

Access, Recreation & Tourism (ART)

Forest Enterprise East of England Regional Strategic Plan

To manage the forest estate to improve quality of life, health and learning for people, maximising the opportunities for economic diversification within the protected forest environment.

District's Action Plans

OBJECTIVES	SHORT	MEDIUM	LONG	TARGETS / SUCCESS MEASURES	RWS OBJECTIVES	INTERNAL PARTNERS	EXTERNAL PARTNERS
ART 1) Managing the Forestry Commission's current estate in East Anglia for public access.	ART 1.1) Maintain and develop the present asset to maximise public benefit, while retaining compatibility with environmental objectives.						
	ART 1.1.i.a) Freehold estate legally dedicated under CROW. Yr 1-2			19,000 ha dedicated by December 2005. UKWAS audit recognising beneficial public access.	QL1	P, E	
	ART 1.1.i.b) Improved visitor monitoring system. Yr 2-3			Establish visitor measures. Formalise data gathering & analysis. Yr 1-2	QL, EL, NE & ED	P, G	
	ART 1.1.i.c) Continued development of free at point of delivery access opportunities compatible with environmental objectives. Linking with external partners for sustainable visitor attractions & transport networks.			FD Recreation Strategy & objectives. Development of fund raising strategy to assist development. Responding to environmental monitoring. Yr 1.	QL, EL	P, G, E, En	Brecks Countryside Project. Suffolk Coasts & Heaths Partnership. Friends groups. East of England Tourist Board. SC&H Partnership. Brecks Countryside Project.
	ART 1.1.ii) Maintain formal access gateways to the forest estate, providing car parking, signage & trails (inc all-ability) to deliver optimum public benefit.			Develop & initiate recreation planning process (FOps1). Develop service & site review & planning standards. Use monitoring data to advise planning. Develop access auditing. Yr 2 - 3	QL1, QL2	O	
	ART 1.1.iii.a) Forest site interpretation programme established and operational. Yr 1-2	ART 1.1.iii.b) Enhanced site interpretation standard developed & operational. Yr 5+		Develop policy for interpretation programme. Yr1-2	EL1d, EL1e	G, En, National Office	English Nature, Brecks Countryside Project, SC&H Partnership
	ART 1.1.iii.c) Review & revise forest literature programme. Yr 1-3.			Develop policy for literature & publications programme. Yr 1-2	EL1d, EL1e	G, En, National Office	English Nature, Brecks Countryside Project, SC&H Partnership
	ART 1.1.iii.d) Develop web based information.			Guides, leaflets and teacher packs downloadable from FC website.	EL1d, EL1e	National Office	
	ART 1.1.iv.a) Provide a variety of high quality ranger-led or self-led education packages appropriate to schools and life long learning.			11,500 school children/yr. Monitor qualitative feedback from school visits. Develop the education package to broaden its application across the age and ability ranges. UKWAS audit recognising successful education programme. Yr 1+	EL1	G, En, O, BS	Friends Groups. Local Education Authorities. Brecks Countryside Project.
	ART 1.1.iv.b) Improved forest education zone to detach schools from general visitor complex, giving them a dedicated learning area. Yr 3-5	ART 1.1.iv.c) Education zone operational at High Lodge. Yr 5+		Plan, build & use.	EL1c	P, E, En	
	ART 1.1.iv.d) Forest Schools concept on trial within the Forest Heath education pyramid. Yr 1-3	ART 1.1.iv.e) Forest School concept established & operational within Forest Heath education pyramid as a beacon location for other schools. Yr 5+		Pilot project running by 2006.	EL1a & c	BS, O, G	Forest Education Initiative. Friends Groups. Local Education Authorities.
	ART 1.1.iv.f) Continue to provide and promote a successful events programme that attracts new first time visitors & adds benefit to the experience.			Analysis of current events in "What's On" package. Linking events to social agenda themes & campaigns. Events to be self-financing. Monitor visitors attending events. Develop partnership led events.	QL1 & 2, EL1	G, En, O, BS	Suffolk County Council. Friends Groups. Brecks Countryside Project. Primary Health Care Trusts. Community programmes. Social English Nature. Brecks Countryside Project. Conservation organisations. Individual specialists.
	ART 1.1.v.a) Public access developed to maximise benefit and compatible with environmental objectives.			Responding to environmental monitoring.	NE3	P, En	
	ART 1.1.v.b) Develop GIS social & access layer. Yr 1-3			GIS layer in place. Yr 1-3	EL, QL, NE, ED	P	

