



Forestry Commission
England



*Planning a
sustainable
future for
Jeskyms*

your views
count



Jeskyns Community Woodland will be

5 years

old this year.

In this changing economic climate, how can we best secure a bright and sustainable future for Jeskyns?

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In 2007 Jeskyns Community Woodland opened its gates to the public.

Five years on, in 2012, Jeskyns is now a vibrant space where wildlife is flourishing and where we welcome 200,000 visitors every year.

The Government has now laid out new challenges for the Forestry Commission to meet growing public wishes, to improve its efficiency, to protect, improve and expand England's woodlands, and to focus on those tasks which only Government should do.

To meet this challenge and to keep managing woodlands such as Jeskyns with less central government funds means changing what we do and how we do it.

It could mean reducing a number of core services currently delivered at Jeskyns (**Option 1**).

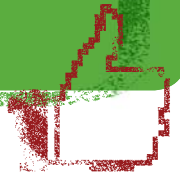
Alternatively, it could mean the introduction of some income generating schemes on site (**Option 2**).

Either way changes lie ahead, but also great opportunities.

We need the help, experience and ideas from all of our visitors and partners to meet this challenge.

Please read about the two options and then complete the questionnaire.

Your views count. Please read and complete the questionnaire by 20th April 2012.



Option 1 - Reducing Services

A lot of work goes into maintaining Jeskyns....
where could we make savings?

Whilst we have a great team of volunteers who undertake many tasks, such as tree pruning, litter picking and helping with events, there are still many services that we currently have to pay for.

By reducing many of these services, we could meet some of the required efficiencies. We want your input to help decide which, if any, services are reduced.



Services currently delivered at Jeskyns:

- **Managing vegetation** e.g. - hedge cutting, grass cutting, weed control.

Maintaining vegetation less frequently will save money but will mean the site may look more “untidy” and “less welcoming” in the eyes of some.

- **Maintenance and repairs to infrastructure** such as benches, paths, play equipment, gates, fences etc.

Whilst items would be maintained so that they are safe for our visitors, it may mean that instead of replacing or repairing damaged items, they may just be removed.

- **Provision and emptying of dog bins.**

There are currently 14 dog bins located across the site. Can we make do with fewer? Will visitors be prepared to carry their dog-waste that little bit further?

- **Litter picking.**

At the moment there are no litter bins on site and some areas are litter picked twice a week. Can we make do with less litter picking?

Some may suggest providing litter bins, but installation would be costly and to empty these would create another service.

- **Site security and car park gate locking and unlocking.**

Does the car park need to be locked at night and the current 24hour-security service provided? What will it mean if these services are stopped or reduced?

- **Provision of Ranger led activities** such as educational sessions and public events.



Managing vegetation

Which if any of these services could be reduced?

Option 2 - Generating Income

An alternative to reducing current services is to generate income, and with a popular site, there are many opportunities to do so.



Example of temporary concession



Example of permanent concession



Example of temporary concession

We want to understand your views, both positive and negative, on some of the options open to us.

We have offered some examples of possible income generating schemes here:

- a: Refreshments**
- b: Car Parking Charges**
- c: Building Retail**
- d: Area Rental (non-exclusive)**
- e: Area Rental (exclusive)**

They are further explained in the following pages. However, we emphasise that these are only suggestions to get you thinking.

There would be many challenges in delivering any of these, not least the need for statutory processes such as consultation with the Local Planning Authority.

a: Rental of space for vendor to sell refreshments in car park.

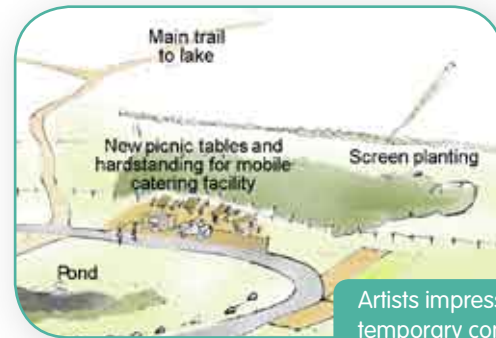
This could be as basic as a mobile catering unit or a little more sophisticated in the form of a simple building.

This is likely to be a popular proposal as many visitors have already requested somewhere to “have a cup of tea” at Jeskyns.

