

Future Forest

2018 Recreation Management Strategy consultation

Findings Report

June 2019



High-level findings from the Future Forest
Recreation Management Strategy consultation carried out in summer 2018

Summary

The work to review and update the New Forest Recreation Management Strategy 2010-2030 (the 2010 Strategy) is being done collaboratively by the Forestry Commission, Natural England, Hampshire County Council, New Forest District Council, Verderers and New Forest National Park Authority (NPA). The views and knowledge of the public and relevant organisations are key to this work, hence the need for consultation.

This report sets out who was consulted as part of the Future Forest public consultation held over the summer of 2018, describes how they were consulted and summarises the main findings. The consultation followed an initial 'call for views' consultation which was held a year earlier.

A total of 1,074 responses was received.

There was a very high level of support for all the draft proposed actions for the update to the 2010 Strategy. Small variations in support were apparent between actions, and between people who live in different locations or who were in different age groups.

670 free text comments were received.

The majority of these comments confirmed support for the draft proposed actions and the 'examples of possible delivery'. Some asked for clearer and additional information about how the actions will be carried out.

1. Previous consultations about recreation management

The 2010 Strategy was produced following extensive public consultation. It has 61 'priority actions' aimed at managing recreation, grouped under 15 topics (and a further six actions in two topics aimed at working together and collecting better information about recreation). In 2017 a Future Forest 'call for views' public consultation was held, asking people to say which topics should be prioritised in an update to the 2010 Strategy (either from the 2010 topics or new ones).

The aim is to produce a new and updated suite of focused actions so that, across the National Park and beyond, we can achieve a net gain for the working and natural landscape and for the recreational experience, by:

- protecting the spectacular, yet fragile, wildlife-rich landscape that people come to see;
- managing recreation for local people and our visitors.

We also need to use limited resources wisely.

The results of the 2017 consultation were used extensively to inform the content and structure of new proposals: 25 draft actions and examples of possible delivery, grouped under seven objectives.

2. How the 2018 consultation was run and analysed

The 2018 Future Forest public consultation ran from 18 June to 12 August. As in 2017, it was an open consultation exercise which enabled anyone who wished to contribute to have their say. Responses could be submitted through an online response form, available at www.newforestnpa.gov.uk/futureforest and by paper version. Unstructured responses sent through other means, such as email or written letters which were received by the consultation's close, were also accepted.

The consultation was publicised through news releases, social media, the NPA e-newsletter, partner organisations' stands at the New Forest Show, talks at various forums and e-mails direct to local authorities, town and parish councils and other local organisations.

As in 2017, no attempt was made to limit participation in the consultation or assign greater importance to responses from any particular group of respondents.

There were 1,074 responses, compared to 1,554 in 2017. Most were received through the online response form. 1,034 were from individuals and 40 were from organisations and groups. All of the responses were combined in the same database for the purpose of analysis.

The consultation asked respondents to:

- rate the degree to which they felt the draft actions and examples of possible delivery would improve the management of recreation in the New Forest
- provide additional free text comments about the plans to manage recreation in the New Forest.

The analysis only takes into account actual responses; where 'no response' was provided to a question, this was not included in the analysis.

For the purpose of this report, 'shorthand' versions of the actions have been used. These are repeated in Annex 1 alongside the full versions that were used in the consultation.

3. How respondents rated the draft proposed actions

Respondents were asked: 'To what extent do you agree or disagree that the following draft actions and examples of possible delivery would improve the management of recreation in the New Forest?' Each action could be rated individually.

Across the 25 actions, on average:

- 78% strongly agreed or agreed with them
- 16% had no feelings either way
- 6% disagreed or strongly disagreed

Charts 1, 2 and 3 below show that all actions had far more support than opposition:

- Chart 1 ranks the 25 actions by the number of people who agreed or strongly agreed with them.
- Chart 2 ranks them by the number of people who disagreed or strongly disagreed with them.
- Chart 3 ranks them by the number of people who had no feelings either way.

The actions with the highest numbers of people who agreed or strongly agreed with them were:

- Action 2. Encourage tourism providers to promote key messages in their communications (90% agreed or strongly agreed)
- Action 10. Inspire young people to understand and value the New Forest's special qualities (86%)
- Action 6. Address significant and widespread negative impacts caused by recreation (86%)
- Action 1. Improve information and interpretation about the New Forest's special qualities (85%)
- Action 7. Use enforcement activities to deter illegal recreation-related activities (85%)
- Action 14. Consult on possible changes to 'gateways', key sites and core routes (84%)
- Action 8. Increase staff, volunteers and ambassadors to encourage responsible recreation (82%)

The actions with the highest numbers of people who disagreed or strongly disagreed with them were:

- Action 19. Consult on ways to raise funds from people who use recreation facilities (13% disagreed or strongly disagreed)
- Action 13. Develop a vision for where people should be encouraged to enjoy outdoor recreation (12%)
- Action 9. Manage organised activities and larger events to minimise negative impacts (11%)

- Action 20. Ask Government to include access improvements in land management grants (10%)
- Action 7. Use enforcement activities to deter illegal recreation-related activities (9%)
- Action 15. Develop a phased plan to implement agreed beneficial changes (8%)
- Action 17. Raise funds and other resources for specific recreation-related projects (8%)

The actions with the highest numbers of people who had no feelings either way were:

- Action 17. Raise funds and other resources for specific recreation-related projects (24% had no feelings either way)
- Action 24. Adapt and gain agreement for revised actions necessary (23%)
- Action 22. Analyse and publish data to improve recreation management in the Forest (22%)
- Action 15. Develop a phased plan to implement agreed beneficial changes (21%)
- Action 3. Develop activities to help people to connect with the special qualities (21%)
- Action 23. Regularly review the implementation of the actions in this strategy (21%)
- Action 19. Consult on ways to raise funds from people who use recreation facilities (20%)

One action attracted both strong support and strong opposition:

- Action 7. Use enforcement activities to deter illegal recreation-related activities (85% agreed or strongly agreed; (9% disagreed or strongly disagreed)

Chart 1. Actions ranked by the percentage of respondents who agreed or strongly agreed with them

