this Scheme will not only increase the conservation value of the enclosed lands, but will also increase the robustness of the Open Forest, increasing its ability to withstand climate change and other pressures.

Despite the primary focus of this Scheme on the lands surrounding the Open Forest, it is crucial that the overarching elements within the Scheme such as visitor engagement, interpretation, skills development, working with communities, volunteer development, and educational campaigns spread the whole breadth of the National Park in order to have maximum impact.

Figure 1 shows the whole Landscape Partnership Scheme area which is contiguous with the National Park Boundary, but also shows the priority areas which surround the Open Forest which will be the focus for practical habitat and site restoration projects.

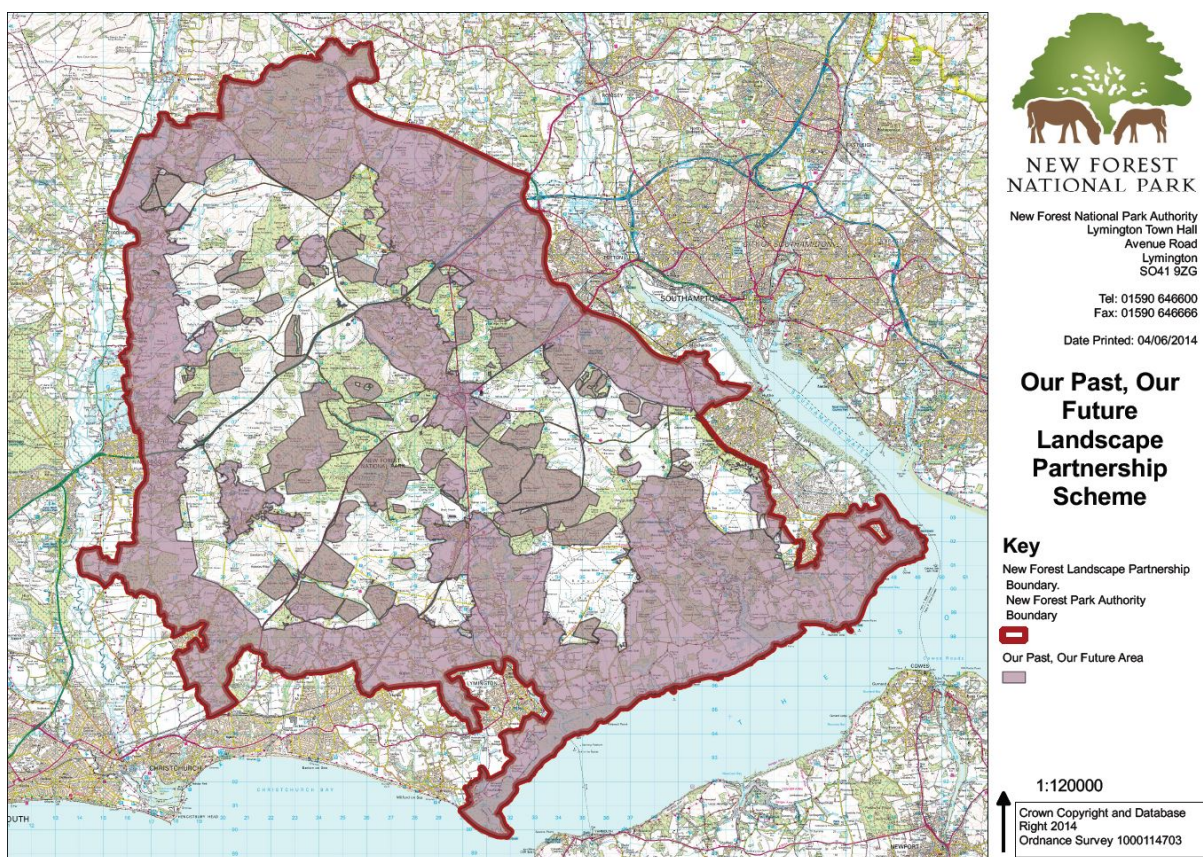


Figure 1 - Partnership Area

However because the core OPOF area is so inextricably linked to the Open forest, this LCAP will describe the whole of the New Forest but highlight the key differences where they are relevant to the scheme. The reasons for this are as follows:

- OPOF boundary is not one discrete area but made up of a number of areas within and adjacent to the Open forest (see **Figure 1**), some of which are fragmented and have lost their connectivity
- the areas that are adjacent to the designated sites have an important role in helping to maintain the overall landscape value of the New Forest
- there are strong links between the Open Forest and the wider countryside in terms of socio-economics, cultural history and biodiversity and the people and communities often have direct influence on the areas management

- the fragmented habitats are part of what would have once been a fully connected landscape.

1.3.3 Research during the Development Stage

The key areas of work for the development phase are outlined in the following section.

1.3.3.1 Community Engagement

Discussions have taken place with community groups and parish councils, providing them with further information about the scheme and the individual projects and giving them the opportunity to be involved in the Scheme development and to shape the focus and plans of the individual projects.

This was carried out through a range of community focussed events and activities.

