

# BUSINESS PLAN 2018-2021

## 2018-19 Work Programme – Q2 (1 July to 30 September 2018)

### 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

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Promote understanding of the special qualities, our work and key messages through 14,000 face to face contacts by NPA rangers at public engagement 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. (SQ1)	Claire Sherwood / Nigel Matthews	Of the 8,442 total face-to-face contacts by the ranger team in Q2, 6,931 were at events such as summer fairs, family fun days, National Citizenship sessions, dog training activities and 'pop-up' roadshows in Forest car parks aimed at discouraging people from approaching livestock. The remaining 1,511 were people spoken to by the seasonal rangers, who led family fun sessions and dusk walks at Camping in the Forest campsites.  There were also numerous messages about the special qualities to >2,200 followers via the New Forest Rangers' Twitter account.		
Support and train at least four organisations with face-to-face public and visitor-facing roles to be ambassadors for the National Park, championing understanding of its special qualities (e.g. educators, businesses, accommodation providers, local information points and visitor centres) (SQ4)	Jim Mitchell / Aynsley Clinton	New Forest Tour operator post-season driver consultation took place on 26 September. Customer feedback regarding drivers was very positive, so this led to discussions around ensuring positive customer experience, promoting the special qualities of the National Park, the importance of continuing to promote the free carriage of bikes on-board.  Activity planned for Q3 including Discovery Days for Go New Forest businesses.		
Establish renewed joint working arrangements between the NPA and Ninth Centenary Trust to maximise opportunities for the New Forest Centre to achieve national park purposes (SQ4)	Nigel Matthews	Discussions concluded that a MoA was not needed, but that the NPA should purchase specific services from the Trust as and when required. RAPC have subsequently supported this approach and an additional contribution to help the transition to a Heritage Centre.		

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Increase social media followers by 8,000 and email newsletter subscribers by 2,500. Investigate customer relationship management software to manage our marketing database.	Hilary Makin	<p>Social media followers are up 4,430. Our engagement rates are consistently higher than any other UK national park, with engagement from around 1,800 people a week. Caring for the forest campaigns, the walking festival, wild play events and pannage proved popular, with over 62,000 people seeing the pannage video on Facebook and 5,000 people liking, sharing or commenting on the post.</p> <p>Email newsletter subscribers increased by 220.</p>		
Develop and teach curriculum-specific sessions about the national park for 10,000 students from pre-schools, schools and colleges, both in the 'field' and in school. (SQ7)	Sue Palma	<p>Once again, we had school bookings right up to the end of the summer term, and were particularly pleased that three of the groups were studying for GCSE Geography; the changes to the curriculum have meant that many secondary schools are no longer running field trips, but we have worked with these schools to devise field visits which are relevant to the new syllabus.</p> <p>During the school holiday, we supported partners at events at Lepe, New Forest Centre and two Wild Play events.</p> <p>The diary for September is full, with primary schools studying national parks visiting us to learn about the special qualities of the New Forest National Park.</p> <p>We have taught 789 pupils from 14 schools and colleges in Q2, and presented our final Litter Assembly to a further 97 children.</p>		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>Work with schools and partner organisations to embed the New Forest National Park into the school curriculum, including administering the Travel Grant Scheme, facilitating the Educators' Forum, organising student work placements and the maintenance of the New Forest Curriculum web pages. (SQ7)</p>	<p>Sue Palma</p>	<p>We are delighted that the New Forest Curriculum teachers' resources have been successfully transferred to the new look NFNPA website, thanks to (Education Officer) Helen Robinson's hard work and the support of the Communications team. The New Forest Curriculum will also be the home of the excellent Shared Forest toolkit for teachers devised by Lyndsey Stride. The materials enable teachers with little knowledge of commoning to increase their pupils' understanding whilst meeting curriculum objectives, and are a very valuable resource.</p> <p>The Authority welcomed two groups of work experience students and three work placement students this summer. Thanks to all the members of staff who gave their time to ensure the young people's first experience of the world of work was a rewarding one. In the words of one student "You are such an amazing team of people and so lovely. I'm going to miss working with NFNPA but happy I've got to do my work experience here. I hope to see you all again."</p> <p>Supporting the students is time consuming for officers, but its value to both the young people and the Authority is proved by the fact that two of the students returned as young volunteers during their summer holiday.</p>	<p></p>	<p></p>

