

# Quarterly Communications Report

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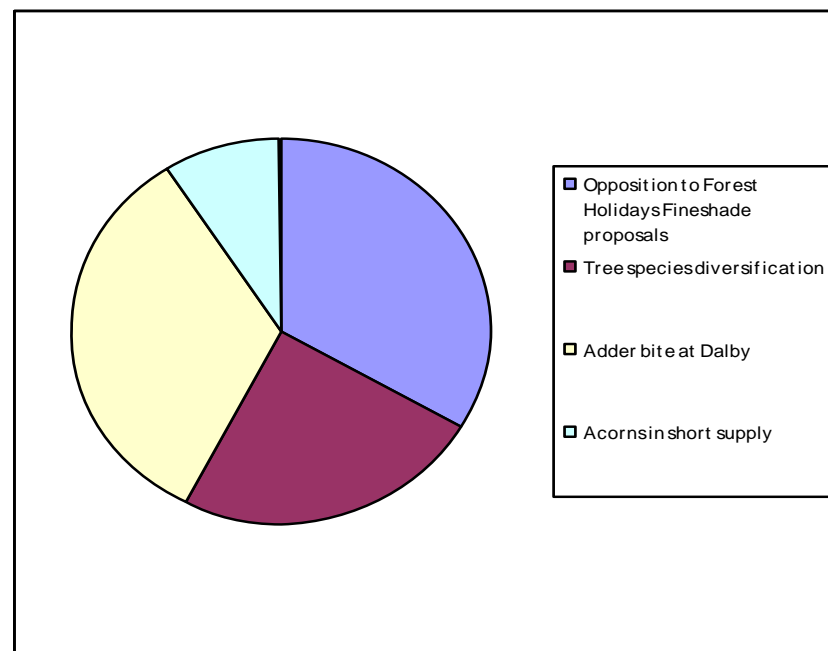
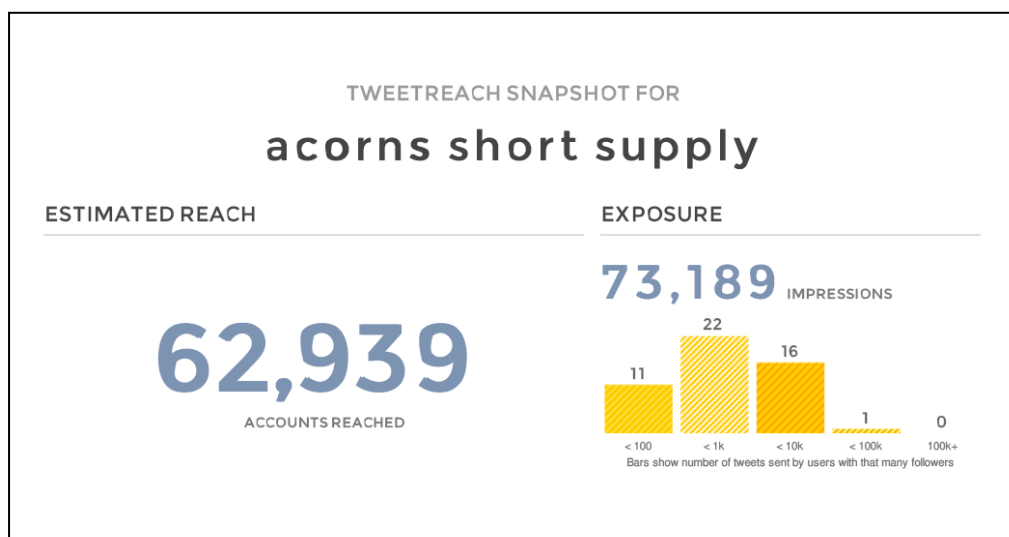
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## Section 1: Reactive media

- The Guardian approached us, interested in running a story prompted by protestors about Forest Holiday developments. We gave them factual information about Forest Holidays, and they decided not to run the story. Protestors are getting a little coverage in Private Eye, this has not, to date, received any further pick-up.
- Tree species diversification attracted the [Daily Mail](#), [Telegraph](#) and Farming Today on Radio 4.
- A serious adder bite incident was responded to efficiently and effectively with Yorkshire District and National Office working together to avert possibly negative issue and maintained our reputation via several media channels.
- The Guardian covered sustainable forestry in [Fish, farms and factories: sustainable businesses take us back to the source](#) with a great piece by one of our foresters.
- Our warning to the industry via Twitter about a lack of acorns available this year for future planting was picked up by the [Guardian](#) which in turn increased exposure on Twitter. This resulted in 195 re-tweets reaching 62,939 accounts.



