



Data Gathering: Recreation & Biodiversity using MASOOR Models & Surveys

Rene Henkens- Alterra Researcher
Sarah Colas- ONF
Julia Branson- GeoData Institute

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Protected areas and visitor management

Development of a Decision Support Tool

Alterra: René Henkens
Peter Visschedijk
René Jochem
Rogier Pouwels



Contents

- Role of science
- Where to start?
- Goals
- Monitoring
- Design (using models)
- Results

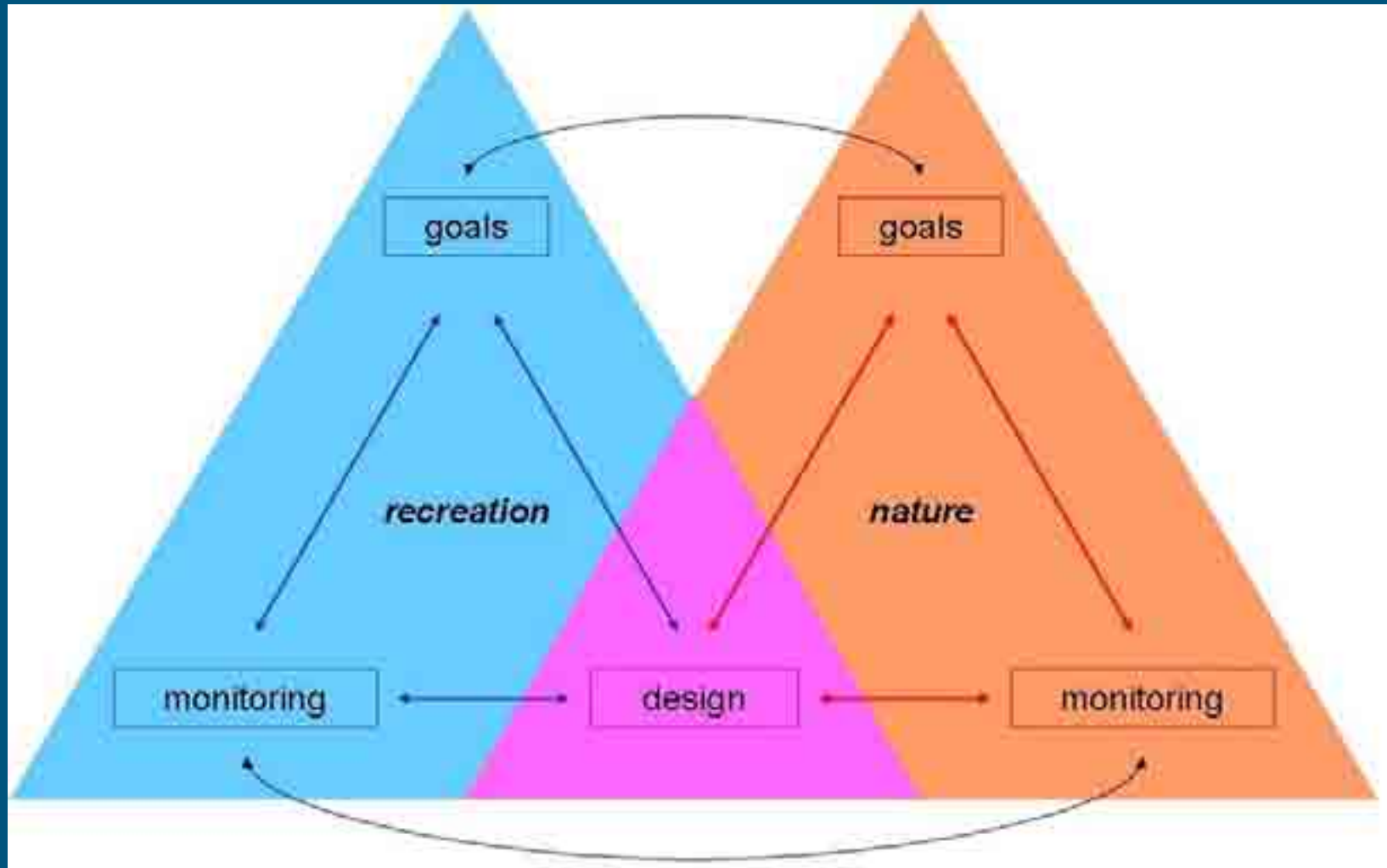
The role of science – at first

Problem type	Unstructured	Badly structured	Moderately structured	Well structured
Policy process	Learning	Compromise	Negotiation	Rule
Role of scientist	Problem signaling	Accommodation	Advocacy	Problem solver
Use of knowledge	Ideas	Concepts	Arguments	Data

The role of science – evolved

Problem type	Unstructured	Badly structured	Moderately structured	Well structured
Policy process	Learning	Compromise	Negotiation	Rule
Role of scientist	Problem signaling	Accommodation	Advocacy	Problem solver
Use of knowledge	Ideas	Concepts	Arguments	Data

Where to start?



Where to start?

- Goals: What are the goals for recreation and biodiversity?
- Monitoring: What data do we need?
- Design: What models do we need and how to use them?



Goals

- Recreation: information from stakeholders
 - Different types of visitors (focus on walking)
 - Negative changes should be compensated with positive changes
 - Agreement on changes (presentation Martin Fitton)

Goals - biodiversity

- Create tranquil areas
- Criteria:
 - Present species
 - Policy
 - Bird Directive
 - Red / Amber list
 - Critical species
 - Affected by recreation
 - Declining



Goals - biodiversity

- Create tranquil areas
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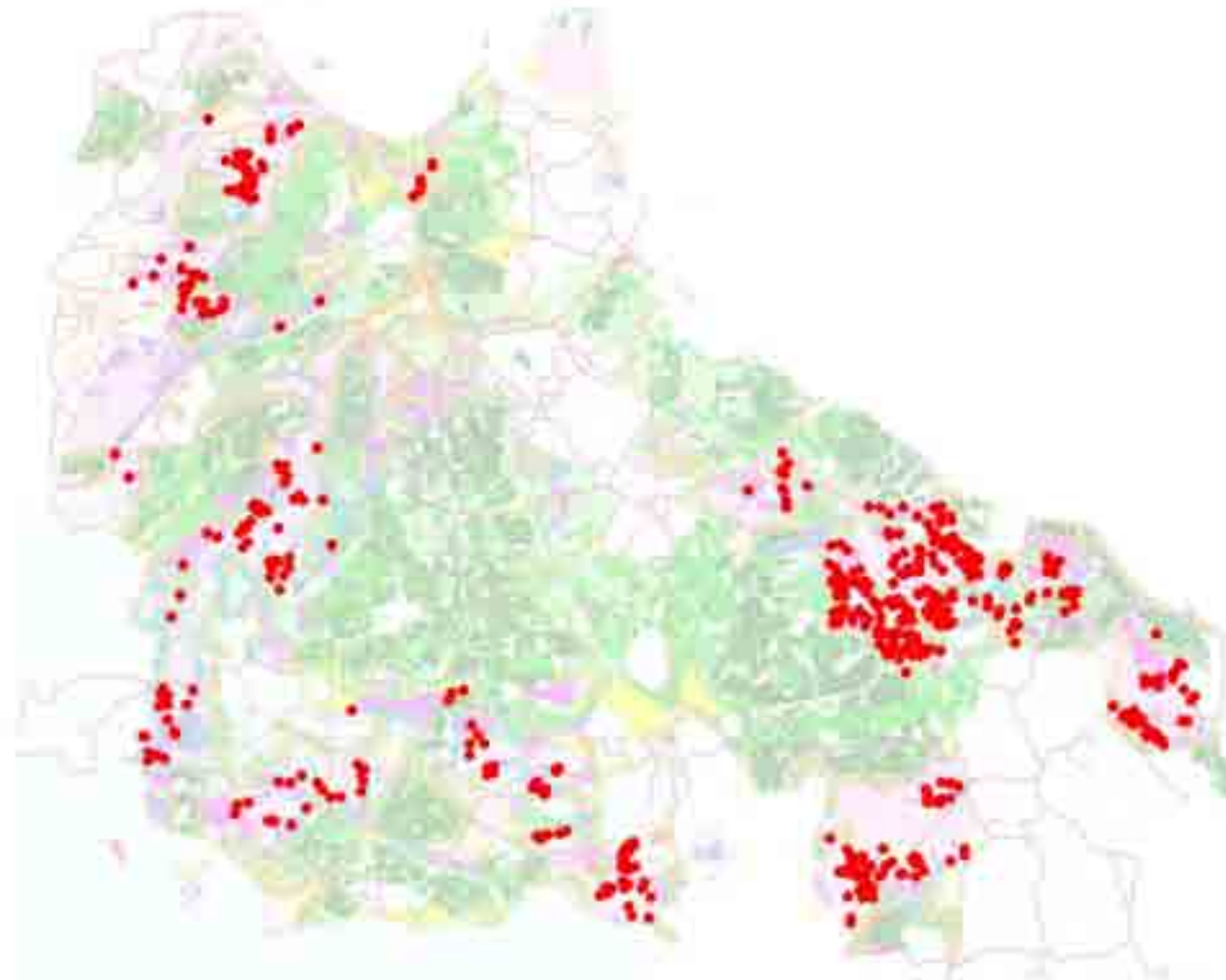


Monitoring: Data collection

- Monitoring flora and fauna
 - Breeding birds
 - Quality of (potential) breeding habitat



Monitoring: Data collection

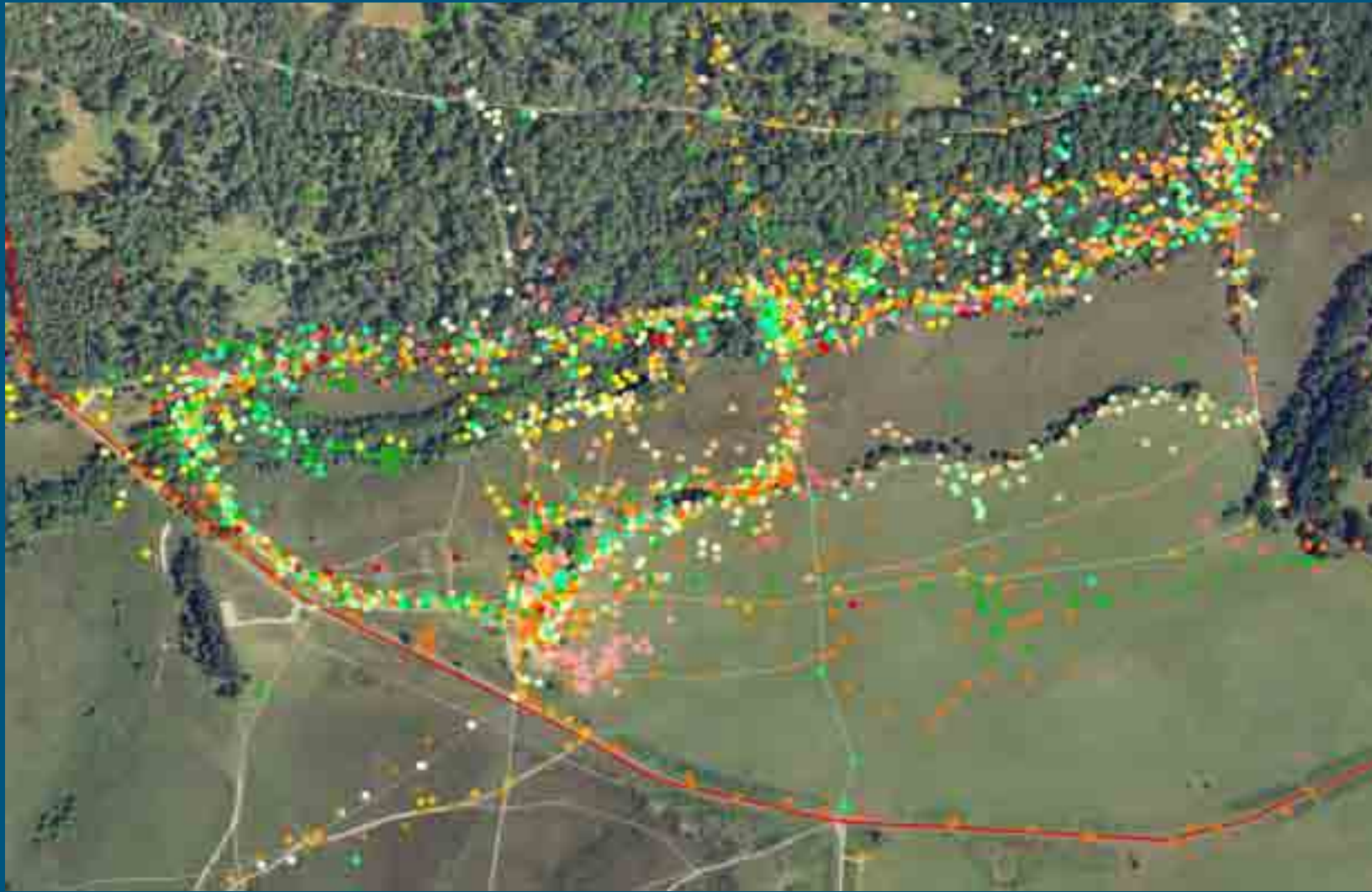


Monitoring: data collection

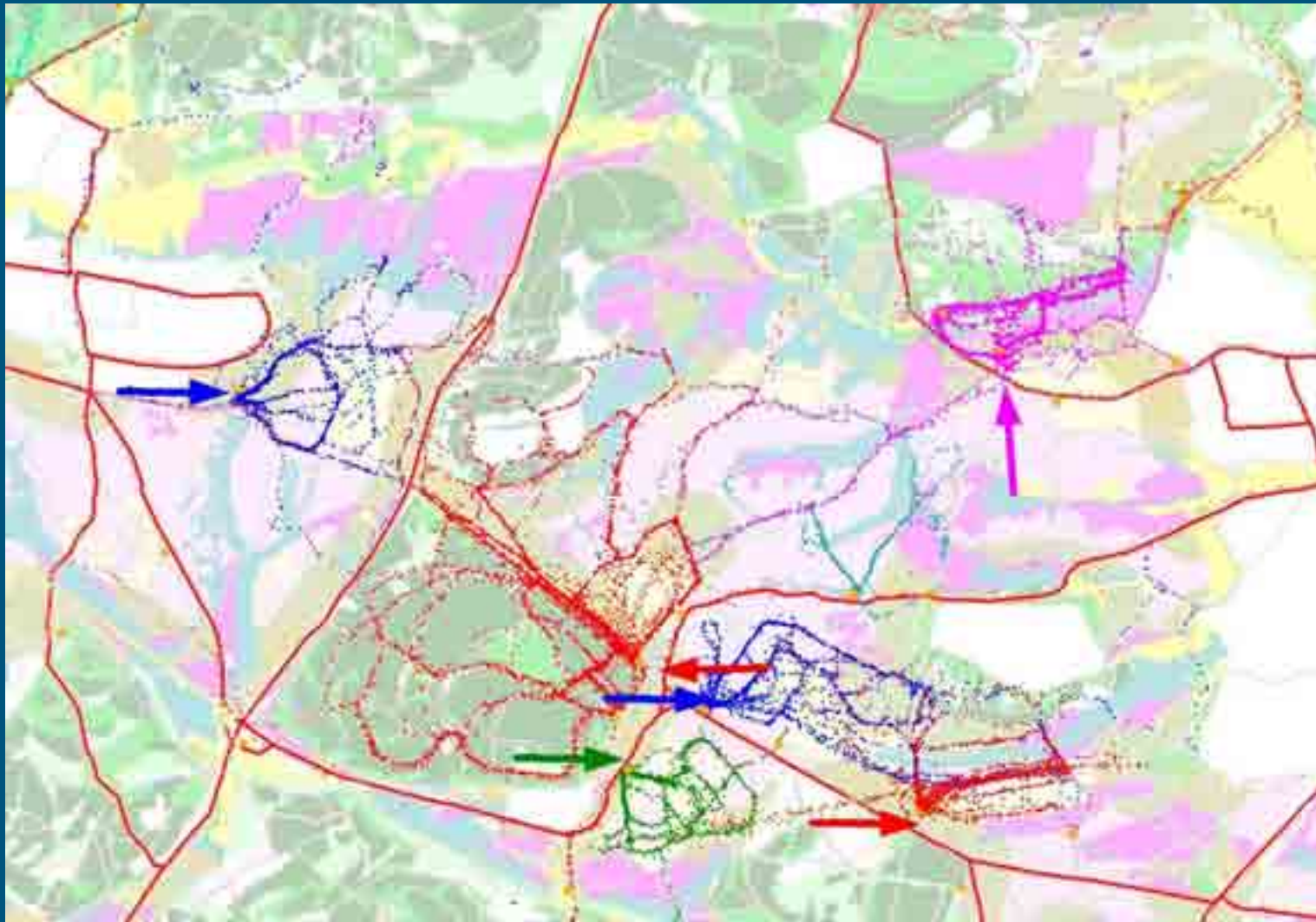
- Counting visitors
- Interviewing visitors
- Tracking visitors with use of GPS
- GIS