**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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Develop interpretive resources with partners on at least three sites / locations that promote the National Park's designation and special qualities e.g. suitable interpretive signage, self-guided trails, digital. (SQ4, LH10)	Jim Mitchell / Gareth Owen	Railway station signage has been installed at multiple points at Ashurst, Brockenhurst, Beaulieu Road and Sway, welcoming people to the National Park. Further signage has also been installed at New Milton Railway station, named as a 'Gateway to' the National Park. Lepe Country Park's new facilities include mention of National Park status, as do new Forestry Commission signs at Bolderwood.		
Work with partners to enhance at least four local sites or walking routes by improving access or information provision, e.g. through the small grants scheme and community-led projects. (EP1, EP2)	Adam Vasey	The Mend Our Mountains campaign to improve the Lepe Loop is well underway, the Crowdfunder page raising £1,700 and more funds expected from the National efforts.  Contact made with the new Community Ranger in regards to using the Rural Community Fund (administered by HCC and NFNPA) to improve the Lyndhurst Circular Walk and other projects.		
As the Access Authority for the National Park, provide a representation to Natural England's report on 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. (EP3)	Adam Vasey / Nigel Matthews	Good communications with NE staff regarding both the Highcliffe to Calshot stretch and the Calshot to Gosport stretch.  Progress being made on the design of coastal access infrastructure and potential contractors.		

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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, including 10,000 hours spent walking for health and one new permanent community Wildplay site established. (LC8, LC9)	Jim Mitchell / Claire Pearce	<p>Holbury wild play site is officially open and work is underway to establish a new wild play loop within the wider woodlands. The majority of the Sway wild play site has been installed and is playable.</p> <p>A total of 332 walkers attended volunteer led health walks during the quarter. In addition to the usual healthy walks programme, a dementia friendly walks programme has been planned (supported through the Sustainable Communities Fund) and the first of three regular walks will start in October. The annual 'Walk Leader walk' took place and included a presentation to four leaders of Milford on Sea walks who are celebrating 10 years of walking.</p>		
Deliver the OPOF Apprentice ranger scheme in partnership with other Forest ranger teams and education providers. (EW8)	Craig Daters	<p>Apprentices completed their placement at Lepe Country Park and commenced with the NPA. They undertook a range of public engagement roles with Rangers including patrols for FC, supported planning for Wild Play Day and delivered a walk for Help for Heroes.</p> <p>One of the Apprentices progressed on to a trainee Wildlife Ranger role with the Forestry Commission at the end of September, which was gained as direct result of his apprenticeship.</p>		
Continue the development of the PEDALL project, securing external funding and recruiting 15 volunteers, and deliver 190 cycling sessions for up to 400 participants. (EP4)	Donna Nesityif	We currently have 12 active volunteers assisting on rides and maintaining bikes. We delivered 73 sessions to 377 participants and 275 carers in Q2.		

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Engage with groups usually thought to be under-represented including young people (Wild Play days, John Muir Award, Youth Action Project) and those with disabilities. (EP4, LC9)	Jim Mitchell / Craig Daters / Claire Pearce	<p>A wild play day was held at Whitefield Moor over the summer holiday which was attended by approximately 600 people. Additional pop up events were held at the wild play sites which were attended by approximately 60 people.</p> <p>70 NPA-supported John Muir Awards were completed during the academic year by groups from Priestlands and Greenwood Schools, Brockenhurst College, HIWWT Naturalists and Princes Trust.</p> <p>216 16 &amp; 17 year olds attended a one day session as part of their National Citizenship Service programme, delivered by NPA rangers and supported by volunteers. Over 250 hours of woodland management work were carried out on FC land in collaboration with their works team.</p> <p>NFYAP (Youth Action Project) facilitated six practical conservation sessions for Princes Trust groups with YAP partners.</p>		



