

# BUSINESS PLAN 2018-2021

## 2018-19 Work Programme – Q3 (1 October to 31 December 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
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	<p>The ranger team logged 2,120 face-to-face contacts in Q3. Nearly 1,300 of these were with the mobile unit at events such as the Burley Cider Pressing Weekend and Exbury Christmas Fair, but with fewer such events happening during Q3, rangers could devote more time to engaging with young people. Activities included leading conservation tasks for various youth groups, organising a New Forest Toddle for very young children as part of the Walking Festival, assisting youngsters who are participating in the John Muir award scheme, and taking the rangers' nature trunk into preschools in and around the National Park.</p> <p>Rangers also organised guided walks, gave talks, led community conservation tasks and litter picks and maintained a regular dialogue with people using the Forest for various recreational activities.</p> <p>Multiple tweets about the National Park's special qualities and tips on caring for the Forest were seen by followers of the New Forest Rangers' Twitter account, which have increased to 2,386.</p>		
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	<p>Visits to all Local Information Points planned for January. We plan to ensure all are briefed and conversant in delivery of information to all visitors, particularly in relation to the special qualities.</p> <p>We led a litter pick along Hurst Spit on New Year's Eve (see Prosper 2) which provided an opportunity for positive collaborative action, NPA visibility, networking with local businesses/recreation groups and public engagement.</p> <p>Discovery Day delivered for accommodation providers in October (see Prosper 2).</p>		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
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	By mutual agreement the NPA and the Ninth Centenary Trust decided that an MoA was not needed. Officers will purchase specific services from the Trust using normal procurement processes. Joint working on projects and events continues as in the past and we continue to liaise with Centre staff about providing information to their visitors.		
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	Social media followers are up 2,766 on the last quarter up nearly 7,000 across our accounts so far this year.  The New Forest walking app promoting approved routes and caring for the Forest messages saw 4,500 downloads in the first two months.  E-mail newsletter subscribers increased by 1,715 this quarter.  We had a presentation of a CRM system to manage our database and are looking to start with a volunteering database which could then grow to other areas of the business.		
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	October saw the education team teaching 449 pupils from nine schools and colleges. Although the number of schools carrying out GCSE fieldwork has declined following curriculum changes, several local secondary schools have asked us to work with their younger students to ensure they have an opportunity to experience the National Park.  Planning is underway for our 2019 Litter Campaign Assembly, entitled "What if.....?" The assembly asks children to consider what the National Park would be like if all the Forest creatures' food was packaged and offers each of them the chance to make a pledge to do one small thing to help make the Forest better for all.		

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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)	Sue Palma	<p>Alongside the Working Woodlands team, we provided an in-service training day for the entire staff of Foxhills Infant and Junior Schools. The mix of practical conservation work and education activities was well received, despite the very cold weather.</p> <p>We also worked with NPA rangers to lead an outdoor learning session on enjoying and understanding the National Park for BA Hons Early Childhood students from Brockenhurst College, many of whom are child care professionals or managers in local institutions.</p> <p>Interviews have played a significant part in this term, with Year 10 students attending work experience interviews at the Town Hall, and the education team representing the NPA at careers events and mock interviews along with other local employers. Mock interviews provide an excellent opportunity for students who are in the process of applying for college places or jobs to gain useful feedback from "real" employers.</p> <p>The Travel Grant Scheme has to date enabled 2,111 pupils to visit the National Park. 43 schools have been accepted, with applications for visits next term still arriving weekly.</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	<p>We have assisted with the installation of the Commoners Voices exhibition including the setup of audio visual equipment and content, for example a head-cam film of a ride out through the forest on horseback and automatically triggered content from local commoners.</p> <p>The historic routes project has 49 registered volunteers including nine trained surveyors and 12 trained researchers. Map research has now finished and on the ground surveying is taking place alongside local parish liaison to determine the best final routes to interpret.</p>		
Work with partners to enhance at least four local sites or walking routes by improving access or information provision, e.g. through the rural communities fund and community-led projects. (EP1, EP2)	Adam Vasey	<p>Brockenhurst footpath 501: received and approved rural communities fund application for path surfacing and kissing gate replacement.</p> <p>Lyndhurst Village Walk: Initial contact made by parish council and plans being draw up for a variety of surfacing improvements and route changes.</p> <p>Warren Copse: Path repairs have been made and signs to be installed early 2019.</p> <p>The Lepe Loop: British Mountaineering Council has fundraised £10,000 and other grants are being sought. Ground works hoped to start summer 2019.</p>		
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	<p>Signage is being designed and good initial contact with HCC regarding local path partnership ideas.</p> <p>The Highcliffe to Calshot section of the England Coast Path is still being determined (objections and representations being investigated). The Calshot to Gosport section is still being proposed (suggesting a final route).</p>		

