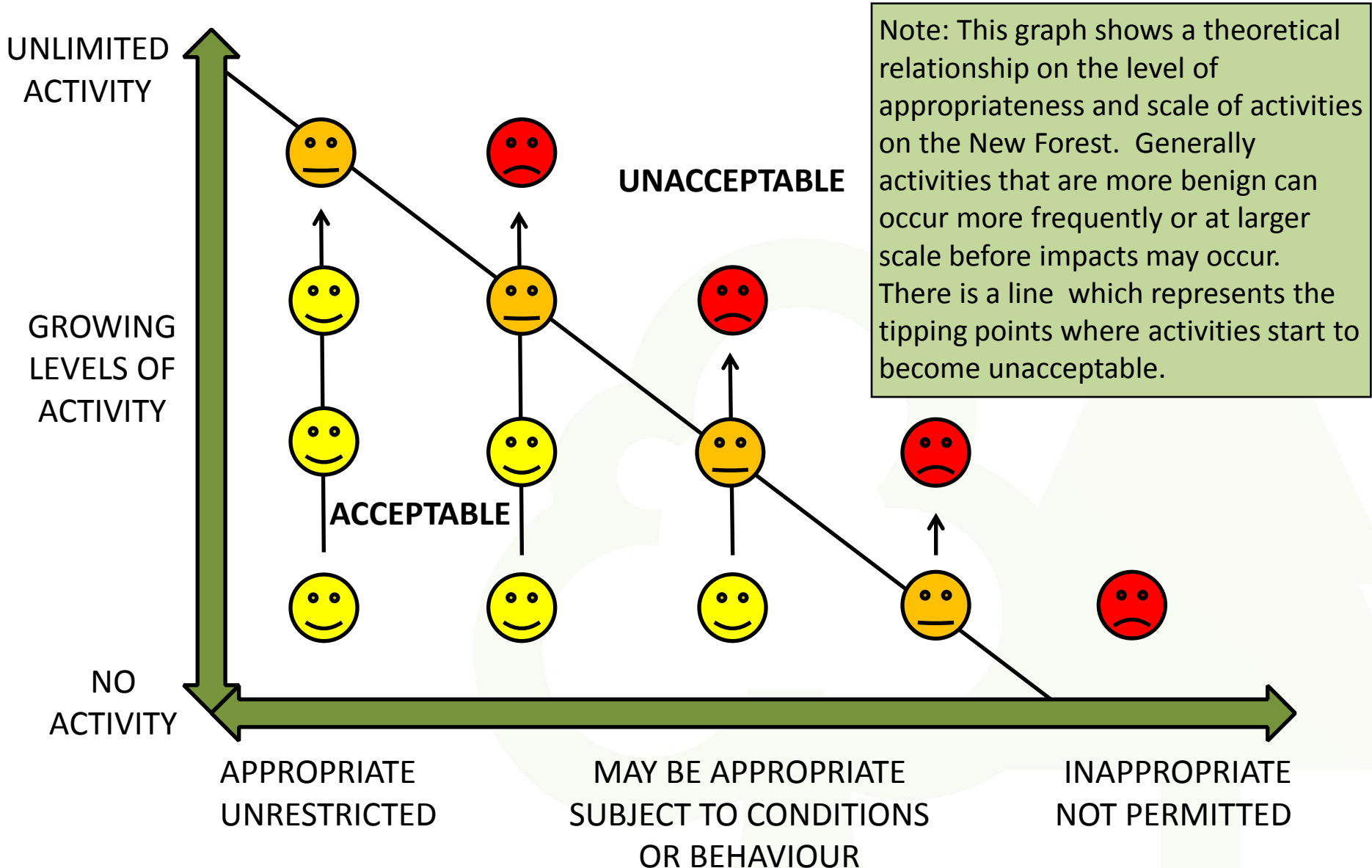