# Section 2: Proactive media

## Gruffalo

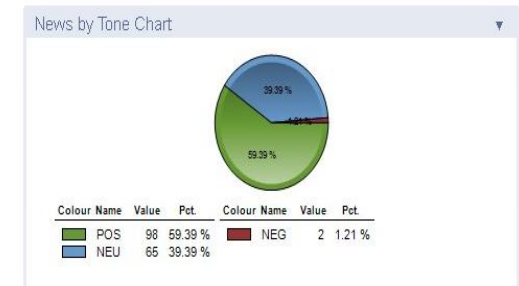
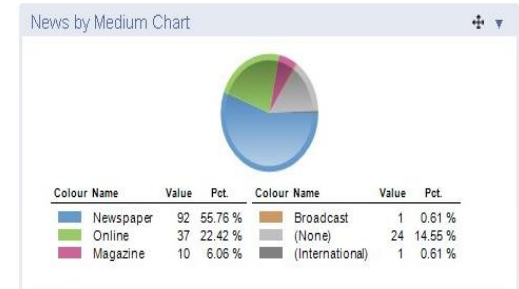
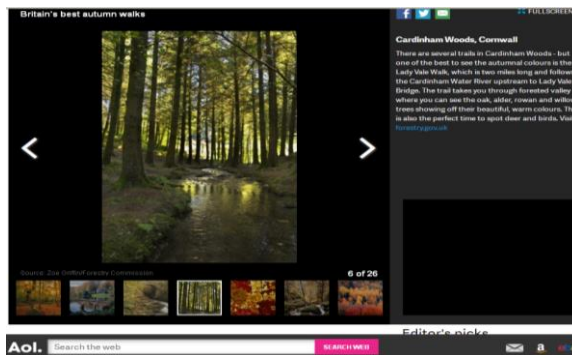
Promotional work for *The Gruffalo's Child* trails has now stepped up in preparation for the October launch. Alongside coverage in the Independent and various national family blogs, several mentions have been made in media local of sites hosting the trails.

The Forestry Commission's Gruffalo project has so far been mentioned in 215 news articles and programmes, with a combined print circulation/ broadcast audience of at least 24,732,299, plus 37,682,515 page views of online news/ blog sources.

## Autumn colours

This autumn, Forestry Commission England is highlighting seasonal leaf colour on our social media, using the hashtag #LeafPeepingUK to bring mentions, photos and articles together under one conversation. This theme aims to tie social and traditional media around tourism associated with visiting woods and forests during autumn to witness changing leaf colours.

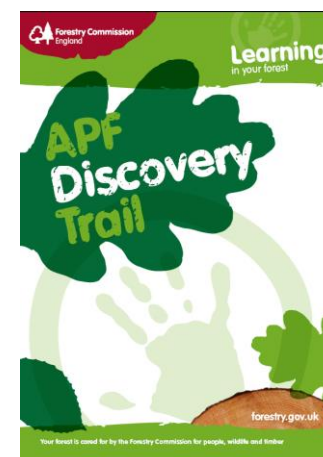
Traditional media coverage has so far been seen in the [Guardian/ Observer](#), [Telegraph](#), [AOL Travel](#), [The Sun](#) and [VisitBritain blog](#) and we are working with Countryfile on potential filming for their autumn special.