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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>The wild play site at Sway is now complete and we are awaiting the outcome of the final safety inspection. In addition, a toolkit is now available for communities and organisations to aid them in developing their own wild play sites - this received 69 downloads in the three weeks since it went live on our website.</p> <p>In this quarter the Walking for Health scheme involved 339 people walking for 1,608 hours, led by 37 different volunteer walk leaders. Dementia walks, supported by the SCF have started with eight hours walked over the quarter, with activity taking place to attract higher number of walkers.</p>		
Deliver the OPOF Apprentice ranger scheme in partnership with other Forest ranger teams and education providers. (EW8)	Craig Daters	<p>The two new Apprentice Rangers started with us in mid-October. Following a four-week induction period, where they explored and discovered the special qualities of the National Park, met the project partners and shadowed NPA Education Officers and Rangers, they commenced their placement with Hants &amp; IOW Wildlife Trust at Blashford Lakes.</p> <p>Here they were involved in a range of habitat management tasks, working alongside reserve staff and volunteers, education sessions for school and college groups and general public engagement around the reserve.</p> <p>They commenced their Level 2 Diplomas in: Work-Based Environmental Conservation and; Business for the Environment &amp; Land Based Sector, at Kingston Maurward College, as well as undertaking training in First Aid, use of brush-cutters and chainsaw maintenance, cross cutting and felling small trees.</p>		

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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 Neseiyif	<p>Moved to new base at FC Burley Yard site. Charity operational with first Trustee meeting held. Bank account set up and donation process set up on website and social media.</p> <p>Year 1 Lottery report completed and budget reallocations agreed.</p> <p>Two external funding bids awaiting outcome. ten active volunteers assisting with delivery of rides</p> <p>Q3 delivered 59 sessions to 308 participants and 222 carers.</p>		
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 over the October half term at Holmsley campsite and was attended by approximately 600 people.</p> <p>NFYAP welcomed 103 16-25 year olds to the NP for their first engagement session, where they discovered and explored areas of the New Forest, learning about some of the Special Qualities.</p> <p>These introductory sessions, led by NPA Rangers, will be followed up by practical conservation activities led by partner organisations. Partners delivered an additional 18 sessions during this period for seven separate Youth groups.</p> <p>49 young people from two NF secondary Schools and a College have started their John Muir Award, learning about the New Forest and getting involved in helping to care for it by working alongside a variety of NF organisations.</p>		



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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)	Richard Austin / Jim Mitchell	<p>The New Forest National Park Volunteer Fair takes place on 27 January. The fair is at capacity again this year with 50 stalls booked for the fair. New organisations to attend this year include Testwood Lakes, Sailability, Hythe Pier Heritage Association and Keep Britain Tidy. Promotion through local media and community groups has taken place. The fair will see the launch of the New Forest's 'Year of Green Action', which will include opportunities throughout the year to get involved in conservation work.</p> <p>The New Forest Land Advice Service engaged with 90 volunteers in the last quarter through the Working Woodlands and Natures Stepping Stones projects. Nearly 30 regular volunteers helped restore woodland, meadow and heathland habitats. We also held a volunteer day at Foxhills School with the Education team and 58 members of staff cut down invasive species, created wildlife corridors and learnt more about their own woodland.</p> <p>Over 100 days of volunteer time was recorded leading Walking for Health walks in this quarter.</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 responses to the 2018 Future Forest public consultation showed strong support for the draft proposed actions for managing recreation. People also asked for additional and clearer information about what will be done – so the RMS Steering Group is developing a work programme for 2019 including further public engagement on specific topics.		Whilst the work to produce the update is on track, much work remains to ensure there is good understanding of issues and wide acceptance of solutions (both by the public and by local organisations).
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 continued to input to the year-long habitat mitigation research that has been commissioned by six local planning authorities. This involves face-to-face interviews across the Forest, counts of parked cars and telephone interviews. The results should enable the authorities to agree a common approach to mitigating the impact of new housing on the designated habitats.  A report on visitor numbers to the New Forest will be published in the New Year. This combines data collected in 2004-05 with more recent datasets and trends, to calculate visitors in 2017, and forecast future growth.		

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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)	Nigel Matthews	<p>A workshop was attended by 26 commercial dog walking businesses. They provided positive and helpful comments on a draft voluntary Professional Dog Walkers' Charter, including the potential for a limit to be put on the number of dogs that should be walked at once and ways in which the businesses could highlight that they follow the charter.</p> <p>NFDOG has agreed to part-fund a seasonal ranger again in 2019. Together with funding from Camping in the Forest, FC and the NPA's developer contributions, this should enable us to employ four seasonals to boost our ability to talk with people during the busier summer months.</p> <p>We are pleased that the SLA with NFDC to provide a People and Wildlife Ranger (Dawn Rayment), as part of their wider habitat mitigation work, will be renewed for a further two years.</p> <p>The Animal Accident Reduction Group met to agree a joint winter campaign comprising stronger signage on high risk routes, a touring 'display' of near-life-size animal silhouettes and associated publicity. There were more road traffic incidents in 2018 than in 2017, probably in part because more animals were depastured.</p> <p>The Joint Litter Working Group met to plan the 2019 Spring Clean, which will again coincide with Keep Britain Tidy's national campaign.</p> <p>The Cycle Working Group has updated its terms of reference, in particular to include encouraging <i>responsible</i> cycling. It plans to assess how the network of permitted off-road cycle routes could be improved in order to improve safety, reduce vehicle use and reduce the desire to cycle where it is not permitted.</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)	Adam Vasey	We have taken the decision to bring the management of the New Forest Access Forum back in house. Adam Vasey has received a handover from the outgoing forum officer Petronella Natrass and is preparing for the 2019 meetings and consultations.		