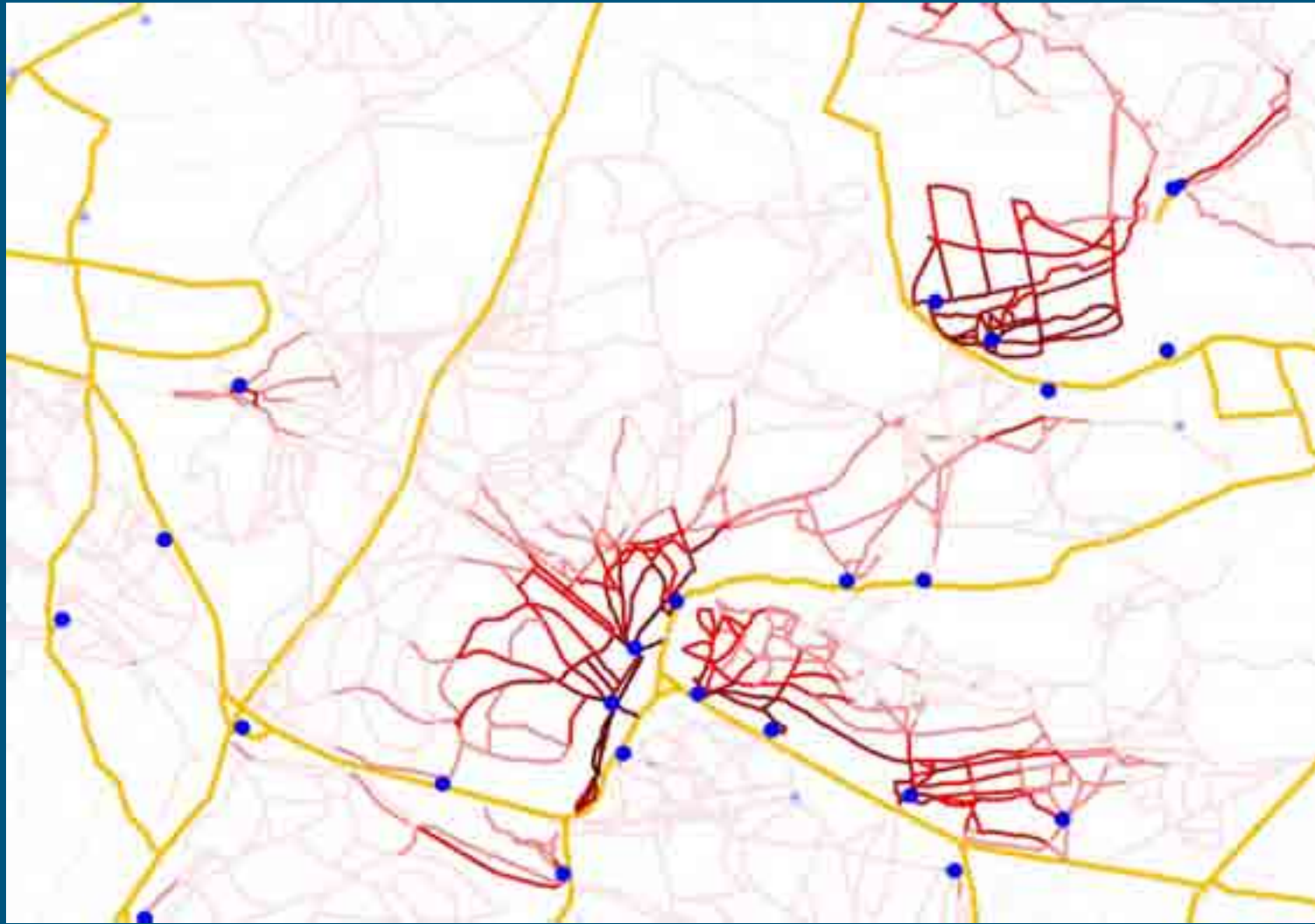
Monitoring: data collection



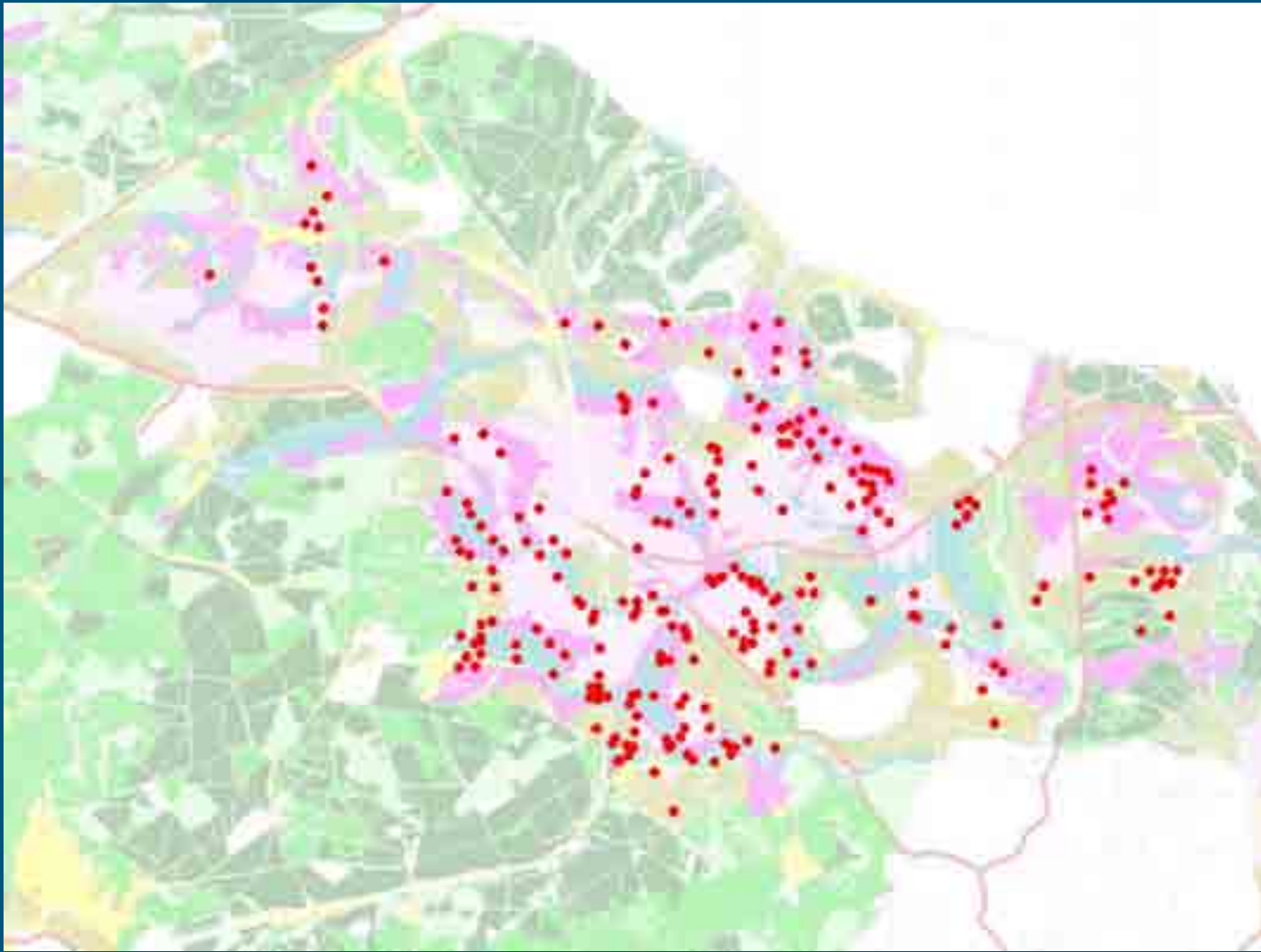
Monitoring: data collection



Design: Recreation model (MASOOR)



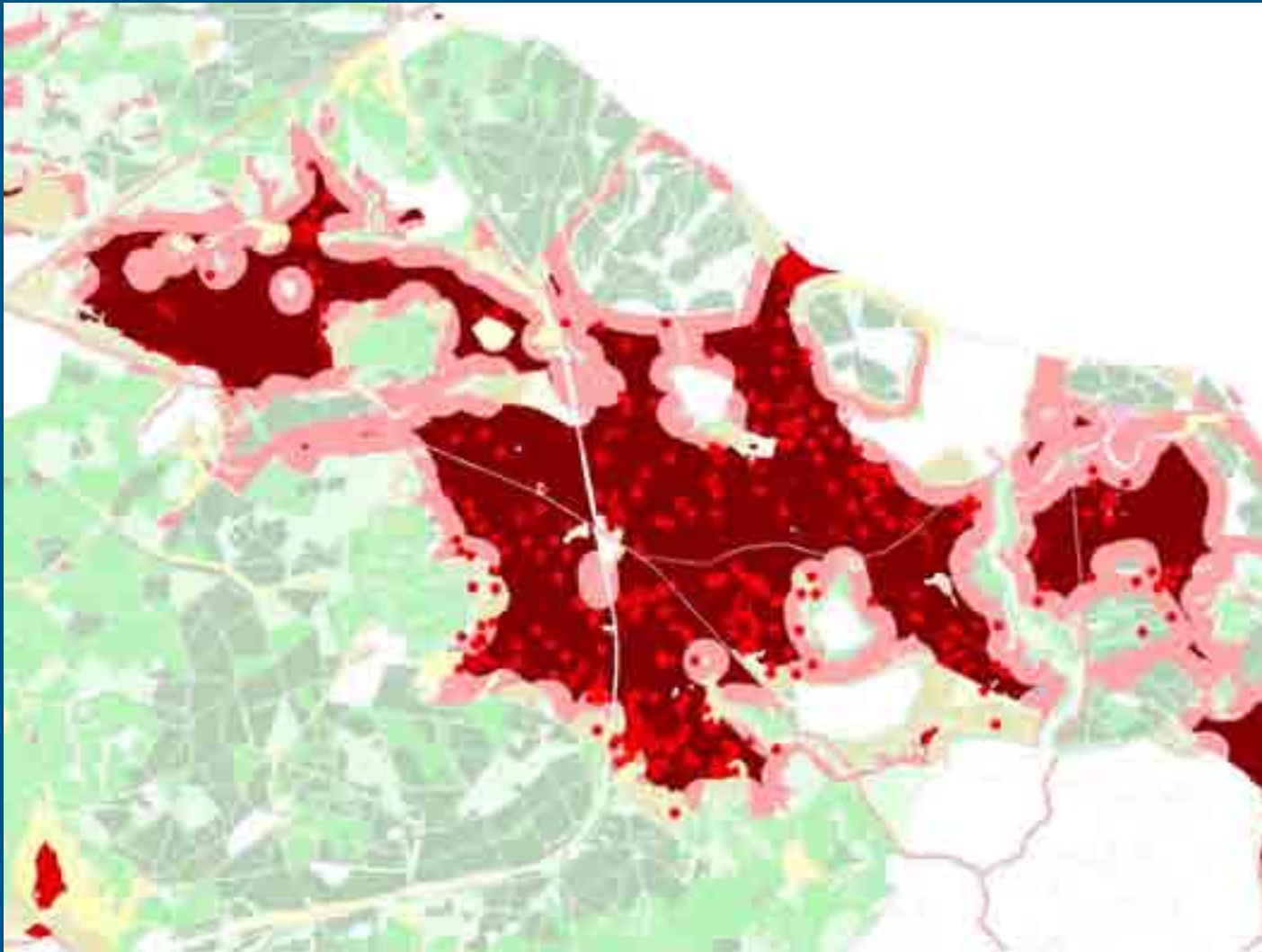
Design: Biodiversity model (LARCH)



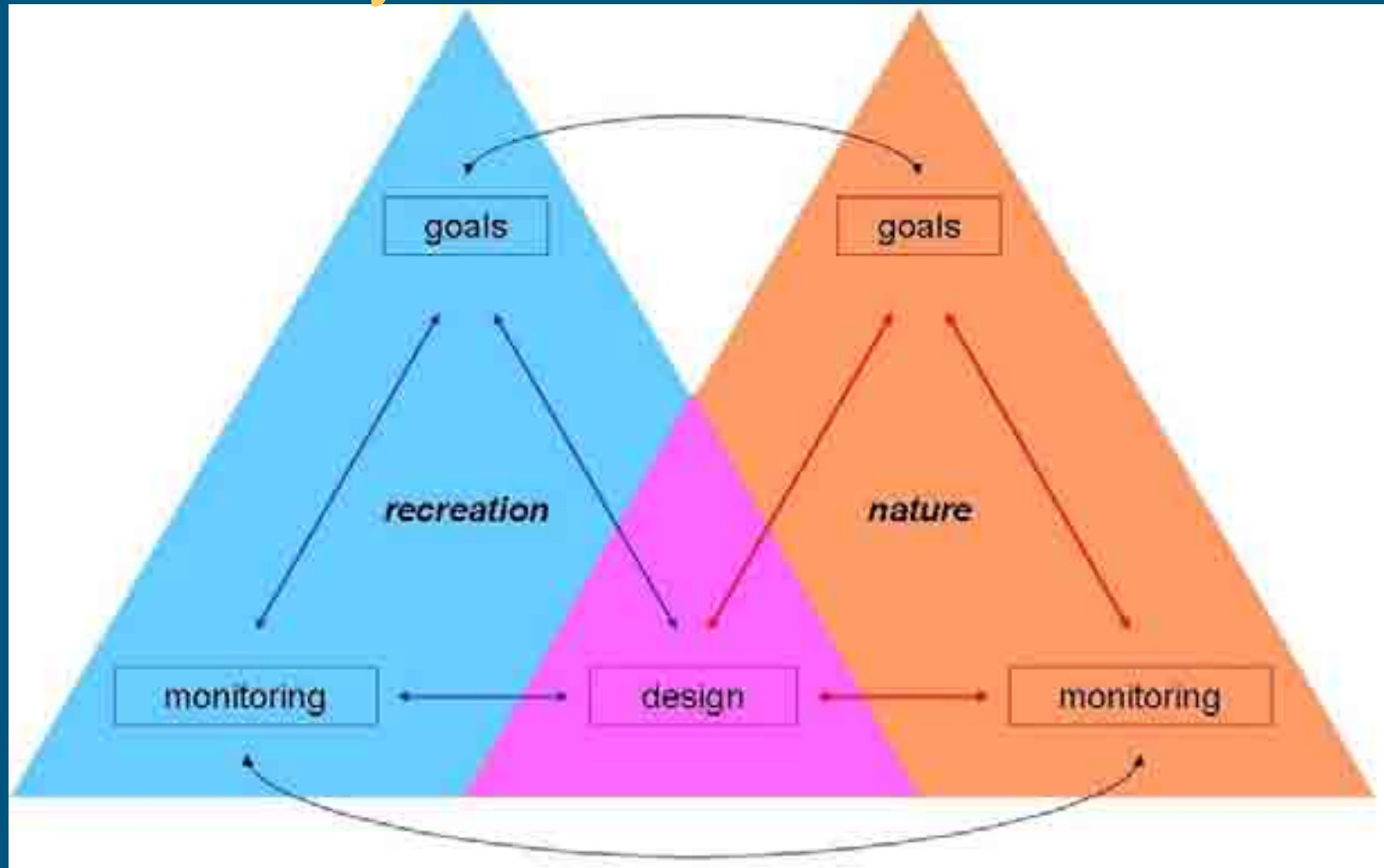
ALTERRA

WAGENINGEN UR

Design: Biodiversity model (LARCH)



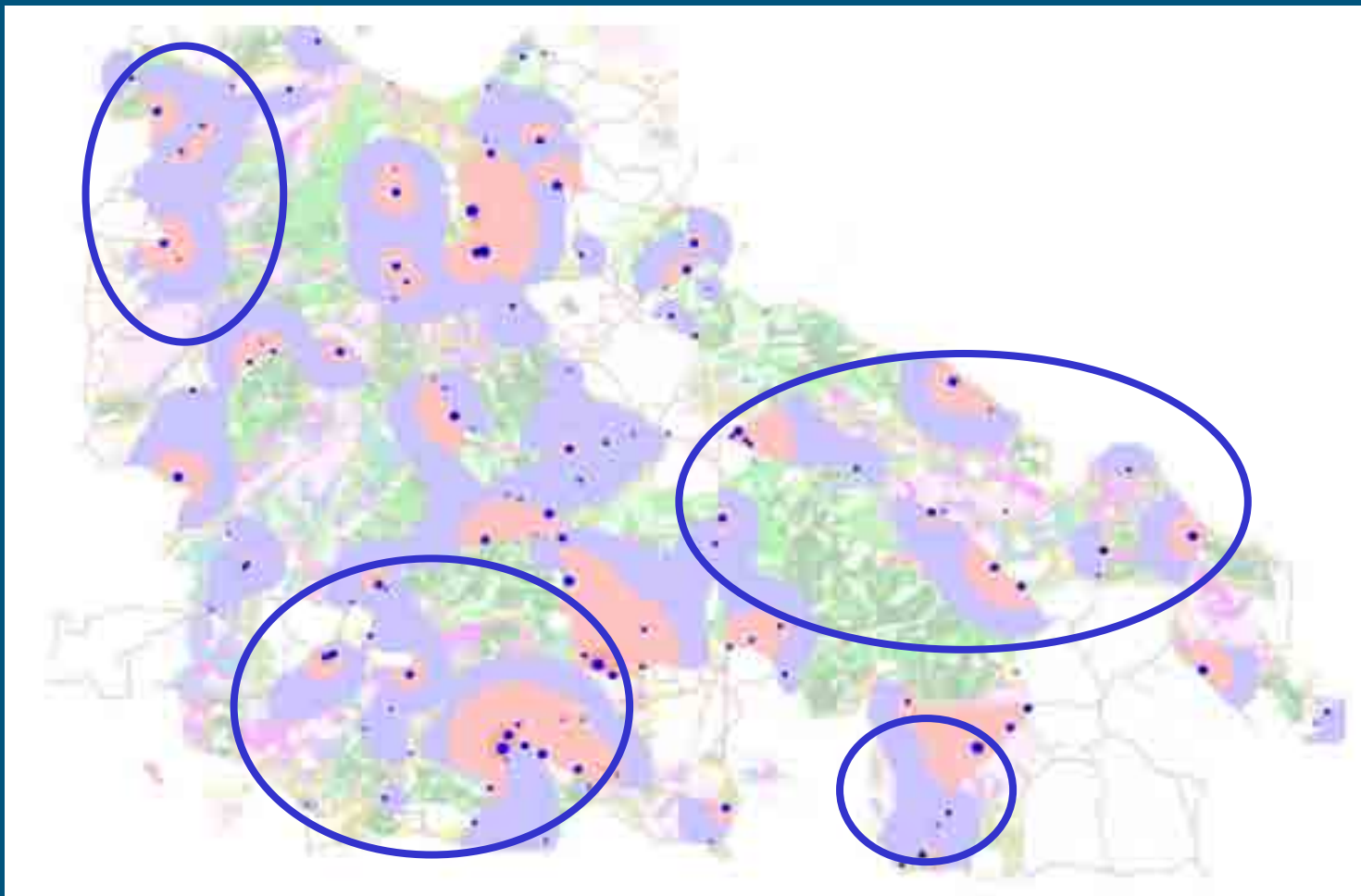
Design: Integrating recreation and biodiversity



Design: Integrating recreation and biodiversity

- Where do biodiversity values and recreation pressure overlap?
- Creating tranquil areas (LARCH):
 - Dartford warbler 50 ha
 - Woodlark 750 ha
 - Nightjar 1500 ha
 - Snipe 750 ha
 - Curlew 750 ha
 - Lapwing 750 ha
 - Red-shank 750 ha