## Section 3: In Focus - APF

### Forestry Commission and Forest Research attended the APF show between 18-20 September

- 1250 people visited the FC marquee over the three days, which was arranged under the themes of forestry skills, plant health, science and research, wildlife management, incentives and species diversification.
- FC ran six seminars, partnering with organisations including the Woodland Trust, Confor, ICF, RFS and Christie Elite Nurseries to create engaging panel sessions (with one additional session with FISA cancelled due to speaker illness). Seminars on Thursday and Friday attracted between 30-45 attendees, whilst the one Saturday session was quieter, at 15. Feedback forms suggest the seminars were very well received, averaging 4 out of 5 for quality of information.
- Dan Rogerson, Forestry Minister, spent time in the FC marquee during his visit to the show. He was introduced to FC staff and their subject matter by Ian Gambles.
- FE awarded its top 4 apprentices at a special forestry skills seminar (attended by 45 people)
- FC also supported the show's schools programme by providing 350 APF worksheets (using FC's learning themes of timber, people and wildlife) and OPAL survey packs for the schools groups to use



# Section 4: In Focus - APF Social Media

## #APF2014

For APF 2014 The Forestry Commission joined with Confor and The Institute of Chartered Foresters to use the #APF2014 hashtag. The hashtag was used in 860 tweets and 1,600 retweets.

Over the three days of the show @ForestryCommEng handle was used in tweets by over 32 other accounts.

### @ForestryCommEng

Tweets sent: **28**

Impressions (number of times tweets were seen): **34,800**

Engagements: **463**

### Top posts



Forestry Commission  
@ForestryCommEng

Join [@JohnWeirFC](#) [@Woodlandtrust](#) & [@sylvafoundation](#) for our Tree Species: the Diversity Challenge seminar at 2pm  
[#APF2014](#)

Reply Favorite More

RETWEETS  
2



10:01 AM - 19 Sep 2014



Forestry Commission  
@ForestryCommEng

New seedling ID app out today. See it in action at [#APF2014](#)

Reply Favorite More

RETWEETS  
2

FAVORITE  
1



8:36 AM - 18 Sep 2014



Forestry Commission  
@ForestryCommEng

Join [@JohnWeirFC](#) [@Woodlandtrust](#) & [@sylvafoundation](#) for our Tree Species: the Diversity Challenge seminar at 2pm  
[#APF2014](#)

Reply Favorite More

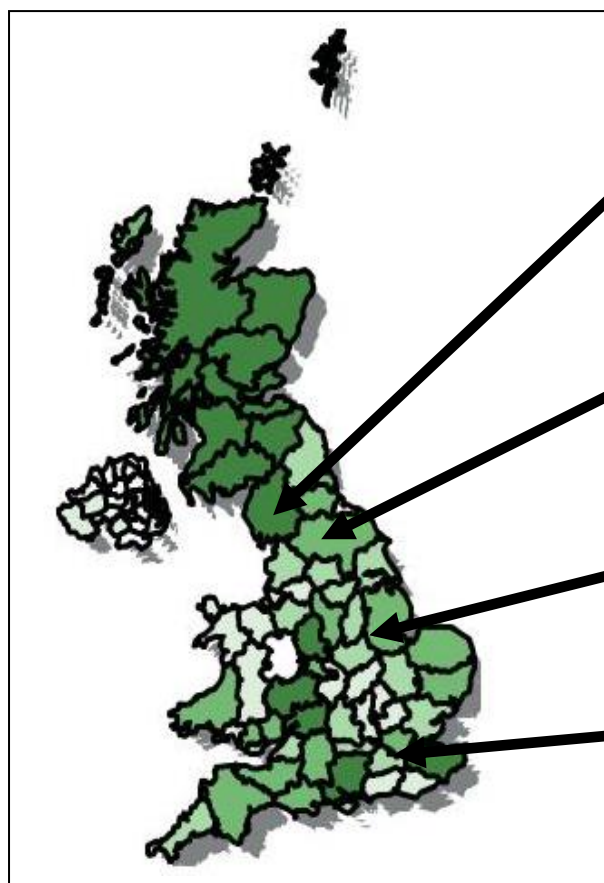
RETWEETS  
2



10:01 AM - 19 Sep 2014

## Section 5: Area and district media engagement

This map is a visual representation of the amount of media coverage that took place between July - September this year. Counties with a darker shade of green received the most coverage, with lighter shades indicating less. This data was taken from our monitoring system, Vocus.



