



# Newsletters

Newsletters are a good way of keeping targeted groups informed about the planning process. A forest or woodland Newsletter can be published if the necessary resources are available or an existing local Newsletter can be used to inform the community. If a forest or woodland Newsletter is published it is necessary to maintain an updated mailing list to ensure that all interested persons and groups are reached. Newsletters can be used to keep community members and other stakeholders informed about meetings, events and other features of the planning process. They can also include a list of contact persons, which will enable interested people to obtain additional information. The information included should be short and simple and visually attractive.

## Resources and requirements

### Skills

- Good writing skills are essential.
- Graphic design skills are needed.

### Equipment

- Standard office equipment (computer and printer) is needed.

### Time

- Writing, designing and editing the Newsletter is likely to require several weeks.
- Less time is needed to contribute to Newsletters of other organisations.

## Useful sources of information

### Books

- Community participation in Local Agenda 21. J. Bishop (1994). Local Government Management Board, London.
- Creating involvement. Environment Trust Associates (1994). Local Government Management Board, London.
- The guide to effective participation. D. Wilcox (1994). Partnerships Books, London.
- Public involvement in environmental permits: a reference guide. US Environmental Protection Agency (2000). Available from: [www.epa.gov](http://www.epa.gov)

### Web

- The guide to effective participation by David Wilcox: [www.partnerships.org.uk](http://www.partnerships.org.uk)

## Level of engagement

INFORMING: ★★ ★

CONSULTING:

INVOLVING:

PARTNERSHIP:

## Strengths

- Newsletters are easily distributed within a community.
- They are normally relatively cheap to produce.
- They promote direct contact between the community and forest or woodland managers.
- A relatively large number of people can be reached.

## Weaknesses

- There is no guarantee that information will be read.
- The readership of a Newsletter produced by another organisation may be rather limited.
- The effectiveness of Newsletters is directly linked to the selection and numbers on the mailing list.
- Careful design and consideration of the contents is required if the Newsletter is to be effective.



## NEW FOREST - NEW FUTURE

### Newsletter Number 1

**What is New Forest - New Future?** New Forest - New Future is a project to produce plans which will guide the management of all of the New Forest Inclosure woodlands into the next century. We wish to hear everyone's views on the proposals

#### The Story So Far

The New Forest - New Future project was launched in March with a great deal of interest from the press. A series of open days, talks and walks were given between March and May, in Marchwood, Holbury, Dibden Purlieu, Colbury, Brockenhurst, Burley and Godshill.

By the end of May proposals for the following Inclosures had been looked at:

*Dibden, Marchwood, Fawley, Kings Hat, Crab Hat, Foxhunting, Deer Leap, Longdown, Church Place, Ipley, Perrywood Ivy, New Copse, Perrywood Ironshill, Stockley, Frame Heath, Hawkhill, Moonhill, Ladycross, Markway, Dur Hill, Millersford Plantation and Turf Hill.*

Additionally talks have been given to New Forest Friends of the Earth and to Southampton University.

**'New Forest - New Future will mean that we and our children will have a chance to enjoy a more natural forest'**  
Peter Frost - New Forest Association

#### Having Your Say

Hundreds of local people came along to the events to find out more about New Forest - New Future and to let us know what they thought of the proposals.

Our 16 events had 700 attendances (with some people attending more than one event). A total of 217 completed feedback forms had been received by 1st June 1999.

#### Support for Heathland

There has been broad support for the proposals, particularly for restoration of more heathland. Some people felt the plans were too radical, whilst some people felt they were not radical enough! Most people preferred a balance between more heathland and retaining trees.

Many comments expressing a wide range of feelings about the management of the New Forest were received and many interesting points were raised.

Issues such as the restoration of woodland tracks after timber operations came through strongly and have been noted!

Please contact Paul Hibberd for further information or to be added to the Forest Design Plan mailing list



Forestry Commission

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A forest Newsletter to inform people of the planning process and to encourage their involvement (New Forest Forest District).

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at: [www.forestry.gov.uk/toolbox](http://www.forestry.gov.uk/toolbox)