

# **BUSINESS PLAN 2018-2021**

## **2019-20 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:** Helping more people to understand and value the things that make the New Forest National Park unique and special

- Deliver learning and engagement activities (e.g. through rangers, education officers, events, exhibitions and interpretation) for different audiences including a focus on children and young people, making the National Park relevant and accessible and giving them a voice in its future
- Lead the development and delivery of bespoke curriculum-linked education for schools and colleges at selected National Park sites and in the classroom
- Maximise the use of social media and online resources to help a growing number of people to understand, value and care for the New Forest
- Enable organisations with face-to-face public and visitor-facing roles, including educators, businesses and accommodation providers, to be ambassadors for the National Park and its special qualities

Outcome	Senior Responsible Owner	Objectives/priorities/actions	Quarterly RAG status	Overall RAG	Action to regain (if either RAG Amber or Red)
<b>National Park special qualities and key messages promoted through face to face engagement</b>	Gillie Molland	<p>Promote understanding of the special qualities, our work and key messages:</p> <ul style="list-style-type: none"> <li>15,000 face to face contacts by NPA rangers at events led or co-led by the Authority, community events run by other organisations, informal learning activities, opportunistic use of mobile unit and an on-the-ground presence throughout the National Park.</li> </ul>			
<b>Other organisations enabled to be ambassadors for the National Park</b>	Jim Mitchell	<p>Support organisations with face-to-face public and visitor-facing roles to be ambassadors for the Forest:</p> <ul style="list-style-type: none"> <li>improving their own sustainability</li> <li>communicating 'caring for' messages to visitors</li> <li>encouraging car-free visits</li> </ul> <p>Target is to work directly with 5+ businesses, 5+ accommodation providers, 8+ local information points and visitor centres</p>			

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<b>Awareness of the special qualities raised through corporate communications</b>	Hilary Makin	Use our corporate communications to raise awareness of the special qualities: <ul style="list-style-type: none"> <li>• boost behaviour change campaigns to encourage people to care for the Forest.</li> <li>• Celebrate the 70<sup>th</sup> anniversary of National Parks</li> <li>• promote the Year of Green Action in the New Forest</li> <li>• Increase social media reach and engagement by 20%.</li> </ul>			
<b>Sessions about the National Park taught to 10,000 students</b>	Sue Palma	Develop and teach curriculum-specific sessions about the National Park: <ul style="list-style-type: none"> <li>• 10,000 students from pre-schools, schools and colleges, both in the 'field' and in school</li> <li>• 2019-20 focus on litter / environmental / green action</li> <li>• Maintain and expand New Forest Curriculum web pages</li> </ul> Additional collaborative work with partners through: <ul style="list-style-type: none"> <li>• Travel Grant Scheme (3,000 student visits to the New Forest)</li> <li>• Educators' Forum (28 organisations encouraged to work together)</li> </ul>			

**Enjoy Priority 2:** Enabling high quality and beneficial experiences of the National Park

- Encourage providers of sites for outdoor recreation to highlight in their visitor information and interpretation the New Forest National Park's special qualities and its status as a nationally-important, living landscape
- Work with Natural England, local communities, land owners, land managers and highway authorities, to establish the England Coast Path and improve agreed recreational sites and routes in ways that will reduce impacts on sensitive areas
- Work with health providers, communities and businesses to enable people to benefit from improved mental and physical health through engagement with the special qualities of the National Park
- Work with partners to develop a shared approach to promoting volunteering, building on the success of the Our Past Our Future scheme and the annual volunteer fair, to enable more people to volunteer in ways which benefit the New Forest's special qualities and support their own wellbeing

