

**Fareham Borough Council Publication Plan Hearing****Matter 10: - Natural Environment****Question 5 – Policy NE3 Recreational Disturbance on the Solent SPA****Is the Policy clear in relation to how it would be implemented and would it be effective**

Fareham's Strategic Recreation and Mitigation Strategy (Bird Aware) has Key Performance Indicators (KPIs) all of which are purely behavioural change based. Here are the specific KPIs with results from September 21 to December 21:-

## 3.1 The Rangers delivered:

- Site Visits 335
- People Interacted with on-site 3808
- Events 26
- People interacted with at events 794

3.2 Additional input has also been given to communications work which is led by the Campaigns and Engagement Officer. Together the team has achieved the following:

## Facebook

- Number of followers 2455 (up by 210, +9.35%)
- 234,701 impressions
- Engagement - 16,735 (12,153 clicks, 330 comments, 206 shares, 3928 reactions)

## Twitter

- Number of followers 2513 (up by 116, +4.8%)
- 96.8k impressions
- Engagement: 16k profile visits, 249 mentions

## Instagram

- Number of followers 1,804 (up by 105, +6.18%)
- Accounts reached: 15k (+600% from previous quarter, 47.5% from promotions)
- Engagement: 5,520 likes, 116 comments
- Key messages (share our shores/ disturbance) included within 50.5 % of posts compared with 34% in same period in 2020

Other Campaigns and Engagement highlights include:

- Launch of the new website at the start of October with a much clearer user journey
- Great Solent Birdwatch: pop-up events, press release, social media promotion leading to more than 3,000 visits to new website
- Five blog posts
- Monthly press releases
- Monthly radio interviews with Express FM

My question is, which of these indicators are actually measuring the level of recreational disturbance on the Solent SPA or the impact on the birds and other habitats?

In a similar vein the Interim Mitigation Scheme for recreational impact on the New Forest referred to in this plan and highlighted in the interim questions is being measured in the same way. The local community would like to draw the Inspector's attention to this.

The interim plan has now been approved by the Council. The effectiveness of the interim plan is being measured on

- Providing alternative recreational opportunities (to deflect potential visits away from the New Forest protected sites)
- access management and wardening in the New Forest protected sites themselves
- accompanied by monitoring of the impacts and effectiveness of mitigation measures (to provide a better understanding of the impacts of recreation on the New Forest protected sites and enabling future refinements of mitigation policies and measures).

The interim strategy at Paragraph 21 describes new green spaces being created, improving existing open spaces to divert Fareham residents who might otherwise visit the New Forest. Can the Council tell us where these open spaces are being created as most, if not all, said green spaces across the borough are earmarked for development.

The use of the new or improved green spaces will be monitored for this interim strategy.

The measurement of this 'behavioural change' approach is totally inadequate in tackling the impact of recreational disturbances on the New Forest SAC/SPA and RAMSAR. Additionally the programme of work and timetable in this interim strategy are both non specific and consist of a timetable simply described as 'up to March 2025.'

The interim solution for NEW FOREST is also unproven and lacks significant certainty.