

# **BUSINESS PLAN 2015-2018**

## **Fourth Quarter, 2015-16 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 five local sites by improving access, routes or information provision through access grants and sustainable transport funding.	Mark Holroyd	The small grants scheme did not award any grants to access projects within the National Park this quarter, although five have been delivered this year. A temporary cycle counter has been purchased to monitor the effectiveness of access improvements.		
Work with partners and communities to develop and deliver visitor information opportunities through visitor centres, eight+ local information points, wider networks and online.	Jim Mitchell	New Forest Centre free entry successfully introduced.  Advised Lepe Country Park on interpretation and information for country park transformation.		
Support volunteering in the New Forest through specific projects and an annual volunteer fair and guide, attended by 25+ volunteering organisations and attended by 200+ prospective volunteers.	Jim Mitchell	Volunteer Fair largest yet with over 500 people attending and 40+ organisations represented.  Volunteer database of 200+ set up for Our past, Our Future scheme, with opportunities offered out.		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Engage with groups usually thought to be under-represented through projects including Mosaic Youth and Healthy Walks.	Craig Daters	<p>Healthy walks successful quarter with over 700 walking hours undertaken by 118 walkers.</p> <p><b>Youth Action Project (YAP)</b> continued development. Working with:</p> <ul style="list-style-type: none"> <li>• Two Princes Trust course providers (Salisbury and Southampton) to devise and deliver week long programme to fit in with their existing programmes.</li> <li>• Cambian Group adult service providers, providing ongoing sessions for young adults with severe learning and communication disabilities.</li> </ul> <p><b>Walking for Health</b> continued development.</p> <ul style="list-style-type: none"> <li>• Continued support of Fordingbridge volunteer walk leaders and development of forest walks;</li> <li>• Ongoing development of Ringwood and Poulner walks;</li> <li>• Delivery of training session for 10 new volunteer walks leaders for NF scheme;</li> <li>• With Jim Mitchell and CFNF, planning for further development of forest wide scheme.</li> </ul>		
Develop two+ pilot projects to explore how the natural environment and heritage of the New Forest can benefit the health and wellbeing of local communities and visitors, sharing results to inform further work.	Jim Mitchell	<p>Organised a visit from Director of Health and Wellbeing at Public Health England to the Forest for 1 April. Invited local health and environment sector representatives.</p> <p>Met with NFDC and local PCT to discuss 'Get Hampshire Walking' initiative.</p>		
Deliver inclusive cycling sessions to 500 people with a range of disabilities and establish a not-for-profit inclusive cycling organisation.	Andy Brennan	Charitable Incorporated Organisation registration submitted to Charity Commission, constitution drafted and board of Trustees recruited. A total of 41 sessions were delivered to 1,338 participants.		

## **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.	Craig Daters	1,969 contacts for the quarter including Clean for the Queen events, ground nesting bird and dog sessions and an Easter wild play day. Date with Nature at the Reptile Centre started.		
Develop interpretive resources with partners and communities which promote the Forest's special qualities including self-guided trails, the New Forest Tour commentary, training, and permanent and touring exhibitions.	Jim Mitchell	Bus driver training developed and delivered. Lidar exhibition very successful with over 18,000 visitors. New Forest Remembers World War I exhibition installed.		
Deliver a communications service of the highest standard, reviewing our messaging and accessibility, increasing our combined social media audience from 19,000 to 25,000, doubling the number of email newsletter subscribers, creating an information leaflet with online resource for new residents and marking the 10th anniversary of the National Park designation.	Hilary Makin	This year, workshops and an all staff session were held to ensure our message is compelling and consistent. Accessibility standards have been reviewed and communicated to key staff. Our combined social media audience has increased from 19,000 to 31,385 this financial year, with email newsletter subscribers up 90%. The information leaflet for new residents is now part of the CDA's project in the OPOF scheme and has been delayed to ensure it fits in with their aims.		Liaising with the CDA to ensure new residents information fulfils their project requirements.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop and lead curriculum-specific sessions for 8,000 students from pre-schools, schools and colleges, both in the 'field' and in school.	Sue Palma	<p>Clean for the Queen Litter Assembly very popular, with 25 local schools requesting the assembly. 5,646 children to date have met the Queen's corgis and found out how they can help protect the Forest, a 65% increase on 2015 so far.</p> <p>18 schools requested curriculum sessions either in school or out in the Forest. We taught 953 pupils aged 5-18 about impacts of people on the Forest, the special qualities, and how to care for it.</p> <p>The launch of Furzley's New Forest Adventure at Hythe Primary School in February made direct teaching contact with 314 pupils and prompted further bookings with schools across the Forest and its borders for summer 2016.</p> <p>We are delighted to have taught over 10,000 students during 2015-16 about what makes the New Forest special.</p>		
Work with primary and secondary schools to embed the New Forest into their curriculum, including annual conferences and the New Forest Curriculum website.	Sue Palma	Conferences, supported by the New Forest Association, will be held on 17 June (Primary Teachers) and 8 July (Secondary Pupils).		
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.	Sue Palma / Gillie Molland	A successful Wildplay event was held at Hurst Spit on 31 March with 350 children/families in attendance, and with support from Wildlife Trust, Hampshire County Council and Milford Conservation Volunteers and Coastal Detectives.		

### **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)
Develop an evidence base relating to recreation and visitors to provide meaningful data to inform decision-making and communications e.g. value and volume of the visitor economy, visitor surveys and recreation management information.	Mark Holroyd	The results of our 2015 visitors' survey were finalised in the quarter. We have also compiled data from Hampshire County Council and the Office for Road and Rail on traffic, rail passenger and cycle count data for the year.		
Engage recreational user groups and local organisations 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.	Nigel Matthews	Productive discussions with local statutory organisations to identify options for improving the management of recreation across the Forest, including cycling, parking, rights of way and alternative green space close to where people live.  Ongoing liaison with Natural England about the England Coast Path. We await information on its route and any formal request regarding responsibility for its maintenance when established.		



Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Play a leading role in the coordination 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.	Nigel Matthews	<p>Review of Cycle Charter completed and further work identified for 2016. Animal accidents during 2015 were the lowest on record (127 incidents, 55 deaths) and notably lower than 2014 (140/68) perhaps due to Police speed initiative.</p> <p>Clean for the Queen weekend and subsequent litter picks resulted in about 500 volunteers collecting 900 bags of litter. We plan to repeat this partnership event again in 2017.</p> <p>Ground nesting bird and pony feeding work is integral to rangers' work. We assisted the Solent Recreation Mitigation Partnership to design a survey of dog walkers on the coast.</p>		
Enable the New Forest Access Forum to provide helpful advice to relevant organisations on improving public access.	Mark Holroyd	The Forum met on 7 March at Ferny Crofts Scout Activity Centre. The Forum received presentations on the performance of HCC's Countryside Service team and activities being undertaken by the NPA to promote walking. Prior to this meeting, a sub-group met with Natural England to discuss progress on the England Coast Path section between Highcliffe and Calshot.		