Design: Integrating recreation and biodiversity



2007: Pilot actions

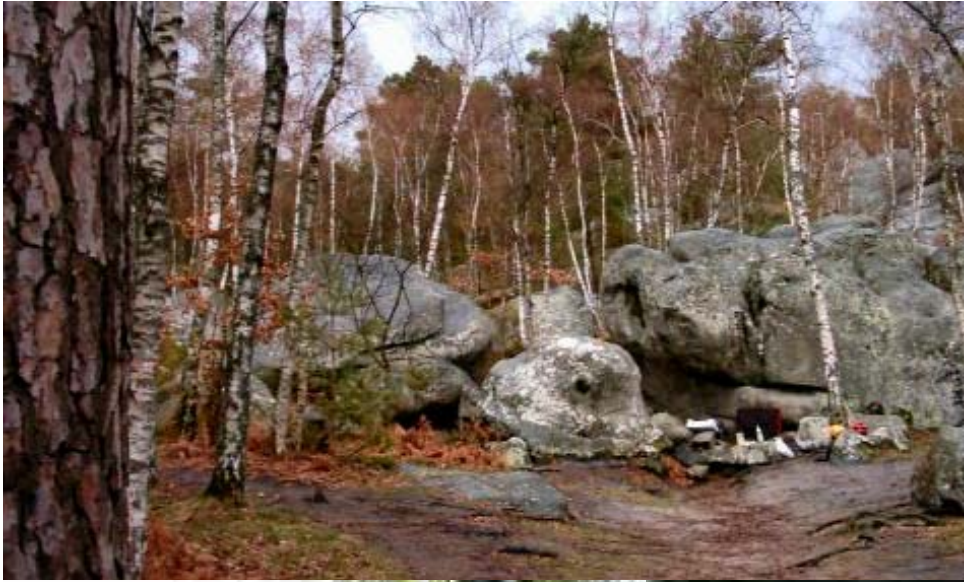
■ Actions

- Closing car park
- Warning signs
- Improving habitat
- Predator control

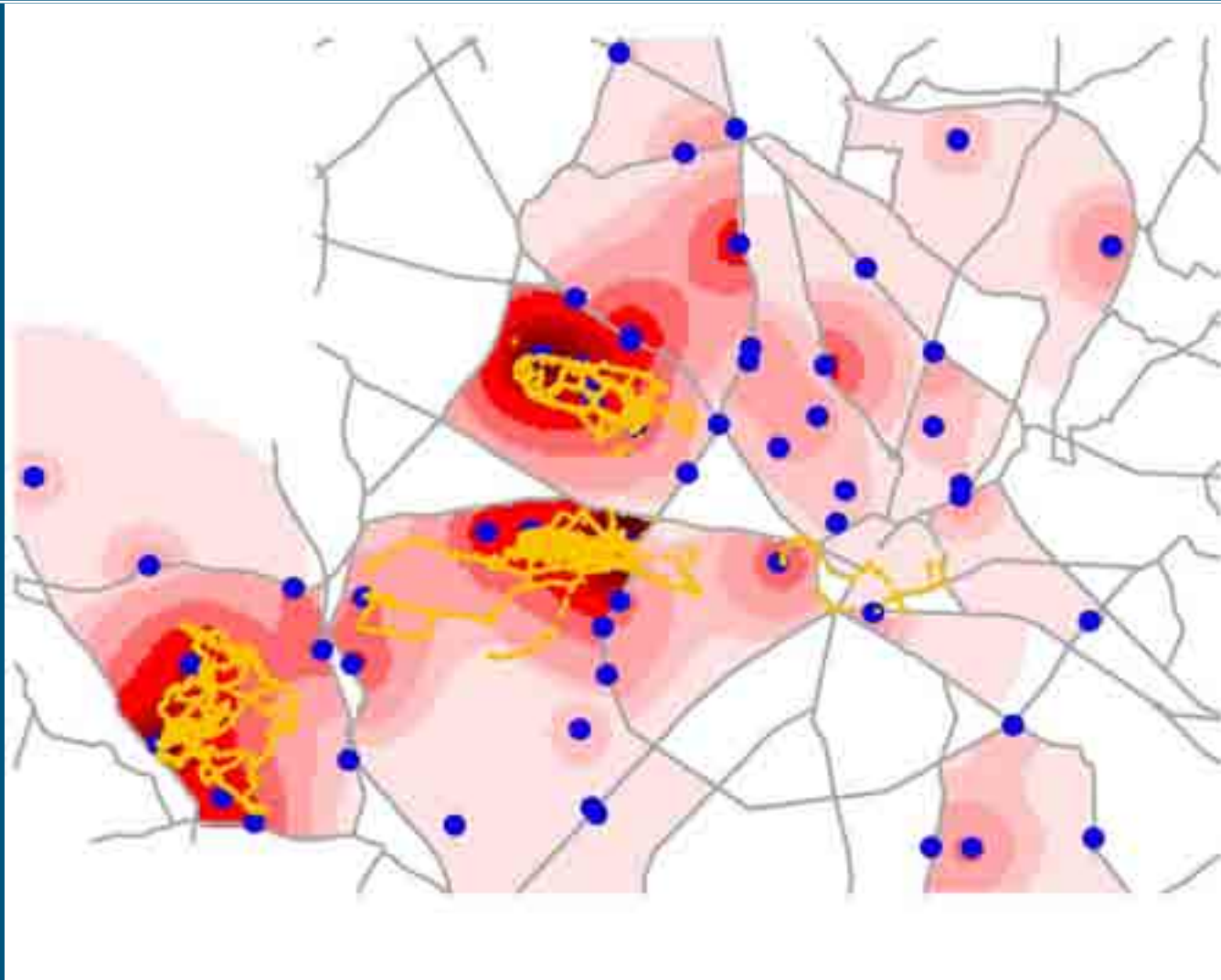
■ Data collection

- Monitoring breeding birds
- Interviewing and counting visitors
- Tracking visitors with use of GPS
- GIS





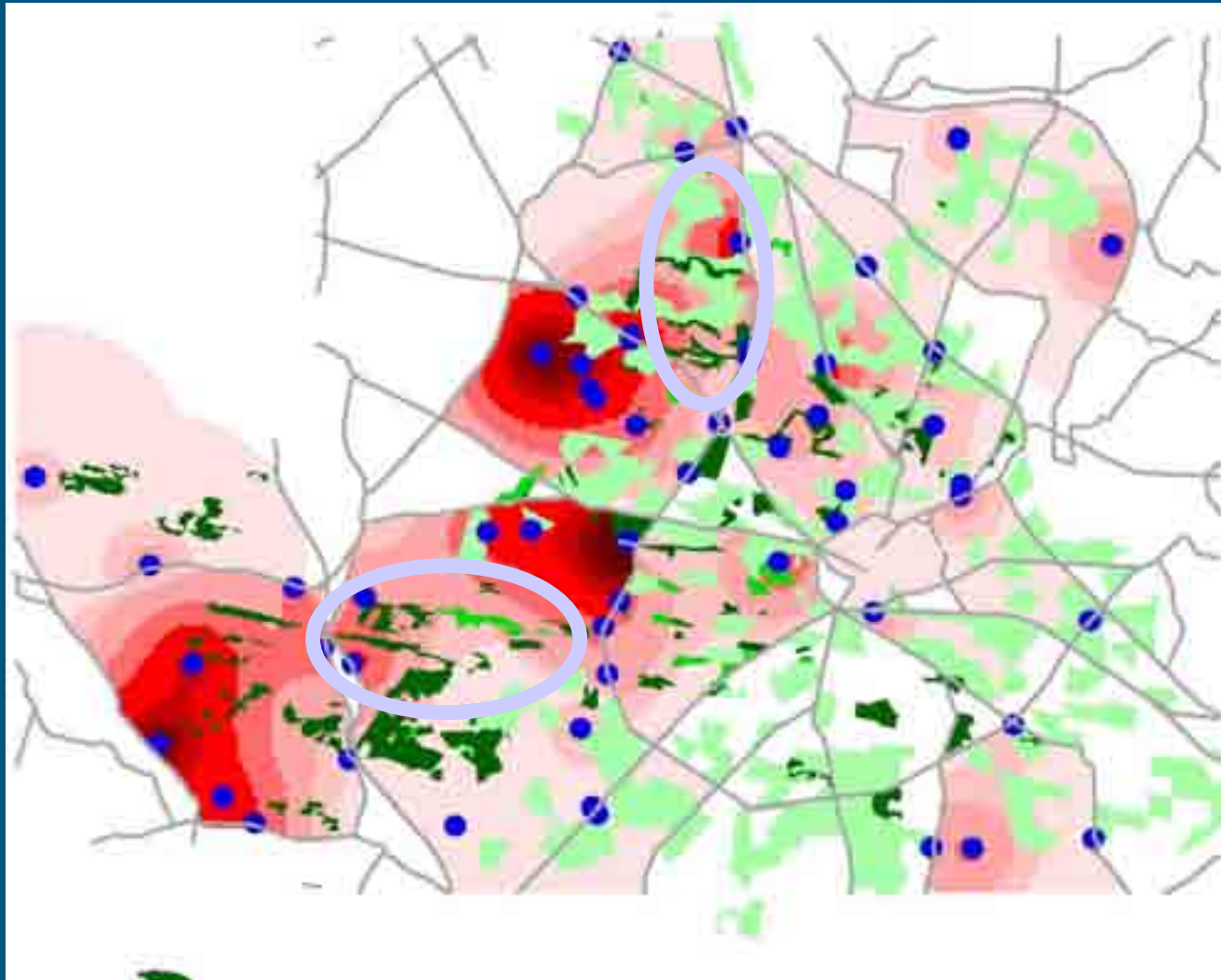
Recreation Fontainebleau

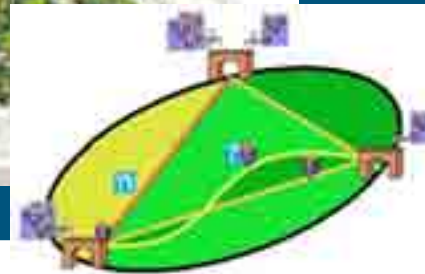
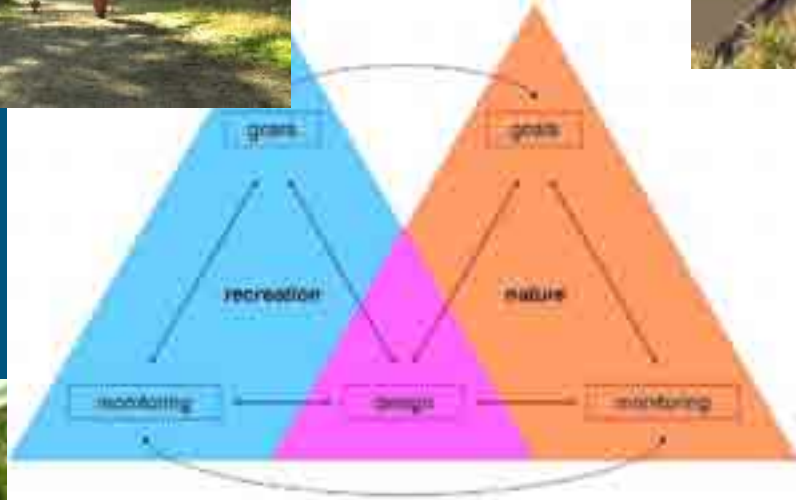


Woodlark and Nightjar Fontainebleau



Recreation and Woodlark / Nightjar







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Caractériser la fréquentation sur site naturel

*Enquête Fontainebleau 2007,
associant GPS et questionnaires*

Sarah Colas

Office National des Forêts, Fontainebleau
sarah.colas@onf.fr



Plan

- Objectifs
- Méthodologie
- Résultats
- Bilan

I - Objectifs

- Caractériser la fréquentation
- Comprendre l'utilisation des sites
- Évaluer l'efficacité des aménagements
- Mieux connaître les attentes des visiteurs



II - Méthodologie

- 12 enquêteurs (avec remplaçants)
- 80 GPS
- Enquête sur parking
- GPS remis à l'arrivée des visiteurs
- Questionnaires posés au retour des usagers
- Questionnaires spécifiques à chaque site
- Code commun GPS/questionnaire
- Semaine + Week-end