North West and West Midlands districts. Stories included:

- Plant Health communications linking in with PH programme being developed by Creative Common
- FFPS Project
- Cumbria Wild Venison marketing project
- Newlands regeneration project

Yorkshire & North East districts. Stories included:

- Wallshield
- Roots to Prosperity
- Joint working pilot in the Derwent with NE and EA

Central district. Stories included:

- Land management proposal from Creative Concern
- Community woodlands project from Creative Concern
- FWW and Magna Carta events at Sherwood pines
- Seasonal canine illness

The South East and London Area. Stories included:

- iTree survey
- OPM

## Section 6: Stakeholder insight

"We want this duplicitous privatisation of the forests through the back door stopped and any future major development in national forests be subject to independent Environmental Impact Assessments with binding outcomes. Rather than at present being at the discretion of local planning authorities who may be unfamiliar with the EIA process and more concerned about the resource implications than the environmental and ecological impacts."

**38 Degrees petition set up in opposition to the Fineshade Holiday proposals**

The Forestry Commission (FC) own a significant stake in Forest Holidays and will continue to own all such sites in the long term. The FC have a duty, as the managers of the huge resource of publicly owned woods and forests across England, to maintain an appropriate balance between the social, environmental and economic benefits that the public forest estate can deliver. We support this principle and recognise that Forest Holidays sites are one part of a wide spectrum of activity encouraged by the FC in the public's woods.

**Austin Brady, Director of Conservation and External Affairs, Woodland Trust**

Peterborough City Council Speaking at a fringe event hosted by The Woodland Trust, the shadow minister for environment, food and rural affairs Barry Gardiner said the Coalition Government still did not understand the proper role of the Forestry Commission. Gardiner said that Labour was exploring the statutory remit of the Forestry Commission to ensure that those public values – biodiversity, habitat, ecosystem services, public access – were given proper priority. Describing Labour as "the true party of the countryside", he said more focus was needed on the fact that public goods today were indirect goods, rather than the direct goods of the past.

**Barry Gardiner, Shadow Minister for Food and Rural Affairs**

"Future generations have a right to grow up in a Britain with easy access to a diverse, green and healthy natural environment. That is why we will be including a commitment to introduce a Nature Act in our 2015 manifesto. This is an ambitious target. To plant 750,000 trees a year is not easy, but is right. People across the country recognise that our environment matters. We have a duty to safeguard our natural habitat for future generations, and these plans are an opportunity to capture people's imagination."

**Liberal Democrats, July 2014**



# Section 7: Social media



Twitter followers  
@ForestryCommEng Twitter followers: 7598 (up 17% on last quarter)

@TreePestNews Twitter followers: 2877 (up 4% on last quarter)



Forestry Commission Woods and Forests Facebook page likes: 10676 (up 12% on last quarter)

## Top posts this quarter



We have [#apprentice](#) forest craftsperson vacancies in [#Thetford](#), [#Rothbury](#), [#ForestofDean](#), [#MarketRasen](#) & [#Cannock](#) [ow.ly/zMup1#jobsinfo...](#)

Reply Favorite More

RETWEETS 22 FAVORITE 1



A record number of osprey chicks were ringed [@VisitKielder](#) last week - find out more on the Osprey Watch blog: [ow.ly/zshKU](#)

Reply Favorite More

RETWEETS 17 FAVORITES 4

9:30 AM - 23 Jul 2014



Red kite have bred [@FCGrizedale](#), Cumbria, after 200-year gap [ow.ly/zdsce](#)

Reply Favorite More

RETWEETS 9 FAVORITES 5

10:58 AM - 16 Jul 2014



"A gruffalo? What's a gruffalo?" "A gruffalo! Why, didn't you know?" [forestry.gov.uk/gruffalo](#)

Reply Favorite More



RETWEETS 17 FAVORITES 5

## Gruffalo campaign

As part of the Gruffalo campaign, @ForestryCommEng was used to tweet messages to promote the campaign and encourage visitors to our woods and forests.

Since the end of June over 65 tweets have included the term 'gruffalo' and our @ForestryCommEng handle.