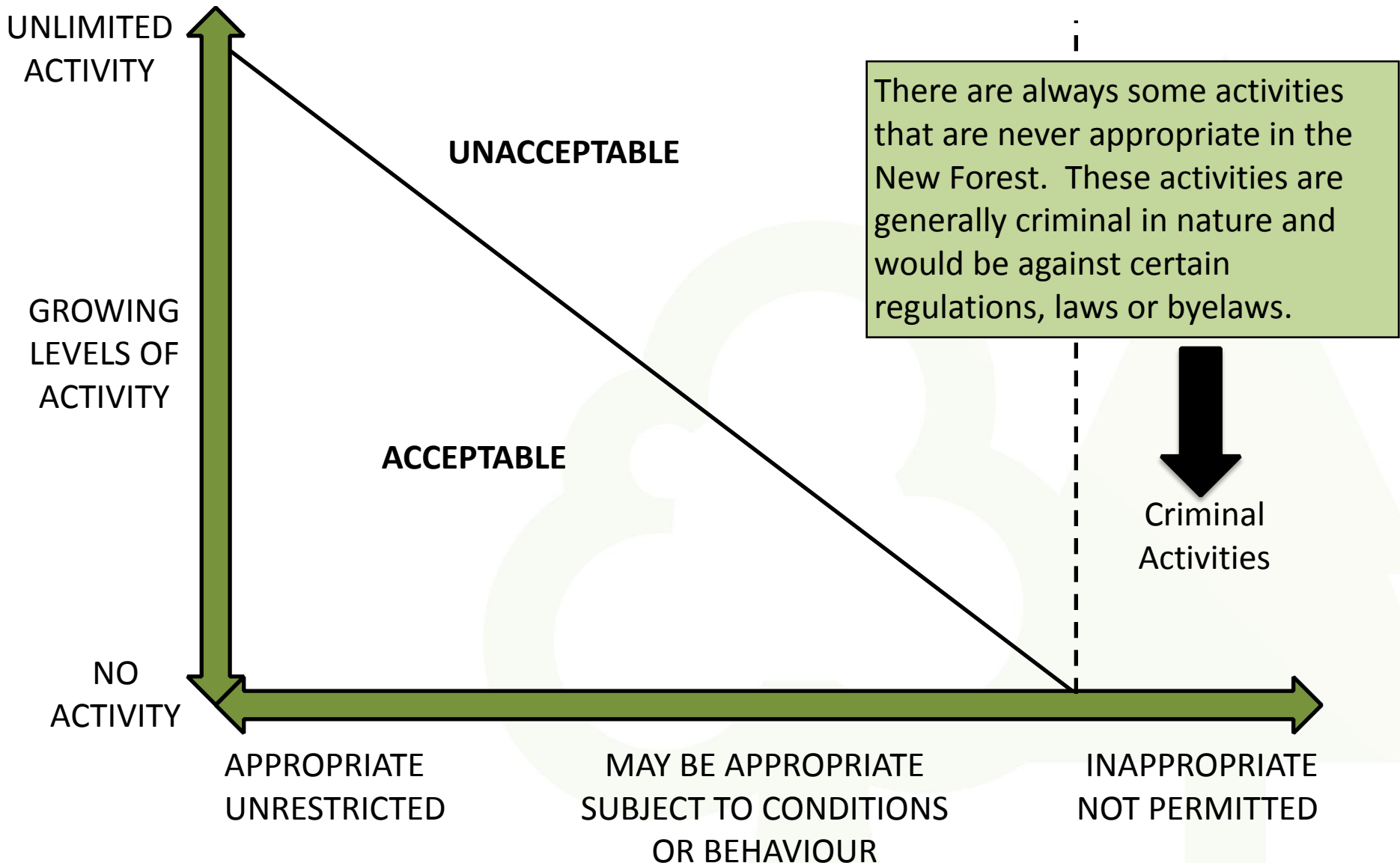
