

2021 New Forest Action Plan

Results



Sharing the New Forest Code

400
social media posts

1.1m
impressions

55k
engagements

1.6m+
newsletters to subscribers

8
joint press releases

Digital signs at key roads into the Forest

Included in **tourism information boards** in all key villages, towns and Forest campsites



Signs

New signage across all Forestry England car parks – updated throughout the season to deal with persistent issues

Mobile signage targeting key hotspots

16 signs to discourage feeding and petting of livestock helping to reduce feeding

18 mobile signs substantially reduced verge parking

Increased joint patrols



A boost in the number of **rangers** resulting in over **10k** hours of joint patrols

29
joint patrols with the emergency services (police and fire service)

70
patrols focused specifically on supporting the ground nesting bird campaign

Litter

8.6%

fall in litter despite visitor numbers at coastal locations up **60%**

230k

bags given out to encourage people to take litter home. **#Crabby campaign**

Fly-tips on the Forest downward trend in 2021



Community support

Growth in the activity of **community litter picking groups**.

New Forest ambassador scheme:

1,000
litter picking kits created

737
ambassadors recruited

Community verge parking reporting:

600
reports made by the public over the pandemic



Supporting commoning – Drifts – Forestry England managed **80** car park and **18** cycle route closures, and around **200** additional signs put in place to notify the public



BBQ ban

Removal of BBQ points across the Forest

40 extra no BBQ or fire signs

50 retailers removed disposable BBQs from sale including several major supermarkets

Outdoor fires in the New Forest Area fell by **40%** (compared with 2020), and were **30%** less than in 2019 before the pandemic