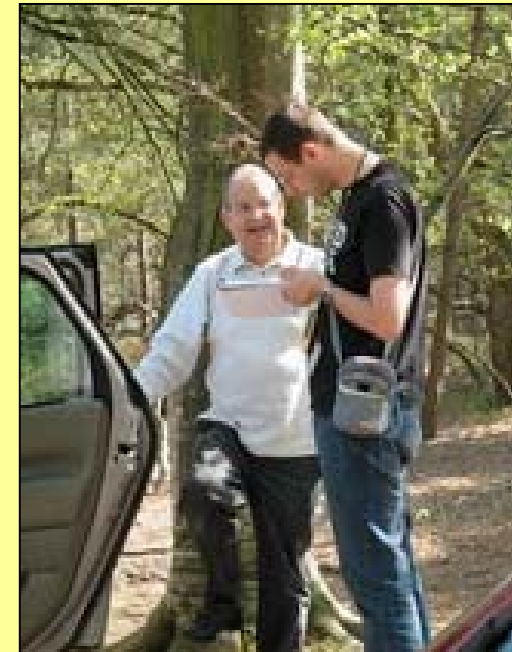
III - Résultats

Exemple du site de Franchard

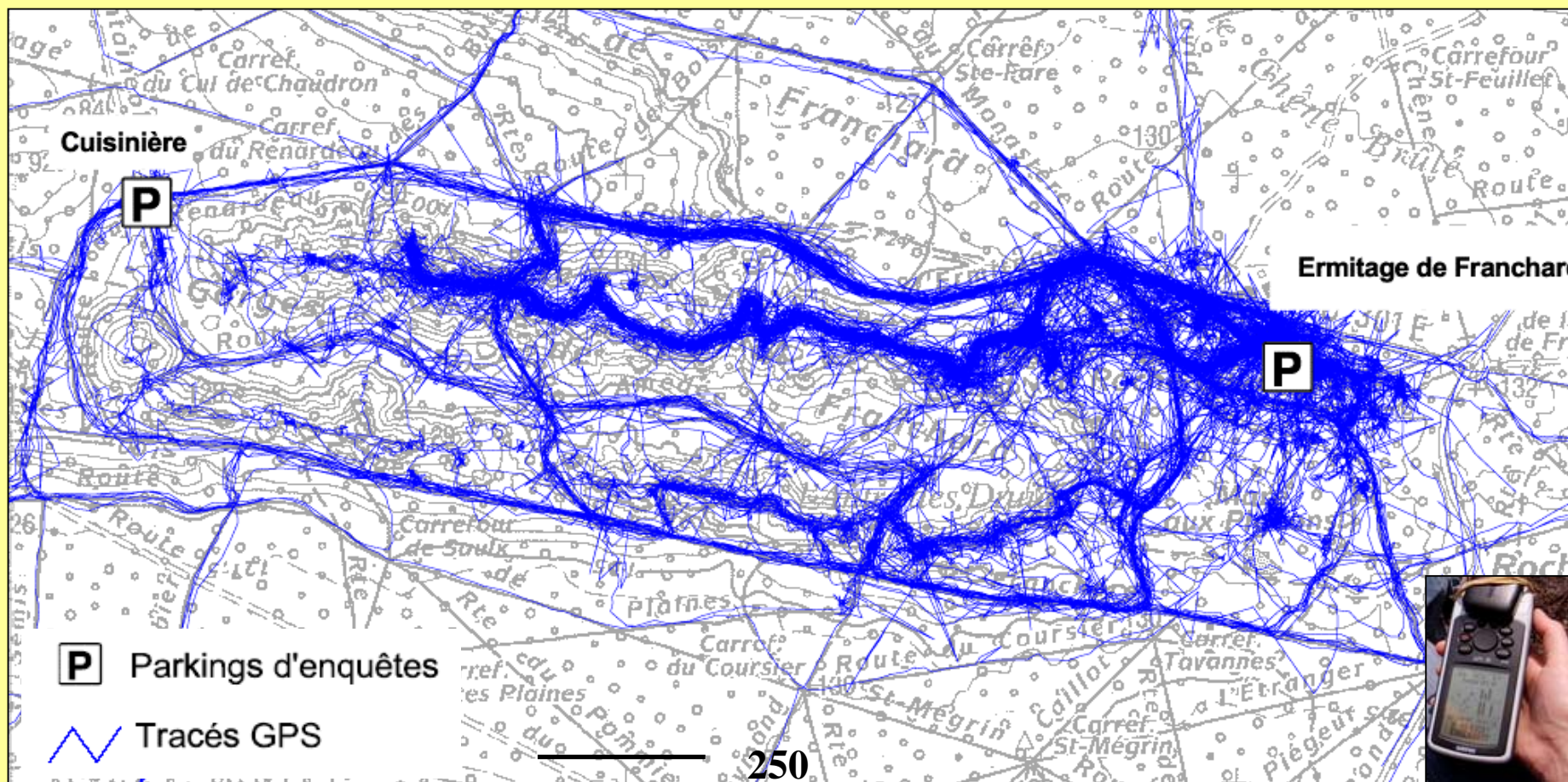


➤ Données obtenues

- 312 questionnaires
- 172 tracés GPS

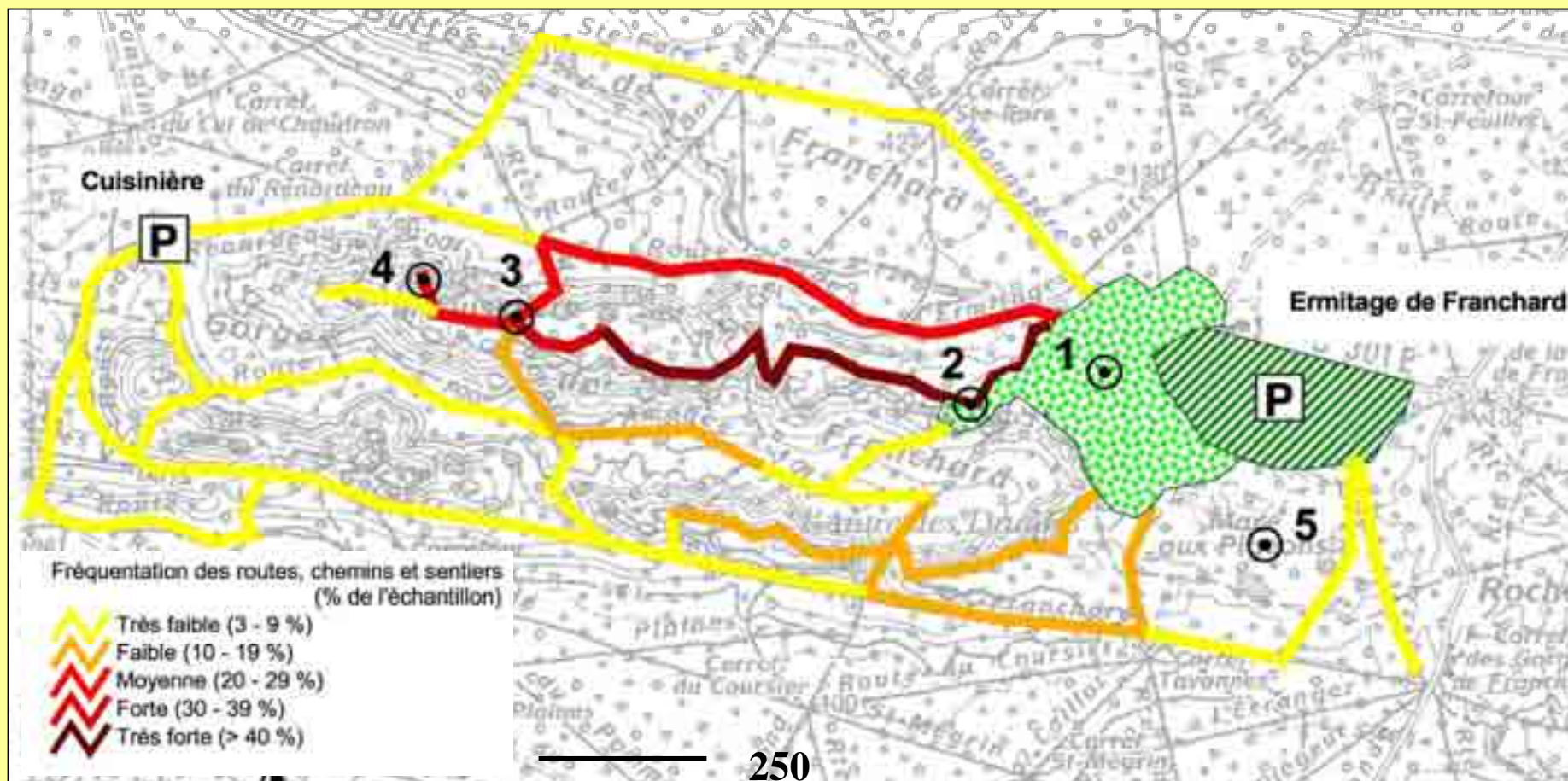


➤ Tracés GPS



m

➤ Utilisation spatiale du site






Zone de diffusion



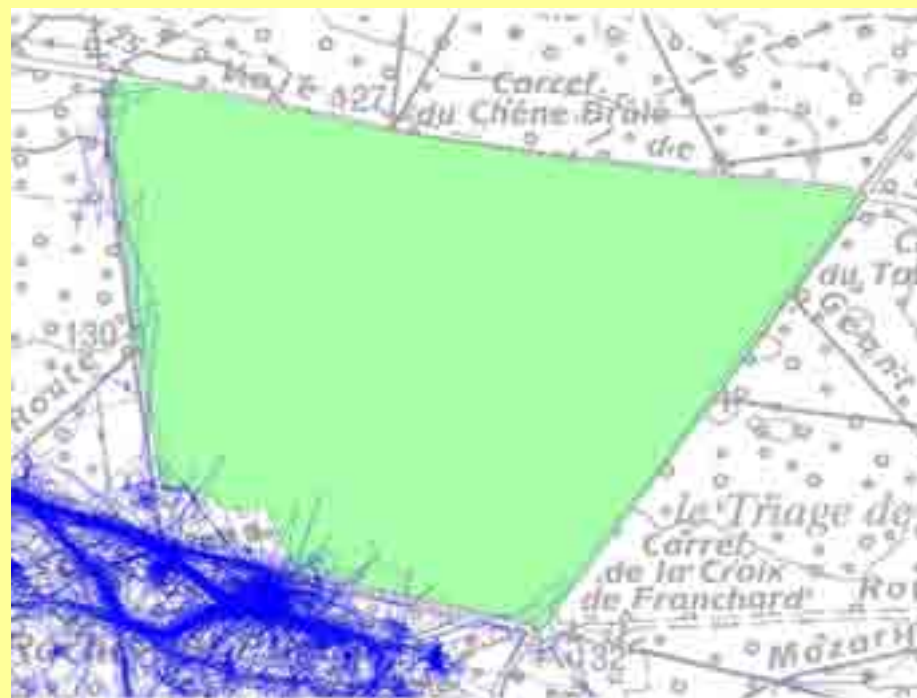
➤ Pénétration dans les réserves



La RBD



-  Tracés GPS
-  RBD de la Mare aux Pigeons
-  Zone de 50 m autour de la mare

La RBI



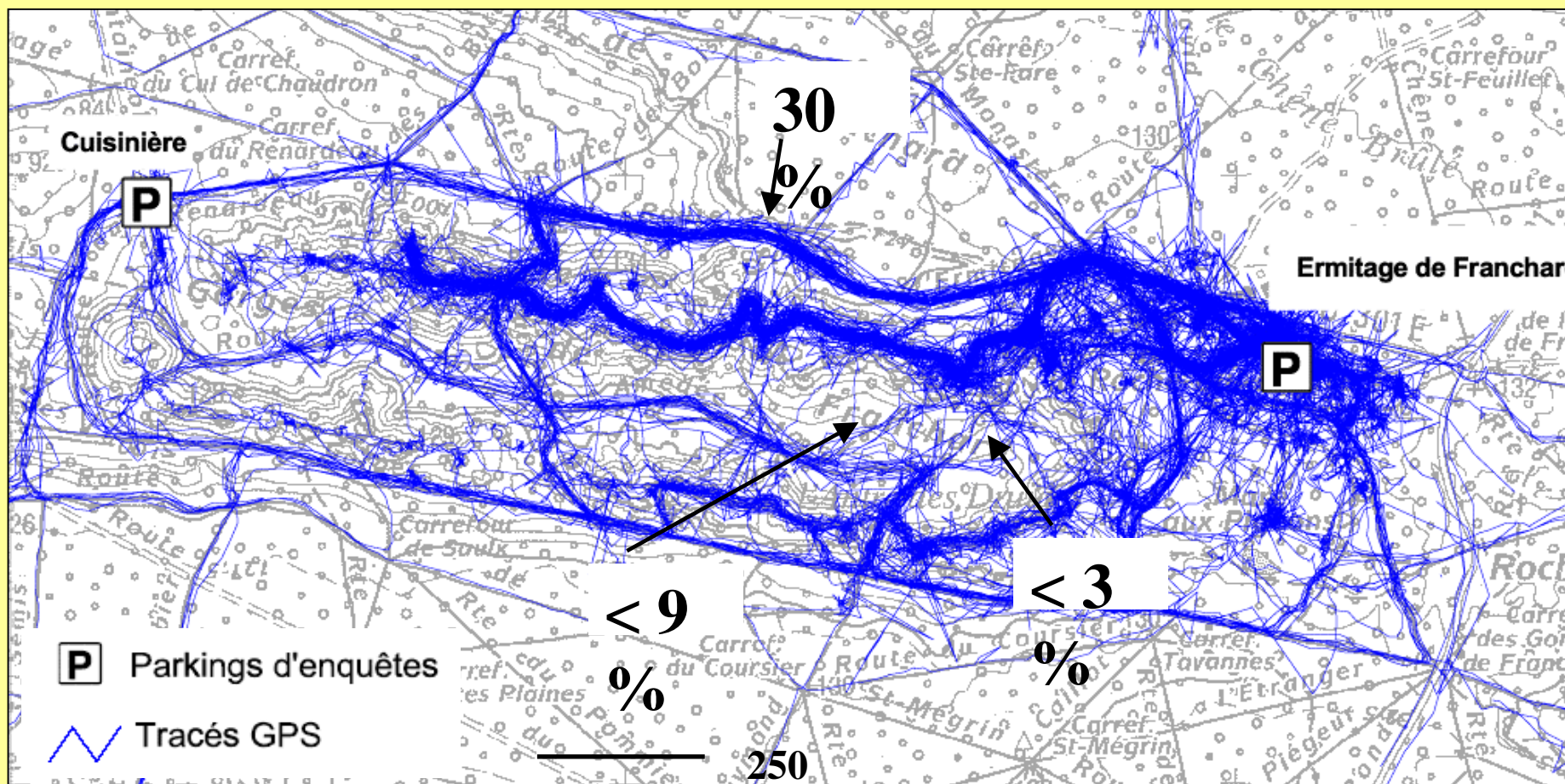
-  Tracés GPS
-  RBI du Chêne Brûlé

150 m

➤ Influence d'une fermeture de sentier

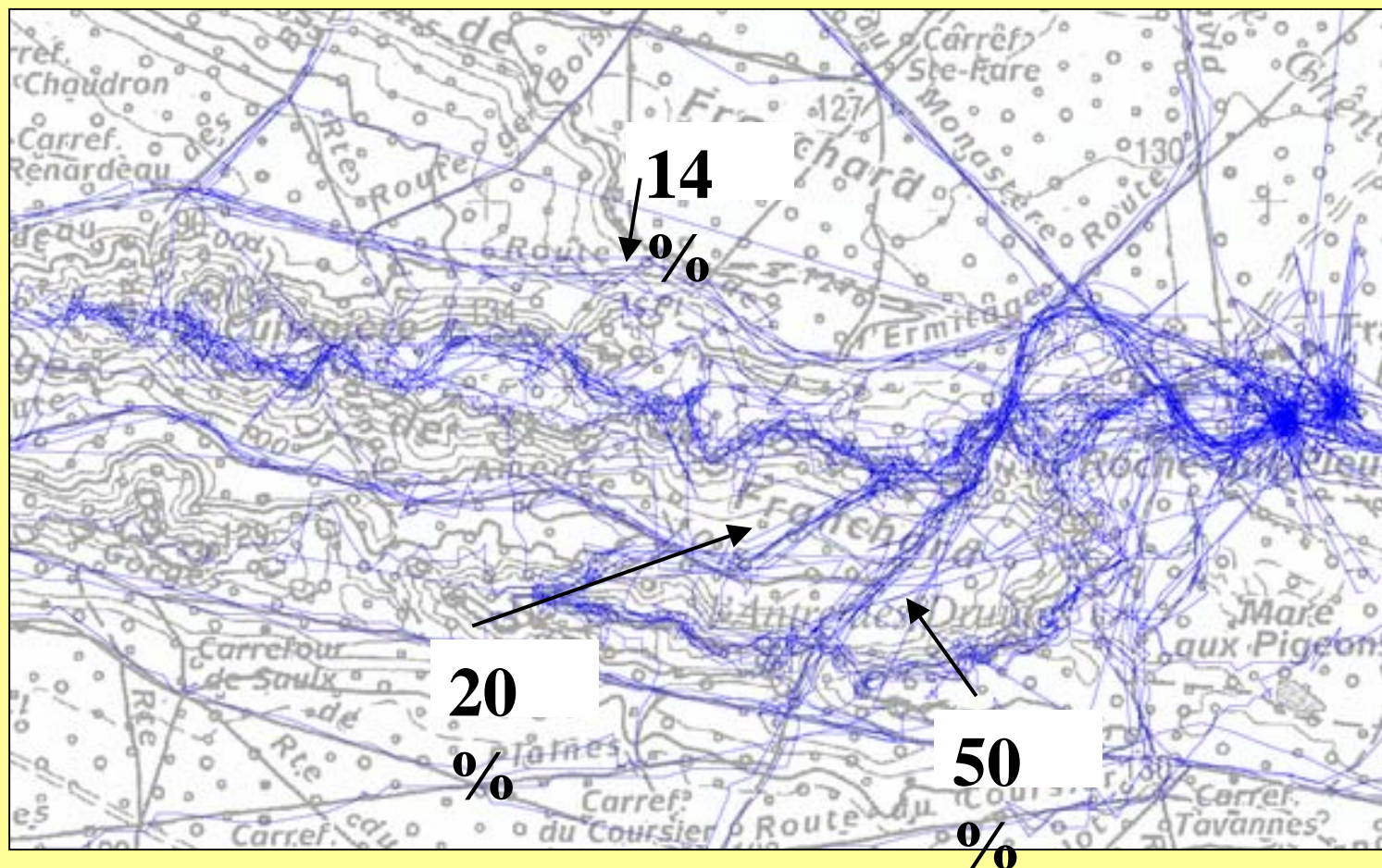


Comparaison entre 2007...



m

... et 2004



Visiteurs canalisés par la fermeture des gorges et la création de la boucle de promenade

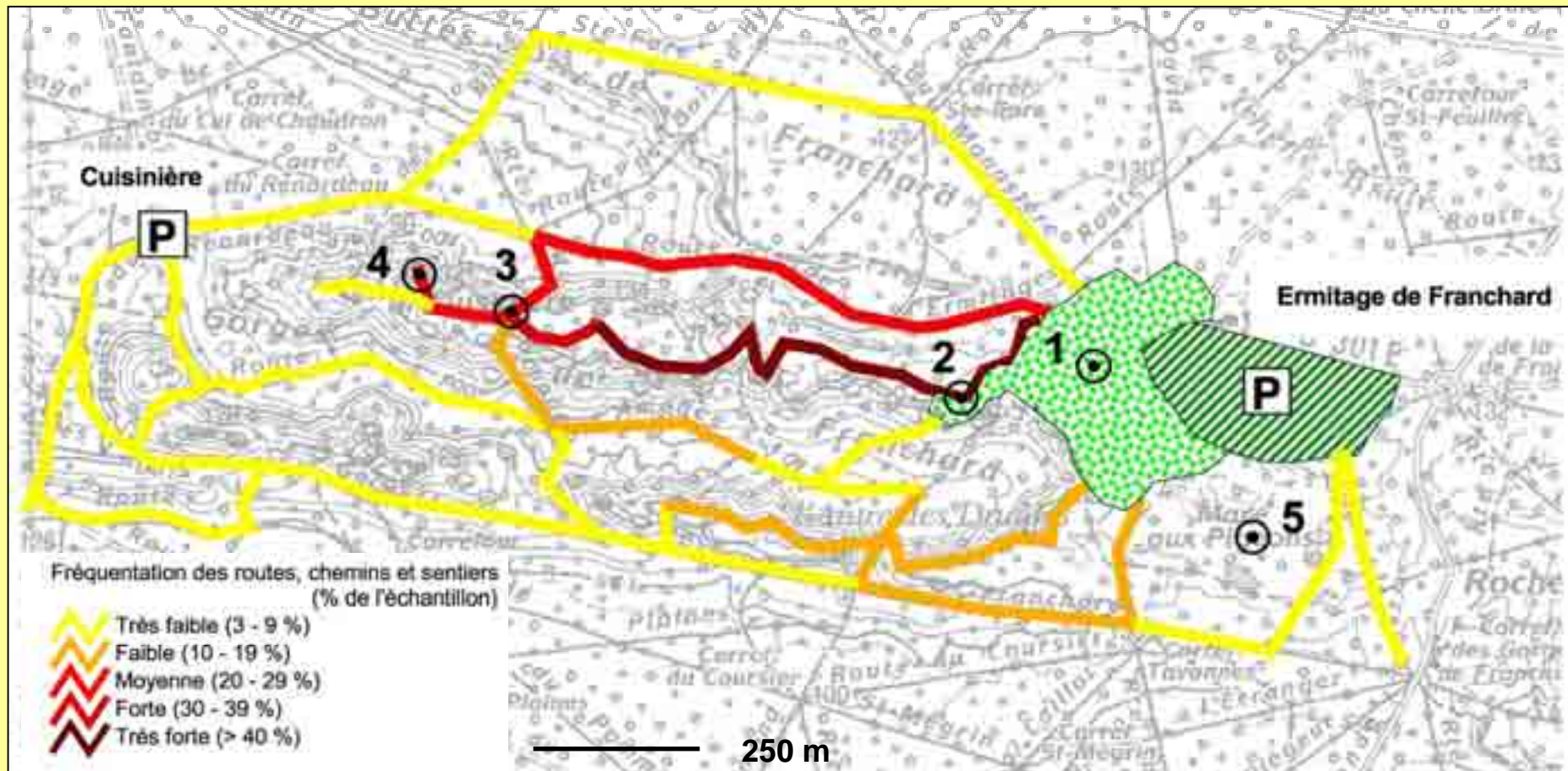
➤ **Efficacité d'outils de « canalisation »**
Exemple: la boucle de promenade

- Une personne sur trois la prend en entier
- Presque toutes les personnes qui viennent pour la 1^{re} fois
- 92 % des personnes interrogées l'ont bien vue
- Distance moyenne parcourue: 5 km
Boucle de promenade: 4 km

Croisement des informations
GPS/Questionnaires

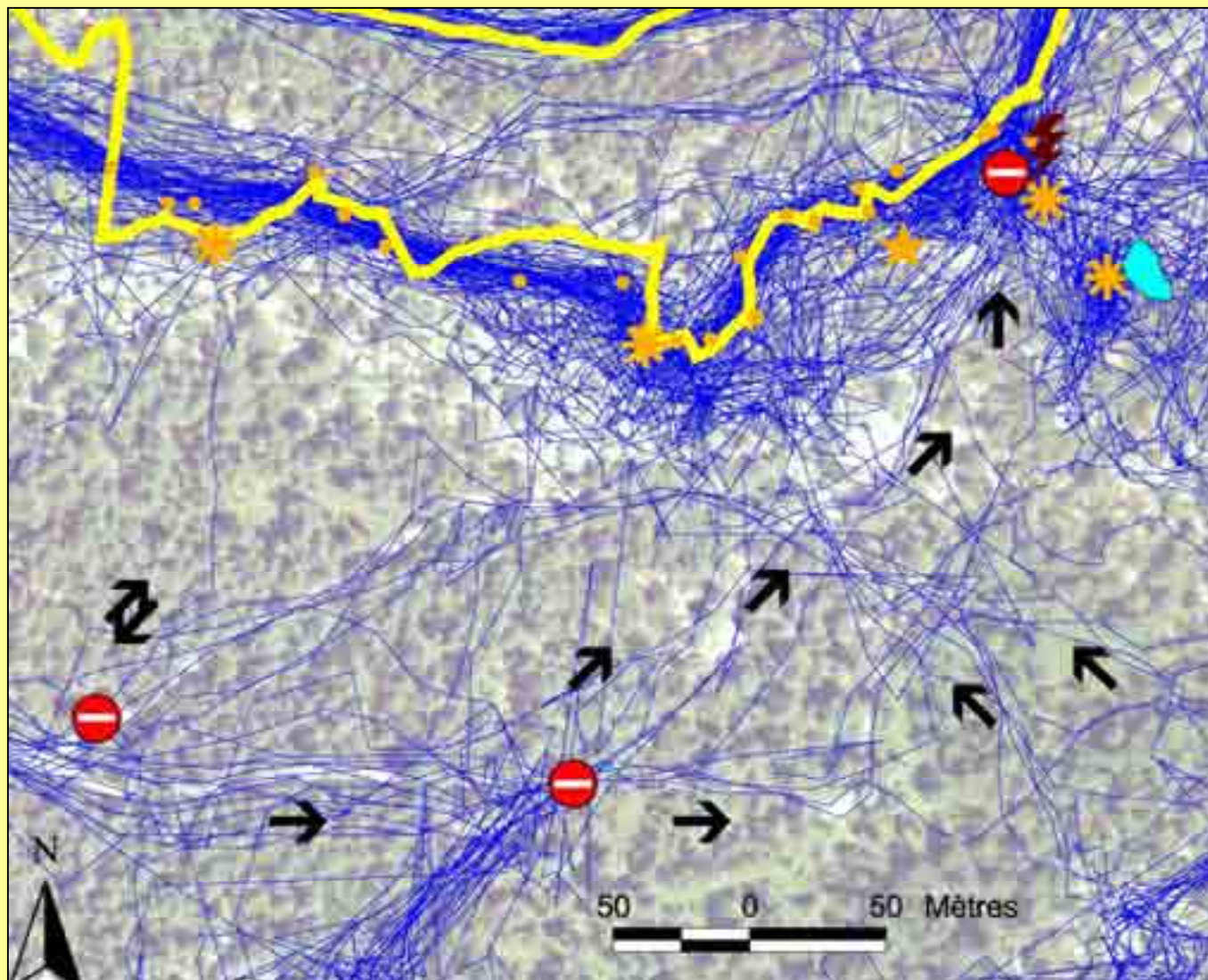
III - Résultats

Efficacité d'outils de « canalisation »



Beaucoup de $\frac{1}{2}$ tours au niveau du dernier point de vue;
les visiteurs demandent kilométrage ou temps de parcours

➤ **Agrandissement pour une zone donnée**



IV - Bilan

Limites et perspectives

- Le GPS apporte des informations précieuses
- Mais le questionnaire fournit d'autres éléments
 - Intérêt de l'**association** des deux outils
- Données à **dates différentes**: permet de connaître l'évolution
- Une méthodologie **reproductible**



- Aide à la prise de décision





Caractériser la fréquentation sur site naturel

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Promotion and Guidance for
Recreation on Ecologically Sensitive Sites

New Forest Surveys

Julia Branson

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Surveys in the New Forest

- Several types of survey:
 - Questionnaires
 - Collection of routes using GPS units
 - Observation tallies
- Several purposes:
 - Baseline data of recreation use and preferences
 - Data for modelling
 - Preparation of pilot actions
 - Assess results of pilot actions

Surveyors

Surveys undertaken by:

- Tourism South East
- Alterra
- GeoData Institute

Recreation Surveys

Questionnaire of people visiting car parks

- 2004 – 3390 questionnaires
- March 2005 – 447 questionnaires

NEW FOREST RECREATIONAL VISITS SURVEY 2004

Date: / /

Interviewer: _____ Location: _____

Weather: Wind ->1 Cloudy (completely overcast) ->2 Sunny (or sunny intervals) ->3 Cold ->4

Good morning/ afternoon my name is..... I am working for the Southern & South East England Tourist Board. We are undertaking a survey of recreational use of the New Forest on behalf of the Countryside Agency. Do you have time to answer some questions?