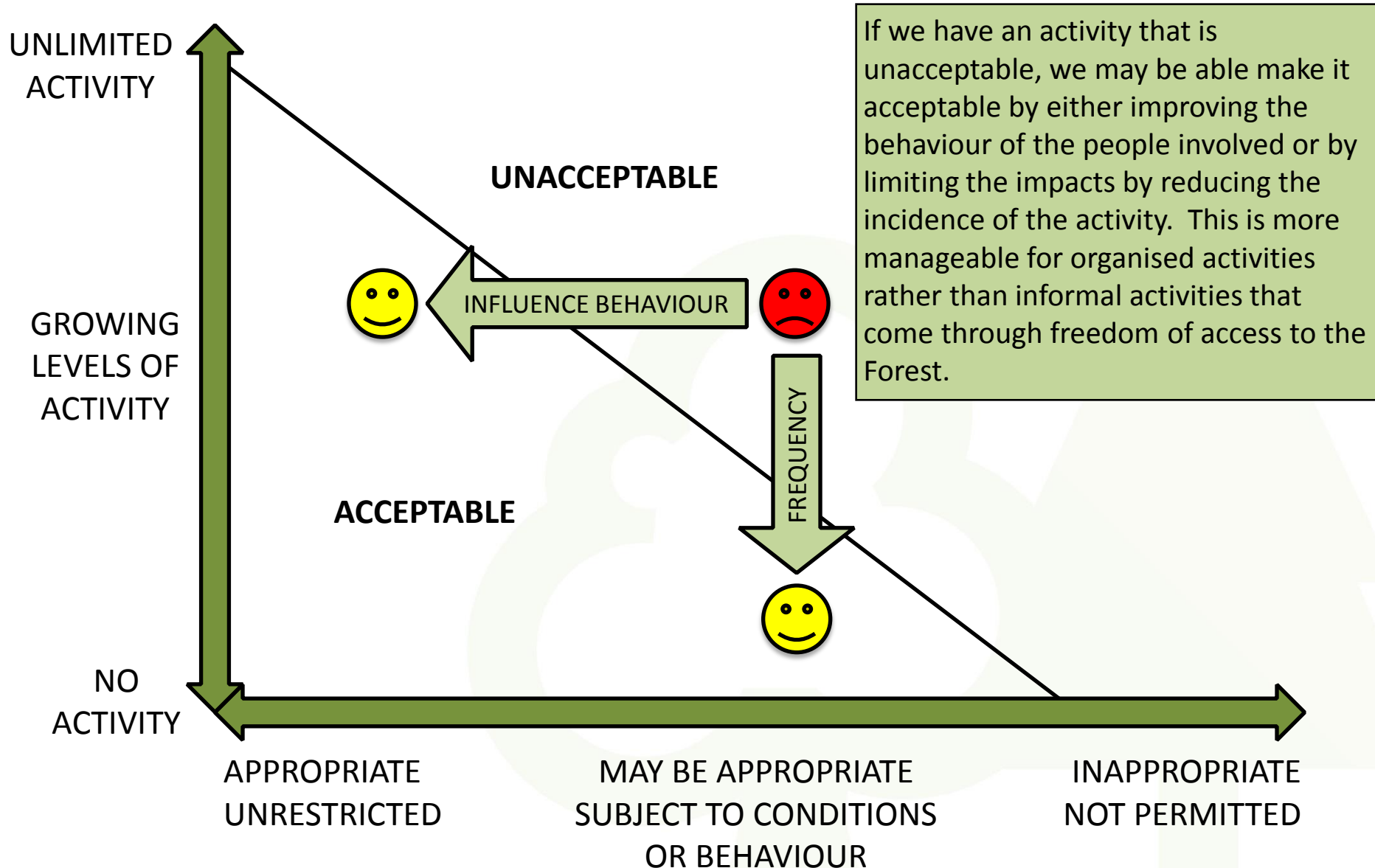