- A range of community consultations were organised in relation to the Audience Development & Interpretation planning work but also in relation to the individual project development. This included pop up stalls and targeted questionnaires (**Figure 2**).
- Presentations were made at the four quadrant meetings of the Parish Councils. These were followed up with letters to individual Parish Councils and further liaison/discussion as appropriate.
- A stakeholder drop in day was held half way through the development phase. Further information was produced about the projects and the public were invited to 'drop in' to find out more about the scheme.



Figure 2 - Engagement event



Figure 3 - New Forest Show

- As part of the NPA's marquee at the New Forest Show, the OPOF team displayed some boards about the project and ran an engagement event that fed into the audience development work (**Figure 3**).
- Information about our development phase and community consultations has been widely distributed through various media, including presentations given at meetings organised by other partnerships; distribution of leaflets; regular articles in the local Newspapers, articles in newsletters and parish council magazines. A number of press releases about various aspects of the scheme and the individual projects stimulated further media coverage such as radio interview on 'Wildplay' and TV coverage of the Beaulieu ice house development work. A lot of feedback has also been obtained through the NPA's social media outlets.
- A website was set up as part of the NPA website and this was kept up to date as the project developed.
- As part of the development phase, several working groups were formed, bringing in specialist knowledge from the Board. These working groups focused on the following aspects of the development work:
 - to guide the work of and discuss results from the Audience Development and Interpretation planning
 - to guide the development of the Volunteer framework
 - to guide the work of the scheme evaluation and behaviour change
 - to develop the Apprentice Ranger project
 - to develop the Ecademy project
 - to develop the work of the NPA projects

1.3.3.2 Individual Project Development

All the lead partners have undertaken further work to develop their projects into detailed project plans as required by HLF. This has included:

- questionnaires to gain stakeholders views so that the projects could be tailored to meet their specific needs
- survey work and research to locate key areas for habitat restoration or other conservation work
- liaison with landowners to gain their agreement and permission for work to take place on their land and to sign a Memorandum of Understanding

- design, schedules, costings and quotes for work
- permissions sought and granted
- consultants were appointed to carry out specific areas of work: Beaulieu ice house survey; website portal development; Better Boundaries site identification, Dockens Water Survey etc.
- developing briefs
- integration of projects and partner activities across the Scheme
- job descriptions
- detailed budgets and timetables

Work undertaken on individual projects included:

- **Working Woodlands**
Survey and assessment of key areas of the Forest to establish priority areas for woodland restoration. All areas for year one have been identified, work programmes costed and agreed with landowners.
- **Conserving Our Forest Fringe**
Identification of parishes for the first year, their agreement obtained and work plans developed. Job description for trainee to deliver the project.
- **Better Boundaries**
A consultant was employed to survey and assess key areas of the Forest to establish priorities for areas which are suffering from deterioration and which will produce the most beneficial results in terms of connectivity, joining the core of the New Forest to other surrounding areas of ecological interest. All areas for the 4 years have been identified, work programmes costed and agreed with landowners.
- **Removal of Non-native Invasive Species**
Survey and assessment of key waterways in the Forest to establish priorities sites. All areas for year one have been identified, work programmes costed and agreed with landowners.
- **Nature's Stepping Stones**
Survey and assessment of SINC's within the Forest to establish priorities for areas which are suffering from deterioration and which will produce the most benefits. All areas for year one have been identified, work programmes costed and agreed with landowners. All areas for year 2 have been identified and work programmes agreed in principle with landowners, further work to consider costs and detailed plans and MoU will be undertaken in year one. Further sites have been identified for further investigation for year 3.
- **Living Waters**
Appraisal of Dockens Water including surveys, assessment and landowner liaison. This resulted in the identification and outline costings for 2 stretches (one contiguous site), however further work to get relevant permissions and detailed costings could not be completed in time for the round 2 submission so this part of the project was removed. Appraisal of Beaulieu River including surveys,

assessment, landowner liaison, resulted in the identification and outline costings for 4 sites. Training needs identified and workshops planned.

- **Rediscovering and Conserving our Archaeological Heritage**
Development of training programme in consultation with existing archaeological volunteers. Development of brief for engineering survey of Eyeworth Weir. Engineering and photogrammetry survey of Beaulieu ice-house and development of detailed specification for the works required. Identification of other sites of industrial heritage and woodland to be included in the first year. Identification for sites for inclusion in the Festival of Archaeology. Consultation with churches to identify key burial sites for inclusion in the first year. Development of job description for Community archaeologist to deliver project.
- **New Forest Rural Skills**
Consultation with target audiences to identify detailed training needs and skills gaps including consultation with Young Commoners Group and with known new commoners. Courses investigated with possible providers. A series of courses and costs agreed with Sparsholt Collage. Discussions held with potential mentors.
- **New Forest Apprenticeship Scheme**
Development of detailed apprenticeship job descriptions and plans for how the placements will be delivered across the partners. Courses investigated with possible providers and agreed with Kingston Maurwood.
- **Buildings Skills Circle**
Consultation with target audiences about detailed training requirements. Courses investigated with possible providers and agreed and locations found.
- **Veteren Trees**
Originally part of the Rural Skills project, this has been presented as a separate project to specially look at the issue of training tree surgeons etc in how to manage ancient and veteran trees. Work has identified the need and sourced and costed possible courses.
- **New Forest E-cademy**
Detailed consultation with stakeholders about the scope of the proposed portal, on-line forum and annual conferences. Development of detailed project specification, project plan and timescales. Audit of items to be digitised and costing received. Development of job description for Project Officer to deliver the project.
- **Heritage on my Doorstep**
Consultation with local communities and parish councils about areas of interest and activities and subject areas they might like to include. Identification of areas for year 1 and work plans developed. Development of a specification and costs of portal.