### @ForestryCommEng

Tweets sent: **20**

Engagements (retweets, replies, favourites): **266**



The world's best-loved monster, The Gruffalo, is coming to a deep dark wood near you [forestry.gov.uk/gruffalo](#)

Reply Favorite More

RETWEETS 19 FAVORITES 5

9:15 PM - 19 Feb 2014

## Section 8: Website

Web Activity for the quarter included:

- New Delib contract agreed & signed Aug for further 12 months at same cost/rate as last year
- New Digital Comms officer recruited 22 July
- Web writing/publishing seminar run for West District
- Launch Autumn Colours beginning of September
- In the process of upgrading servers (should be finished by end of today)
- In the process of creating a website in partnership for DECC (October launch)
- Roll-out of new social media buttons (share and links in new releases and general areas of the website)
- Delivered prototype of new website to FR (FR not mentioned in phone meetings so not sure if should be communicated yet)
- New licences for servers



Pageviews  
4,481,010

Unique Pageviews  
3,550,697

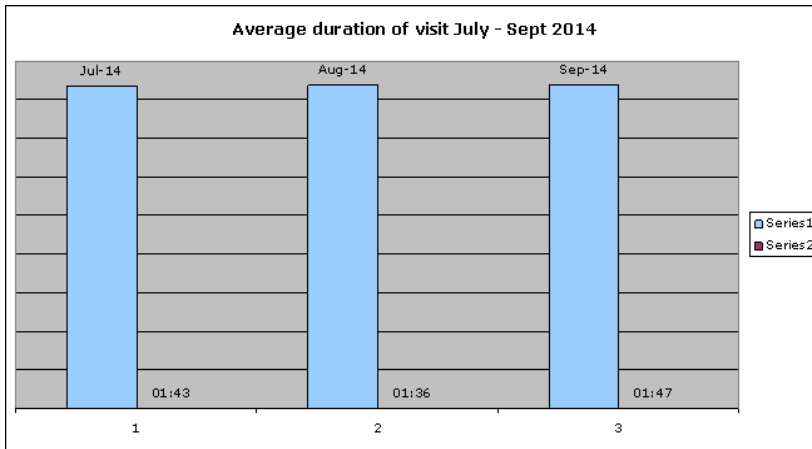
Avg. Time on Page  
00:01:06

Bounce Rate  
49.80%

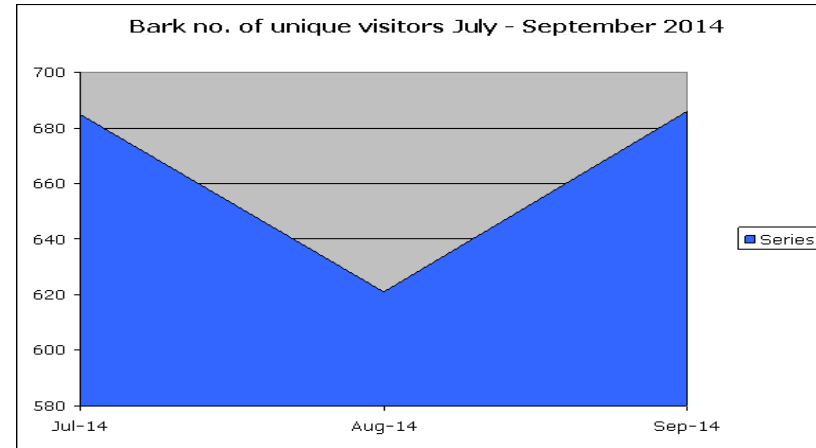
% Exit  
34.33%

Page	Pageviews	% Pageviews
1. <a href="#">/gruffalo</a>	122,286	2.73%
2. <a href="#">/</a>	94,491	2.11%
3. <a href="#">/vacancies</a>	72,818	1.63%
4. <a href="#">/westonbirt</a>	69,416	1.55%
5. <a href="#">/forestry/inf-d-9kapaj</a>	63,875	1.43%
6. <a href="#">/england</a>	44,690	1.00%
7. <a href="#">/highlodge</a>	44,643	1.00%
8. <a href="#">/dalbyforest</a>	43,099	0.96%
9. <a href="#">/aliceholt</a>	42,472	0.95%
10. <a href="#">/jobs</a>	41,950	0.94%