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<b>Community interpretation developed</b>	Gareth Owen	Develop interpretive resources with local communities and partners to promote the National Park's designation and special qualities (e.g. suitable signage, self-guided trails, digital): <ul style="list-style-type: none"> <li>at least three sites / locations, including new historic routes utilising the rights of way network</li> </ul>			
<b>Access or provision of route information improved</b>	Adam Vasey	Work with partners to improve access or provision of route information: <ul style="list-style-type: none"> <li>use rural communities fund and/or other external funding where possible</li> <li>at least four local sites or walking routes to be identified and improved</li> </ul>			
<b>England Coast Path implementation plan developed</b>	Adam Vasey	While the route for the England Coast Path is being determined: <ul style="list-style-type: none"> <li>develop options for access furniture (e.g. route signage, gates, boardwalks) and interpretation (e.g. points of interest)</li> </ul> When the route has been agreed: <ul style="list-style-type: none"> <li>establish the new trail.</li> </ul>			

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<b>PEDALL project supported</b>	Donna Nesityif	Develop the PEDALL project: <ul style="list-style-type: none"> <li>Secure external funding</li> <li>Recruit 15 volunteers</li> <li>Deliver 190 cycling sessions for up to 400 participants.</li> </ul>			
<b>Apprentice Ranger scheme delivered</b>	Craig Daters	Deliver the 2019-20 OPOF Apprentice Ranger scheme: <ul style="list-style-type: none"> <li>two apprentices recruited, inducted, supported, qualified and prepared for future work</li> <li>in partnership with Forestry Commission, Hampshire &amp; Isle of Wight Wildlife Trust, National Trust and Hampshire County Council (Lepe Country Park)</li> <li>college courses delivered and reviewed quarterly by Kingston Maurward College.</li> </ul>			

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<b>Young people inspired to get involved</b>	Craig Daters	In partnership with New Forest heritage and youth-focussed organisations, encourage and inspire 16-25 year olds to get involved with National Parks: <ul style="list-style-type: none"> <li>• New Forest Youth Action Project (practical conservation work, environmental education, employability skills)</li> <li>• Other (non-NPA) schemes: John Muir Award, National Citizen Service, Princes Trust programmes, Duke of Edinburgh Award</li> <li>•</li> </ul>			
<b>Coordination of volunteering developed</b>	Jim Mitchell	Grow and develop coordination of volunteering: <ul style="list-style-type: none"> <li>• mutually beneficial partnerships after OPOF</li> <li>• 10<sup>th</sup> anniversary volunteer fair and guide (attended by 40+ volunteering organisations and 400+ prospective volunteers).</li> </ul>			

**Enjoy Priority 3:** Facilitating a partnership approach to managing recreation to achieve a net gain for both the working and natural landscape as well as for the recreational experience

- Gain wide agreement and shared commitment to deliver a new suite of prioritised actions that will improve the management of recreation across and beyond the National Park
- Work with partners and facilitate the delivery of co-ordinated communications to influence behaviour and reduce the recreational impact on the 'working Forest' and its special qualities
- Facilitate a review of the sites and routes used for recreation throughout the New Forest and to gain agreement for changes that need to be made, including working with highway authorities and landowners to create a more joined up and safer network of walking and cycling routes between villages and places of interest
- Undertake and support research, and to collate data that clarifies positive and negative impacts of recreation and the success of recreation management initiatives



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<b>New actions to manage recreation agreed and published</b>	Nigel Matthews	Work with key partners to agree and publish new actions to manage recreation including: <ul style="list-style-type: none"> <li>• more effective management of potentially harmful activities and events</li> <li>• a tailored local development / planning framework for managing the spatial distribution of recreation across and beyond the National Park</li> <li>• commitments from specific organisations to deliver key areas of work</li> <li>• data and evidence to help prioritise effort and ensure mitigation is effective.</li> </ul>			
<b>Targeted educational campaigns coordinated and delivered</b>	Nigel Matthews	Play a leading role in the co-ordination and delivery of targeted educational campaigns. 2019/20 focus on: <ul style="list-style-type: none"> <li>• animal accidents (inc. working with partner organisations to agree the feasibility of average speed cameras on the B3078)</li> <li>• dog walking (inc. a Professional Dog Walkers' Charter)</li> <li>• litter (spring clean and school assemblies)</li> <li>• disturbance of ground nesting birds (increase to four seasonal rangers)</li> <li>• feeding of ponies (inc. new signage at Hatchet Pond).</li> </ul>			