

BUSINESS PLAN 2015-2018

Second Quarter, 2015-16 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: Enabling high quality experiences of the National Park

We will enhance people's experience and enjoyment of the National Park, by:

- working with local communities, land managers and highway authorities to improve sites and routes for people
- developing projects that enable people with particular needs to experience and benefit from the New Forest
- working with partners and local businesses to improve visitor facilities and information within and around the National Park
- encouraging people to volunteer in ways which benefit the New Forest.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with partners to enhance at least five local sites by improving access, routes or information provision through access grants and sustainable transport funding.	Mark Holroyd	There were no New Forest applications to the Small Grants Scheme for access in this quarter (several expected in Q3).		
Work with partners and communities to develop and deliver visitor information opportunities through visitor centres, eight+ local information points, wider networks and online.	Jim Mitchell	New mobile unit up and running and effective. Other information networks running effectively. Plan your day interactive at the New Forest Centre – continued development		
Support volunteering in the New Forest through specific projects and an annual volunteer fair and guide, attended by 25+ volunteering organisations and attended by 200+ prospective volunteers.	Jim Mitchell	Volunteer Fair 2016 preparation started. Over 90 volunteers have transferred over from the New Forest Remembers WWII project to the WWI project and though there is limited field work volunteers are still engaged with project work. In the main this consists of online documentary research. The oral history team continues to support the WWII project by checking through the 159 transcriptions for accuracy prior to them being uploaded to the portal and copies sent to the contributors.		
Engage with groups usually thought to be under-represented through projects including Mosaic Youth and Healthy Walks.	Gillie Molland	2 Young Champions volunteered on NPA show stand giving help for all 3 days. NPA and CNP youth event held at Avon Tyrrell in partnership with Catch 22. Attended by 17 young people from New Forest and surrounding areas. Positive response and a number of prospective new champions. Focus group held for Mosaic Youth project evaluation. Continued success with New Forest Healthy Walks. Walks increased from twice monthly to twice		

		weekly in Barton on Sea and Fordingbridge. 727 walkers across 8 community hubs this quarter.		
Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop two+ pilot projects to explore how the natural environment and heritage of the New Forest can benefit the health and wellbeing of local communities and visitors, sharing results to inform further work.	Jim Mitchell	<p>Supported Hampshire Art and Recreation Therapy project in partnership with New Forest Centre and Pondhead Conservation Trust.</p> <p>Attended two sessions at the Coates Centre on how people impacted by illness can benefit from the New Forest.</p> <p>Organised 'Nature In Mind' training for 15 participants, led by Dementia Adventure on working with those living with dementia in the outdoors. Included attendance by NPA staff, HCC staff and Colton Care staff.</p> <p>Attended the New Forest Health and Wellbeing Forum action planning and offered to promote active volunteering and the annual walking festival to new audiences which can benefit.</p>		
Deliver inclusive cycling sessions to 500 people with a range of disabilities and establish a not-for-profit inclusive cycling organisation.	Andy Brennan	11 sessions have been delivered to 216 participants bringing the total to over 650. A new website has been drafted and a grant secured for two electrically assisted cycles.		

Enjoy Priority 2: Improving understanding of the National Park

We will further people's understanding of, respect for and desire to care for the special qualities of the National Park, by:

- leading the development and delivery of curriculum-linked educational programmes for schools, colleges and other groups
- delivering engaging events, activities, interpretation and informal learning activities for different audiences
- maximising the use of social media and online resources to reach new audiences
- enabling educators, businesses and people with public-facing roles to be ambassadors for the New Forest.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>Promote the special qualities, our work and key messages through 20 public events led or co-led by the Authority, 50 community events run by other organisations, opportunistic use of mobile unit and an on-the-ground presence throughout the National Park.</p>	<p>Gillie Molland</p>	<p>Rangers spoke with 5,921 contacts in this quarter, attending 28 events with the mobile information unit.</p> <p>2 seasonal rangers delivered 28 ranger activity sessions at 4 campsites engaging with 1,551 Visitors (915 children, 636 Adults) through a partnership with Camping in the Forest, FC and NPA.</p> <p>8 NPA led public events including summer holiday Fun in the Forest days, Lepe Heritage weekend and Discover Your National Park Day promoting the importance of commoning and special quality of New Forest ponies.</p> <p>Joint events included Marine Wonders, Lymington-Keyhaven Open Day and the Observatory launch at Keyhaven.</p> <p>Rangers attended Brockenhurst College Drive Safe Day promoting responsible driving and animal accident reduction with CDA, Verderers and New Forest Pony Publicity Group.</p>	<p></p>	<p></p>
<p>Develop interpretive resources with partners and communities which promote the Forest's special qualities including self-guided trails, the New Forest Tour commentary, training, and permanent and touring exhibitions.</p>	<p>Jim Mitchell</p>	<p>New Forest Show stand welcomed 3,000 people who took part in various challenges around how we can protect the New Forest for the future. Our stand won the prestigious Drummond Trade Stand Cup for the best trade stand at the Show.</p> <p>'Shedding new light on the New Forest's past' major 4 month exhibition opened in the New Forest Centre.</p>	<p></p>	<p></p>