- **A Common Cause – Verderers Hall**
 Development of brief for survey works and specifications for the Verderers Court. Consultation with the Building Conservation Officer and specialists. Development of detailed project plan for restoration works. Plans for interpretation works developed and agreed by the verderers. Quotes for all proposed works received and planning permission granted.
- **A Common Cause – Through Our Ancestors Eyes**
 Local heritage organisations have been contacted to identify existing collections which could be collected for the project. A flyer has been distributed to 700 CDA members to start to identify where photographs and documents relating to commoning are held and how they can be accessed. From this a work plan and costing have been estimated including scanning equipment and storage media and project officer job description.
- **A Common Cause – A Shared Forest**
 Discussions have taken place with various experts to determine the focus for the project which will be to: make commoning more understandable to a largely urban population; and bring about behavioural change in those who enjoy, but do not always understand, the New Forest. Work has identified 3 key behaviours to influence (feeding ponies, driving on Forest roads and understanding the role of commoning) and identified the different approaches required for the different issues and audiences. These have been planned and costed for year one. Outline budget for further campaigns for years 2-4 has been prepared but would be informed by the Improving Understanding and Behaviour Change project. Job descriptions and briefs prepared to deliver the project.
- **Foxbury**
 Detailed project plan for implementation of the works, quotes for all works, site specific interpretation plan based on Scheme interpretation plan, development of activity plan for events and activities on site. Planning permission granted.
- **New Forest Connects**
 Developed work packages based on the results of the Audience Development Plan and the Interpretation Framework. Further consultation with target audiences, and development of project plans and quotes for major areas of work.
- **Wildplay**
 Identification and assessment of possible sites and liaison with owners of possible sites to be progressed. Consultation with local communities and particularly young people about requirements. Development of project plan and an outreach programme of works.
- **New Forest Arts Festival**
 A New Forest National Park Authority project to organise and promote an annual arts event on the heritage of the New Forest. The initial ideas have been discussed and agreed by key partners and costed.

- **Biodiversity Monitoring**

A programme of work developed based on a representative sample of sites included in the 'restoring lost landscapes' theme projects.

- **Monitoring of Behaviour Change and Increased Understanding**

Consultants appointed to undertake provisional work on the specific assessment of behaviour change.

- **Evaluation Framework**

Consultants appointed to develop an Evaluation Framework.

1.3.3.3 Volunteer Framework

An active and well established volunteering culture already exists within the New Forest; managed through individual programmes in different sectors and hosted by various organisations under a range of policies and guidelines. This is clearly demonstrated by the fact that all Our Past, Our Future project partners have experiences of working with volunteers to help achieve their goals, deliver successful projects and engage with the local community.

A Our Past, Our Future Volunteer Framework has been developed to encourage an effective, efficient and consistent approach to the recruitment, skill development, engagement and support of volunteers across the New Forest during the scheme. The Framework is available as a separate document to support this round two application. It also aims to enhance the quality of the experience for existing volunteers, ensure volunteering is accessible to all, and to encourage new people to participate and share in the benefits of volunteering. The framework will not directly change existing volunteer relationships, but help enable the volunteers, organisations and scheme partners to unite under a common goal of benefiting the New Forest and meeting the Our Past, Our Future vision statement to promote and develop volunteering.

The development of volunteers is central to the successful delivery of many of the proposed projects. **Section 5.7.2** gives a breakdown of targets for volunteer involvement from all the projects within the Scheme and this clearly demonstrates the huge scale and diversity of volunteer engagement and opportunities across the Landscape Partnership Scheme.

The Framework also considers the positive benefits of volunteers and their engagement to the partners, the New Forest and the volunteers themselves, before setting out how it will be delivered; setting out best practice for dealing with access and inclusivity, volunteer policies, insurance, expenses, health and safety, management, communications, monitoring, training and recognition.

The Scheme partners have been involved with the creation of the Framework and have adopted the principles it sets out, they will also be involved in its regular review and updating as required by the Training and Volunteering Sub-Group. The Framework will be tested by the partners during delivery and will ultimately aim to become a legacy platform for future New Forest volunteering by being adopted New Forest wide by all organisations using volunteers for the benefit of the Forest. The framework will also see the creation of a New Forest Volunteer Forum with 'terms of reference' beyond the scheme.

1.3.3.4 Audience development

During the development phase work was undertaken to understand what sorts of people are currently aware of the New Forest's heritage (in all of its forms) and how they like to access this heritage, as well as who is not, and why not. This was important to be able to identify the most effective ways for the Scheme to increase people's awareness, understanding and engagement in heritage. This enabled the projects to be pro-active towards the audiences, based on understanding the current situation and using this knowledge to assess and plan for what could be improved for the future.