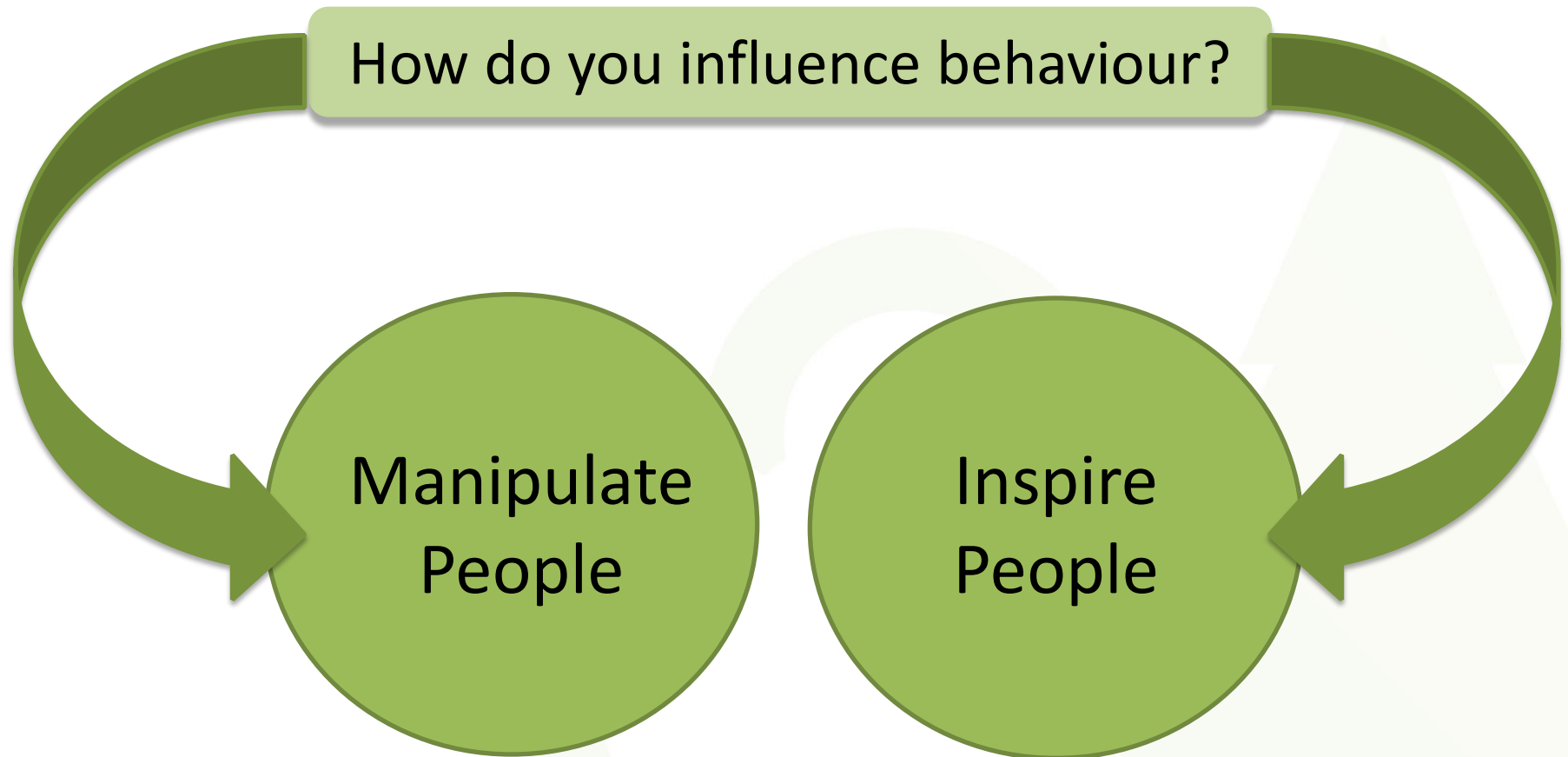
Managing Activity in the New Forest Sharing the Care