		The modifications to the New Forest Remembers online archive to include WWI material is complete, working well and has a growing number of articles now online. Local groups have started to register and are working on their first article for upload.		
Deliver a communications service of the highest standard, reviewing our messaging and accessibility, increasing our combined social media audience from 19,000 to 25,000, doubling the number of email newsletter subscribers, creating an information leaflet with online resource for new residents and marking the 10th anniversary of the National Park designation.	Hilary Makin	Our combined social media audience has reached 25,977. Email subscribers have increased 41%. We have launched a Family Trees event to celebrate our 10 th anniversary. Families can celebrate the birth, marriage, life by helping to plant our first community woodland in Sway on 28 November and receive a named certificate. Nearly 150 people are being celebrated, with family groups of over 300 people planning to attend the tree planting event.		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop and lead curriculum-specific sessions for 8,000 students from pre-schools, schools and colleges, both in the 'field' and in school.	Sue Palma	622 students from 12 schools and colleges received education sessions during this quarter. Two students from local secondary schools joined us for their first work experience.		
Work with primary and secondary schools to embed the New Forest into their curriculum, including annual conferences and the New Forest Curriculum website.	Sue Palma	50 students from 5 local secondary schools attended the "Our Forest, Our Future Conference, which this year was supported by the New Forest Association, New Forest Centre and members of the Educators' Forum.		
Develop and deliver informal learning activities for noncurriculum groups, societies etc, including Wild Play Day events in partnership with members of New Forest Educators Forum.	Sue Palma / Gillie Molland	Discovery Days at the New Forest Centre were supported by the education team and attended by 100 children. Over 400 participants attended another successful Wild Play Day in the Woods at Anderwood. Rangers delivered activities for 13 non curriculum groups ranging from Lymington Rainbows to New Forest U3A.		

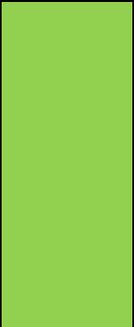
Enjoy Priority 3: Managing recreation to benefit the National Park

We will work in partnership with others to encourage and manage appropriate recreation, by:

- agreeing and implementing recreation management strategies that benefit people and the New Forest
- raising awareness of issues such as litter, feeding of ponies, disturbance of wildlife, fungi picking and animal accidents
- enabling the New Forest Access Forum to provide useful advice on improving public access
- undertaking and supporting research to clarify positive and negative impacts of recreation locally.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop an evidence base relating to recreation and visitors to provide meaningful data to inform decision-making and communications e.g. value and volume of the visitor economy, visitor surveys and recreation management information.	Mark Holroyd	Our 2015 visitors survey was carried out with Bournemouth University at key sites throughout the National Park. The data is currently being analysed and will be available in Q3.		
Engage recreational user groups and local organisations in agreeing an overall plan for where within and around the National Park we should encourage people to go to enjoy outdoor recreation – and how this should be achieved.	Nigel Matthews	<p>The Recreation Management Strategy (RMS) Steering Group agreed a MoU to summarise the desirable outcomes, guiding principles and criteria that underpin the way in which statutory organisations will work together to improve the management of recreation across the New Forest – and this was endorsed by NPA Members in September. The next stage is to work up specific proposals.</p> <p>Natural England staff have started working on the proposed coastal path. Whilst this will be positive and relatively easy along some sections of the New Forest coast, there are significant concerns about potential impacts on wildlife on other sections. Officers hope to clarify the role of the NPA very soon – we are well-placed to understand and advise about the various issues that will need to be overcome before a route can be agreed.</p>		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>Play a leading role in the coordination of targeted educational campaigns about key issues 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.</p>	<p>Nigel Matthews</p>	<p>Educational messages continue to be embedded in a range of activities, some of which are reported elsewhere in this report (e.g. Date with Nature, litter campaign, various events, New Forest Tour and the New Forest Show).</p> <p>We have continued to monitor the organisation and impacts of larger cycle events and plan to meet with organisers and with the Safety Advisory Group this autumn so that we can ascertain what more should be done, and to inform a report to Members in January. Following input from Members, officers commented on HCC's Cycling Strategy which included several references to cycle events.</p> <p>Having surveyed dog walkers through NFDog, the Dogs Forum plan to hold a drop-in event in 2016 for commercial dog walkers. This will enable us to encourage them to follow the Dog Walking Code. The Code has also been strengthened by removing mention of the option to 'stick and flick'.</p> <p>Following on from spring litter assemblies in schools, we worked with NFDC and the Forestry Commission to launch a summer litter campaign. This included 'leave only footprints' posters which were distributed widely across the Forest and coastal areas, press releases, social media posts and the backing of our two MPs during their visit with us, which resulted in several media articles.</p>	<p></p>	<p></p>

<p>Enable the New Forest Access Forum to provide helpful advice to relevant organisations on improving public access.</p>	<p>Mark Holroyd</p>	<p>The Forum met on 7 September at Lepe Country Park. In addition to regular updates from key access agencies. They received a significant presentation from Natural England's Coastal Access team on the implementation of the England Coast Path by 2020. A subgroup of Forum members will engage with NE on this throughout implementation. Ordnance Survey gave a presentation on a detailed mapping project they are delivering in National Parks to make their data and maps more accessible in a digital format.</p>		
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