Consultants were appointed to undertake the Audience Development work which included workshops, interviews with key stakeholders and extensive information gathering and recommendations. The report is available as supporting information and the results underpin the submission of this LPS application and the specific objectives and approaches for the 3 target audiences have been taken on board by the individual projects.



Figure 4 - Word Cloud showing people's reasons for favourite locations

The audience research identified a number of key points in respect to how people currently experience the heritage of the New Forest.

- It's a much loved landscape.
- People appear to want a 'landscape experience' containing trees, views and wildlife.
- Low awareness of historical aspects but a real interest in the traditional ways of life.
- Walking is key to how the majority experience the landscape, **Figure 4** shows a word cloud that resulted from asking people what they did when they visited their favourite locations in the New Forest.
- Local people key but big difference between living 'with' or 'in' the Forest.
- You might live 'in' it but do you have a stake 'in' it?

- A strong sense of wanting to know ‘how the New Forest works’. People want to learn about these things through a ‘hands on approach’ – they want to be involved.
- A landscape for all ages but difficult without transport.

The audience research undertaken provided a helpful insight into who currently accesses or has an interest in the New Forest heritage and landscape. Broad categories have been identified which present a common set of characteristics and therefore provide a similar audience development opportunity:

- Summary of Audiences - Local
 - Residents Living with the Forest
 - Residents Living in the Forest
 - Visitor-focused businesses
 - New Forest Community Groups
- Summary of Audiences - Visitors
 - New Forest Neighbours
 - Visitors – People from neighbouring Counties and further a field in the UK
 - Small percentage of overseas visitors
 - Specialist user/activity groups
 - Ethnic
 - Special needs
 - Young
 - Online

All these audiences will benefit from the work of OPOF including:

- increase in levels of understanding and awareness of the New Forest Heritage
- increased access to the landscape and its heritage
- landscape, built heritage and biodiversity improvements
- more engagement opportunities

The audience were prioritised based on the influence they would have over the future of the New Forest heritage, the impact (both positive and negative) on that heritage and the opportunity for engaging new audiences in that heritage. As such OPOF is concentrating on three audiences who will benefit most from targeted engagement, these are described below.

1.3.3.4.1 Residents – Living with the Forest

This audience has greatest influence over the future of New Forest heritage. Additional benefits include:

- their role in the forest will be understood by others
- increased training and skills development
- specialist advice on how to realise their potential and that of the land they manage

1.3.3.4.2 Residents – Living in the Forest

The audience that is currently considered to have most impact over the heritage. This includes new residents and those who are familiar with the Forest (but might have a limited understanding of its heritage). Additional benefits include:

- volunteering and training opportunities to help them connect with the landscape, enabling them to become local heritage champions
- appreciation of and connection to the area in which they live

1.3.3.5 New Forest Neighbours

This is the audience of the future whose impact could be positive or negative depending on how they are engaged. Rather than an increase in the total number of visitors we expect an increase in the level of understanding and awareness and crucially, engagement with the heritage. However we do expect an increase in some of the harder to reach audiences such as young people, visitors with disabilities and those who are new to New Forest heritage. Additional benefits include:

- increased enjoyment and engagement resulting in more repeat visits
- shared learning and involvement

1.3.3.6 Common Audiences

These three categories that the Scheme has identified all contain some certain groups of people:

- Young people and children will benefit through targeted training (particularly for young commoners, farmers and land managers) and apprentice opportunities. Children will benefit generally from the proposed delivery of increased family learning opportunities, opportunities for fun and interactive engagement at activities and events throughout the Forest contributing to their health and wellbeing, as well as creating a lifelong connection with the natural environment.
- Those working in or wishing to work in the heritage industry locally including rangers, interpreters, surveyors, specialists in ecology and archaeology. This will be via volunteering, training and apprenticeship opportunities.

The LPS is looking to move these audiences towards greater participation:

Unaware ⇒ Awareness ⇒ Understanding ⇒ Engagement ⇒ Participation

To do this will require changes to the way people currently engage. People will only deepen their engagement if they are motivated to do so and that motivation is strong enough to overcome the barriers that might stand in their way.

Knowing the audiences, how we would like their engagement to change, and the themes relating to the drivers and barriers to that change has allowed us to develop a range of approaches to the different audiences that have been integrated into the delivery projects of OPOF. Addressing these will deliver the Audience Development objectives and help bring about the changes required across the priority audiences identified. The approaches are:

- Connect the Core to Periphery
- Let the landscape do the talking
- Get to know the neighbours
- Walking with a purpose
- Open your eyes and look beyond
- Make it personal

The Audience Development Plan shows the target audiences, how engaged they currently are, how engaged we would like them to be, objectives and approaches that could be used to engender that engagement. This has been considered by each of the projects within the scheme and **Table 1** shows how each of the projects will be taking forward the approaches identified by the Audience Development work

Table 1 - Audience Development approaches included in Our Past, Our Future Projects