Refusals (Keep tally here) _____

Number of respondents on non-leisure trips (Keep tally here) _____

Number of locals previously interviewed (Keep tally here) _____

SECTION A

1. Are you here on a leisure-related trip?

Yes ->1 Go to Q2

No ->2 Thank and close (keep tally)

2. Where do you live?

Home town _____

5a. Where are you staying?

Name of town/village & name of commercial accommodation establishment if appropriate _____

Office use: Postcode ref. _____

Recreation Survey

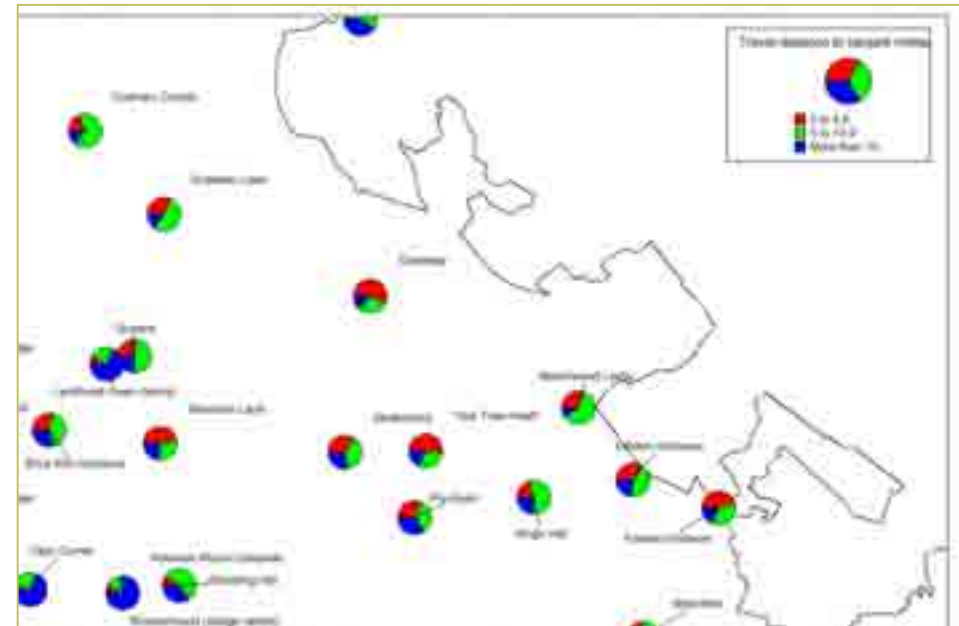
Information collected

- Main activity
- What liked about site
- What spoilt visit
- Attitude to Park and Ride
- Information resources used to plan trip
- Location of accommodation
- Demographic data

Recreation Survey

Headlines

- Distinct tourist v local car parks
- Most visitors do short walks
- No perception of overcrowding



Household Survey

Telephone survey of people living within / close to the New Forest

– 2164 questionnaires

SECTION A – All to answer

1. Have you or anyone in your household visited your own part of the New Forest or other parts FOR A LEISURE OR RECREATIONAL VISIT in the last 12 months?

Yes -1 (Go to Q2) No -2 (Go to Q12 – section B)

2. Can you tell me approximately how often you and the members of your household visit the New Forest for leisure or recreation over the Spring, Summer, Autumn, and Winter months? (Circle one response in each column – print if necessary)

	Spring months (March to May)	Summer months (June to August)	Autumn months (September to November)	Winter months (December to February)
Every day	-1	-1	-1	-1
Several times a week	-2	-2	-2	-2
About once a week	-3	-3	-3	-3
At least once a month	-4	-4	-4	-4
Less than once a month	-5	-5	-5	-5
Not at all	-6	-6	-6	-6
Can't recall	-7	-7	-7	-7

3a. What is usually the MAIN purpose of your leisure visits to the New Forest? (circle ONE way – main purpose – PROBE as required for walks or cycles)

3b. What other leisure or recreational activities do you take part in during your visits to the New Forest? (circle ALL responses – PROBE as required for walks or cycles)

	MAN (One Only)	OTHER (All other activities)
Short walk (up to 1 hour)	-01	-01
Walk (1 – 2 hours)	-02	-02
Long walk (over 2 hours)	-03	-03

Household Survey

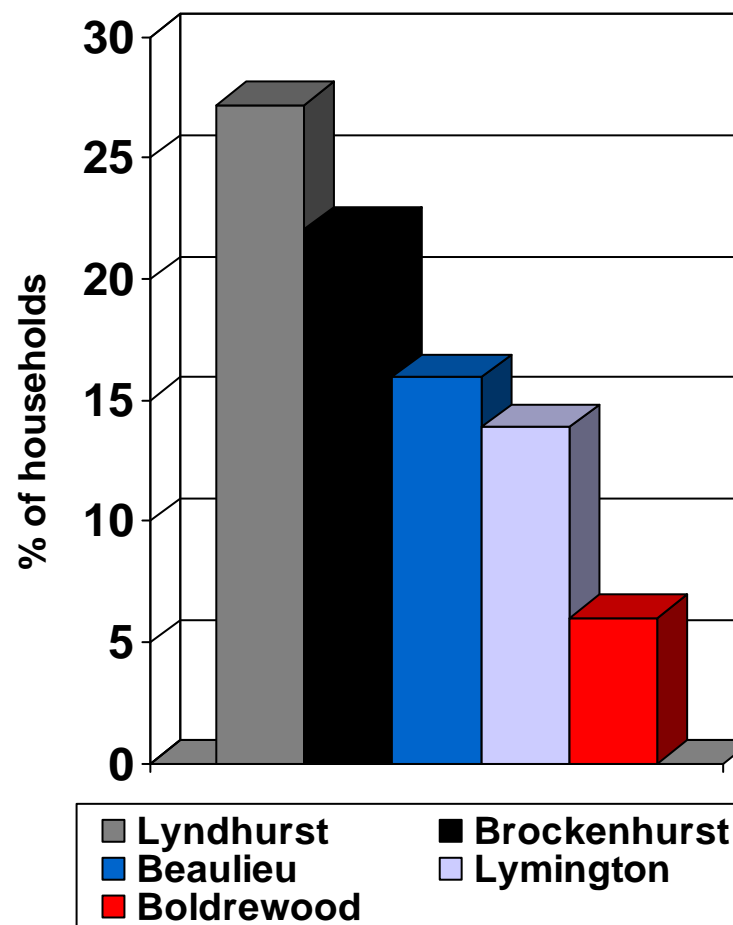
Information Collected

- Places visited most frequently
- Main activity
- Mode of transport
- What spoils visits
- Facilities and services used
- Sources of information to plan visit
- Facilities for visitors with disabilities
- If don't visit the forest – why ?

Household Survey

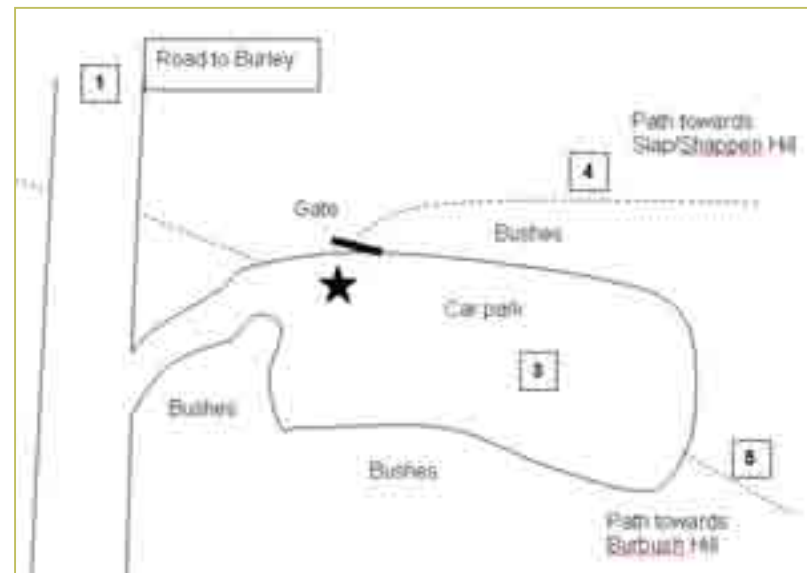
Headlines

- Places that people said they visit most does not match with results of recreation survey
- Scenery and views are the reasons that visitors like the sites visited



Direction data

Observers in car parks monitoring direction of people into car parks and from forest to car park



Direction data

Information Collected

- Date / Time
- Direction from / to
- Mode of transport
- Number of people
- Number of dogs

Date	Time	Direction	Direction A	Transport
25/01/04	13:02	1	3	F
25/01/04	16:45	3	8	P
25/01/04	12:10	1	3	A
25/01/04	12:21	1	5	P
25/01/04	12:22	7	5	P
25/01/04	12:30	7	3	P
25/01/04	12:30	3	5	P
25/01/04	12:31	2	5	P
25/01/04	12:31	2	5	P
25/01/04	12:32	1	3	F
25/01/04	12:32	3	5	A
25/01/04	12:33	1	3	A
25/01/04	12:34	3	7	P

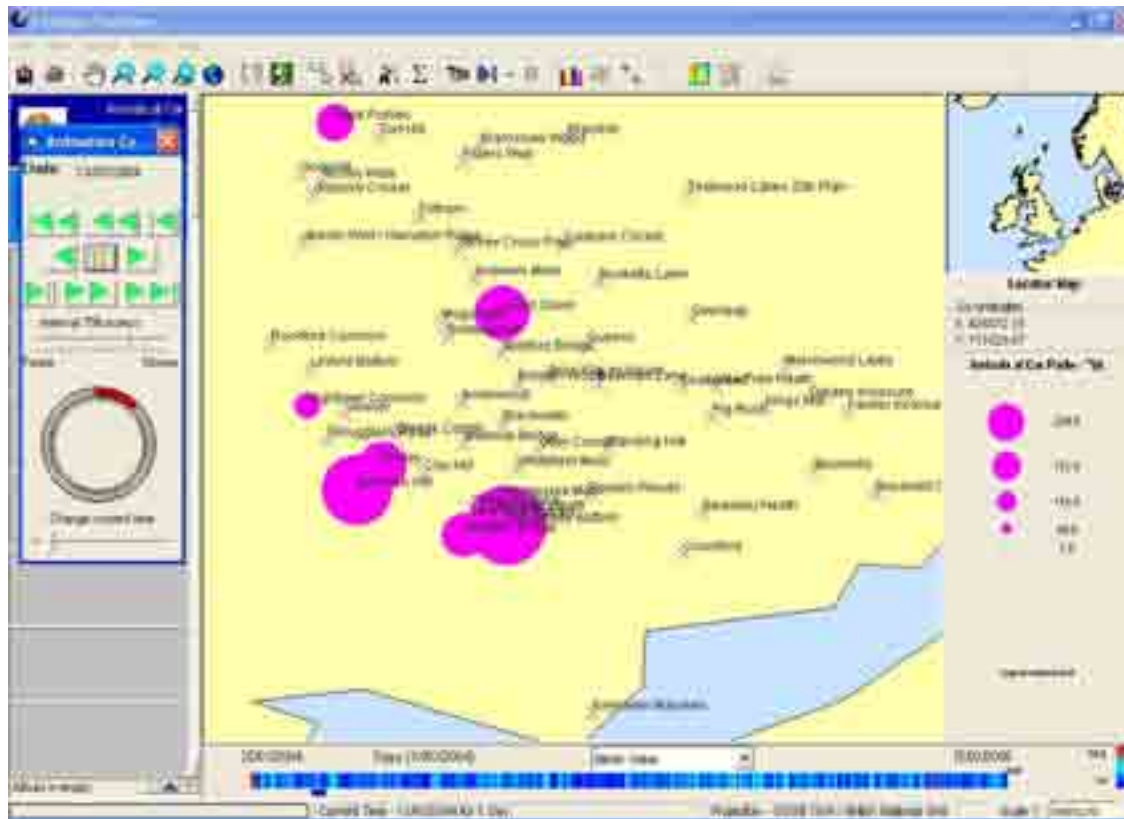
Direction data

Headlines

- Level of use of most sites is the same regardless of season
- Bolderwood, Wilverley, Blackwater, Queens and Linford Bottom are the busiest sites
- Could be used to calibrate GPS data and / or car count data

Direction data

4-D visualisation of inward movements



GPS tracks

- Visitors given GPS units to carry
- Summer 2004 – 1500 tracks

With related data:

- ‘transport’ – walk / cycle etc.
- No. of people
- No of dogs
- Postcode

- March 2005 – 447 tracks

With full recreation questionnaire data



GPS tracks

In general, preference is for open areas / lawns and then gravel tracks.

Few people walk 'randomly' through woodland



Cycle Survey

- Questionnaire survey
- 3 types of mapping:
 - Routes identified by the cyclists themselves
 - GPS tracks from cycle hire shops
 - Observations of off-network direction of travel



Cycle Survey

Headlines

- Average journey length 11.2 miles
- Most people stay on gravel cycle tracks and public roads
- People usually cycle in groups of 3 people
- Majority expected to spend more than 3 hours cycling and have a pre-planned route

Closed car parks

Survey of people using car parks that had re-opened after seasonal closure

Information collected:

- Frequency of visits to site
- Why visit the site
- Which sites visited when closed

Car park	Number of surveys
Boundway	10
Clay Hill	75
Crockford Clump	9
Culverly	5
Horseshoe Bottom	87
Longslade View	74
Ober Corner	68
Ocknell Pond	13
Parc Pale	69
Shepherds Gutter	3
Standing Hat	79
Stoney Cross	2
Vereley Hill	25

Closed car parks

Headlines

- Most people visited the car park to walk their dog
- Main reason why they visited the particular car park was that it was easy to get to
- 30% visited the car park daily
- 10-30% (depending on site) parked on the road nearby the closed car park and used the same site

Conclusions

- Large amounts of data available about recreational use of the New Forest
- Used in modelling and in preparation of pilot actions
- Provides a valuable baseline for future studies





