

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

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation
Promote understanding of the special qualities, our work and key messages: <ul style="list-style-type: none"> • 15,000 face to face contacts by NPA rangers • Includes 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 / Gillie Molland			
Champion and increase understanding of National Park's special qualities through supporting and training at least four organisations with face-to-face public and visitor-facing roles to be ambassadors for the Forest- <ul style="list-style-type: none"> • Includes educators, businesses, accommodation providers, local information points and visitor centres (SQ4) 	Jim Mitchell			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>Use our corporate communications to raise awareness of the special qualities:</p> <ul style="list-style-type: none"> • boost behaviour change campaigns to encourage people to care for the Forest. • Celebrate the 70th anniversary of National Parks • promote the Year of Green Action in the New Forest. • Increase social media reach and engagement by 20%. 	Hilary Makin			
<p>Develop and teach curriculum-specific sessions about the national park:</p> <ul style="list-style-type: none"> • 10,000 students from pre-schools, schools and colleges, both in the 'field' and in school • 2019 focus on environmental / green action and increasing numbers of work placements by 10% (SQ7) 	Sue Palma			
<p>Work with schools and partner organisations to embed the National Park into the school curriculum, including through:</p> <ul style="list-style-type: none"> • Travel Grant Scheme (3,000 students) • Educators' Forum (28 organisations) • 12 student work placements • New Forest Curriculum web pages. (SQ7) 	Sue Palma			

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

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop interpretive resources with 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"> at least three sites / locations. (SQ4, LH10) 	Gareth Owen			
Work with partners to improve access or information provision (e.g. through the rural communities fund and/or other external funding) <ul style="list-style-type: none"> at least four local sites or walking routes. (EP1, EP2) 	Adam Vasey			
England Coast Path: <ul style="list-style-type: none"> develop options for access and interpretation furniture when the route has been agreed, establish the new trail. (EP3) 	Adam Vasey			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation
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: <ul style="list-style-type: none"> • 10,000 hours spent walking for health • one new permanent community Wildplay site (LC8, LC9) 	Jim Mitchell			
Deliver the OPOF Apprentice Ranger scheme in partnership with four other Forest ranger teams and Kingston Maurward College. (EW8)	Craig Daters			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop the PEDALL project: <ul style="list-style-type: none"> • secure external funding • recruit 15 volunteers • deliver 190 cycling sessions for up to 400 participants. (EP4) 	Donna Neseiyif			
Encourage and inspire people/groups usually thought to be under-represented to get involved with National Parks: <ul style="list-style-type: none"> • events and activity to celebrate a 'Year of Green Action' • young people (Wild Play days, John Muir Award, Youth Action Project) • people with disabilities. (EP4, LC9) 	Craig Daters			
Grow and develop coordination of volunteering: <ul style="list-style-type: none"> • mutually beneficial partnerships after OPOF • 10th anniversary volunteer fair and guide (attended by 40+ volunteering organisations and 400+ prospective volunteers). (SQ2) 	Richard Austin / Jim Mitchell			

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)
<p>Work with key partners to agree and publish new actions to manage recreation including:</p> <ul style="list-style-type: none"> • more effective management of potentially harmful activities and events • a tailored planning framework for managing the spatial distribution of recreation across and beyond the National Park • commitments from specific organisations to deliver key areas of work • data and evidence to help prioritise effort and ensure mitigation is effective. (LH10) 	Nigel Matthews			

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Play a leading role in the co-ordination and delivery of targeted educational campaigns. 2019/20 focus on: <ul style="list-style-type: none"> • animal accidents (inc. working with partner organisations to agree the feasibility of average speed cameras on the B3078) • dog walking (inc. a Professional Dog Walkers' Charter) • litter (spring clean and school assemblies) • disturbance of ground nesting birds (increase to four seasonal rangers) • feeding of ponies. (LH10, SQ1, EP5) 	Nigel Matthews			

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