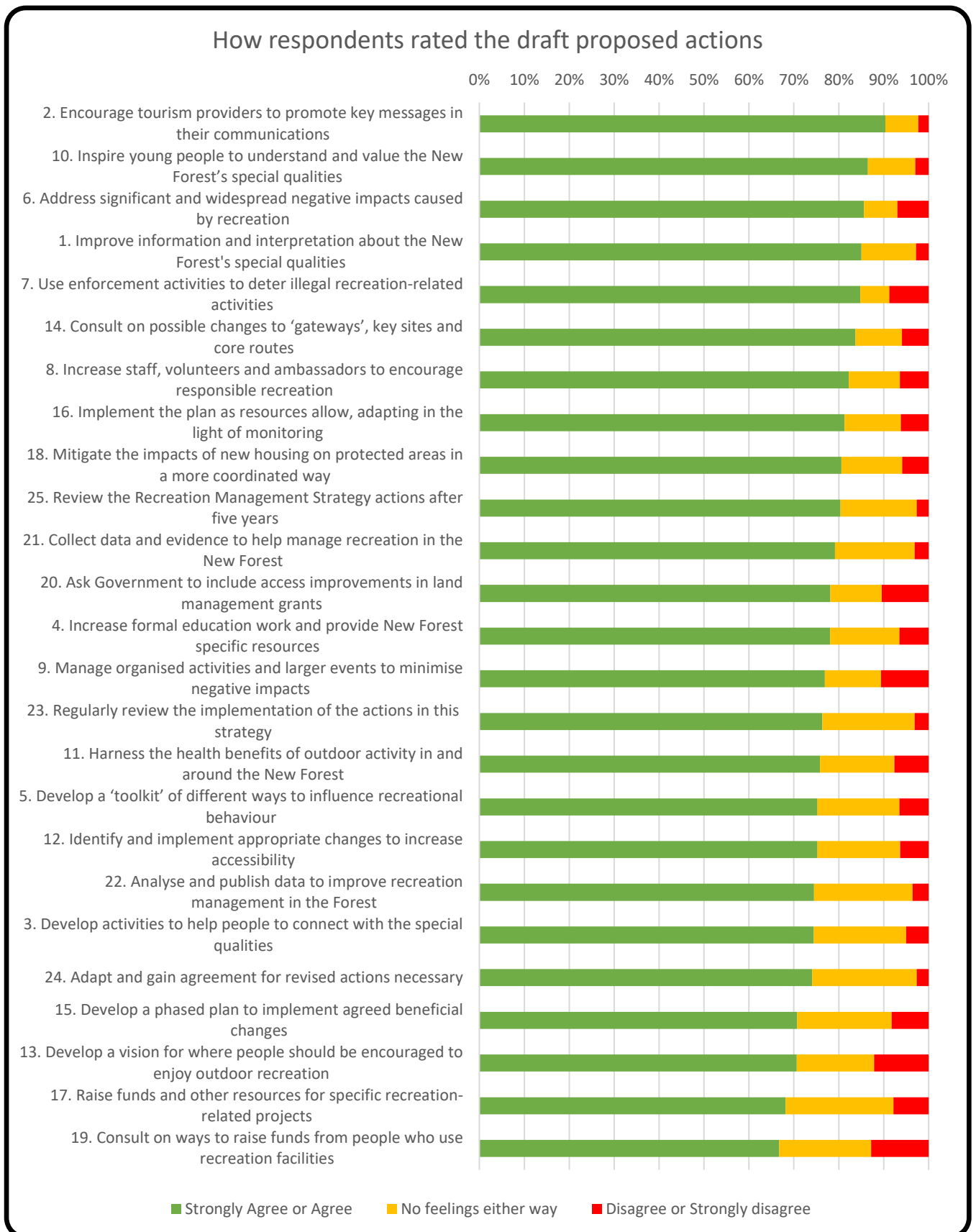


Chart 2. Actions ranked by the percentage of respondents who disagreed or strongly disagreed with them.

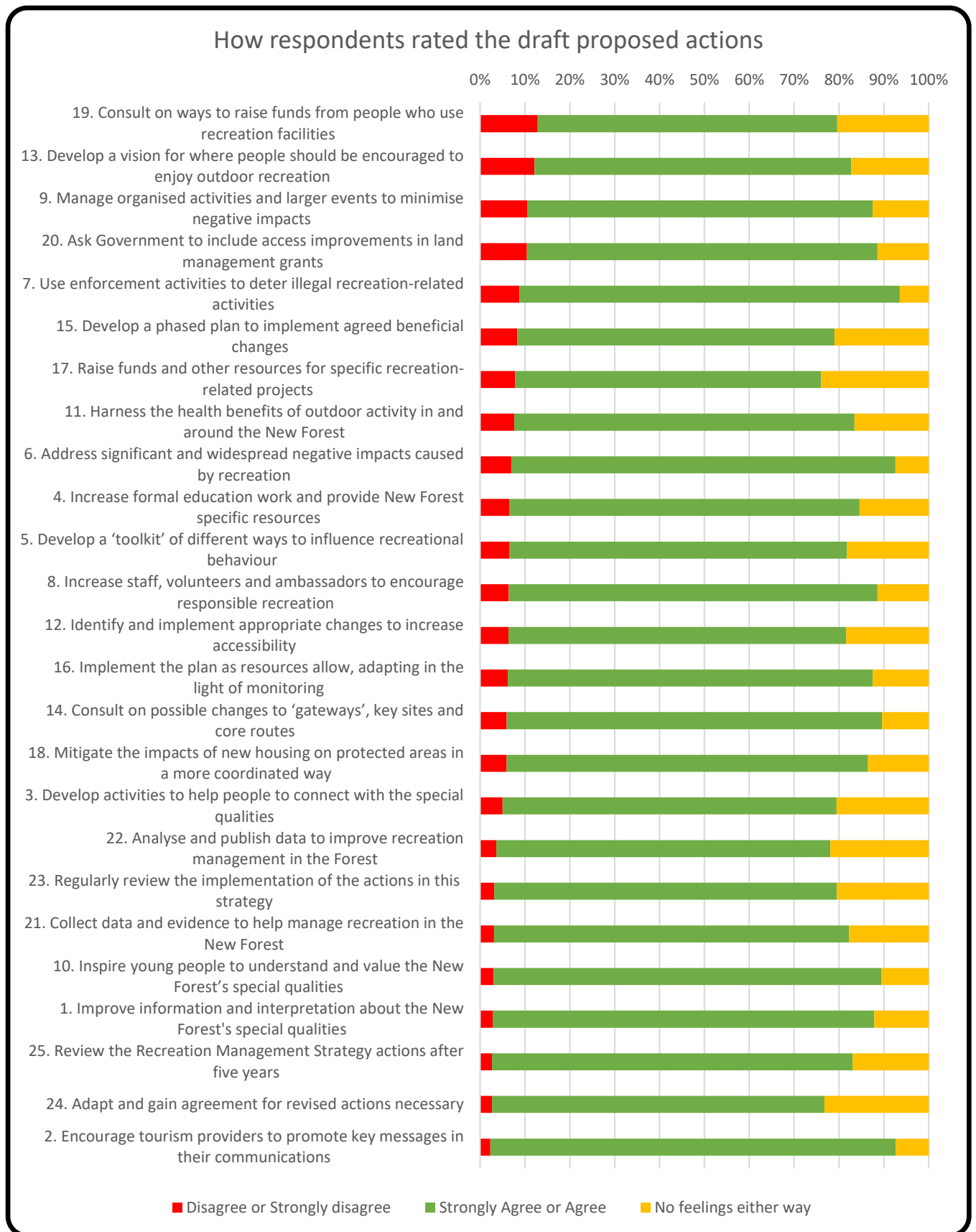
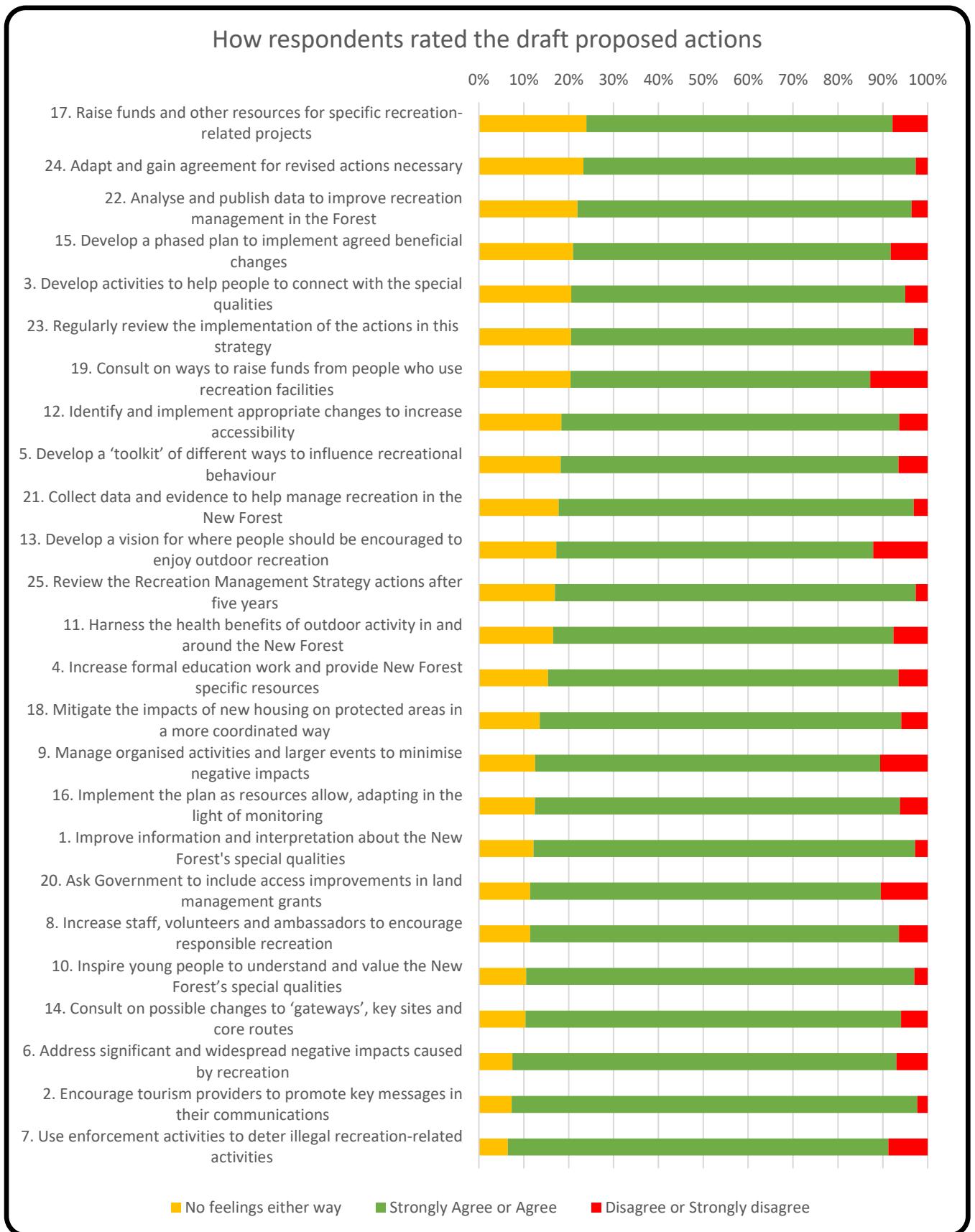