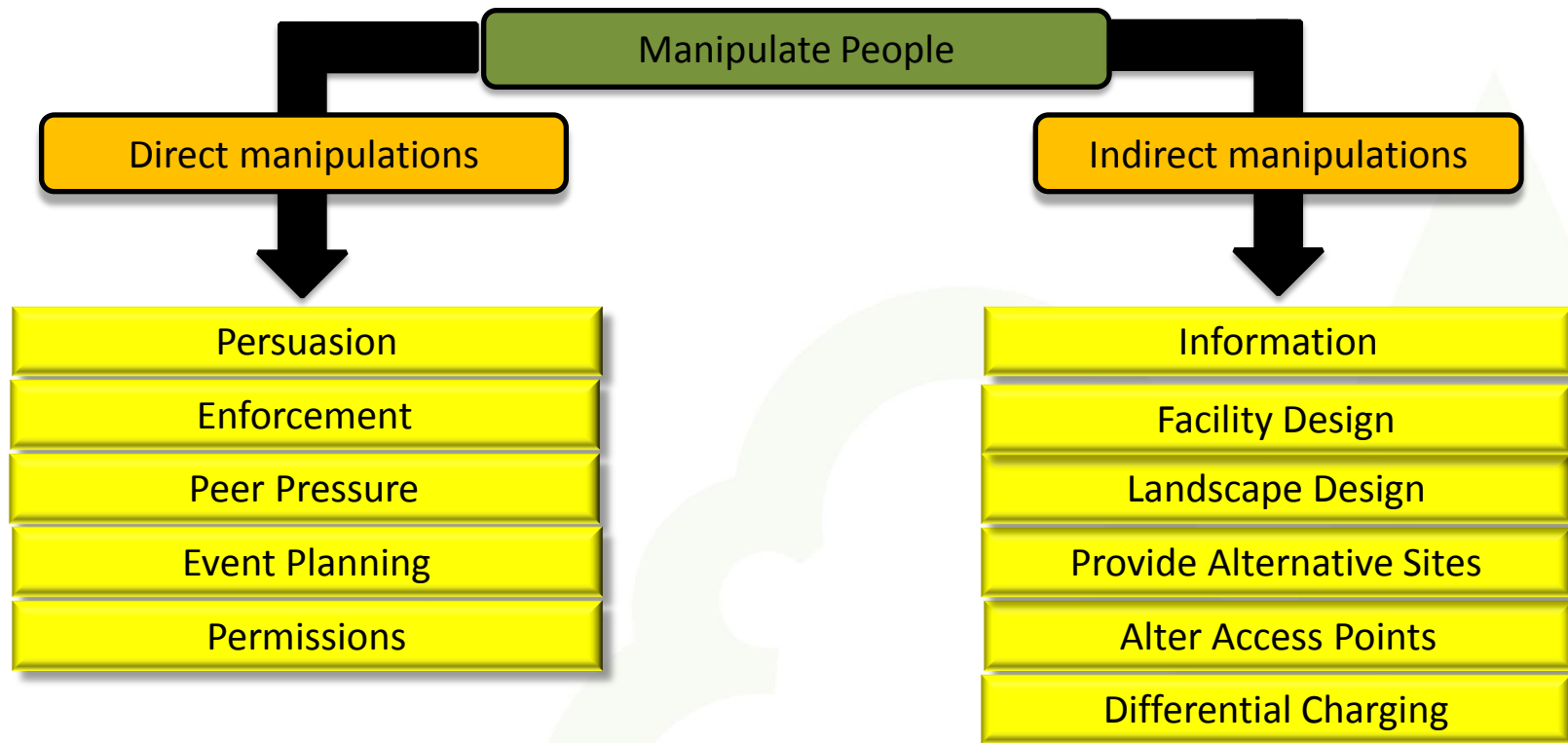
What can we do influence behaviour?