Modelling Recreation

Simon Smith - Forestry Commission GIS Planning Forester

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Forestry Commission
England



Using the Masoor Model

Simon Smith

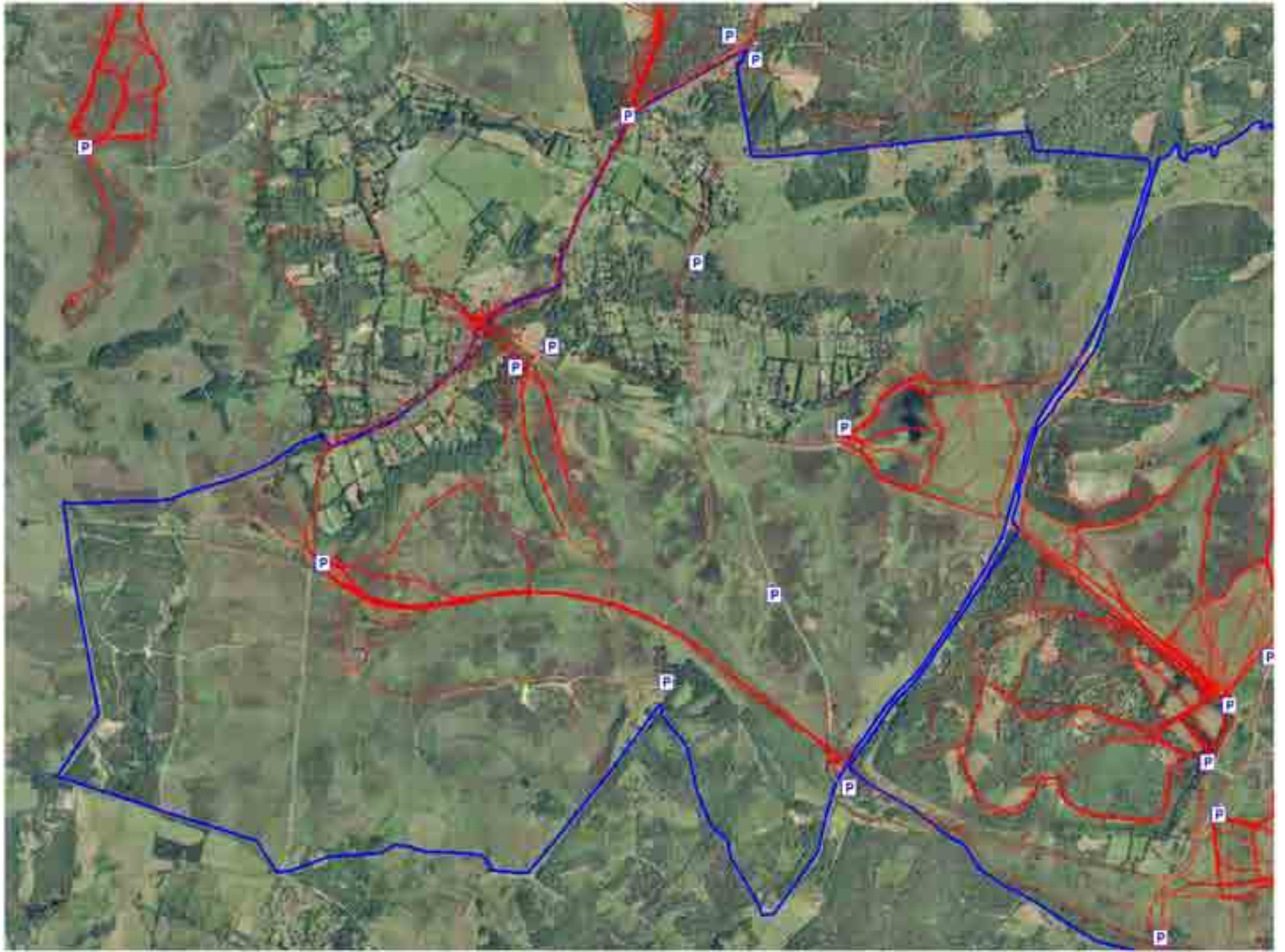
Forestry Commission, New Forest

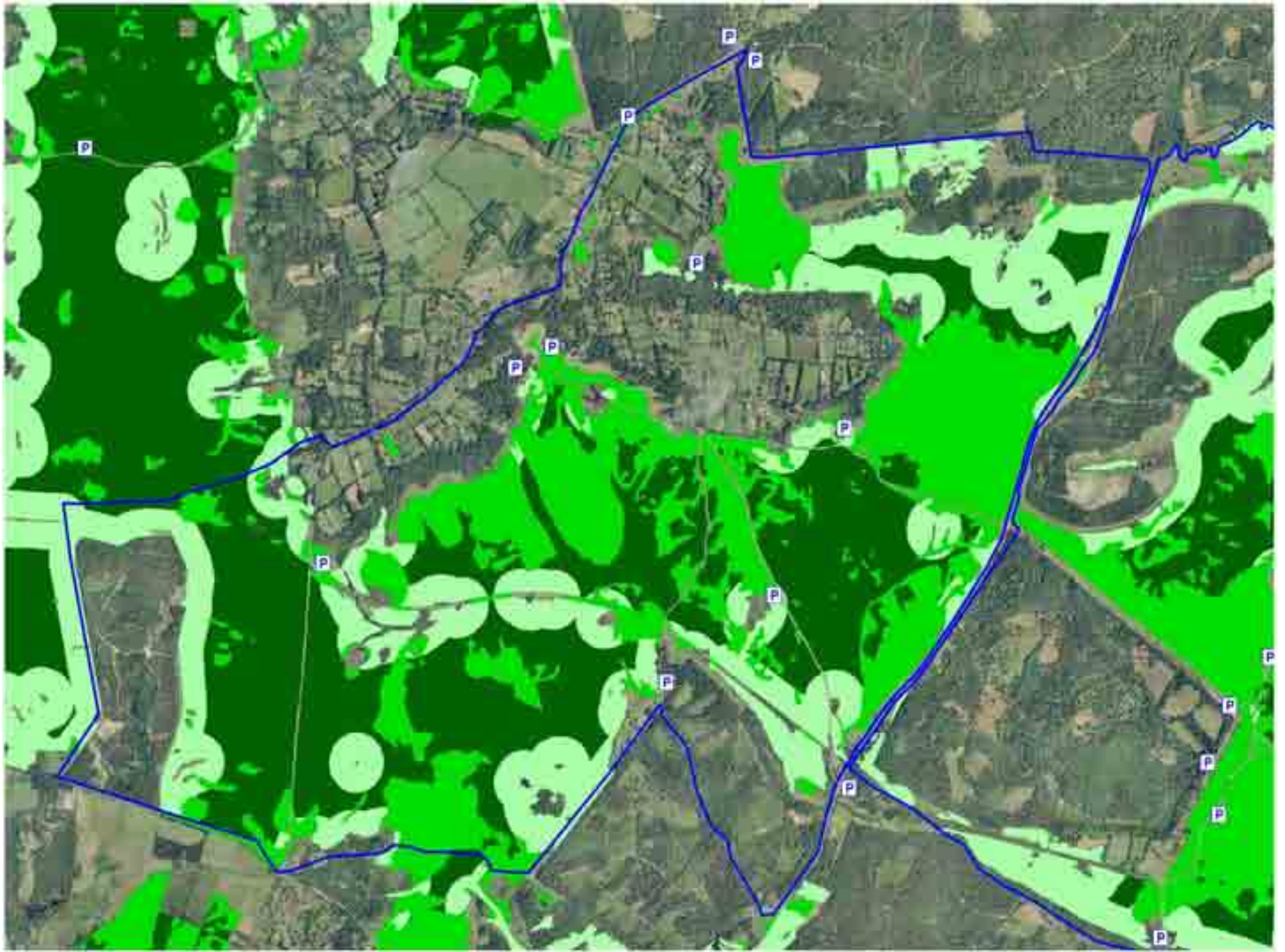
simon.smith@forestry.gsi.gov.uk

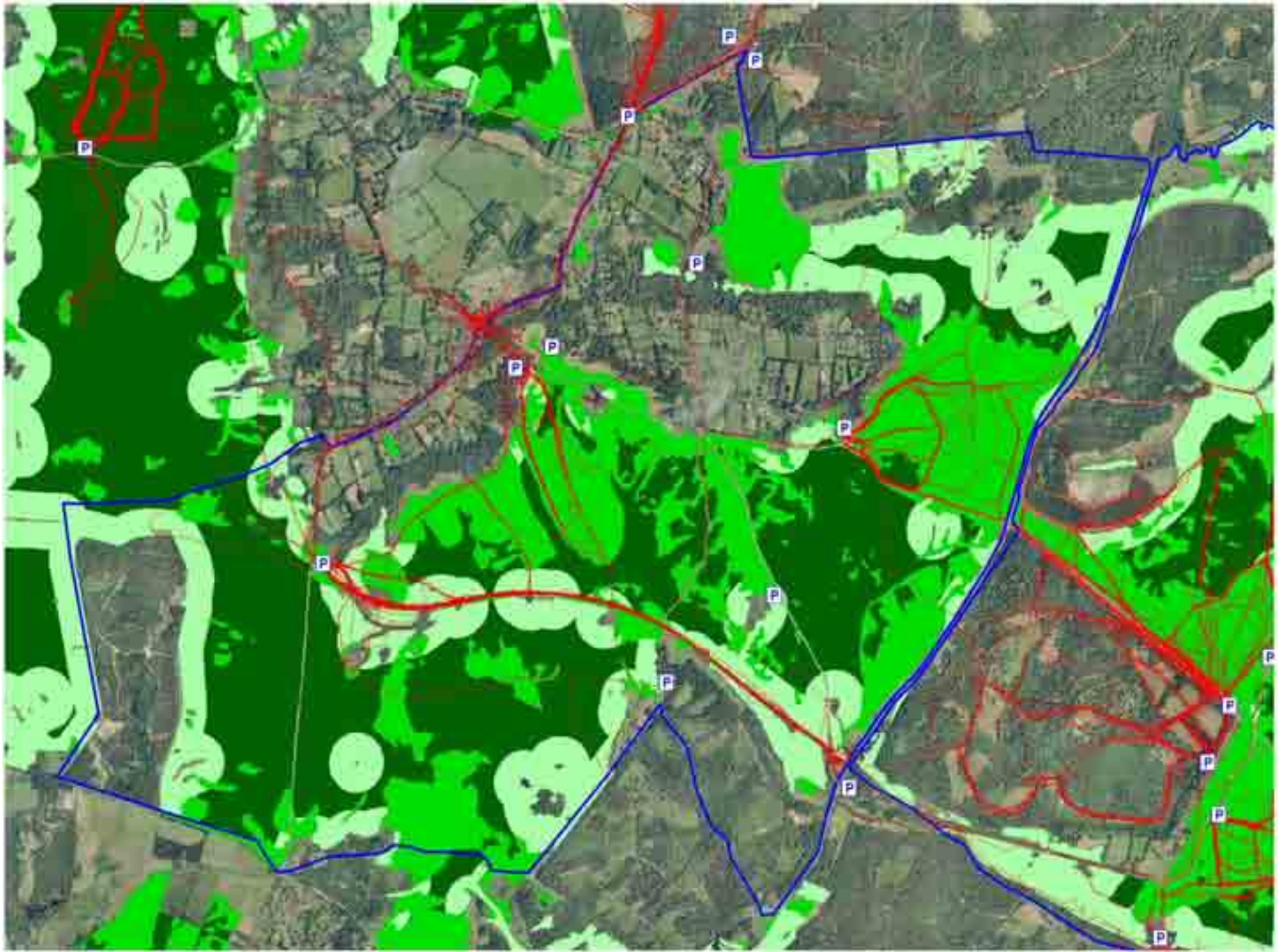
Using the Masoor model

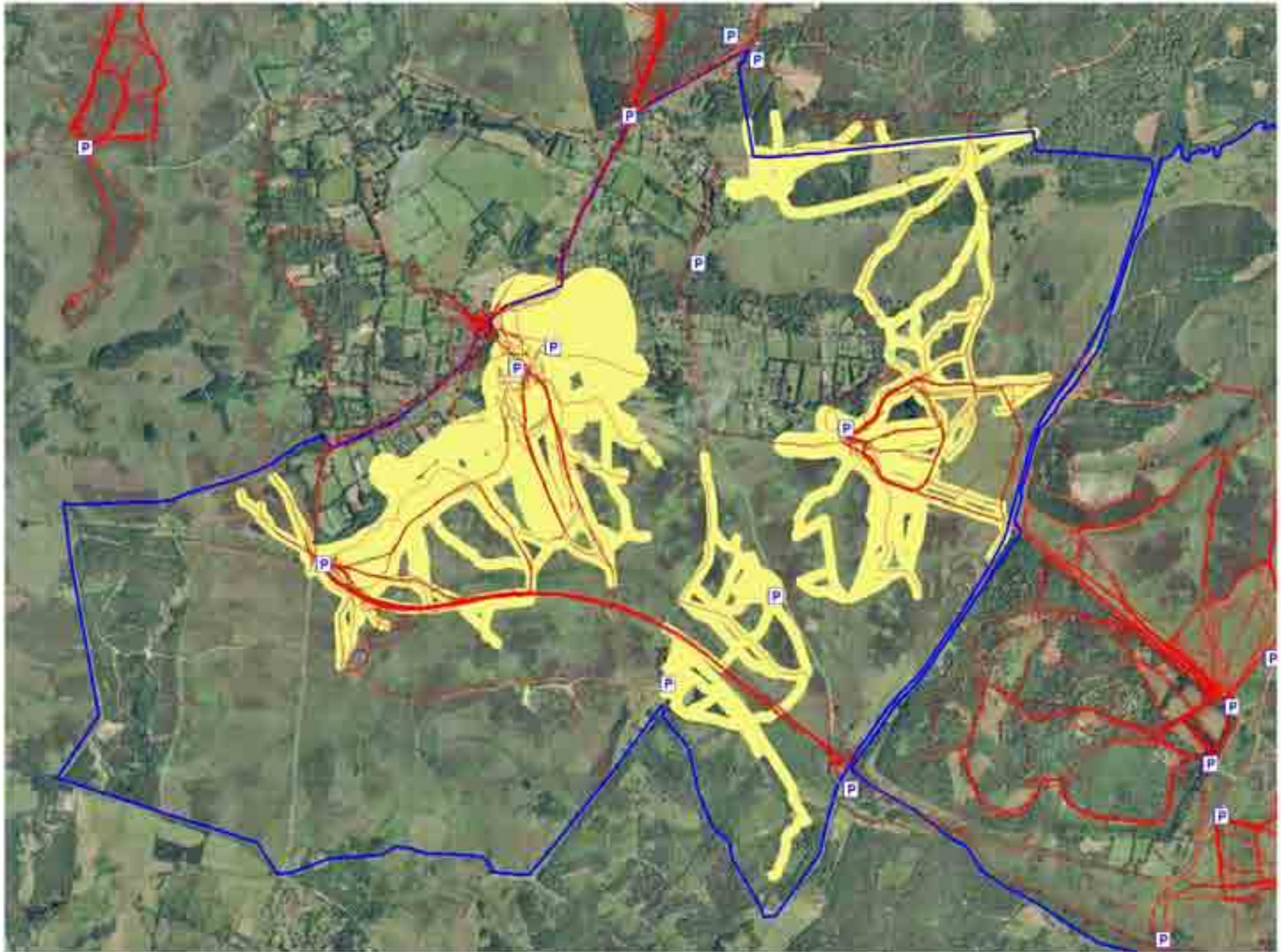
- Produce visual presentation of data for stakeholders
 - ▶ Establish credibility of model with stakeholders
 - ▶ Illustrate the potential to alter patterns of use through pilot actions
 - ▶ Show how change in use may impact upon habitat
- Gain support from stakeholders for pilot actions