Chart 3. Actions ranked by the percentage of respondents who had no feelings either way



4. Themes within the free text comments

Of the 1,074 respondents, 670 people provided additional free text comments in answer to the request: 'Please tell us if you have further comments about our plans to manage recreation in the New Forest'.

73% of comments (490) confirmed support for the draft proposed actions and the 'examples of possible delivery'. These are analysed in the chart and tables below.

27% of comments (181) highlighted issues that are outside of the primary scope of the recreation management strategy, e.g. how local authorities respond to the need for additional housing and general traffic management issues. These topics are relevant (e.g. because general traffic and population levels can sometimes impact on people who visit the New Forest for recreation) but they are dealt with thoroughly within other documents and processes, such as Local Plans and Highway Management Plans.

9% of comments (58) included opinions about the nature and content of the consultation itself and how it could have been improved. In particular, they confirmed the need for clearer and additional information about how the actions will be carried out – i.e. explaining in plain English what will be done.

Chart 4. How the free text comments related to the objectives

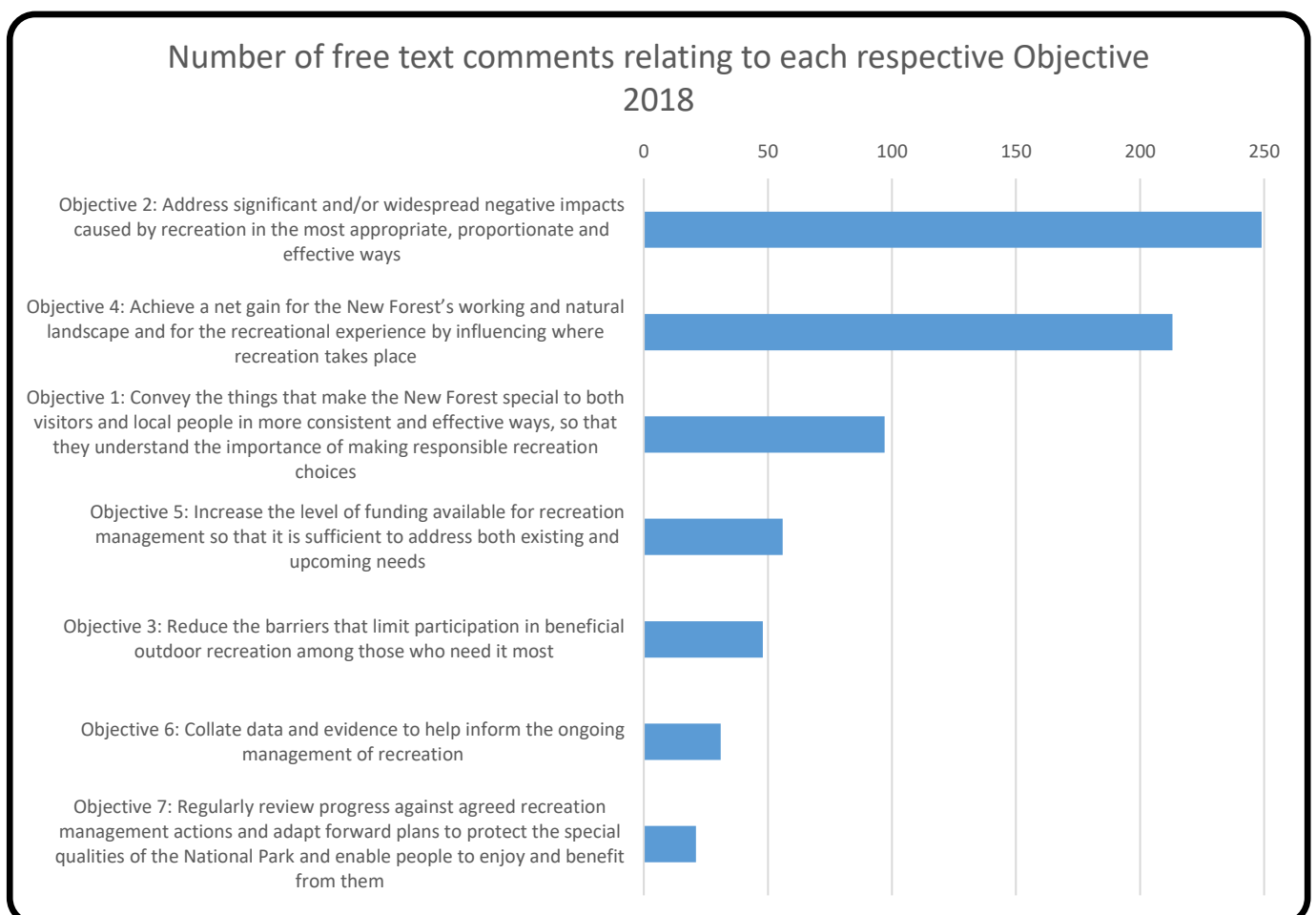


Chart 4 above shows that respondents most frequently commented about themes that relate to Objectives 1, 2, 3, 4 and 5. These objectives are aimed directly at managing recreation (as opposed to gathering data and evidence, and monitoring the implementation of the Strategy) and have been further analysed as shown in Table 1 below.

Table 1. Themes most frequently mentioned in the free text comments

Objective 1: Convey the things that make the New Forest special to both visitors and local people in more consistent and effective ways, so that they understand the importance of making responsible recreation choices.	
Number of respondents highlighting the following themes	
71	Believe that the quality and availability of information is important, including better online resources
26	Believe that formal, curriculum-based education is important
12	Support for more walks and other events to highlight the special qualities
9	Need for local businesses to do more to educate visitors

Objective 2: Address significant and/or widespread negative impacts caused by recreation in the most appropriate, proportionate and effective ways.	
Number of respondents highlighting the following themes	
84	Need to enforce byelaws and have more rangers/volunteers/staff on the ground
56	Concern about the negative impacts of large scale recreational events such as cycle events
37	View that more needs to be done about uncontrolled dogs and dog fouling
33	Concern that roads are becoming more congested due to increased visitor traffic
25	Need to address litter and fly tipping incidents
24	Need to reduce animal accidents

Objective 3: Reduce the barriers that limit participation in beneficial outdoor recreation among those who need it most.	
Number of respondents highlighting the following themes	
27	Would like to see better provision of facilities for people who are less able
23	Believe that the National Park is an important resource for physical and mental wellbeing
12	Support for inspiring more young people to appreciate the National Park

Objective 4: Achieve a net gain for the New Forest's working and natural landscape and for the recreational experience by influencing where recreation takes place.	
Number of respondents highlighting the following themes	
119	Would like an increased level of off road cycling access and/or safer on-road cycling
31	Support for review of car parking

30	Support for drawing recreation away from the most sensitive areas within the Forest
26	Would like more sustainable transport for visitors such as park and ride schemes and/or better local bus services
23	Would support measures to reduce the amount of cars using Forest roads to make their use for recreation easier
19	Suggested gateway sites where people could park and then explore the forest via cycling, riding or walking

Objective 5: Increase the level of funding available for recreation management so that it is sufficient to address both existing and upcoming needs.

