

A SUSTAINABLE RESOURCE - draft actions v2.0				
AIM	ACTION (PARTNERS)	Lead	Comments	Indicator of success
To provide a resource of trees, woods and forests in places where they can contribute most in terms of environmental, economic and social benefits now and for future generations	Seek to increase understanding of need for deer and squirrel control, maintain high awareness re Phytophthora and other pest and disease control (SWA, Woodland network, DI, FC/FERA, European Squirrel Initiative)	FC, DI?		increased uptake of deer and grey squirrel management, raised awareness of new/increased disease threats
	Develop communications campaign aimed at raising profile of woodland, improving public understanding of woodland management, and its value to society (BSW, WT, FC, NE)	WT/FC?		improved understanding revealed through National Opinion of Forestry surveys
	Develop new mechanisms to contact 'unengaged' woodland owners	FC/ NE		More owners actively engaged in management