

# BUSINESS PLAN 2018-2021

## 2018-19 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 (if amber or red)
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)	Gillie Molland			
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			
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			
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			
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			
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			

## **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 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			
Work with partners to enhance at least four local sites or walking routes by improving access or information provision, e.g. through the small grants scheme and community-led projects. (EP1, EP2)	Gillie Molland			
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)	Gillie Molland / Nigel Matthews			
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			

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Deliver the OPOF Apprentice ranger scheme in partnership with other Forest ranger teams and education providers. (EW8)	Gillie Molland			
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 Nesityif			
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 /Gillie Molland			
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			

**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 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			
Work with partners to collate data and evidence to inform where recreation best takes place across the New Forest and identify the most effective ways and places to provide information about responsible recreation.	Nigel Matthews / Jim Mitchell			
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			
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)	Gillie Molland			