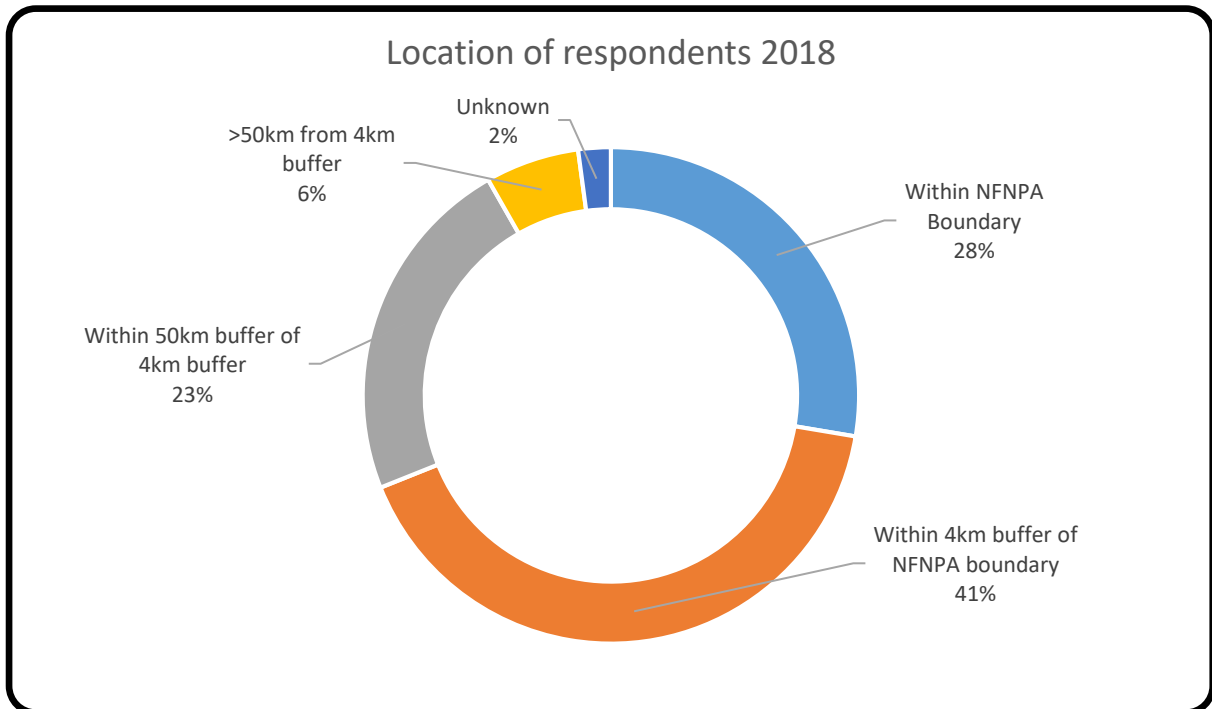
Number of respondents highlighting the following themes

19	Believe that the Forest Commission should charge for a variety of services
16	Would like more funds to be raised from fines (from breaking byelaws), event permissions and from visitor donations
10	Suggested a New Forest 'Visitor Tax'

5. People and organisations that took part in the 2018 consultation

5.1 Where did the respondents live?

Chart 5. Where respondents lived (2018)



The consultation was open to anyone who wished to participate and the use of social media, websites etc. could have attracted many respondents from a great distance away. However, 850 respondents provided a 4-digit postcode and these are analysed in Chart 5 above and the map that follows. These show that a majority of respondents live inside the New Forest National Park or within 4km of the boundary (586 respondents / 69%). A significant number live between 4km and 50km from the boundary (194 / 23%), including Southampton and Bournemouth, leaving 52 (6%) who live further away. 18 respondents (2%) provided incorrect postcodes.



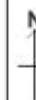
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Date Printed: 07/06/2018

Consultation Response
 Postcodes 2018

Map illustrating location of respondents



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As Table 2 below shows, the spread of respondents is very similar to the 2017 consultation.

Table 2. Where respondents lived (2018 and 2017)

Location of those respondents who provided a postcode	No of respondents (2018)	% of respondents (2018)	% of respondents (2017)
Within National Park	235	28%	30%
Within 4km buffer of NP boundary	351	41%	39%
Within 50km of 4km buffer	194	23%	20%
Beyond	52	6%	7%
Unknown	18	2%	4%

5.2 Did respondents' agreement with the actions depend on where they lived?

Tables 3 and 4 below show how respondents' degree of agreement and disagreement with the individual draft actions varied depending on how far they live from the National Park. For most actions there was little variation in agreement or disagreement between the four areas.

Where the percentage varies between locations by 10% or more, the objective is shown in bold (where there is a clear, linear trend) or in italics (where there is not a clear, linear trend).

The following trends seem to be apparent.

People who live further away from the National Park are more likely to agree with the following actions:

- Action 12. Identify and implement appropriate changes to increase accessibility
- Action 18. Mitigate the impacts of new housing on protected areas in a more coordinated way
- Action 19. Consult on ways to raise funds from people who use recreation facilities
- Action 20. Ask Government to include access improvements in land management grants.

People who live within or closer to the National Park are more likely to agree with the following actions:

- Action 24. Adapt and gain agreement for revised actions necessary.

People who live within or closer to the National Park are more likely to disagree with the following actions:

- Action 4. Increase formal education work and provide New Forest specific resources

- Action 11. Harness the health benefits of outdoor activity in and around the New Forest
- Action 19. Consult on ways to raise funds from people who use recreation facilities
- Action 20. Ask Government to include access improvements in land management grants.

Table 3. Agreement with Actions by location

Action	% of respondents from different locations that strongly agreed or agreed with each respective action			
	Within National Park	Between National Park and 4km buffer	Between 4km buffer and 50km buffer	>50km from 4km buffer
1. Improve information and interpretation about the New Forest's special qualities	83%	88%	81%	94%
2. Encourage tourism providers to promote key messages in their communications	89%	93%	89%	88%
3. Develop activities to help people to connect with the special qualities	69%	76%	75%	69%
4. Increase formal education work and provide New Forest specific resources	78%	77%	81%	73%
5. Develop a 'toolkit' of different ways to influence recreational behaviour	75%	74%	80%	70%
6. Address significant and widespread negative impacts caused by recreation	88%	84%	85%	88%
7. Use enforcement activities to deter illegal recreation-related activities	87%	85%	84%	94%
8. Increase staff, volunteers and ambassadors to encourage responsible recreation	83%	82%	83%	88%
9. Manage organised activities and larger events to minimise negative impacts	78%	78%	75%	74%
10. Inspire young people to understand and value the New Forest's special qualities	81%	87%	90%	86%
11. Harness the health benefits of outdoor activity in and around the New Forest	72%	76%	83%	76%
12. Identify and implement appropriate changes to increase accessibility	70%	74%	80%	88%
13. Develop a vision for where people should be encouraged to enjoy outdoor recreation	72%	68%	73%	72%
14. Consult on possible changes to 'gateways', key sites and core routes	83%	82%	86%	84%

15. Develop a phased plan to implement agreed beneficial changes	67%	72%	76%	70%
16. <i>Implement the plan as resources allow, adapting in the light of monitoring</i>	80%	82%	81%	90%
17. <i>Raise funds and other resources for specific recreation-related projects</i>	63%	68%	77%	70%
18. Mitigate the impacts of new housing on protected areas in a more coordinated way	77%	81%	84%	90%
19. Consult on ways to raise funds from people who use recreation facilities	64%	65%	72%	80%
20. Ask Government to include access improvements in land management grants	71%	78%	85%	88%
21. Collect data and evidence to help manage recreation in the New Forest	79%	80%	82%	80%
22. Analyse and publish data to improve recreation management in the Forest	77%	75%	74%	71%
23. Regularly review the implementation of the actions in this strategy	76%	74%	78%	82%
24. Adapt and gain agreement for revised actions necessary	77%	75%	74%	66%
25. Review the Recreation Management Strategy actions after five years	79%	82%	82%	86%

