

But you need to agree the message first...

Follow the New Forest code

The New Forest is a unique place with rare wildlife and free-roaming livestock. Thank you for helping us care for this special place by following the simple New Forest code.

Be Forest Friendly!



Keep your distance from the animals – don't feed or touch them



Keep dogs under control. Don't let dogs approach or chase any animals



Stick to the permitted cycle tracks



Take home litter and dog waste



Park only in car parks



Drive with care – animals on the road!



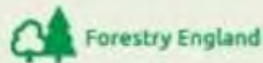
No fires or barbecues



No wild camping



Help wildlife by keeping to the main tracks



Face to face tools

Rangers- Full time, seasonal and apprentice

Extra staff

Volunteers

Interviews

Mobile Units

Proper training-
in engagement and
interpretation



Digital and physical signage tools

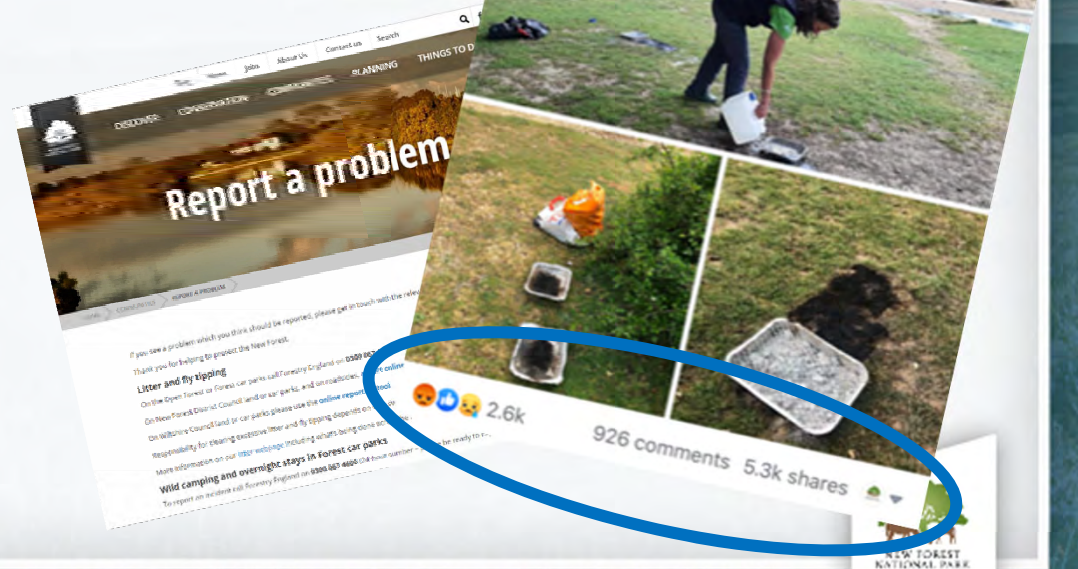
Social media campaigns
BBQ ban
#add3minutes

Report a problem page

Time implications- needs dedicated communications staff

Research- only about 10% of people read information signs in car parks. But they are important in the right place, and especially if they convey timely information

Changing signage- avoids sign familiarity



Partnership tools

Ambassadors- local people and businesses

Local information points

Local farmers – ‘commoners’ – co-creation of messages and programmes with the local community

Issue specific groups-

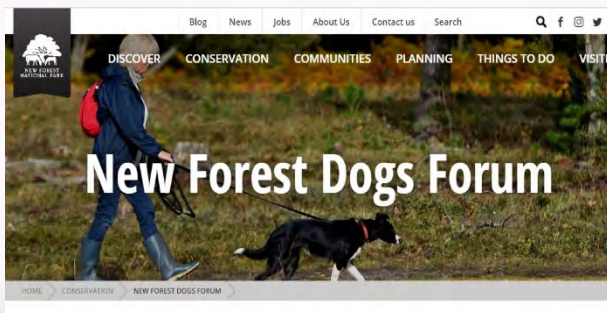
Dogs forum

Cycling working group

Animal accident reduction group

Feeding animals forum

Litter working group



Ambassadors

- We now have over 800 ambassadors
- They pick litter and help give out the 'New Forest Code'
- Dedicated local people
- We are looking at ways to help them do more

"I think it is great and my son who is 4, loves it. He asks daily if he can go out to find rubbish. Its great for him to learn about where we live and grow up having respect for our area. Unfortunately, he gets quite sad when he does find the rubbish and wants to know why the "naughty people" leave their rubbish and not take it home with them. He saw a dead bird that had some string around it and it made him cry, I explained that's why its so important that we do this."



Long term opportunities

Building new relationships with new audiences- 'Maintain the gain'

People who will protect and care for nature in the future

Increased appreciation of the value of nature and access to it



Summary

- There are no easy solutions, no magic wands
- But there are lots of different engagement tools that each work, in the right situation
- Using a variety of tools gives you experience of which work best in which situations
- Always work in partnership
- It is a good thing that lots of people want to visit nature- the alternative is worse!

Thank you for listening!

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GRUPPSAMTAL

- Vilka är de största utmaningarna i kommunikation med besökare om regler i skyddad natur?
- Vilka är dina bästa tips för hur man kan förebygga konflikter och öka förståelse för regler i skyddad natur med naturvägledning?
- Dela gärna goda exempel på samarbete med andra aktörer kring att kommunicera om regler i skyddad natur

WEBBINARIUM SENARE I ÅR

November/december: hälsa i skyddad natur

www.slu.se/np-webbinarier

Tack för att ni deltog!

Inspelning av webinarier publiceras på
www.slu.se/dokumentation-np-webbinarier.

Frågor? Per.sonnvik@slu.se

slu.se/cnv