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
Working Woodlands	Residents living with the Forest Residents living in the Forest.		<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage; the animals, old buildings and local food provide interesting opportunities in this respect. • Offering volunteering in heritage based activities 			<ul style="list-style-type: none"> • Working with these groups to help them make their expertise available to others • Subject specific guides “The New Forest for Birdwatchers” for example which makes the connections. 	
Better Boundaries	Residents living with the Forest Residents living in the Forest		<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • The ‘<i>New Forest Conversation</i>’ addressing what being a ‘good neighbour’ looked and felt like. • Offering volunteering in heritage based activities. 		<ul style="list-style-type: none"> • Working with these groups to help them make their expertise available to others • Subject specific guides • Offering volunteering in heritage based activities. 	
Conserving the Forest Fringe	Residents living with the Forest. Residents living in the	<ul style="list-style-type: none"> • Creation of New Forest Ambassadors from people who ‘work with 	<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage • Offering volunteering 	<ul style="list-style-type: none"> • The ‘<i>New Forest Conversation</i>’ 		<ul style="list-style-type: none"> • Working with these groups to help them make their expertise available to others • Creating Citizen 	

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
	Forest	the Forest’ to help tell the New Forest Story and better connect their audience group with the others.	in heritage based activities			Science opportunities so these groups can make a contribution to the bigger picture.	
New Forest Invasive non Native Plants	Residents living with the Forest Residents living in the Forest		<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • The ‘New Forest Conversation’ • Offering volunteering in heritage based activities. 		<ul style="list-style-type: none"> • Creating Citizen Science opportunities • Offering volunteering in heritage based activities. 	
Living Waters	Residents living with the Forest Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> • Creation of New Forest Ambassadors • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • Take the Forest to Town- ensure heritage of the Forest and behaviours expected from visitors is promoted in neighbouring communities. • Build on the Mosaic experience by creating 	<ul style="list-style-type: none"> • Providing people with a means of getting more from their walking: <ul style="list-style-type: none"> – Apps/ audio trails – Discovery trails – Geocaching – Citizen science opportunities – Heritage walks – Health walks • Create walks to 	<ul style="list-style-type: none"> • Working with these groups to help them make their expertise available to others • Subject specific guides • Creating Citizen Science opportunities • Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ An online New Forest Scrap book (sort of ‘placebook’). ▪ Make use of existing social media such as Pinterest and Storify

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
				<p>‘champions’ to engage with harder to reach communities. Source champions from people who already have a strong link with the Forest through a particular interest group/activity.</p> <ul style="list-style-type: none"> • Offering volunteering in heritage based activities. 	<p>inspire young people – building on the Duke of Edinburgh Award experience</p> <ul style="list-style-type: none"> ▪ Contribute to NFNPA annual walking festival 		
Natures Stepping Stones	<p>Residents living with the Forest</p> <p>Residents living in the Forest</p>	<ul style="list-style-type: none"> • Creation of New Forest Ambassadors • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage • ‘Behind the scenes’ opportunities – open days, guided tours, involvement in Traditional New Forest activities. • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • The <i>‘New Forest Conversation’</i> • Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> • Providing people with a means of getting more from their walking • Create walks to inspire young people 	<ul style="list-style-type: none"> • Subject specific guides • Working with these groups to help them make their expertise available to others • Creating Citizen Science opportunities • Offering volunteering in heritage based activities 	

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
Rediscovering Archaeological Heritage	Residents living with the Forest Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> ▪ Training in ‘new’ Forest Skills such as communication, interpretation, community engagement for people who work with heritage. ▪ Local heritage projects to engage local people in discovering more about their own locality. ▪ Engagement with local community based heritage groups. ▪ Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> ▪ ‘Behind the scenes’ opportunities ▪ Heritage Hosting – equipping local communities to ‘host’ visitors who are interested in heritage, so they hear the ‘real’ story from the locals and the locals benefit directly from the economic value of the visit. ▪ Create stronger connections between landscape and cultural heritage ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> • Providing people with a means of getting more from their walking • Contribute to NFNPA annual walking festival ▪ Create walks to inspire young people 	<ul style="list-style-type: none"> • Subject specific guides • Working with these groups to help them make their expertise available to others • Creating Citizen Science opportunities • Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ An online New Forest Scrap book (sort of ‘placebook’). ▪ Use touring exhibitions, open days and festivals such as the Festival of British Archaeology to provide opportunities for people to share their own New Forest stories ▪ Make use of existing social media such as Pinterest and Storify

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
Historic Routes and green spaces	Residents living with the Forest Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> ▪ Creation of New Forest Ambassadors ▪ Local Heritage projects to engage local people is discovering more about their own locality ▪ Engagement with local community based heritage groups ▪ Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> ▪ ‘Behind the scenes’ opportunities – open days, guided tours, involvement in Traditional New Forest activities. ▪ Create stronger connections between landscape and cultural heritage ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ Build on the Mosaic experience by creating ‘champions’ who can engage with the harder to reach communities. ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> • Providing people with a means of getting more from their walking • Contribute to NFNPA annual walking festival <ul style="list-style-type: none"> ▪ Create walks to inspire young people 	<ul style="list-style-type: none"> • Subject specific guides • Creating Citizen Science opportunities • Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ An online New Forest Scrap book (sort of ‘placebook’). ▪ Use touring exhibitions, open days and festivals to provide opportunities for people to share their own New Forest stories ▪ Make use of existing social media such as Pinterest and Storify
New Forest Rural Skills	Residents living with the Forest	<ul style="list-style-type: none"> ▪ Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> ▪ Create stronger connections between landscape and cultural heritage 			<ul style="list-style-type: none"> • Subject specific guides • Working with groups to help them make their expertise available to others 	