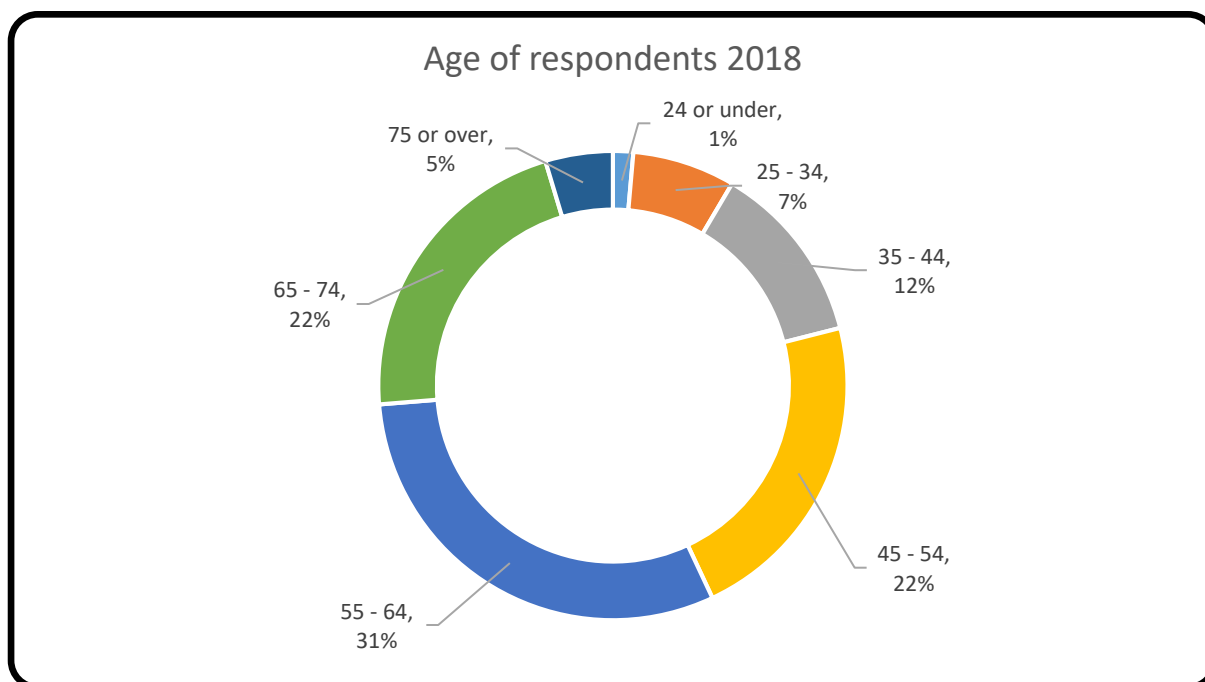
Table 4. Disagreement with Actions by location

Action	% of respondents from different locations that disagreed or strongly disagreed with each respective action			
	Within National Park	Between National Park and 4km buffer	Between 4km buffer and 50km buffer	>50km from 4km buffer
1. Improve information and interpretation about the New Forest's special qualities	3%	3%	3%	0%
2. Encourage tourism providers to promote key messages in their communications	2%	2%	3%	0%
3. Develop activities to help people to connect with the special qualities	7%	4%	3%	4%
4. Increase formal education work and provide New Forest specific resources	11%	8%	2%	0%
5. Develop a 'toolkit' of different ways to influence recreational behaviour	8%	6%	4%	2%
6. Address significant and widespread negative impacts caused by recreation	6%	8%	6%	0%
7. Use enforcement activities to deter illegal recreation-related activities	7%	10%	9%	2%

8. Increase staff, volunteers and ambassadors to encourage responsible recreation	6%	7%	5%	0%
9. Manage organised activities and larger events to minimise negative impacts	9%	12%	10%	8%
10. Inspire young people to understand and value the New Forest's special qualities	5%	3%	1%	2%
11. Harness the health benefits of outdoor activity in and around the New Forest	10%	8%	3%	0%
12. Identify and implement appropriate changes to increase accessibility	9%	8%	2%	2%
13. Develop a vision for where people should be encouraged to enjoy outdoor recreation	10%	14%	9%	14%
14. Consult on possible changes to 'gateways', key sites and core routes	7%	4%	6%	4%
15. Develop a phased plan to implement agreed beneficial changes	9%	8%	7%	4%
16. Implement the plan as resources allow, adapting in the light of monitoring	7%	6%	6%	2%
17. Raise funds and other resources for specific recreation-related projects	10%	6%	3%	6%
18. Mitigate the impacts of new housing on protected areas in a more coordinated way	8%	5%	3%	0%
19. Consult on ways to raise funds from people who use recreation facilities	15%	13%	10%	2%
20. Ask Government to include access improvements in land management grants	15%	10%	6%	4%
21. Collect data and evidence to help manage recreation in the New Forest	3%	3%	3%	0%
22. Analyse and publish data to improve recreation management in the Forest	3%	3%	3%	0%
23. Regularly review the implementation of the actions in this strategy	2%	3%	2%	0%
24. Adapt and gain agreement for revised actions necessary	3%	2%	1%	0%
25. Review the Recreation Management Strategy actions after five years	3%	1%	2%	2%

5.3 What was the age distribution of respondents?

Chart 6. Age distribution of respondents (2018)



860 respondents answered the question about age. As in 2017, and as is often the case with open consultations, Chart 6 above and Table 5 below show that older age groups were better represented than younger age groups.

Table 5. Age distribution of respondents (2018 and 2017)

Age of respondents	No of respondents (2018)	% of respondents (2018)	% of respondents (2017)
24 or under	12	1%	4%
25 - 34	61	7%	10%
35 - 44	108	12%	18%
45 - 54	189	22%	26%
55 - 64	264	31%	22%
65 - 74	186	22%	17%
75 or over	40	5%	3%

5.4 Did respondents' agreement with the actions depend on their age?

Tables 6 and 7 below show how respondents' age affected the degree of their agreement and disagreement with the individual draft actions. For most actions there was little variation in support between the five age groups.

Where the percentage varies between age groups by 10% or more, the objective is in bold (where there is a clear, linear trend) or in italics (where there is not a clear, linear trend).

The following action seemed to attract more agreement (and less disagreement) from older age groups:

- Action 9. Manage organised activities and larger events to minimise negative impacts

Table 6. Agreement with Actions by age

Actions	% of respondents from different age groups that strongly agreed or agreed with each respective action				
	34 or under	35 - 44	45 - 54	55 - 64	65 or over
1. Improve information and interpretation about the New Forest's special qualities	86%	79%	83%	88%	89%
2. Encourage tourism providers to promote key messages in their communications	89%	86%	90%	93%	93%
3. Develop activities to help people to connect with the special qualities	75%	69%	74%	74%	78%
4. Increase formal education work and provide New Forest specific resources	77%	78%	76%	81%	79%
5. Develop a 'toolkit' of different ways to influence recreational behaviour	71%	73%	77%	76%	78%
6. Address significant and widespread negative impacts caused by recreation	82%	83%	80%	88%	89%
7. Use enforcement activities to deter illegal recreation-related activities	82%	85%	80%	89%	89%
8. Increase staff, volunteers and ambassadors to encourage responsible recreation	81%	80%	79%	87%	85%
9. Manage organised activities and larger events to minimise negative impacts	66%	69%	74%	80%	82%
10. Inspire young people to understand and value the New Forest's special qualities	93%	86%	87%	87%	84%
11. Harness the health benefits of outdoor activity in and around the New Forest	82%	81%	80%	74%	75%
12. Identify and implement appropriate changes to increase accessibility	77%	75%	77%	74%	78%
13. Develop a vision for where people should be encouraged to enjoy outdoor recreation	72%	63%	72%	72%	69%
14. Consult on possible changes to 'gateways', key sites and core routes	78%	84%	84%	88%	81%
15. Develop a phased plan to implement agreed beneficial changes	60%	70%	71%	75%	72%
16. Implement the plan as resources allow, adapting in the light of monitoring	77%	82%	81%	85%	82%
17. Raise funds and other resources for specific recreation-related projects	79%	70%	72%	67%	68%
18. Mitigate the impacts of new housing on protected areas in a more coordinated way	78%	79%	78%	81%	86%
19. Consult on ways to raise funds from people who use recreation facilities	63%	64%	70%	67%	69%
20. Ask Government to include access improvements in land management grants	89%	76%	77%	81%	73%