There are broadly two ways of influencing people's behaviour – Manipulation and Inspiration. The following slide suggests a few tools and techniques that we can deploy to manipulate where people go and how we can try to encourage responsible behaviour.

How do we influence behaviour?

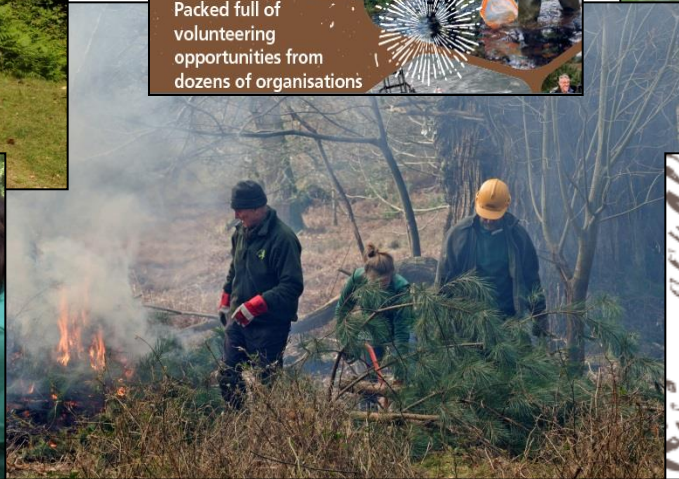
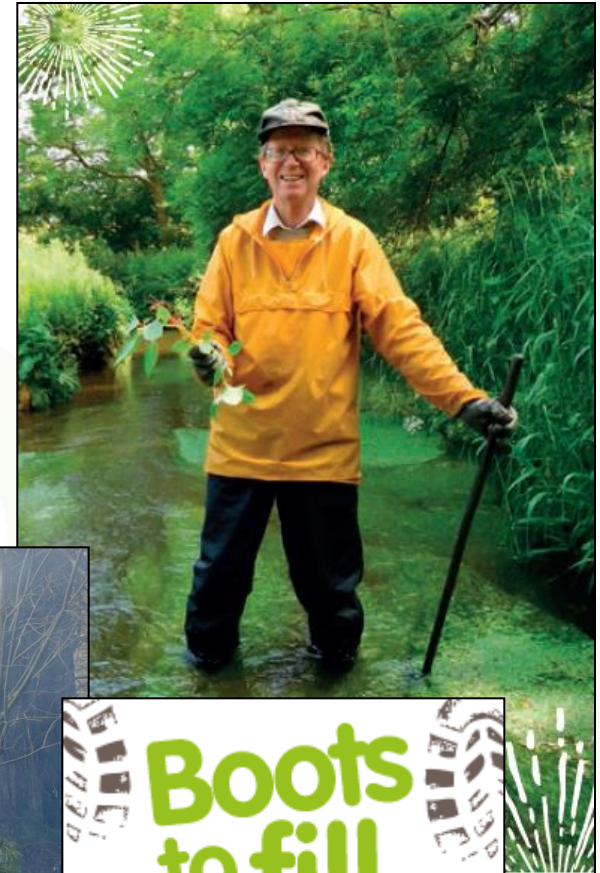
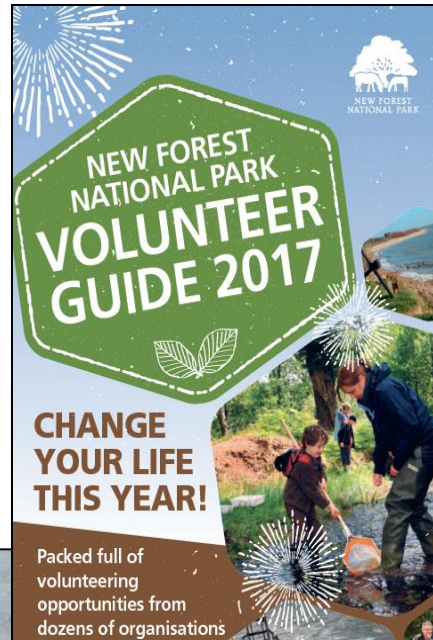


Direct manipulation techniques generally require face-to-face contact with users of the Forest or organisers of events. The ability to do this across the Forest and at all times is therefore unrealistic. Enforcement is expensive to administer and can absorb a lot of staff time, so is generally reserved for the worst behaviour which is often criminal in nature. Encouraging organisers to plan their events with us allows us to influence and control the type, location and scale of activities. Indirect manipulations are techniques where users activities are influenced by information, facilities, access points and alternative sites

Inspire People



Volunteering



Inspiring people is a way of appealing to people's spirit of community and passion for the Forest to influence their care and use of it. Volunteering is a key example of a way in which people can act positively to enjoy the Forest but also give something back.

Inspire People



Education & Learning



Education about the environment and the Forest is a key way of inspiring the next generation to care for their surroundings. Many education programmes exist and are encouraged.

