

## 5: BUSINESS AND MARKETS - draft actions v2.0

| AIMS                                                                                                                                                                                                                       | OBJECTIVES                                                                                            | ACTIONS (partners)                                                                                                                                                                 | Lead Partner                                                                                                                                | Comments                                                | Indicator of success                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------------|
| Increase volume, quality and sustainability of wood and wood products consumed and grown within the region                                                                                                                 | Maintain current extent of commercial woodland and forest                                             | Establish system to monitor changes in woodland area (WT, NE, FC, local authorities?)                                                                                              | FC                                                                                                                                          |                                                         | no loss, or gain in area by 2012                                               |
|                                                                                                                                                                                                                            |                                                                                                       | Encourage establishment and restocking of commercial woodland (ConFor, CLA)                                                                                                        | ConFor                                                                                                                                      |                                                         | ? Ha planted by 2012                                                           |
|                                                                                                                                                                                                                            |                                                                                                       | Develop regional implementation of forthcoming Open Habitats policy to establish compensatory planting protocol to ensure appropriate replacement within SW (ConFor, RSPB, NE, FC) | ConFor/FC                                                                                                                                   | See also Natural Environment re priorities for removals | regional protocol established by 2011                                          |
|                                                                                                                                                                                                                            | Increase knowledge of SW woodland resource, as basis for investment decisions                         | Promote softwood inventory report, with view to finding resources to expand inventory to unmanaged/inaccessible and broadleaved woods (WR, ConFor, FC)                             | WR/Silvanus Trust                                                                                                                           |                                                         | softwood report findings widely disseminated and value recognised              |
|                                                                                                                                                                                                                            | Increase quality of timber produced                                                                   | Regional partners to promote more effectively funding opportunities through RDPE Axis 1, 3 and 4                                                                                   | WR                                                                                                                                          |                                                         | measurable increase in uptake of Axis 1,3,4 funds by forest sector             |
|                                                                                                                                                                                                                            |                                                                                                       | Increase efforts to raise awareness of woodland owners and managers of opportunities to produce quality timber (ConFor, ICF, WR, FC).                                              | ConFor                                                                                                                                      |                                                         | survey of woodland owners shows interest and knowledge?                        |
|                                                                                                                                                                                                                            | Ensure forestry sector is equipped to meet demand                                                     | Encourage RDA to recognise potential of timber processing industry in SW. (WR, ConFor, RDA, FC)                                                                                    | WR                                                                                                                                          |                                                         | encouragement to investors evident                                             |
|                                                                                                                                                                                                                            | Substitute local wood and timber for high embodied energy materials in manufacturing and construction | Establish pilot project for timber brokerage service to architects, builders, specifiers'                                                                                          | WR/ Silvanus                                                                                                                                |                                                         |                                                                                |
|                                                                                                                                                                                                                            |                                                                                                       | Research the likely value/success of a 'wood from SW' campaign using examples from elsewhere (WR, others?) and develop branding if results suggest appropriate                     | WR                                                                                                                                          | topic for research student linked to industry?          | report produced                                                                |
|                                                                                                                                                                                                                            |                                                                                                       | Feasibility study for campaign to promote sourcing and greater use of low value timber products in region (processors, SWPLF?)                                                     | ?                                                                                                                                           | topic for research student?                             | study completed                                                                |
|                                                                                                                                                                                                                            |                                                                                                       | Campaign to public sector procurement officers to use locally produced timber (WR and others, including RDA?, Constructing Excellence, ).                                          | WR?                                                                                                                                         | relates to government sustainable procurement policy    | x la's showing evidence of using SW wood                                       |
|                                                                                                                                                                                                                            | Woods and forests contributing more to leisure/tourism economy of SW                                  | Find ways to redirect tourism revenues to owners                                                                                                                                   | Pilot programme for cost recovery of Green Gym/ Health activity via GP referral, NHS Vouchers etc for outdoor exercise (NE, NHS, BTCV,PCTs) | NE                                                      | seek advice on this through NE. Are there regions where this is more advanced? |
| Run seminars for woodland owners to share best practice on 'non-timber income from woods' , to include above and other opportunities eg woodland burials, riding permits, collecting etc.(ConFor, RDA, SW Tourism, FC, WR) |                                                                                                       |                                                                                                                                                                                    | WR?                                                                                                                                         |                                                         | Programme of seminars developed and run                                        |
| Increase woods'                                                                                                                                                                                                            | Increased public sector investment in woodfuel for heat generation                                    | Continue to encourage public bodies to invest in woodfuel, targeting appropriate heat loads which enable maximum efficiency (FC, RegenSW)                                          | RDA, Regen SW                                                                                                                               |                                                         | Check targets for MW in Road to 2020 and county target figures                 |
|                                                                                                                                                                                                                            |                                                                                                       | Provide training for demand side, eg on site assessment for installation feasibility (SWEA, LCC, CSE, Regen SW)                                                                    | RegenSW/R DA                                                                                                                                |                                                         | x people trained??                                                             |