21. Collect data and evidence to help manage recreation in the New Forest	71%	78%	77%	82%	82%
22. Analyse and publish data to improve recreation management in the Forest	64%	74%	72%	76%	76%
23. Regularly review the implementation of the actions in this strategy	82%	77%	74%	77%	77%
24. Adapt and gain agreement for revised actions necessary	71%	75%	72%	78%	76%
25. Review the Recreation Management Strategy actions after five years	72%	84%	77%	85%	83%

Table 7. Disagreement with Actions by age

Actions	% of respondents from different age groups that disagreed or strongly disagreed with each respective action				
	34 or under	35 - 44	45 - 54	55 - 64	65 or over
1. Improve information and interpretation about the New Forest's special qualities	4%	5%	3%	2%	2%
2. Encourage tourism providers to promote key messages in their communications	4%	2%	3%	2%	0%
3. Develop activities to help people to connect with the special qualities	5%	8%	5%	4%	2%
4. Increase formal education work and provide New Forest specific resources	5%	6%	4%	7%	8%
5. Develop a 'toolkit' of different ways to influence recreational behaviour	11%	7%	7%	4%	4%
6. Address significant and widespread negative impacts caused by recreation	10%	5%	11%	6%	4%
7. Use enforcement activities to deter illegal recreation-related activities	12%	11%	13%	6%	6%
8. Increase staff, volunteers and ambassadors to encourage responsible recreation	10%	5%	9%	4%	5%
9. Manage organised activities and larger events to minimise negative impacts	18%	14%	11%	8%	8%
10. Inspire young people to understand and value the New Forest's special qualities	0%	4%	4%	2%	4%
11. Harness the health benefits of outdoor activity in and around the New Forest	4%	8%	5%	7%	6%
12. Identify and implement appropriate changes to increase accessibility	4%	7%	6%	7%	5%
13. Develop a vision for where people should be encouraged to enjoy outdoor recreation	18%	12%	11%	10%	10%
14. Consult on possible changes to 'gateways', key sites and core routes	3%	3%	8%	3%	7%
15. Develop a phased plan to implement agreed beneficial changes	10%	4%	10%	5%	9%
16. Implement the plan as resources allow, adapting in the light of monitoring	10%	3%	7%	5%	5%
17. Raise funds and other resources for specific recreation-related projects	3%	7%	5%	8%	7%
18. Mitigate the impacts of new housing on protected areas in a more coordinated way	3%	7%	4%	6%	5%

19. Consult on ways to raise funds from people who use recreation facilities	11%	12%	10%	14%	11%
20. Ask Government to include access improvements in land management grants	3%	10%	12%	8%	13%
21. Collect data and evidence to help manage recreation in the New Forest	0%	5%	4%	4%	0%
22. Analyse and publish data to improve recreation management in the Forest	3%	6%	3%	4%	0%
23. Regularly review the implementation of the actions in this strategy	0%	3%	3%	3%	1%
24. Adapt and gain agreement for revised actions necessary	1%	2%	2%	2%	0%
25. Review the Recreation Management Strategy actions after five years	4%	3%	2%	1%	1%

6. How did respondents hear about the consultation?

Chart 7. How respondents heard about the consultation in 2018

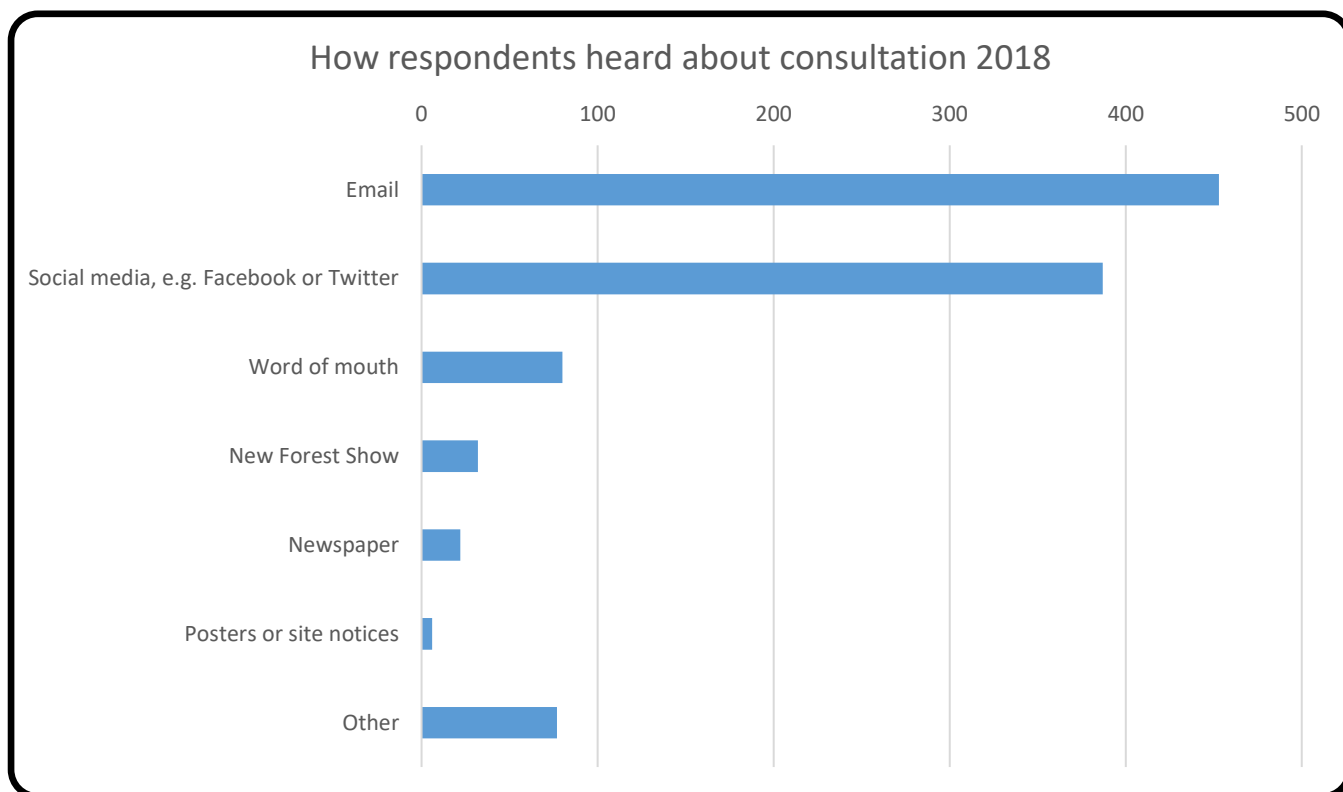


Chart 7 above shows that respondents most frequently heard about the consultation through e-mail and social media. Table 8 below shows that there was a significant increase in the percentage that heard about it by e-mail, probably in part because many 2017 respondents signed up to receive the NPA's e-newsletters.

58% of all respondents (627) said they had not taken part in a consultation about the New Forest before. This compares to 80% in 2017.