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
Apprentice Ranger Scheme	Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> • Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> ▪ Create stronger connections between landscape and cultural heritage 	<ul style="list-style-type: none"> ▪ Take the Forest to Town ▪ Build on the Mosaic experience by creating ‘champions’ who can engage with the harder to reach communities. 	<ul style="list-style-type: none"> ▪ Contribute to NFNPA annual walking festival 	<ul style="list-style-type: none"> • Subject specific guides • Working with these groups to help them make their expertise available to others 	<ul style="list-style-type: none"> • Make use of existing social media such as Pinterest and Storify
Building Skills Circle	Residents living with the Forest Residents living in the Forest	<ul style="list-style-type: none"> • Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> • Create stronger connections between landscape and cultural heritage 				<ul style="list-style-type: none"> •
Veteran Trees	Residents living with the Forest	<ul style="list-style-type: none"> ▪ Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> ▪ Create stronger connections between landscape and cultural heritage 	<ul style="list-style-type: none"> ▪ 		<ul style="list-style-type: none"> • Subject specific guides • Working with groups to help them make their expertise available to others 	<ul style="list-style-type: none"> ▪
E-academy	Residents living with the Forest Residents living in the Forest	<ul style="list-style-type: none"> • Heritage projects to engage people to discover more about their own area • Engagement with local 	<ul style="list-style-type: none"> ▪ Heritage Hosting ▪ Create stronger connections between landscape and cultural heritage ▪ Offering volunteering in 	<ul style="list-style-type: none"> ▪ Take the Forest to Town ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> • Providing people with a means of getting more from their walking 	<ul style="list-style-type: none"> • Subject specific guides • Creating Citizen Science opportunities • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> ▪ An online New Forest Scrap book ▪ Use touring exhibitions, open days, festivals to provide opportunities for people to share

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
	New Forest Neighbours	community heritage groups • Volunteers in heritage activities	heritage based activities				their own New Forest stories • Make use of existing social media such as Pinterest and Storify
Heritage on my Doorstep	Residents living in the Forest (Active) and (Passive) through legacy	<ul style="list-style-type: none"> • Training in ‘new’ Forest Skills • Local Heritage projects to engage local people is discovering more about their own locality • Engagement with local community based heritage groups • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> • Heritage Hosting • Create stronger connections between landscape and cultural heritage • Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> ▪ Providing people with a means of getting more from their walking ▪ Walking Festival 	<ul style="list-style-type: none"> ▪ Working with these groups to help them make their expertise available to others ▪ Creating Citizen Science opportunities ▪ Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> • An online New Forest Scrap book (sort of ‘placebook’). • Use touring exhibitions, open days and festivals to provide opportunities for people to share their own New Forest stories
A common	Residents living with	• Training in	• ‘Behind the	▪ Take the Forest to	▪ Providing people	▪ Subject specific	▪ An online New Forest Scrap

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
cause	the Forest Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> ‘new’ Forest Skills Local Heritage projects to engage local people is discovering more about their own locality Engagement with local community based heritage groups 	scenes’ opportunities <ul style="list-style-type: none"> Create stronger connections between landscape and cultural heritage Offering volunteering in heritage based activities 	Town <ul style="list-style-type: none"> Offering volunteering in heritage based activities. 	with a means of getting more from their walking <ul style="list-style-type: none"> Walking Festival 	guides <ul style="list-style-type: none"> Working with these groups to help them make their expertise available to others Creating Citizen Science opportunities 	book (sort of ‘placebook’). <ul style="list-style-type: none"> Use touring exhibitions, open days and festivals to provide opportunities for people to share their own New Forest stories Make use of existing social media such as Pinterest and Storify
Foxbury gateway to the forest	Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> Create stronger connections between landscape and cultural heritage Offering volunteering in heritage based activities 	<ul style="list-style-type: none"> Take the Forest to Town Offering volunteering in heritage based activities. 	<ul style="list-style-type: none"> Providing people with a means of getting more from their walking Walking Festival 	<ul style="list-style-type: none"> Subject specific guides Creating Citizen Science opportunities 	<ul style="list-style-type: none"> An online New Forest Scrap book (sort of ‘placebook’). Make use of existing social media such as Pinterest and Storify
New Forest Connects	Residents living in the Forest	<ul style="list-style-type: none"> Creation of New Forest Ambassadors 	<ul style="list-style-type: none"> ‘Behind the scenes’ opportunities 	<ul style="list-style-type: none"> The ‘<i>New Forest Conversation</i>’ Take the Forest to 	<ul style="list-style-type: none"> Providing people with a means of getting more from their walking 	<ul style="list-style-type: none"> Subject specific guides Working with these groups to help them 	<ul style="list-style-type: none"> An online New Forest Scrap book (sort of ‘placebook’).