# Section 9: Internal Communications

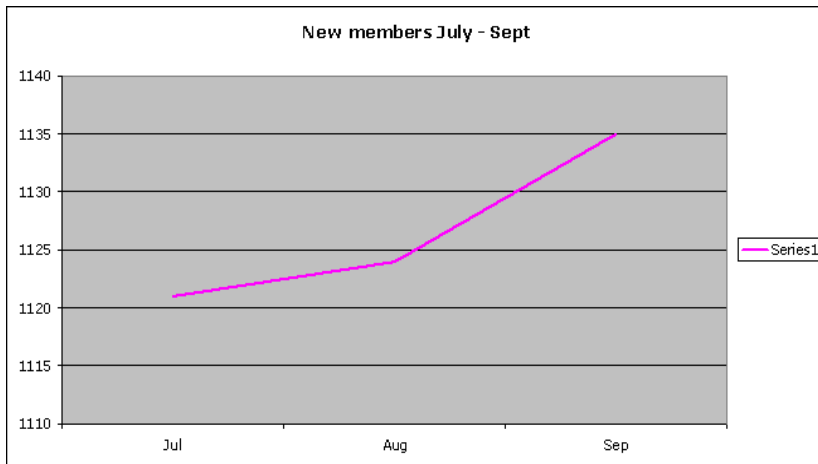


**Bark – average duration of visitors**

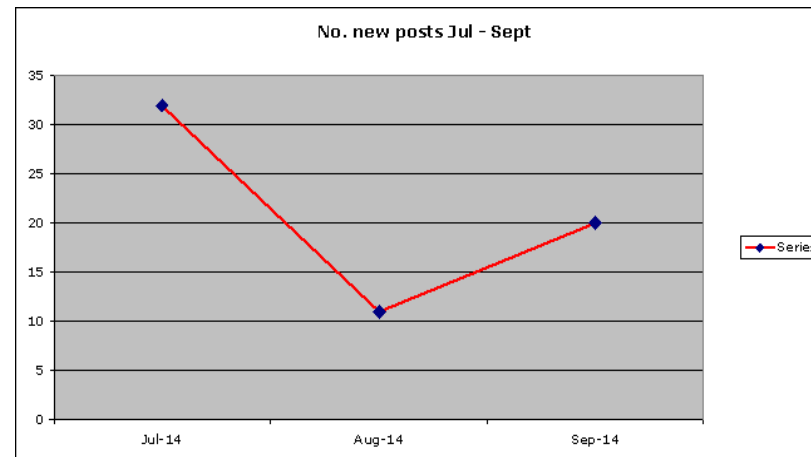


**Bark – number of unique visitors**

- Top 3 Stories**
- FC veteran awarded OBE (32)
  - Protecting our oak trees with science (20)
  - Team Forestry Commission Race for Life (15)