Table 8. How respondents heard about the consultation in 2018 and 2017

How respondents heard about consultation	No of respondents (2018)	% of respondents (2018)	% of respondents (2017)
Email	453	43%	15%
Social media, e.g. Facebook or Twitter	387	37%	49%
Word of mouth	80	7%	13%
New Forest Show	32	3%	3%
Newspaper	22	2%	10%
Posters or site notices	6	1%	1%
Other	77	7%	9%

7. Which kinds of recreation are most popular?

Chart 8. Popularity of different recreational activities in 2018

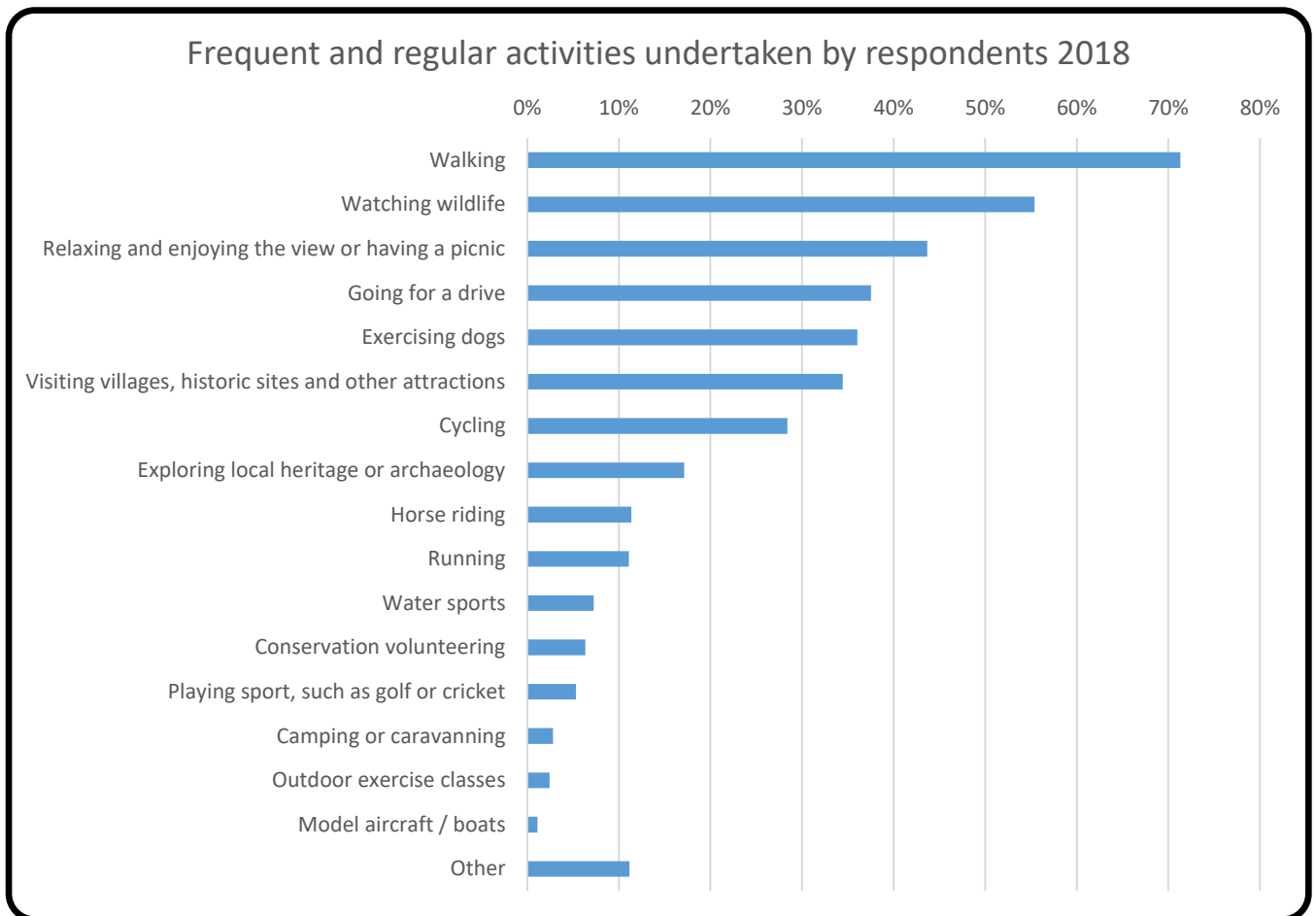


Chart 8 above shows that respondents most frequently participate in one or more of seven different recreational activities, with walking being the most popular; relatively few people participate in exploring local heritage or archaeology, horse riding, running etc. Table 9 below shows that the relative popularity of these activities was very similar to the 2017 results.

The 'other' recreational activities most frequently mentioned were photography, geocaching, commoning and eating out.

Table 9. Popularity of different recreational activities in 2018 and 2017

Recreation Activity	No of respondents (2018)	% of respondents (2018)	% of respondents (2017)
Walking	766	71%	71%
Watching wildlife	595	55%	48%
Relaxing and enjoying the view or having a picnic	469	44%	43%

Going for a drive	403	38%	37%
Exercising dogs	387	36%	39%
Visiting villages, historic sites and other attractions	370	34%	33%
Cycling	305	28%	35%
Exploring local heritage or archaeology	184	17%	15%
Horse riding	122	11%	14%
Running	119	11%	16%
Water sports	78	7%	6%
Conservation volunteering	68	6%	4%
Playing sport, such as golf or cricket	57	5%	7%
Camping or caravanning	30	3%	2%
Outdoor exercise classes	26	2%	3%
Model aircraft / boats	12	1%	2%
Other	120	11%	13%

8. List of organisations that responded

Table 10 below shows that 40 responses from organisations or groups were received, compared with 52 in 2017.

Table 10. Names of organisations and groups responding in 2018 and 2017

Name of Organisation or Group	2018 Consultation	2017 Consultation
Ashurst and Colbury Parish Council		✓
Beaulieu Estate and Beaulieu Enterprises Ltd	✓	✓
Beaulieu Model Flying Committee		✓
Bramshaw Golf Club		✓
British Canoeing	✓	
British Driving Society	✓	✓
British Horse Society		✓
Brockenhurst Parish Council	✓	✓
Burley Villa School of Riding		✓
Christchurch Bicycle Club	✓	
Commoners Defence Association	✓	✓
Countryside Education Trust	✓	✓
Cyclexperience Ltd	✓	
Cycling UK	✓	
Denny Lodge Parish Council	✓	✓
Disabled Ramblers		✓
Eastleigh Borough Council	✓	
East Boldre Parish Council		✓
East Sussex Cyclists' Touring Club		✓
Exbury Gardens		✓
Fawley Waterside		✓
Friends of Brockenhurst	✓	✓
Geocaching in Hampshire	✓	
Go New Forest CIC	✓	✓
Godshill Parish Council	✓	✓
Hale Parish Council		✓
Hampshire & Isle of Wight Wildlife Trust	✓	✓
Hampshire Ornithological Society		✓
Hordle Parish Council		✓
Hyde Parish Council	✓	✓
Hythe and Dibden Parish Council	✓	✓
Lymington Cricket Club	✓	
Minstead Parish Council	✓	✓
Minstead Trust		✓
National Trust, New Forest	✓	✓

Name of Organisation or Group	2018 Consultation	2017 Consultation
Natural England		✓
Netley Marsh Parish Council		✓
New Forest Access Forum	✓	✓
New Forest Activities		✓
New Forest Association	✓	✓
New Forest Bike Project CIC	✓	
New Forest Dog Owners Group	✓	✓
New Forest Equestrian Association	✓	✓
New Forest Equine Forum	✓	✓
New Forest Ninth Centenary Trust		✓
New Forest Outdoor Centre		✓
New Forest Study Group		✓
New Forest West Scouts	✓	
New Forest Young Commoners		✓
New Milton Town Council		✓
Pokesdown Primary School		✓
Public Health England	✓	
Public Health, Hampshire County Council		✓
Ramblers' Association - New Forest Group	✓	
RSPB	✓	
Sammy Miller Motorcycle Museum		✓
Shared Forest	✓	✓
Solent Radio Control Model Boat Club		✓
Solent Radio Controlled Model Yacht Club	✓	✓
Southampton Cycling Campaign	✓	
Southampton Cycling UK	✓	
Sway Parish Council	✓	
Test Valley Borough Council	✓	✓
The Forest Rambling Club		✓
The New Forest Paddle Sport Company	✓	
UK Youth	✓	
Verderers of the New Forest	✓	✓
West Hampshire CCG Get Hampshire Walking Steering Group		✓
Whiteparish Parish Council		✓
	40 Responses	52 Responses

Annex 1.

Table 11 below shows the text used to explain the actions in the 2018 consultation, alongside the 'shorthand' versions used in tables and charts in this Findings Report.