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ART 2) To expand the economic value of the estate.	ART 1.1.v.c) Support & develop the opportunities within the Sandlings Blythe to Alde partnership. Yr 1-5			Integrated public access review completed within partnership. Yr 2	EL, QL, NE, ED	P, En	National Trust, RSPB, SWT, EN, SC&HP	
	ART 1.1.v.d) Improved community engagement across the range of resident social and ethnic categories. Yr 2-5	ART 1.1.v.e) A successful and proactive community engagement programme across the resident social and ethnic categories. Yr 5+		Establish social measures. UKWAS audit recognising good community consultation & involvement.	QL4, EL	G, BS	Friends groups, District Councils, Brecks Countryside Project, English Nature, Community Partnerships.	
	ART 1.1.v.f) Structure for a forest volunteers scheme identified. Yr 2-5		ART 1.1.v.g) Volunteers integrated in to forest community activities & UKWAS monitoring programmes.	UKWAS audit recording successes in monitoring responsibilities	QL4, EL	G, BS, En	Friends groups, Brecks Countryside Project, District Councils, Community Partnerships.	
	ART 2.1) Maximise existing income streams for High Lodge, Rendlesham, the Forest Concerts, franchises and permissions							
	ART 2.1 i) High Lodge economically self sustaining, returning surplus to deliver core EAFD public access programme at net cost.			Establish financial measures & improve business. Business Plan & Progress Reporting. Yr 1-3	ED, NE	E, P, En	FE England	
	ART 2.1.ii.a) Planning for Forest Festival concert site.	ART 2.1.ii.b) Forest Festival concert site established and operational		Feasibility study. Business Plan & Progress Reporting. Identify Partnerships.	ED, NE	E, P, En	Community tourism partnerships.	
ART 2.1 iii) Support & develop franchise business opportunities with business partners.			Research business baselines & benchmarks. Research new business opportunities.		E, P, En			
ART 2.1 iv) Review the permissions system for specialist or organised activities & charging structure to recover costs. Yr 1			Permission system to be self-financing. Revue charging structure. Identify acceptable event types & forest carrying capacity.	ED, NE, QL	E, P, En, O, G	English Nature.		

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ART 2) To expand the economic value of the estate.	ART 2.2) Develop new opportunities for future revenue generation, across the Breckland and Sandlings, where appropriate in partnership .							
	ART 2.2.i) Expand the Districts tourism potential in Breckland and Sandlings.							
	ART 2.2.ii.a) Survey & Plan options for Lynford Lakes. Yr 1-5	ART 2.2.ii.b) Lynford Lakes established and successful net contributor to the district's business plan. Yr 5+			Establish financial measures & monitoring systems. Improve business. Strategic review of business potential in East Anglia FD. Research visitor data & market drivers. Link with external partners and plan regionally. Minimum specified development by planning licence delivered. Facilities self-sustaining. Research, define optimum site infrastructure & service, sensitivity test & build commercial opportunities. Identify partners. Business Plan.	ED, NE	E, P, En, O, G, National Office	East England Tourist Board. Community tourism partnerships.
	ART 2.2.iii.a) Strategic review of recreation provision & future opportunities in the Sandlings AONB. Yr1-3	ART 2.2.iii.b) Sandlings visitor management projects identified & implemented: landscape scale projects integrated with external partners and visitor attractions. Yr 5-10			Research, define optimum site infrastructure & service, sensitivity test & build opportunities. Identify partners. Business Plan.	ED, NE, QL	E, P, O, En	East England Tourist Board. Community tourism partnerships. Breckland District Council. English Nature.
	ART 2.2.iv.a) Expand franchise business opportunities. Yr 1-5	ART 2.2.iv.b) Expand franchise business opportunities. Yr 5+			Identify range of appropriate business activities & maximum ceiling for implementation. Business monitoring report. Business Partner objectives.	ED, NE	E, P, En	East England Tourist Board. Community tourism partnerships & providers. Suffolk Coasts District Council. SC&HP. English Nature. East England Tourist Board. Community tourism partnerships & providers. District Councils. English Nature.