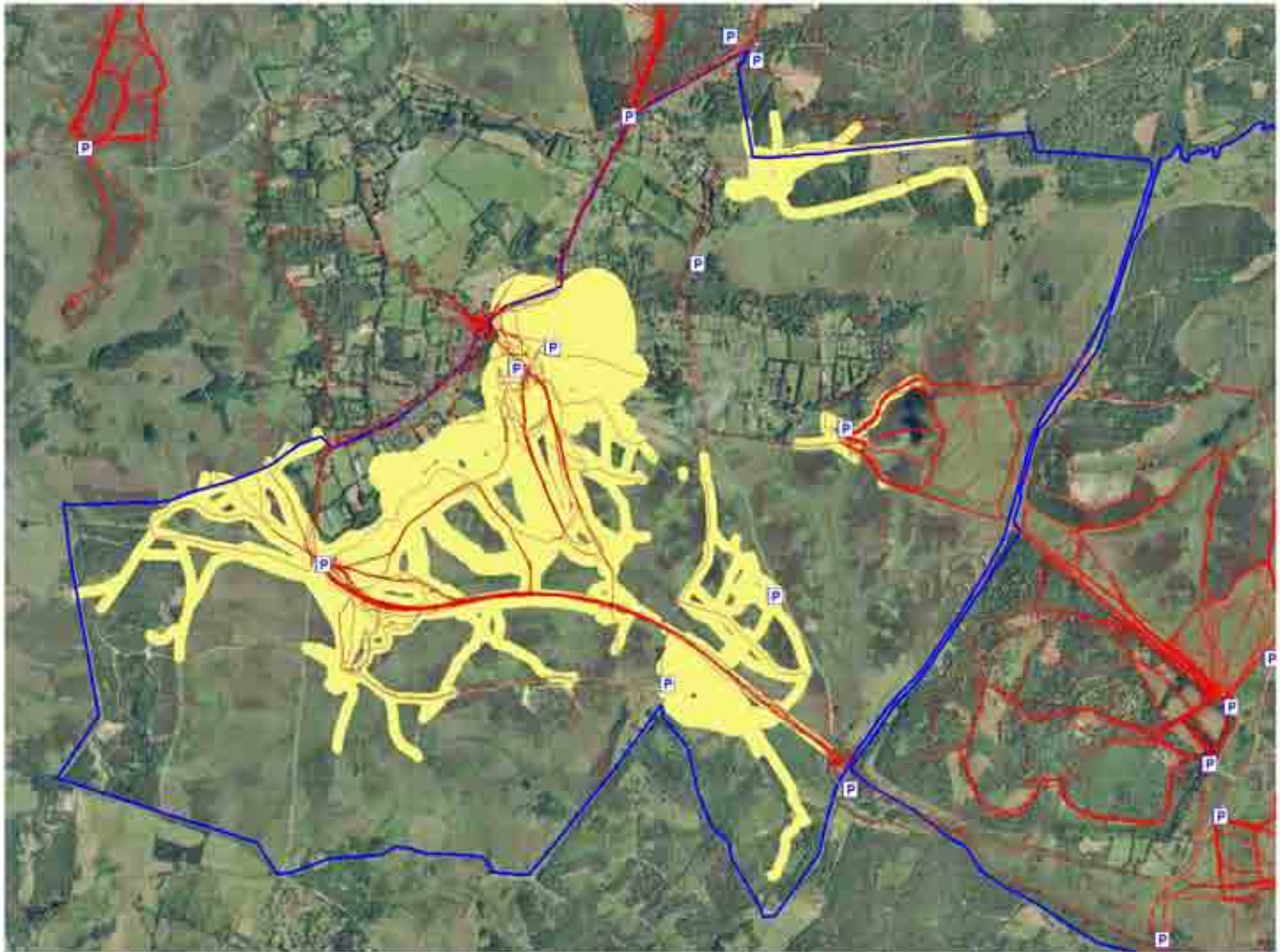


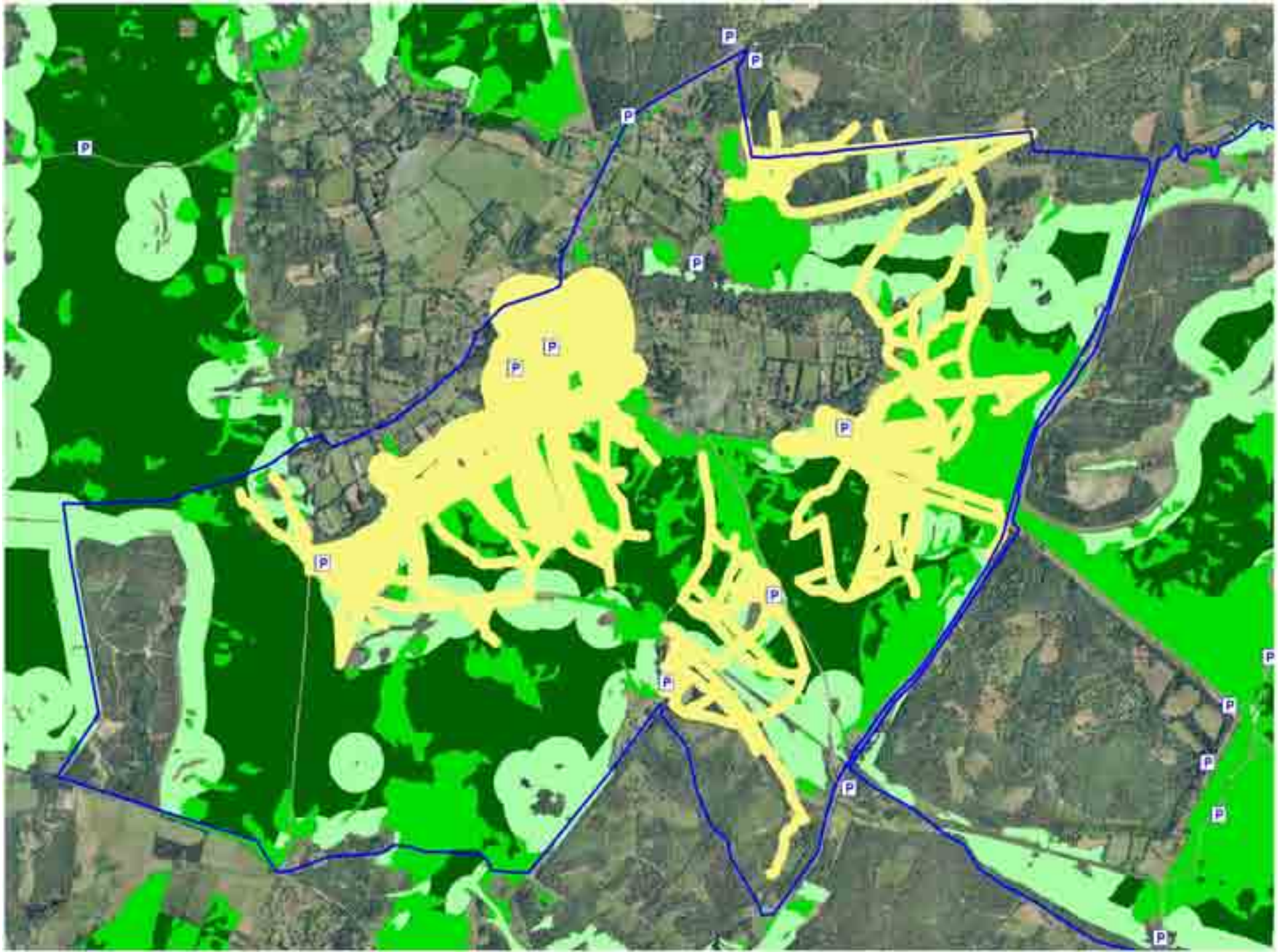


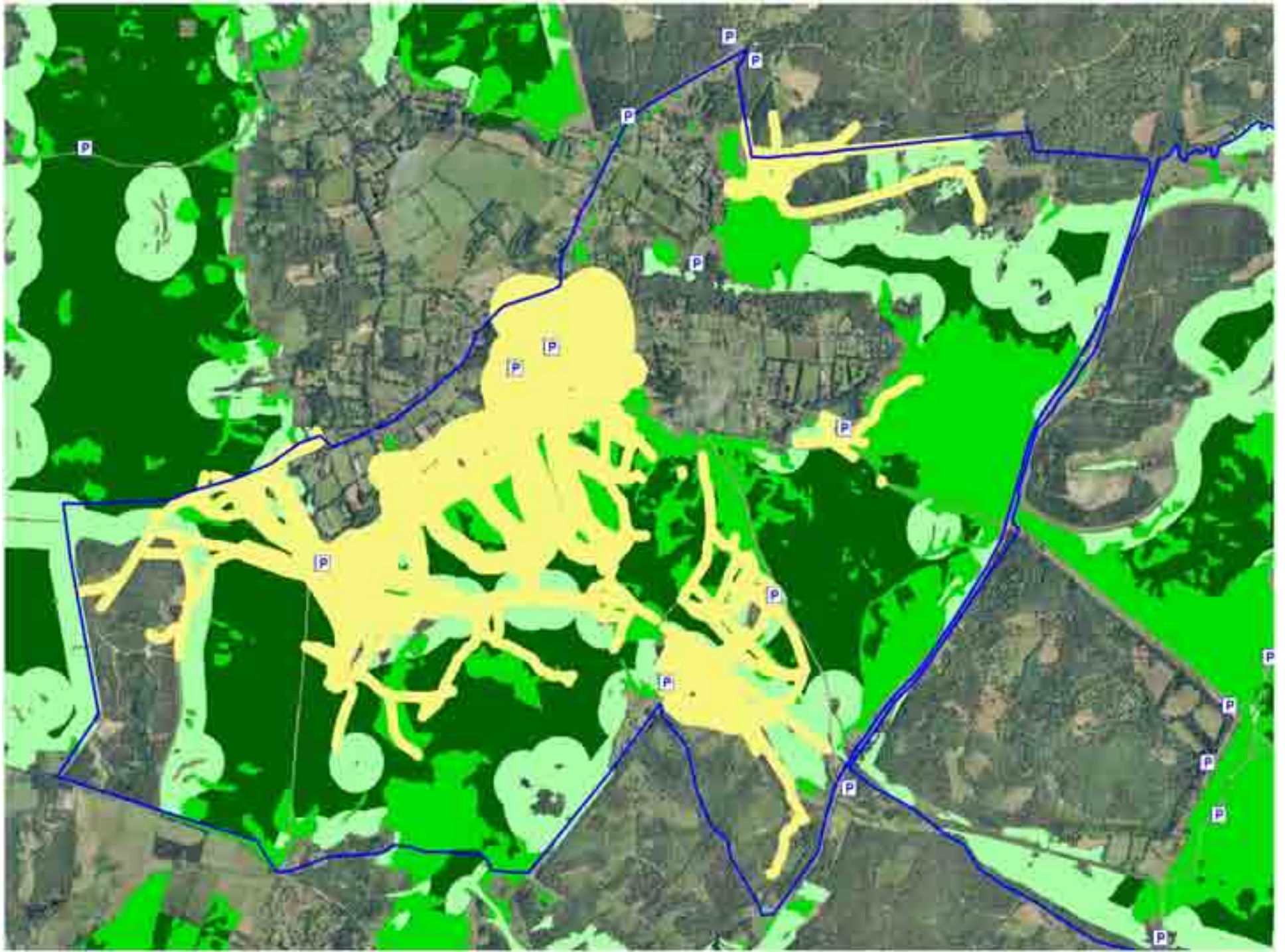


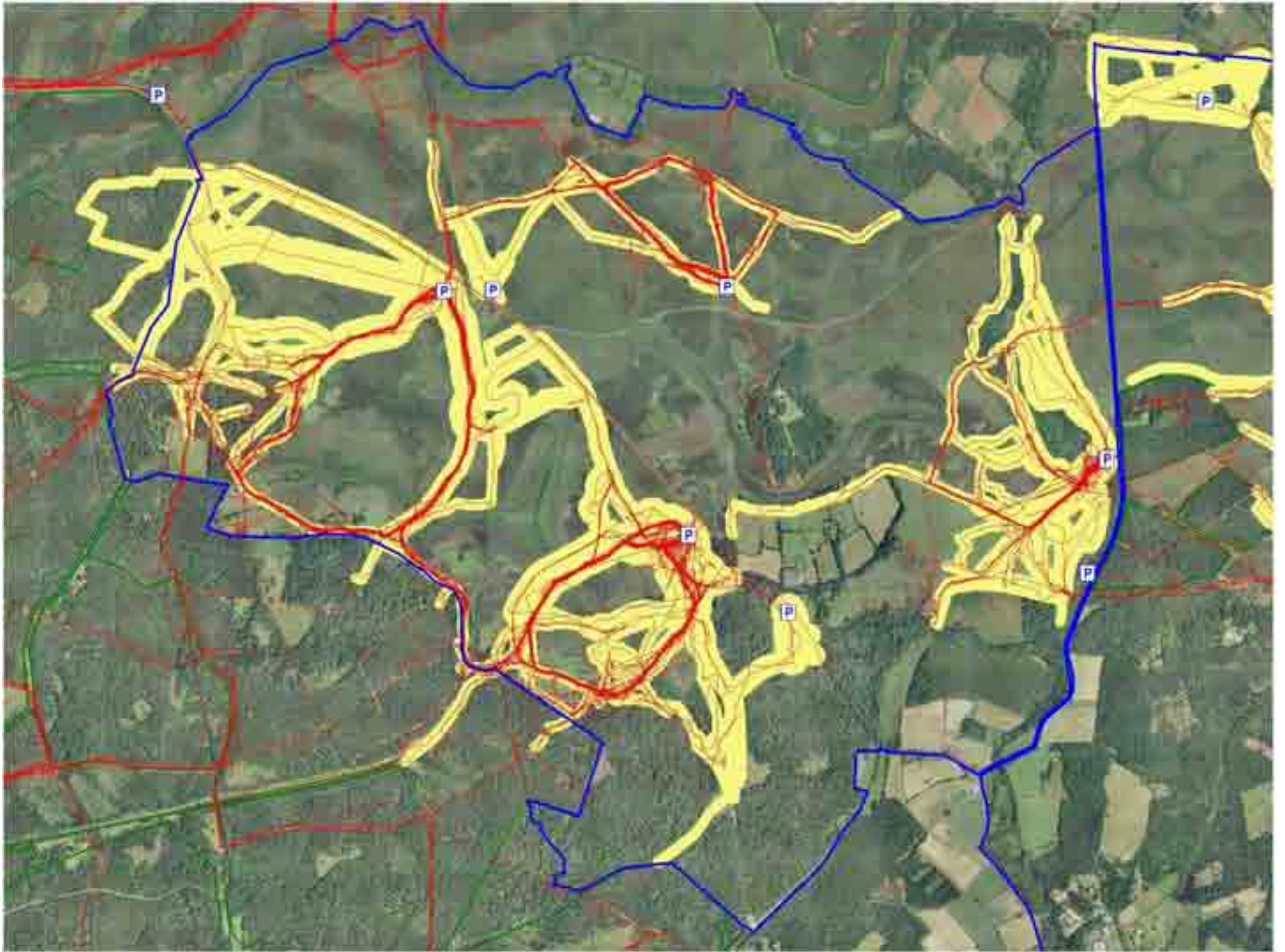


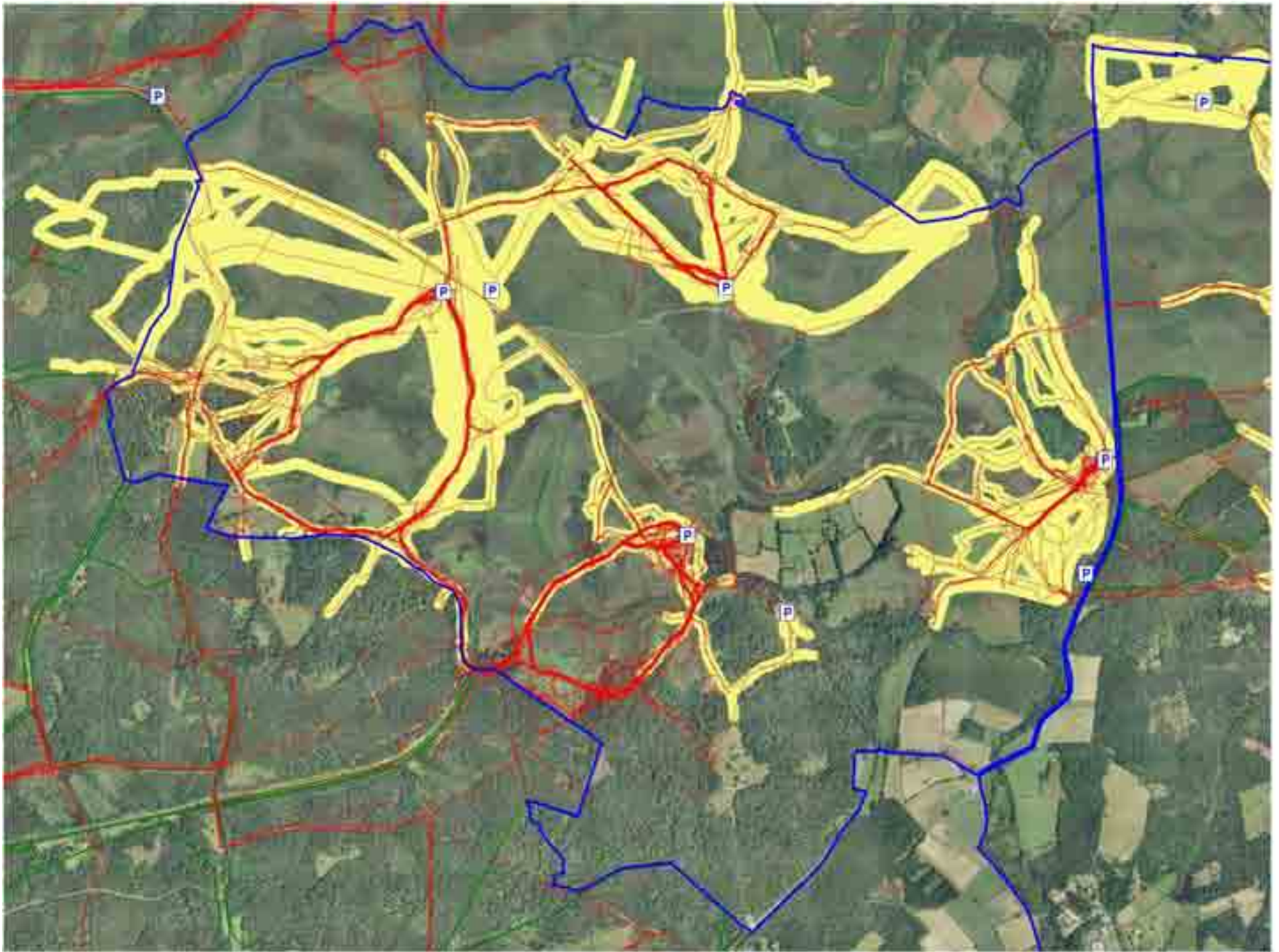


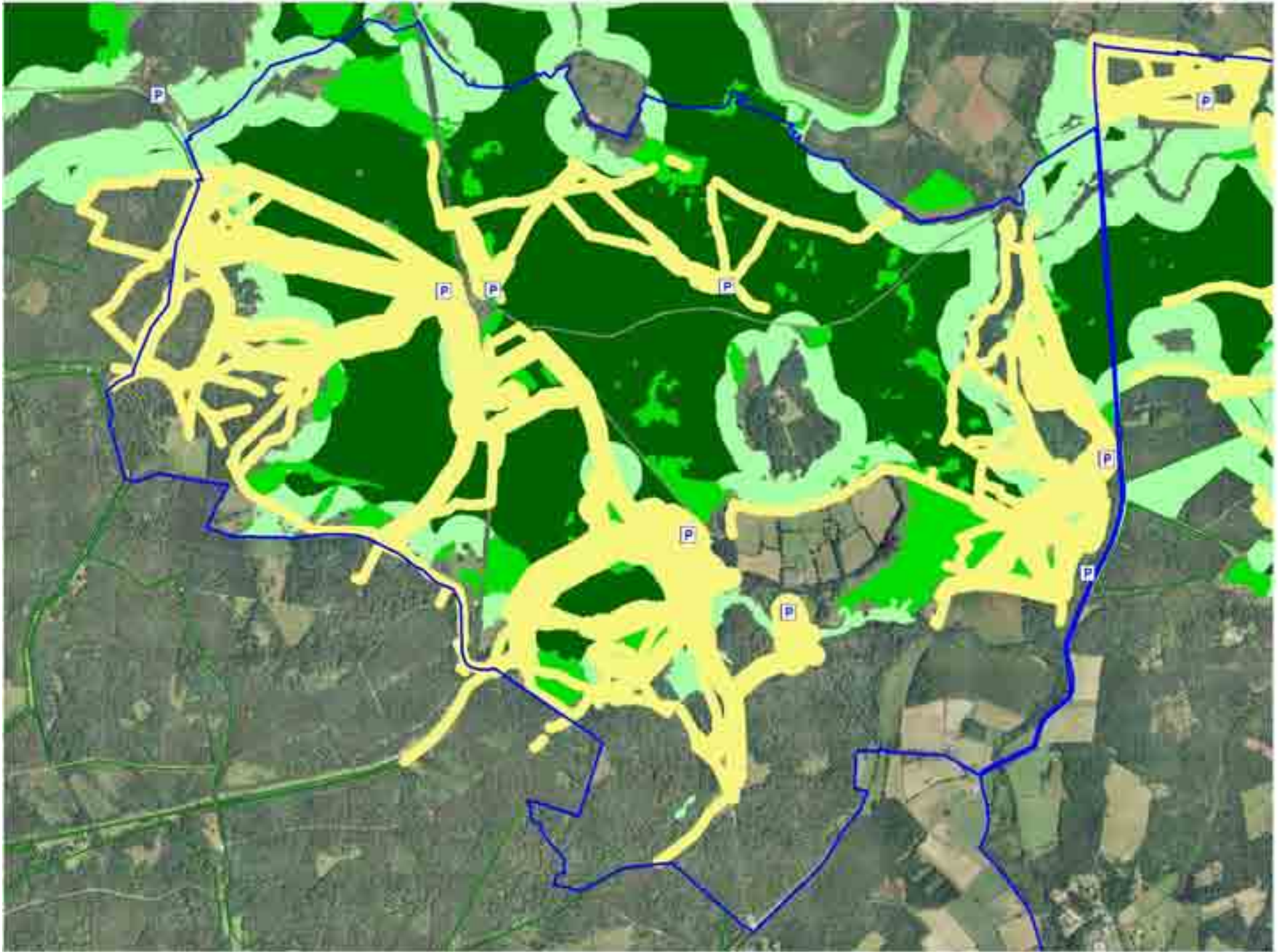


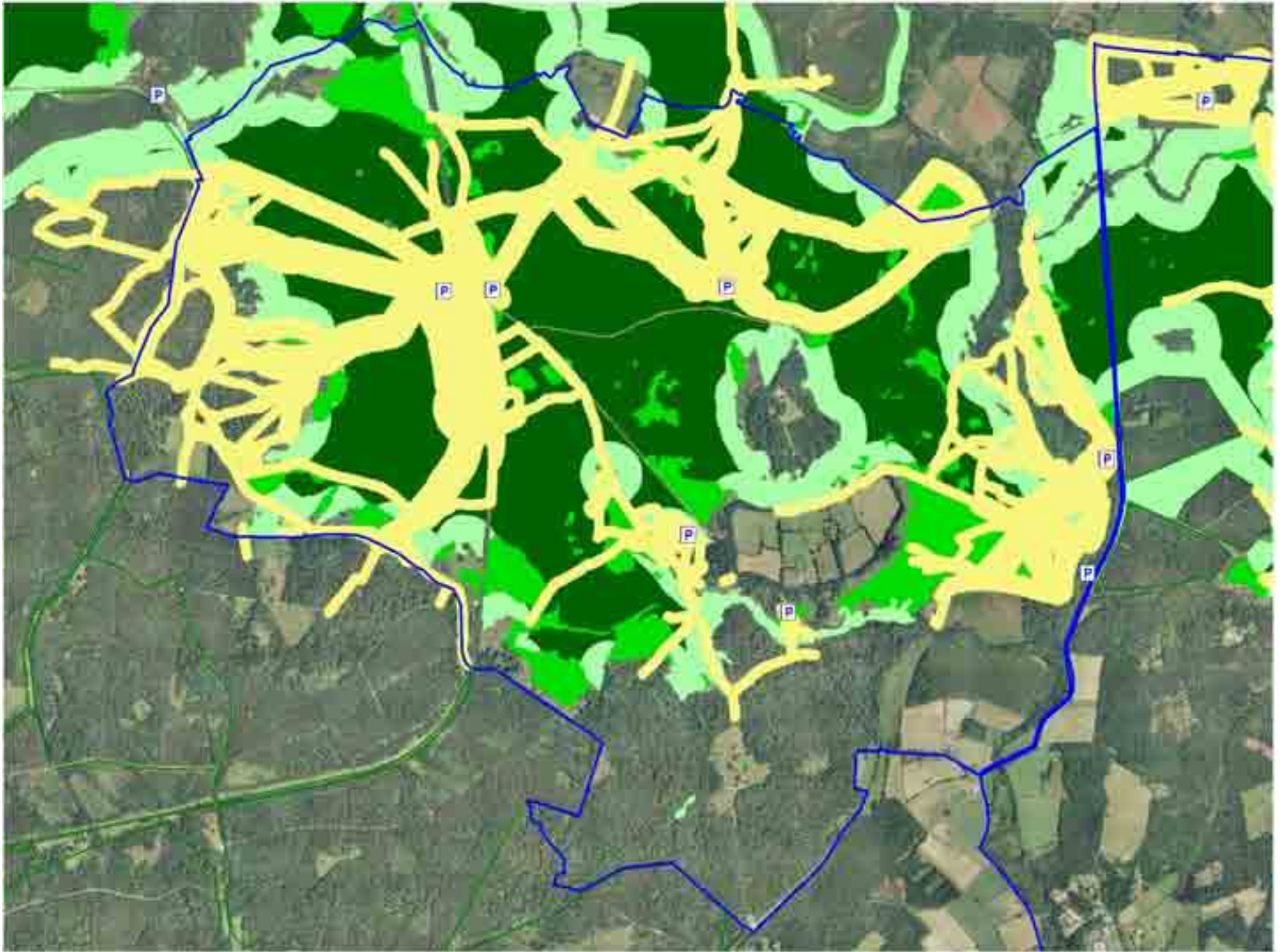












- Clear visual presentation of data essential
- Establish credibility of model with stakeholders
- Use model to justify no action as well as action
- Further GPS survey to validate model predictions
- Resistance to change from some sections of the community



