

BUSINESS PLAN 2018-2021 2020-21 Work Programme

Connection with Nature and the New Forest National Park

We will champion the National Park as a place of inspiration, where everyone can enjoy, understand, value and care for its special qualities. The Landscapes Review proposes that we need a stronger mission to connect people to National Parks and we have adapted this year's work programme to highlight this. Other proposals in the Landscapes Review include increased inclusivity and diversity in National Parks, partnership working with the health sector, greater access for young people and also to improve routes and information on the ground. Connection to the environment is also key to the 25 Year Environment Plan's goals. Our 2020-21 programme will engender care and action to help the Forest and enable people to take action to tackle the nature and climate emergency. We will also carry out important research to inform delivery of the Partnership Plan and the next business plan.

Outcomes	Actions / Priorities	Quarterly RAG status	Overall RAG status	Risks and mitigation (if amber or red)	Communication Actions
Action from a wide variety of individuals, communities and businesses to tackle the nature and climate emergency	Through direct co-ordination of and facilitation of volunteering activity focused on nature recovery: <ul style="list-style-type: none"> • Deliver x number of volunteering days directly to restore habitats and enhance nature and x number volunteer days to improve access to and understanding of the special qualities • Run 2021 volunteer fair (attended by 40+ volunteering organisations and 400+ prospective volunteers) and produce guide and online volunteering finder • Work with five existing groups to develop co-ordinated action to improve nature (through Rangers and Land Advice Service) • Deliver two specific outreach projects with underrepresented groups to enable volunteering • 				
	Through community and individual action: <ul style="list-style-type: none"> • Work with at least five community groups to enable nature recovery, action on climate and related heritage activity • Develop a plan for ambassadors and citizen science initiatives to deliver over the next business plan period • Facilitate action by at least four working groups and organisations including Spring Clean, animal accident reduction and feeding of ponies, ground nesting birds. 				

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	<p>Through tourism-related businesses and wider business community:</p> <ul style="list-style-type: none"> • In partnership with the New Forest Trust, increase the number of businesses engaged in the Love the Forest Visitor Giving Scheme by 10% from 2018 baseline • Support current/new businesses in the scheme by providing four training events. • Raise awareness of the scheme and the benefits it delivers to local organisations/business groups by providing four talks/presentations. 				
<p>Understanding of the New Forest's special qualities and how to care for them by all local people and visitors</p>	<p>Through face to face engagement, reaching 50,000 people, including:</p> <ul style="list-style-type: none"> • Ranger engagement with at least 15,000 people on the Forest with mobile information unit, at events and in local communities, specifically targeted at helping people care for the Forest and reduce negative impacts. • Delivery of nature recovery and climate emergency themed New Forest Show with over 3,000 people attending • Develop and teach curriculum-specific sessions about the National Park, nature recovery and climate emergency reaching 10,000 students from pre-schools, schools and colleges, both in the 'field' and in school • Deliver Travel Grant Scheme (3,000 student visits to the New Forest) 				

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	<p>Through our communications:</p> <ul style="list-style-type: none"> • Deliver campaign with partners about nature recovery and climate emergency in the context of the National Park and surrounding area with 2,000+ people/organisations pledging to take action for nature/climate change. • Continue to deliver wildlife campaign to highlight biodiversity and special qualities of the Forest engaging 100,000 in our messages. • Trial with rangers and partners a shorter 'caring for the forest code' and measure if new messages help drive behaviour change. • Increase numbers signing up to receive our communications by 20% 				
	<p>Through training and on-site interpretation:</p> <ul style="list-style-type: none"> • Support organisations with face-to-face public and visitor-facing roles to be ambassadors for the Forest, improving their own sustainability • communicate 'caring for' messages to visitors, including encouraging car-free visits Work directly with 5+ businesses, 5+ accommodation providers, 8+ local information points and visitor centres • Complete Our past, Our Future Historic routes and Past Pathways interpretation 				

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<p>More people from more diverse backgrounds benefitting from first-hand and meaningful experience of the National Park's nature and landscape</p>	<p>Through sustainable access and transport:</p> <ul style="list-style-type: none"> • At least four local sites or walking routes to be identified and improved • Deliver guided walking and cycling including 190 cycling sessions for up to 400 participants through PedAll (external funding dependant) and a Walking Festival focussed on understanding the special qualities of the National Park • Work with the bus operator and drivers to manage and promote the three New Forest Tour routes, maintaining satisfaction ratings of at least 4.5 out of 5 and overall financial viability • Encourage use of the train, bus, cycling, walking and the New Forest Tour as alternatives to driving through face-to-face engagement by the travel ambassador service (target of 4,000 people spoken with at Brockenhurst station by seasonal travel ambassadors). 				
	<p>Through a strong partnership with the health sector and local communities:</p> <ul style="list-style-type: none"> • Facilitate our activities to benefit health: walking, cycling, volunteering, connection to nature and wild play • Deliver a regional and a local workshop / conference to raise awareness of the benefit of nature to health and facilitate access to nature-based health solutions 				

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	<p>Through a better understanding of our existing and potential audiences and method of delivery:</p> <ul style="list-style-type: none"> • Research which audiences are under-represented among general visitors, those attending our events, activities and volunteering programmes and identify barriers to participation • Develop and begin to implement measures to ensure wider engagement with the National Park • Develop more accurate measures to evaluate effectiveness of connection and engagement work 				