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
	New Forest Neighbours	<ul style="list-style-type: none"> Engagement with local community based heritage groups Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> Heritage hosting Create stronger connections between landscape and cultural heritage 	Town	<ul style="list-style-type: none"> Contribute to NFNPA annual walking festival Create walks to inspire young people 	<p>make their expertise available to others</p> <ul style="list-style-type: none"> Creating Citizen Science opportunities 	<ul style="list-style-type: none"> Use touring exhibitions, open days and festivals to provide opportunities for people to share their own New Forest stories Make use of existing social media such as Pinterest and Storify
Wildplay	Residents living in the Forest New Forest Neighbours	<ul style="list-style-type: none"> Creation of New Forest Ambassadors Training in ‘new’ Forest Skills 	<ul style="list-style-type: none"> Create stronger connections between landscape and cultural heritage 	<ul style="list-style-type: none"> Take the Forest to Town communities. Build on the Mosaic experience by creating ‘champions’ who can engage with the harder to reach communities. 	<ul style="list-style-type: none"> Contribute to NFNPA annual walking festival Create walks to inspire young people 	<ul style="list-style-type: none"> Subject specific guides Working with these groups to help them make their expertise available to others 	<ul style="list-style-type: none"> An online New Forest Scrap book (sort of ‘placebook’). Use touring exhibitions, open days and festivals to provide opportunities for people to share their own New Forest stories Make use of existing social media such as Pinterest and Story
New Forest Arts Festival	Residents living in the	<ul style="list-style-type: none"> Engagement with local 	<ul style="list-style-type: none"> ‘Behind the scenes’ 	<ul style="list-style-type: none"> The ‘New Forest Conversation’ 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Subject specific guides 	<ul style="list-style-type: none"> Art events provide

Projects	Target Audience	Audience Development Approaches					
		<i>“Connect the Core to Periphery”</i>	<i>“Let the Landscape do the talking”</i>	<i>“Get to know the neighbours”</i>	<i>“Walking with a purpose”</i>	<i>“Open your eyes and look beyond”</i>	<i>“Make it personal”</i>
	Forest New Forest Neighbours	community based art	opportunities • Create stronger connections between landscape and cultural heritage	• Take the Forest to Town		▪ Working with these groups to help them make their expertise available to others	opportunities for people to share their own New Forest views and stories ▪ Make use of existing social media such as Pinterest and Storify
Monitoring – Biodiversity	Residents living with the Forest	• Engagement with local community based heritage groups • Volunteering in heritage based activities	• Create stronger connections between landscape and cultural heritage	▪ Take the Forest to Town.		▪ Subject specific guides ▪ Working with these groups to help them make their expertise available to others ▪ Creating Citizen Science opportunities	

1.3.4 Interpretation planning

Given the heavy focus within the Scheme on interpretation and engaging with members of the local community and visitors to the New Forest, it was important to develop an overall framework which will pull all of these threads together, ensuring that the interpretation messages fit together as a whole, tell the necessary stories about the Forest and reach a wide range of audiences. Consultants were appointed to write the Interpretation Framework which built on the work of the audience development and was able to further the approaches for target audiences. The framework was used to test, challenge and strengthen all the interpretation projects within the Scheme to ensure that together they create a comprehensive and coherent programme of work that meets the objectives, approaches and guidelines for both audience development and interpretation. The Interpretation Framework is included as supporting information.

1.3.4.1 Residents – Living with the Forest

Interpretation is likely to be the key tool for encouraging them to share their knowledge and passion with others. These are the people who can deliver the personal contact with the people of the New Forest and its way of the life and the memorable ‘behind the scenes’ encounters that modern leisure visitors (and in this case local residents) seek. Providing training in interpretation skills and other support will be important to achieve this. Engaging with the public in this way can have other benefits. It can contribute to greater mutual understanding and breaking down some of the barriers of misunderstanding between different groups. It can also support increased and widened participation.

1.3.4.2 Residents – Living in the Forest

The active residents are likely to be attracted to and enjoy a range of contemporary (i.e. activity and experience based, social and participatory) interpretation and are likely to have the motivation to seek out such experiences.

The passive residents are a harder group to engage with interpretation. They are most likely to be reached by interpretation that offers them other benefits than simply learning. Interpretation that involves challenge, activity and strongly social aspects with the learning delivered almost ‘by stealth’ is likely to be the most effective mechanisms.

1.3.4.3 New Forest Neighbours

This is the greatest challenge in interpretation terms. Effective interpretation has to be based on a desire and interest to communicate. There appear to be bridges that need to be built here. The upskilling of local residents particularly ‘those living with the forest’ in communication skills above is an important part of this as are many of the Scheme projects that identify this as a target audience.

1.3.4.4 Key Themes

The Interpretation Framework identifies 4 themes

- Theme A: People have come to the New Forest looking for leisure, relaxation and inspiration for hundreds of years.
- Theme B: People have lived and worked in the New Forest for centuries, using it for agriculture, commoning, industry and defence.
- Theme C: The New Forest is one of the best places for wildlife in Europe.
- Theme D: The New Forest is an old landscape looking to flourish in the future.