Forestry Commission
England



Using the Masoor Model

Simon Smith

Forestry Commission, New Forest

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Public Engagement & Management Choices

Florence Deronce - Athlane Consultant
Martin Fitton - Consultant

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www.athlane.net

Etude contribution du Public à la Gestion Durable du Massif de Fontainebleau

Colloque :

***Restitution du projet européen INTERREG IIIb, Progress,
associant la Forêt de Fontainebleau (France) et de la New
Forest (Angleterre)***



Partenaire
Etudes



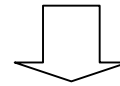


Pourquoi parler de Contribution du Public à la Gestion Durable du Massif de Fontainebleau

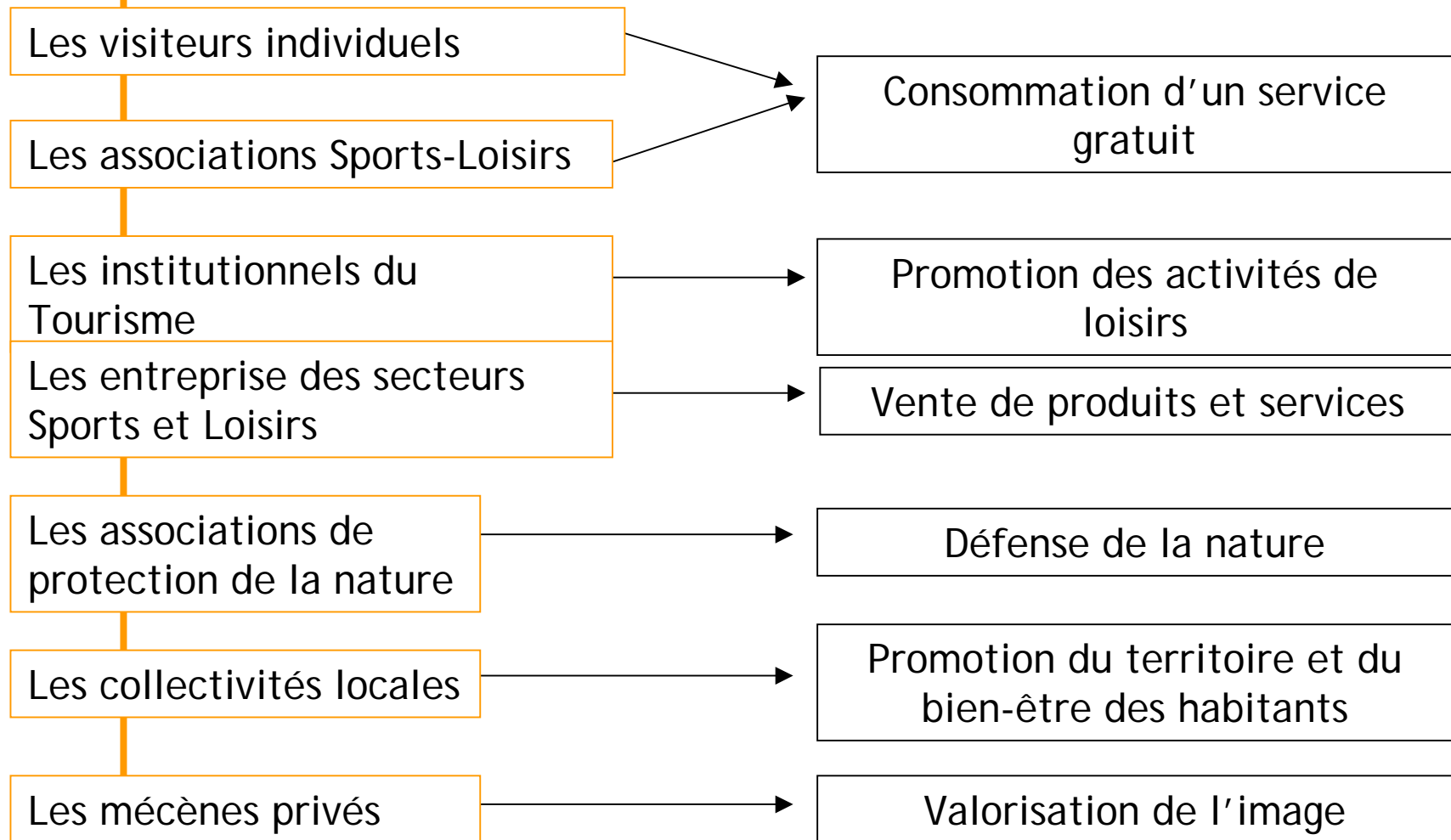
- ❑ L'ONF est un EPIC ne bénéficiant plus d'AUCUNE SUBVENTION DE L'ETAT pour l'accueil du Public
- ❑ Les RESSOURCES de l'ONF sont limitées et fluctuantes (vente de bois essentiellement)
- ❑ Le Massif de Fontainebleau de par :
 - Sa superficie et sa richesse
 - Sa fragilité et sa sensibilité particulière
 - Sa position de 1ère forêt fréquentée de France
 - Occasionne des dépenses d'investissement et d'exploitation bien plus élevées que dans les autres forêts
- ❑ Les partenariats noués jusqu'à présent :
 - N'ont pas de garantie de pérennité
 - Ne permettent pas d'atteindre un niveau de gestion durable du Massif de Fontainebleau



A quel public se réfère-t-on ?



A tous ceux ayant un intérêt direct ou indirect vis-à-vis du Massif de Fontainebleau



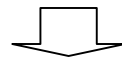
La méthodologie de la mission

Objectif : établir un plan d'actions pour une contribution du public à la gestion durable du Massif de Fontainebleau

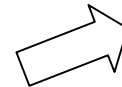
ETAPE 1 :
AUDIT ET
PROJECTIONS



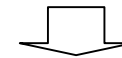
ETAPE 2 :
DIAGNOSTIC



ETAPE 3 SCENARI :
STRATEGIES ET
PLAN D' ACTIONS
ENVISAGEABLES



ETAPE 4 : FAISABILITE
DU SCENARIO RETENU
ET DE LA
SENSIBILISATION DES
ACTEURS



ETAPE 5 : PLAN
D' ACTIONS FINAL ET
FICHES ACTIONS





Les difficultés rencontrées en matière de consentement à contribuer

- En terme de consentement :
 - ↪ Une méconnaissance du désengagement de l'état
 - ↪ Un principe sacro-saint :
 - D'accès libre et gratuit à tous
 - D'un financement issu de la sphère publique
 - ↪ Une sous-estimation de l'impact de la fréquentation sur l'environnement du Massif
 - ↪ Une concurrence avec d'autres sujets de société jugés plus prioritaires
 - ↪ Une faiblesse des capacités contributives de certains
 - ↪ Une forêt qui paraît peu aménagée, peu entretenue
 - ↪ Une richesse du Massif sous-évaluée
 - ↪ Une image parfois mitigée de la qualité de la gestion de l'ONF
 - ↪ Un rejet des mesures contraignantes, obligatoires
 - ↪ Un certain désintérêt vis-à-vis de la protection de l'environnement
- En terme technique :
 - ↪ Une étendue géographique non close
 - ↪ Une absence d'obligation légale à la contribution
 - ↪ Une demande de contreparties parfois importantes
 - ↪ Une volonté d'égalité de traitement entre les visiteurs



Les leviers d'actions en matière de sensibilisation à la contribution

- ❑ La communication sur les BÉNÉFICES APPORTÉS PAR LE MASSIF À LA COLLECTIVITÉ :
 - ↳ Ses 5 valeurs :
 - Récréative, écologique, éducative, patrimoniale et économique
 - ↳ Ses retombées économiques :
 - 90 M€ par an
 - ↳ La spécificité de ses richesses
- ❑ La mise en avant de sa FRAGILITÉ et de sa SENSIBILITÉ PARTICULIÈRE
- ❑ La justification du bien-fondé et de la réalité des actions à financer
- ❑ Les moyens actuellement à disposition de l'ONF



Les pistes d'actions en matière de contribution

Type de contributeur	Types de contributions	Priorité
Les collectivités actuelles et nouvelles	Subventions, voire aides matérielles (dont supports de communication), les achats de prestations (scolaires, ENS...)	+ + +
Les instances européenne	Fonds 2007-2013	+ + +
La fédération des acteurs du Tourisme dans le cadre de la Charte du Tourisme Durable	<ul style="list-style-type: none">• Actions de sensibilisation du public• Mise en place de bonnes pratiques• Création d'offres écotouristiques• Mise à disposition de personnel	+ + +
La recherche de mécènes Entreprises	Dons	+ + (+)
L'élaboration d'une offre ONF de produits et services écotouristiques	<ul style="list-style-type: none">• Achats directs des visiteurs• Vente aux partenaires	+ + (+)
L'appel à bénévolat	Réalisation d'actions de nettoyage, petit entretien	+ + (+)
La collecte de dons et legs auprès des Particuliers	Dons et legs financiers	+ +

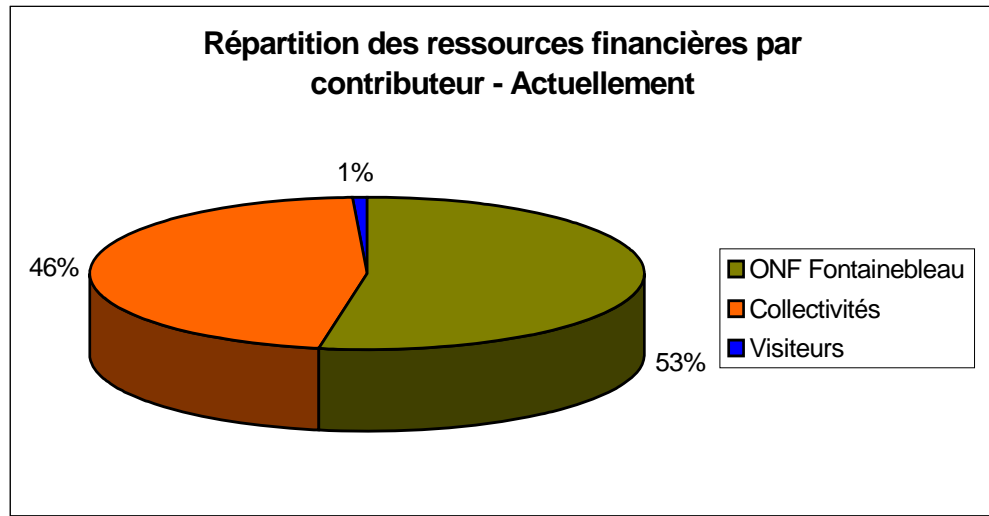


Les facteurs clés de succès

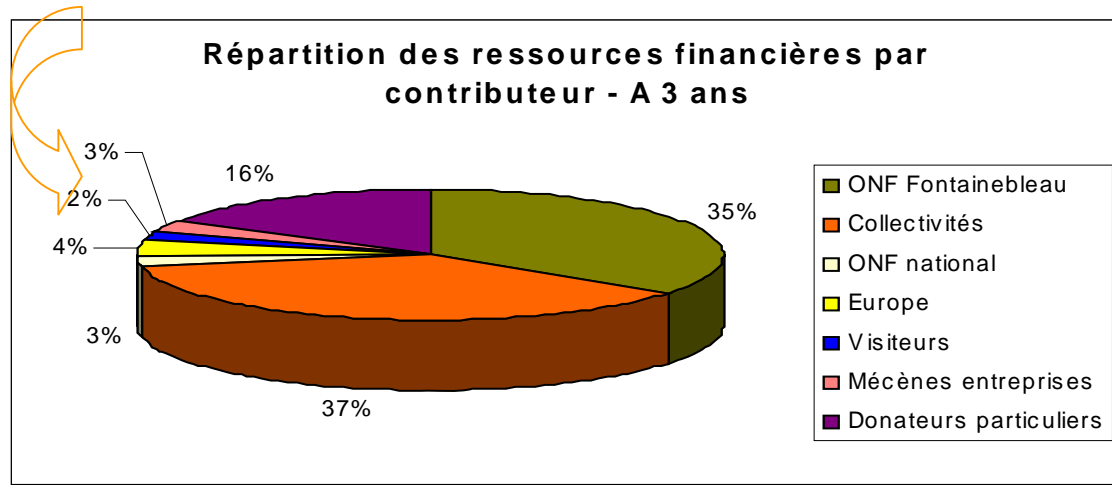
- ❑ Etre EXEMPLAIRE dans sa gestion
- ❑ Savoir COMMUNIQUER DE FAÇON FORTE sur ses actions et sur les enjeux auprès de l'ensemble des publics
- ❑ Trouver des COMPROMIS entre promotion et maîtrise de la fréquentation
- ❑ Développer une politique de PRISE DE CONTACTS pro-active avec ses partenaires potentiels
- ❑ Introduire une certaine DIMENSION COMMERCIALE dans l'accueil du Public



Le nouveau modèle économique



1,8 M€
Aujourd'hui



3,1 M€
Demain



Les premières avancées du plan d'actions

□ Au global :

- ↪ Des partenaires qui intègrent beaucoup mieux des contraintes de gestion de l'ONF
- ↪ La préparation de la LABELLISATION de l'ONF Fontainebleau et de ses partenaires dans le cadre de la mise en place d'un réseau de sites forestiers FORÊT PATRIMOINE, vitrine du développement durable des territoires
- ↪ La mise en place de :
 - Projets partenariaux : GPS, MP3 ET SITES INTERNET dédiés VTT pour accompagner les visiteurs se rendant sur le Massif
 - Produits « NATURE ET CULTURE » communs aux acteurs de la filière touristique : ONF, Maisons du Bornage, Château de Fontainebleau et Office du tourisme Pays de Fontainebleau

□ Au niveau des collectivités :

- ↪ Office de Tourisme Pays de Fontainebleau et CCFA : mise en place d'une ANTENNE FORESTIÈRE
- ↪ Parc Naturel Régional du Gâtinais Français : mise en place d'une convention



Les premières avancées du plan d'actions

□ Les mécènes :

- ↪ Elaboration de Fiches Projets
- ↪ GDF : contact en cours
- ↪ Don versé à l'association AFF pour la replantation de la forêt de Fontainebleau

□ Les partenaires Tourisme et Sports :

- ↪ Agence de voyages Escursia : projet de visites Découverte Nature

- ↪ Château de Fontainebleau :

- Mise en place d'une convention

- ↪ FFME :

- Mise en place d'une convention relative au balisage et à l'entretien

- ↪ Associations de VTTistes :

- Fédération au sein d'un Comité
- Co-conception d'un panneau de sensibilisation mis à disposition des organisateurs d'événements

- ↪ Centres Equestres :

- Fédération au sein d'un Comité
- Co-écriture d'un dépliant de sensibilisation diffusé par les Associations à leurs clients



Merci de votre
attention



Public Engagement & Management Choices

Florence Deronce - Athlane Consultant
Martin Fitton - Consultant

Conserve
Protect
Enjoy

Préservons
Protégeons
Apprécions



PROGRESS PROJECT

Public Engagement and Management
Choices

Martin Fitton

Involving the public in forest management of recreation and biodiversity

The options

Direction and Regulation

Involvement in management

Decisions

Engagement

In the UK all public landowners are obligated both to maintain biodiversity and promote recreation

Public engagement in these Management choices provides a number of benefits

The public has better understanding of, and commitment to, management constraints

Which encourages more responsible behaviour

Managers have the discipline of public opinion, the basis of “Limits to Acceptable Change”

In addition public engagement provides

An opportunity to aid public in it's understanding of, and commitment to, Sustainable development issues "by making what is worthy- fun"

"Forests in the EU contain the greatest diversity in terms of species, genetic material and ecological processes of all ecosystems" (EU Forest Strategy) and provide a natural lifelong learning environment that can aid awareness.

And Enjoyment

Can aid this awareness

“Environment is seen as belonging to the environmentalists. Only when it is seen as belonging to all of us will it move into the mainstream”

Polly Toynebee: Painting the Town Green

“Self-denial and sacrifice are deeply unsexy. It’s time for actions that inspire people rather than tell them off. You could start with the forests”.

Martin Wright: Green Futures

And leisure offers

Increased “social capacity”, given that leisure allows the greatest self actualisation.

This in it turn could increase the effectiveness of engagement

Project Approaches

The Progress Project has public engagement at its heart.

data gathering about recreation use and attitudes (through surveys and focus groups and subsequent modelling) has made management proposals more understandable and transparent. Exposure of this data and the public response has in its turn led to modifications (“Limits to Acceptable Change”).

The Project also experimented with a variant of Planning for Real to directly involve the public. Provides a practical example of the approach and its limitations.

Surveys and Focus Groups



Planning for real



EU Forest Action Plan

Key Action 10: Encourage environmental education and information efforts

Knowledge of the importance of forest management is decreasing. It is anticipated that environmental education and information efforts will contribute to raising awareness in society about sustainable forest management. These activities will allow society to better appreciate the contribution of sustainable forest management to the quality of life.

Key action 12: Explore the potential of urban and peri-urban forests

Urban forests are unique places for interaction between forestry and society. Placing more focus on the establishment and management of urban and peri-urban forests should enable forestry to better serve society in providing amenity values, recreational and preventative healthcare services.

Key action18: Improve information exchange and communication

Awareness of the general public on forestry issues should be increased. A communication strategy on forestry will be developed

This will outline the main steps to be taken in improving information exchange and communication on sustainable forest management in the Community.

MINISTERIAL STATEMENT

on the occasion of the
5th Ministerial Conference on the Protection of Forests in Europe
5-7 November 2007, Warsaw, Poland

We, the Ministers responsible for forests in Europe, declare the week of 20-24 October 2008 to be the **Pan-European Forest Week 2008.**

This week should increase the visibility of forests and the forest sector and raise awareness about their important contribution to the protection of the environment and the development of economy and society in Europe.

We encourage governments, national and regional bodies and processes, as well as stakeholders, to engage in this effort and organize actions at all levels to communicate and to raise public awareness on the importance of forests and the forest sector for Europe.



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