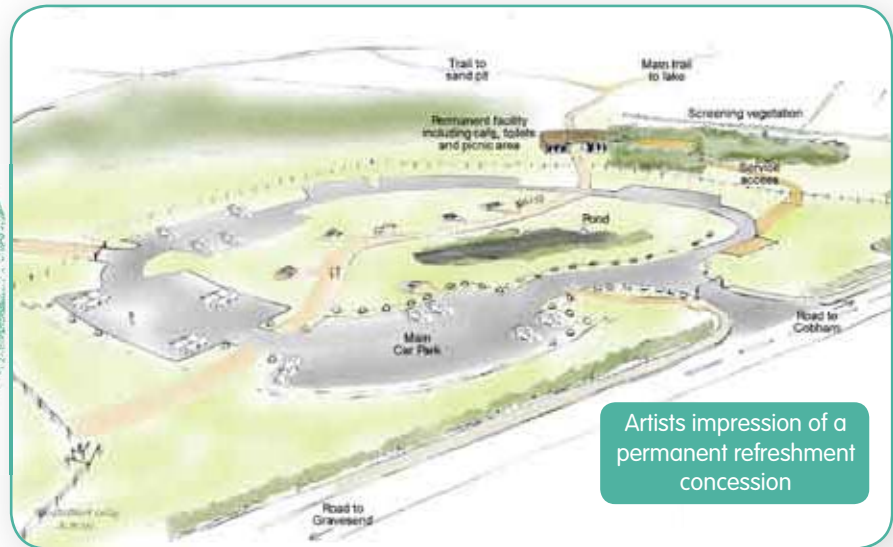
However, toilet facilities would likely be needed alongside any refreshment unit. Toilets are expensive to install and maintain.

Therefore this option could only be delivered in conjunction with other income generating proposals or significant service cuts.

Toilets would need to accompany any refreshment concession - how could these be funded?



Artists impression of a temporary concession



Artists impression of a permanent refreshment concession

Option 2 - Generating Income



Annual parking pass

Toilets



Car parking meter

b: Introduction of car parking charges.

Obviously, not many people like the idea of paying for something that they have enjoyed for free for the last five years, but parking charges could generate enough income such that reducing services is no longer required. It could potentially also provide enough to enable us to invest in other facilities such as toilets.

Many sites similar to Jeskyns have parking charges. Alongside any pay per visit scheme, we could look to run an annual pass scheme that would enable our visitors unlimited parking at Jeskyns.

Of course there would be challenges, such as the need to discourage inconsiderate parking outside of the site. Considerable thought would also need to be given to how payment collection is made safely and securely and what methods of enforcement are employed.

Car Parking charges could likely generate enough income to pay for toilet facilities.



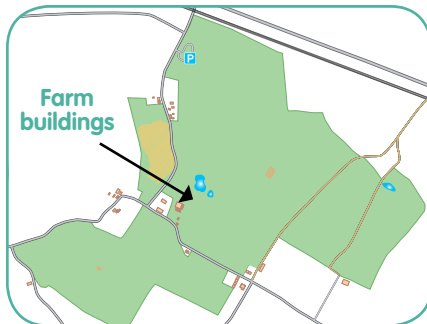
c: Rental of farm building spaces.

There are a number of farm buildings located in the former farm yard area of Jeskyns that would lend themselves to storage or workshop type uses.

It may be possible to generate some income from the rental of these spaces to agricultural or environmental organisations.

However, rental of these spaces alone is unlikely to meet the required efficiencies and would need to be considered alongside other income generating proposals or service cuts.

Could the farmyard become a self-financing community space?



Artists impression before



Artists impression after

Option 2 - Generating Income



Segway



Climbing wall



GoApe!



Cycle hire

d: Rental of an area on site for organised activities (non-exclusive use).

Many other Forestry Commission sites such as Bedgebury, High Lodge and Westonbirt rent out space in their forests for carefully selected parties to deliver outdoor pursuit activities on site.

Examples of this include Go Ape! (high wire adventure trail), Forest Segway, orienteering and cycle hire.

Any such proposal would not be allowed to exclude general visitors.