Each project will address different aspects of these themes, see Table 2, but by working within this framework will ensure a consistent and cohesive approach to interpretation.

In addition key guidance has been developed for each project to follow:

- Encourage direct experience.
- Changing and updated content.
- Face-to-face interpretation.
- A planned approach.
- Past and future.
- Build longer-term relationships.
- Involving new audiences.
- Link the interpretive activity to what the audience likes doing.
- Help people to participate.
- Encourage dialogue and debate.
- Use a range of media.
- Provide links to follow other activities.

Table 2 - Interpretation projects and themes

Project	Themes			
	A. Recreation Forest theme	B. Working Forest theme	C. Forest Wildlife theme	D. Future Forest theme
Working Woodlands		**	*	**
Better Boundaries		**	*	**
Conserving the Forest Fringe				**
New Forest Invasive Non-native Species			**	**
Living Waters			**	**
Nature's Stepping Stones		**	***	**
Rediscovering Archaeological Heritage		***		
Historic Routes and Green Spaces	**	**		
Above and Beyond	N/A			
Apprentice Ranger Scheme	N/A			
Building Skills Circle		***		
Veteran Trees	N/A			
Heritage on your Doorstep	*	***	-	*
Common Cause – The Verderers Hall	*	***	*	*
Common Cause – archive (if interpreted for public)		***		*
Common Cause – public education	**	***	**	**
Common Cause – commoner training	**	***	*	*
Foxbury	***	-	***	**
New Forest Connects – Bolderwood	***	**	**	*
New Forest Connects – Blackwater Arboretum	-	*	*	**
New Forest Connects – The Reptile Centre	-	-	***	-
New Forest Connects – New Forest Embroidery	***	**	**	***
New Forest Connects – exhibitions	***	***	***	***
New Forest Connects- walking with a purpose	***	***	***	***
New Forest Connects – training	-	-	-	-
E-academy	-	-	-	-
Wildplay Sites	***	-	**	*
New Forest Arts Festival	**	**	**	**
Monitoring – Biodiversity			***	*
Monitoring Behaviour Change	**	**	**	**

KEY

- *** High relevance to this theme, this theme is the primary content
- ** This theme is a significant part of the interpretation
- * This theme is mentioned in the interpretation
- This theme is not relevant to the interpretation

1.4 Scope of Landscape Conservation Action Plan (LCAP)

This document was written in the period from March 2014 to May 2015, with consultation carried out with Board members during March and April 2015. The final document was submitted to the HLF in May 2015.

1.4.1 Outline of the contents of this LCAP

- Setting the context:
 - A description of the character of the landscape, its heritage and communities and an overview of the existing national, regional and local policies and management strategies relevant to the area (part one, section 2)
 - Description of the significance of the landscape, its heritage and communities (part one, section 3)
- Outlining the needs of the landscape:
 - An understanding of vulnerabilities and the threats the landscape and communities are facing and the opportunities to address these issues, showing which are the priorities and needs of the landscape and its communities (section 4).
- The Our Past, Our Future (OPOF) programme:
 - Details of the projects the partnership will be delivering in order to address the needs of the landscape, its heritage and communities and which meet the LP programme outcomes (part one, section 5 and section 6, part 2);
 - Communication Strategy (section 7)
 - Details of how the progress of the OPOF scheme will be monitored and its success evaluated (section 8).
- Sustaining the benefits post-scheme:
 - Details of how the OPOF scheme will provide lasting benefits for the landscape and its communities (section 9).
 - Throughout the delivery phase of the OPOF scheme, the LCAP will be a key document for the whole partnership, forming a detailed Action Plan that will illustrate how the needs of the landscape will be addressed throughout the scheme and beyond.

The LCAP will form a key document for the following audiences:

- HLF: Through the LCAP the HLF can understand what the partnership tries to achieve and can monitor the progress towards delivery;
- OPOF Board: The LCAP sets out how each delivery partner will carry out its project(s) and how these projects are interlinked, together providing wider-ranging benefits. With the LCAP in place, progress can be tracked and the success of the various projects and the scheme as a whole evaluated;
- Delivery Partners: The LCAP provides all delivery partners with details for the delivery of their projects, with their outputs, outcomes and costs, and clear monitoring and evaluation mechanisms described.
- Other stakeholders: The LCAP sets out how the OPOF intends to create a lasting and sustainable legacy for the landscape and its communities, showing how a wide range of organisations can be involved to help achieve the partnership's ambitions.

- Wider public: This document provides local residents and landowners with a clear understanding of what features are important in the landscape, why and to whom these matter. It also reflects the residents' and visitors' needs and wishes for community engagement.

Once approved by the HLF, this document will be distributed widely and made available to the general public through the partner's online resources.

The LCAP summarises the key findings of the additional research undertaken during the development phase as well as other supporting information. The additional information is listed below; copies of this information will be made available through the NPA website:

- Landscape Character Assessment
- Audience Development Plan
- Interpretation Framework
- Evaluation Framework
- Volunteer Framework
- OPOF Partnership Agreement

In addition to the above information, other documents have informed the development of the LCAP and are listed in the bibliography and numerous documents are provided as supporting evidence to the individual project proformas.