|                                                                                       |                                                                                               |                                                                                                                                                                                                                                                                                                                                          |                           |                                                   |                                                                       |                              |
|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|---------------------------------------------------|-----------------------------------------------------------------------|------------------------------|
| <b>and forests' contribution to renewable energy and mitigation of climate change</b> | Increase understanding and knowledge of woodfuel supply chain                                 | improve range and quantity of training regarding woodfuel supply, especially chip/pellet, funded through RDPE (partners to include county champions))                                                                                                                                                                                    | FC, RDA                   |                                                   | x training events/no. trained?                                        |                              |
|                                                                                       | Support further development of woodfuel supply at variety of scales, in appropriate locations | Support new woodfuel producer groups, also machinery rings. Encourage networking and sharing of experience. Specific support needed to establish cooperative working. Develop clusters to build critical mass to enable efficient fuel supply chains and economies of scale.(FC, AONBs, local authorities, county renewables champions?) | FC                        |                                                   | No of new successful producer groups                                  |                              |
|                                                                                       | Make better use of forest residues, and other 'waste' wood                                    | Encourage installation of stepped-grate boilers that can take wider range of moisture content and size/quality specifications (Regen SW, FC, local authorities?)                                                                                                                                                                         | Regen SW/FC/Las?          | is this one a bit too specific for regional plan? | MW of boilers installed able to take residue material                 |                              |
| <b>Increase knowledge and skills in woodland and forestry sector</b>                  | Reach owners of smaller woodlands                                                             | Improve the provision and uptake of non-vocational training, particularly through RDPE. (WR with FC, Confor, ICF, Lantra, SWA)                                                                                                                                                                                                           | WR/Silvanus Trust, LANTRA |                                                   | no of people attending events                                         |                              |
|                                                                                       | improve skills/knowledge re sale and marketing of timber, timber properties, diseases         | arrange seminars or other training, funded through RDPE                                                                                                                                                                                                                                                                                  | ConFor, Silvanus Trust    |                                                   | Programme of seminars developed and run                               |                              |
|                                                                                       | Secure higher profile for training and development in industry                                | Develop regional forestry skills and training group to coordinate training in the sector in SW and contribute to GB developments (Silvanus, WR, FC, ConFor, LANTRA, ICF etc)                                                                                                                                                             | WR/Silvanus Trust         |                                                   | Group established                                                     |                              |
| <b>Tap into currently unmanaged woodland resource</b>                                 | Encourage woodland owners to work together                                                    | Seek to encourage 'group management' in other areas if successful in SWF, E Devon (FC, AONBs, SWPLF?)                                                                                                                                                                                                                                    | Silvanus Trust/WR?        |                                                   | key features of successful projects identified for future use         |                              |
|                                                                                       | Increase awareness re benefits of woodland management                                         | Increase provision and coordination of information/advice/support, especially in priority areas (NE, FC, SWPLF, RDA, FWAG, NFU, RFS, SW Woodshed)                                                                                                                                                                                        | ?                         |                                                   | positive feedback from survey of woodland owners and uptake of advice |                              |
|                                                                                       | More funding to woodland owners                                                               | Promote uptake of RDPE funds to enable business development                                                                                                                                                                                                                                                                              | WR                        |                                                   | x£ secured from RDPE to sector                                        |                              |
|                                                                                       | Ensure grants for woodland management are fully taken up                                      | Support national work to reduce the administrative burden for owners/managers/applicants                                                                                                                                                                                                                                                 |                           | FC                                                |                                                                       | changes to ewgs requirements |
|                                                                                       |                                                                                               | Promote England Woodland Grant Scheme more widely (FC and regional partners)                                                                                                                                                                                                                                                             |                           | FC                                                |                                                                       | ?% spend of available grant  |