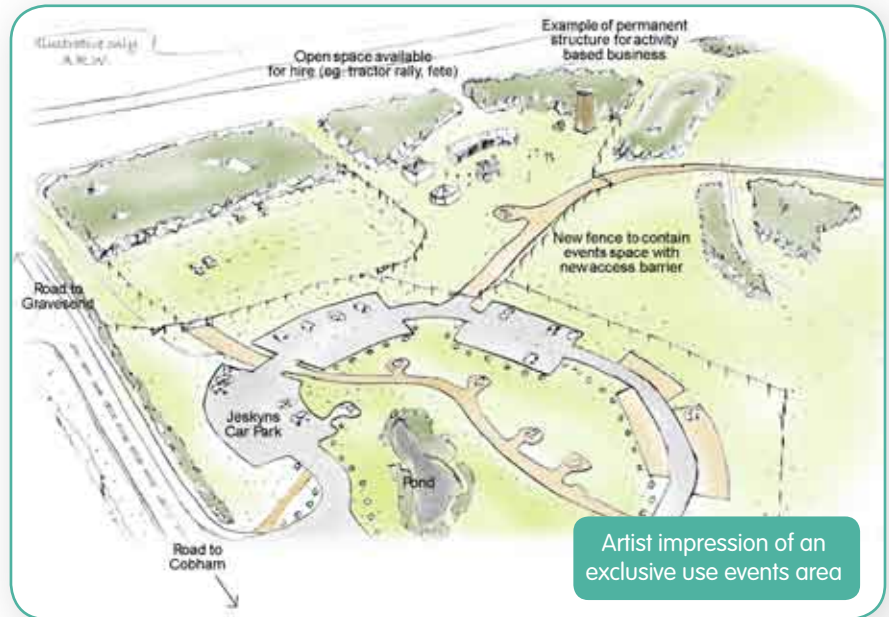
This option would need to be delivered in conjunction with other income generating proposals or service cuts to meet the required efficiencies.

e: Rental of area on site for organised activities (exclusive use).

This could involve isolating an area for exclusive use by a third party, for example a regular craft fair, farmers market, dog agility training etc.

This type of area would permanently exclude general visitors and may require some initial financial investment for basic modification such as draining or levelling.

This option would also need to be delivered in conjunction with other income generating proposals or service cuts to meet the required efficiencies.



Artist impression of an exclusive use events area



Craft fair



Farmers market

What next?

We're actively listening to you.

We will collate all of the responses from this questionnaire, our online questionnaire and from local organisations. We will then publish a report that details all of these responses, along with the decision we have taken and the reasons for it.

If you ask to be kept informed, we will make sure you know when and where the report can be obtained. Otherwise, please feel free to check our website for updates or contact us at the details opposite.

Want more information?

More detailed information on the options and the project can be found in the Project parent document, which can be downloaded from:

www.forestry.gov.uk/jeskyns

For further queries please contact:

Jeskyns Community Woodland
Forestry Commission, England

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Your details will be kept by the Forestry Commission and will not be passed to any third party.

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What do you think?

Your views count, please complete and return this questionnaire by 20th April 2012.

Please complete your contact details here:

Name:

Email:

Address:

.....

.....

You do not have to provide your details. Your response will be counted if the above information is left blank. However, we would encourage you to complete the information so we can keep you informed.

Are we talking to everyone?

To help us ensure we are talking to a wide range of people we would appreciate it if you could complete the following details:

Gender male female

Age (circle age brackets) 10-18 19-36 37-59 60+

Postcode

Do you currently visit Jeskyns? Yes no

fold here

Q1. To meet the required efficiencies would you prefer that the FC implemented: (please tick)

- a. **Option 1** - reduced the number of services delivered at Jeskyns.
- b. **Option 2** - implemented income generating proposals at Jeskyns.
- c. A combination of Options 1 & 2

Q2. Please score each service at Jeskyns to show which you think are the most important to keep. A score of 6 indicates the most important to keep, and a score of 1 means the least important to keep. Please only use each score once.

Service	Example	Score
.....	1	1-6
Managing vegetation (grass, hedges, weeds).	1	
Maintenance of infrastructure (fences, benches, play equipment, paths).	3	
Provision and regular emptying of dog bins.	4	
Regular litter picking.	5	
24hr site security, gate locking and unlocking.	2	
Ranger led events and activities.	6	

seal here by moistening gum strip

Q3. Please score which income generation schemes you consider to be the best/most viable. 5 means the best and most viable, and 1 means the worst and least viable.

Service	Example	Score
		1-5
Rental of space for refreshment vendor	2	
Introduction of car park charges	3	
Rental of farm buildings	4	
Rental of non-exclusive space on site	1	
Rental of exclusive use space on site	5	

Q4. Do you have any other suggestions or comments that you would like to make about the proposals?

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