Table 11. Text used in the 2018 consultation and shorthand version used in this Findings Report

Text used in consultation		
Draft action	Examples of possible delivery	Shorthand version used in Findings charts
1.1 Improve the quality and availability of information and interpretation about the special qualities of New Forest.	Websites, social media, printed materials, exhibitions, film and face-to-face communication	1. Improve information and interpretation about the New Forest's special qualities
1.2 Encourage organisations involved in tourism to inspire respect for the special qualities of the National Park by regularly including agreed key messages in their communications.	Through Go New Forest, visitor attractions, publishers and accommodation providers	2. Encourage tourism providers to promote key messages in their communications
1.3 Develop the current programme of guided activities and themed events to give local people and visitors authentic experiences and meaningful connections with the special qualities.	Guided walks, public events, activities in villages and training courses	3. Develop activities to help people to connect with the special qualities
1.4 Increase the uptake of formal educational programmes on offer and provide additional supporting resources on New Forest specific topics.	Through Educators Forum, online curriculum-linked resources, travel grants, school assemblies, eco-groups and teacher training	4. Increase formal education work and provide New Forest specific resources
2.1 To help address a range of different issues and aid joint working, develop a 'toolkit' of different ways to influence recreational behaviour.	Best practice advice and training on face-to-face communication, 'nudge' techniques, making the right option the easiest one to take, printed materials and signage, websites, digital technology, social media, peer pressure	5. Develop a 'toolkit' of different ways to influence recreational behaviour

<p>2.2 Through working groups with appropriate terms of reference or other joint initiatives involving local organisations and user groups, identify and implement the most effective and long lasting strategies to address significant and widespread negative impacts caused by recreation.</p>	<p>Disturbance of wildlife, feeding of animals, animal accidents, negative impacts of dog walking, cycling and horse riding, litter, verge parking and fungi picking</p>	<p>6. Address significant and widespread negative impacts caused by recreation</p>
<p>2.3 In support of other techniques, use appropriate and proportionate enforcement activities to deter illegal recreation-related activities.</p>	<p>Verge parking, litter, illegal flying of drones, wild camping, lighting fires, parking in car parks overnight, cycling off the permitted network, out of control dogs</p>	<p>7. Use enforcement activities to deter illegal recreation-related activities</p>
<p>2.4 Increase the number and effectiveness of staff, volunteers and ambassadors 'on the ground' who can encourage people to enjoy recreation responsibly.</p>	<p>Through higher levels of funding, improved partner coordination, habitat mitigation scheme rangers, apprentices, joint training, citizenship policing and a new ambassador programme</p>	<p>8. Increase staff, volunteers and ambassadors to encourage responsible recreation</p>
<p>2.5 Manage organised activities and larger events in order to minimise negative impacts on wildlife, the working Forest and on local people.</p>	<p>Licences and permissions given for use of Crown land and other open Forest areas, and events given guidance by Safety Advisory Groups</p>	<p>9. Manage organised activities and larger events to minimise negative impacts</p>
<p>3.1 Inspire more young people to appreciate and understand the special qualities of the New Forest and realise its relevance and value to them and to future generations.</p>	<p>Through wild play, digital technology, training and apprenticeships, award schemes and inspirational youth-led projects</p>	<p>10. Inspire young people to understand and value the New Forest's special qualities</p>
<p>3.2 Develop targeted schemes that harness the health benefits of outdoor activity in and around the New Forest, close to where people live and at agreed locations.</p>	<p>Regular walking, cycling, green prescriptions, volunteering, Green Halo Partnership and Health and Wellbeing Forum projects</p>	<p>11. Harness the health benefits of outdoor activity in and around the New Forest</p>

<p>3.3 Establish regular liaison between organisations that provide opportunities for outdoor recreation and organisations that represent people with a range of disabilities to identify and implement appropriate changes that will increase accessibility.</p>	<p>Better information, fewer stiles or other 'barriers', accessible toilets</p>	<p>12. Identify and implement appropriate changes to increase accessibility</p>
<p>4.1 Develop a long term vision for where within and around the National Park people should be encouraged to enjoy outdoor recreation.</p>	<p>Changes to 'gateways', key sites and core routes</p>	<p>13. Develop a vision for where people should be encouraged to enjoy outdoor recreation</p>
<p>4.2 Within a year of publishing the update to the 2010 strategy, consult the public and relevant organisations on what changes should ideally be made to 'gateways', key sites and core routes to achieve this objective.</p>	<p>Maps showing sensitive habitats, conservation designations, and areas with higher tranquillity which need to be protected from adverse impacts of increased recreation; revisions to the location of parking capacity in the National Park; parking restrictions to prevent physical damage to the Forest; selective improvements to the network of off road cycle routes; rights of way where enhanced signage would be useful; locations for visitor information; locations where safety can be improved e.g. where off-road routes cross busy roads; possible areas where increased recreational opportunities might be desirable on private land and outside of the National Park</p>	<p>14. Consult on possible changes to 'gateways', key sites and core routes</p>

<p>4.3 Having taken account of feedback on the above action, and after obtaining appropriate regulatory consents, develop a phased programme of implementing changes that avoid temporary net or ongoing likely significant effects on the recognised features of designated areas.</p>	<p>Extend, relocate or reduce gateways, sites or routes to ensure impacts on recognised features are decreased</p>	<p>15. Develop a phased plan to implement agreed beneficial changes</p>
<p>4.4 Implement the programme as resources allow, adapting and reassessing individual elements in the light of monitoring.</p>	<p>Ensure that people park in the car parks and not on the verges, and use the sites and routes provided.</p>	<p>16. Implement the plan as resources allow, adapting in the light of monitoring</p>
<p>5.1 Approach and work with organisations to raise funds and other resources for specific recreation-related projects.</p>	<p>Local businesses and charities, Local Enterprise Partnerships, grant making bodies, youth and health-care organisations, Clinical Commissioning Groups</p>	<p>17. Raise funds and other resources for specific recreation-related projects</p>
<p>5.2 Develop a coordinated approach among planning authorities in and around the New Forest to mitigate the impacts of new housing on protected areas – with the aim of using developer contributions to support work that protects the Forest.</p>	<p>Agree a common approach to determine the levels of developer contributions, work together to boost awareness raising initiatives (including rangers) and, with funding from the Local Enterprise Partnerships, landowners and businesses, create significant new recreation sites outside of protected areas</p>	<p>18. Mitigate the impacts of new housing on protected areas in a more coordinated way</p>
<p>5.3 Through consultation, develop mechanisms through which those who benefit from recreation facilities can contribute towards their maintenance and the good of the wider Forest.</p>	<p>Developing and promoting the voluntary Love the Forest visitor gift scheme, inviting donations to support specific recreation facilities, reviewing where and how much people are charged for parking, larger events and provision of services</p>	<p>19. Consult on ways to raise funds from people who use recreation facilities</p>

5.4 Work with the Government to include incentives for access improvements on private land within future land management grants, where these would benefit the public and reduce (or not increase) pressure on nearby sensitive areas.	New walking, cycling and horse riding routes; campsites and other recreation facilities; England Coast Path	20. Ask Government to include access improvements in land management grants
6.1 Through existing or new forums, collate existing data and evidence, agree which data can most usefully be used as 'key indicators', identify gaps in knowledge and develop plans to improve the evidence-base used by organisations that manage recreation in the New Forest.	Species population data, habitat condition assessments, frequency of incidents caused by recreation, numbers of people taking part in different recreation activities, traffic counts and visitor data from tourism businesses	21. Collect data and evidence to help manage recreation in the New Forest
6.2 Analyse and publish data on a repeat or rolling basis to assess trends in recreational activity and on aspects of the New Forest that might be affected.	Analysing data to show the degree to which recreation management interventions achieve the desired effect, State of the Park Report, Annual Monitoring Reports for local plans	22. Analyse and publish data to improve recreation management in the Forest
7.1 Regularly review the implementation of the actions in this strategy and the degree to which they achieve the desired outcomes.	Feedback from lead organisations, reports from joint forums, trends in the occurrence of incidents, analysis of the effectiveness of interventions where this is possible, feedback from user groups	23. Regularly review the implementation of the actions in this strategy
7.2 Where actions are not progressed or finalised, consider what could be done to redress the situation and gain agreement for revised actions where possible.	Find new resources or prioritise the most important actions	24. Adapt and gain agreement for revised actions as necessary
7.3 Review and update the Recreation Management Strategy actions after five years.	Consultation with user groups, local organisations and the public	25. Review the Recreation Management Strategy actions after five years