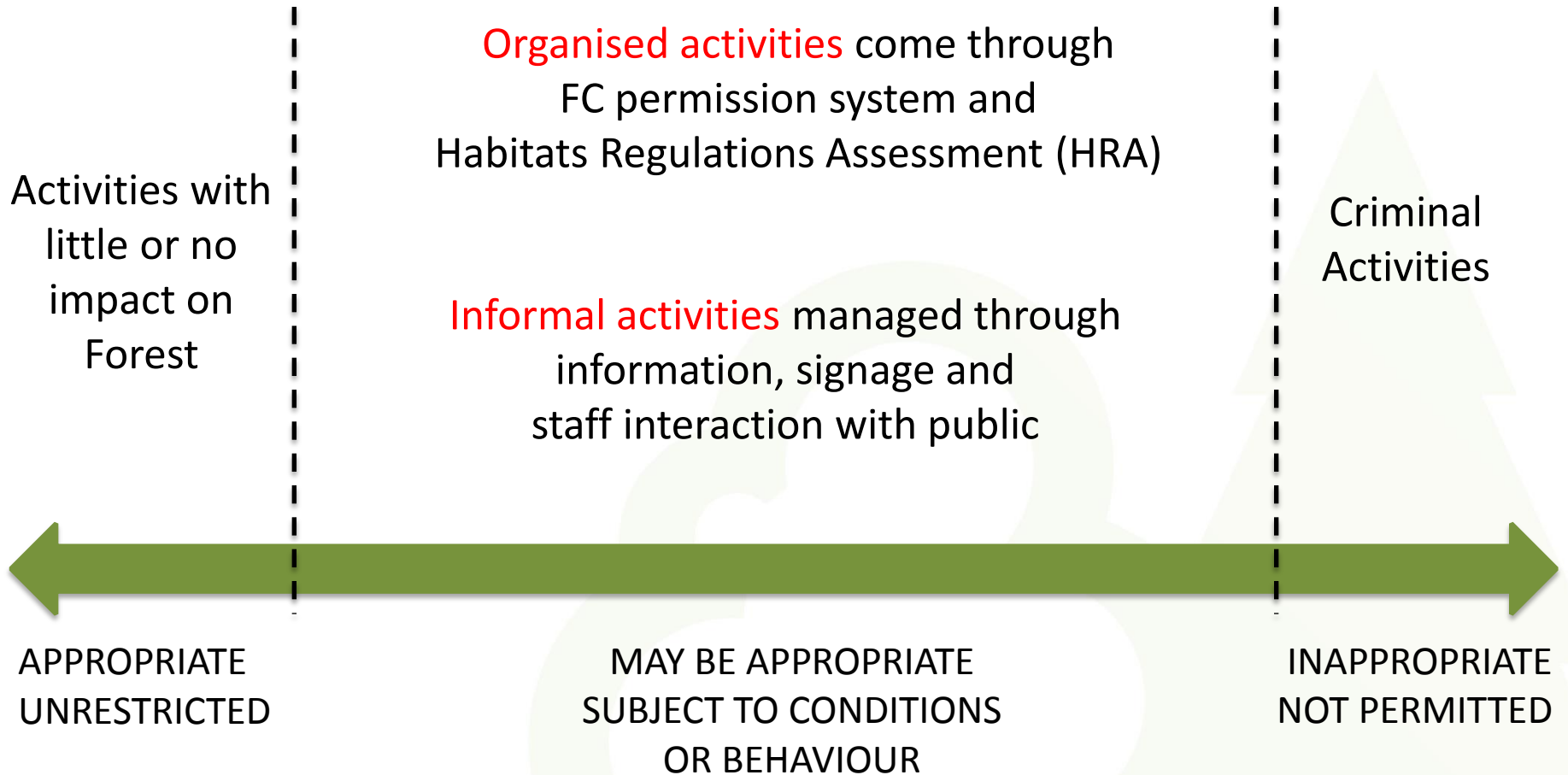
Inspire People



Learning & Community Events



Another way of inspiring people to care for the Forest is to encourage community events (eg litter picking of their local area) and provide programmes of guided events where people can learn from experts about the places around them. The challenge is to reach parts of the community who do not have the personal motivation to become involved.



Organised activities are managed through the FC permission system but our legal obligations to protect the SSSI mean that we may have to provide evidence (HRA) to Natural England that the event or activity will not have an impact on the special features of the Forest. Where activities are less formal we have to influence responsible behaviour through a range of techniques.

When assessing the appropriateness of activities we may consider the following factors:

- Time of Day/Week
- Time of Year – seasonal impacts
- Location – is it robust or sensitive? Have alternatives been considered?
- Interference with other planned activities in the same area
- Scale – numbers of participants
- Frequency of activity
- Access and car parking / transport plan
- Impact on biodiversity – will it need a HRA? Is there a benefit to the Forest?
- Tradition/cultural heritage
- Tranquillity/Noise/Disruption
- Experience of operator – credentials
- Commercial activity – charge
- Health and Safety considerations of participants and other users of Forest
- Consideration for other legitimate users of the Forest
- How will activity be monitored/controlled during the event – sufficient
- Economic benefits to local communities
- Does it have a positive legacy for the Forest?