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<p>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 40+ volunteering organisations and attended by 400+ prospective volunteers. (SQ2)</p>	<p>Richard Austin / Jim Mitchell</p>	<p>Volunteering has continued in this period through opportunities with the Our Past, Our Future Scheme, and with opportunities with the rangers such as Camping in the Forest and the NCS programme. We have attended events such as the New Forest Show and volunteers have given their time to be ambassadors for the National Park Authority.</p> <p>On 13 August, volunteers walked the historic rights of way across Rockford Common for the Historic Routes and Past Pathways project. This was an opportunity for training of the volunteers in preparation to survey their own pathways.</p> <p>In mid-September, archaeology volunteers made a significant discovery at a farm in East End, in an excavation that uncovered a collection of artefacts and a burial mound.</p>	<p style="background-color: #92d050;"> </p>	<p> </p>

**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

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 evidence-based actions for an update to the Recreation Management Strategy 2010-2030, including commitments from named organisations to deliver key areas of work. (LH10)	Nigel Matthews	The eight week Future Forest public consultation on the draft proposed actions for managing recreation attracted 1,074 respondents including 40 organisations. On average 78% of people agreed or strongly agreed with the actions and only 6% disagreed or strongly disagreed. 670 provided additional comments.		Whilst there was clear support for the draft actions, and the work to finalise the update is on track, significant community engagement will be needed to ensure there is good understanding of issues and wide acceptance of solutions.
Work with partners to collate data and evidence to inform where recreation is best encouraged across the New Forest and identify the most effective ways and places to provide information about responsible recreation.	Nigel Matthews / Jim Mitchell	We have inputted to research related to recreation management including mapping informal parking areas by the Forestry Commission, bird species research by Hampshire Ornithological Society, the use of sensors to detect movements of people, bicycles and cars in remote car parks and the year-long habitat mitigation research that has been commissioned by six local planning authorities.		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>Play a leading role in the co-ordination and delivery of targeted educational campaigns 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)</p>	<p>Nigel Matthews</p>	<p>The Dogs Forum met in July to help coordinate work on protecting ground nesting birds, agree small changes to the Dog Walking Code and to the proposed new Professional Dog Walkers' Charter.</p> <p>Positive feedback has been received from NFDog about the work of the seasonal ranger that it part-funded.</p> <p>We reviewed with Forestry Commission staff the work on ground nesting birds and planned ahead for next spring.</p> <p>We helped design of promotional materials for the 'keep your distance' campaign (to reduce the petting and feeding of ponies and donkeys) and its launch at Bolton's Bench.</p> <p>We met with representatives from the British Horse Society and attended the Equine Forum to discuss issues and opportunities arising around horse riding.</p> <p>We have monitored the local response to the larger cycle events and are following up with event organisers where we feel standards can be raised. UK Cycle Events found that some of their signage for the New Forest 100 event (in September) was removed, damaged or switched round. 1,535 cycled on the Saturday and 979 on the Sunday; all were given rear numbers; 12 were disqualified. The organisers collected two full bin bags of rubbish (some gel wrappers, mostly Mcdonald wrappers, beer cans, etc.) during their litter sweep of the course on the Monday. They had positive feedback from Godshill Parish Council councillors and "will continue to work with parishes to help improve communication of our events".</p> <p>Recent discussions about raising awareness about ticks and the associated risk of Lyme Disease have concluded that regular meetings should be convened.</p>	<p></p>	<p></p>

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>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 and open air recreation. (EP1, EP2)</p>	<p>Adam Vasey</p>	<p>Three new people have been recruited to the Access Forum: Henry Mellor to represent disabled access, Jane Horton representing equine interests and Nick Tomalin to represent landowners and nature conservation.</p> <p>In September the Forum had the usual updates and also a presentation from Dawn Rayment (NPA People and Wildlife Ranger) and Esther Smeardon (HCC) about NFDC's Green Way New Forest Habitat Mitigation Strategy.</p> <p>The Coastal Access subgroup met at Calshot Activity Centre to discuss the Calshot to Gosport section of England Coast Path and receive a general update from John Truswell from Natural England.</p>	<p></p>	<p></p>