**Yammer – Number of new members**

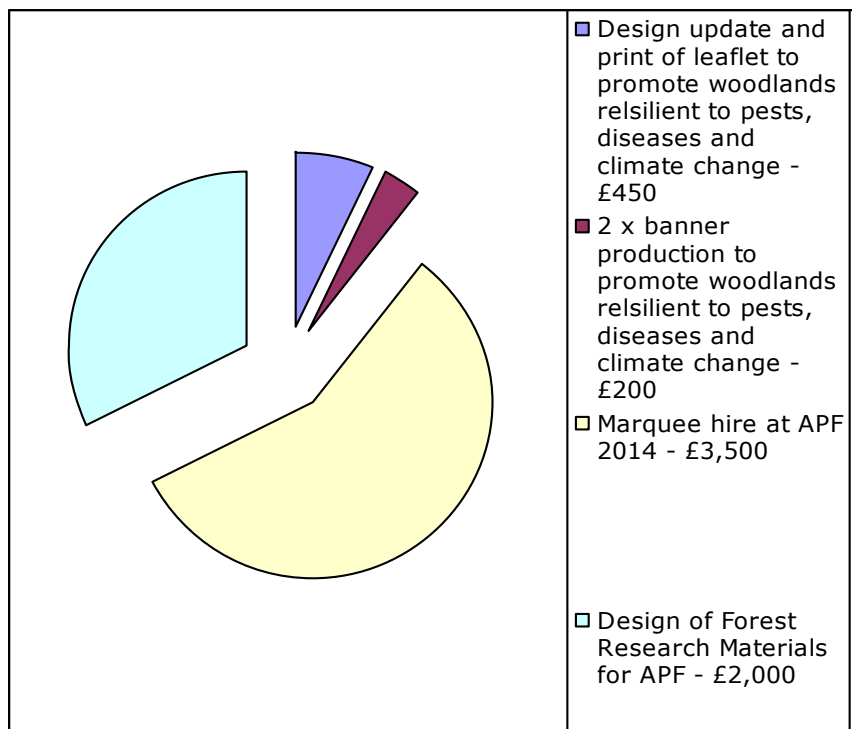


**Yammer – Number of new posts**

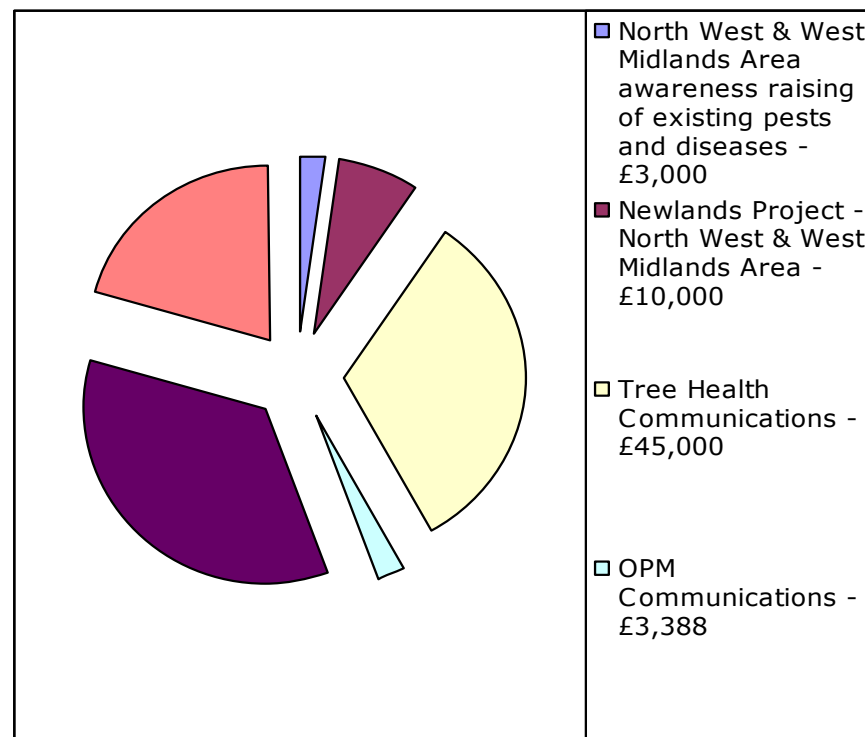
## Section 10: Internal Communications

This quarter, £144,477+ VAT was approved via the spending controls process.

August - £6150



September - £138,277



# Section 11: Horizon scanning & Forward look

## **Launch of Gruffalo's Child activity trails – 03/10/2014**

*Launch of 24 Gruffalo's Child trails across PFE in England. Free trail with an optional accompanying activity pack, costing £2 and available from forests shops and cafes.*

## **Wildlife Management Consultation**

*Preparing and managing for two wildlife management consultation on squirrels and deer.*

## **Forest Holidays at Delamere Forest**

*Following a judicial review a decision will be made/announced as to whether planning permission has been granted. This has already received significant media attention (local and national) so whichever way the decision goes, there is likely to be media interest. Decision expected in November.*

## **Alabama Rot**

*Media awareness/preparation for Alabama Rot handling working with Defra and AHVLA.*

## **Woodland Creation**

*Preparing and managing for a disputed case decision on woodland creation on the Northumberland National Park.*

## **Launch of new intranet homepage**

*We plan to launch the new FC intranet homepage.*