



DORSET DOGS / BCP COUNCIL / URBAN  
HEATHS PARTNERSHIP

# HENGISTBURY PROGRESS REPORT

21

22

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# 1. OVERVIEW OF 2021/22

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The following actions have taken place from the 1st June 2021- 31st of May 2022:

- Establishment of the data collection methodology and initial data collection carried out from 14th of May 2021 by volunteers and staff.
- Research started on other dog projects nationwide and worldwide, with documents collated.
- Creation of social media pages and content created/posted.
- Involvement with Southern Counties Canine Access Management Partnership (SCCAMP) meetings and plans for collaboration moving forward.
- Volunteers recruited and data collection complete for first (summer) and second (winter) sets of data collection; and data collection started for third (summer) set of data collection.
- Online survey created to explore visitors and dogs at Hengistbury Head released 7/7/21.
- Content was created to update the Visit Hengistbury website: Dogs ([visithengistburyhead.co.uk](http://visithengistburyhead.co.uk)) completed by 1/8/21.
- Involvement in the Future Park Accelerator Meetings.
- Stakeholder group planning began 9/7/21 looking at potential participants, numbers, logistics etc. Recruited Stephen Jenkinson to facilitate and advise on these meetings.
- Attended facilitation training by Dorset Council in preparation for the Stakeholder group meetings.
- Stakeholder group meetings carried out between December 2021 and March 2022.
- Action plan draft 1 completed, with full budget and costings for each action point.
- Recruitment of a placement/interns for Urban Heath Partnership through Bournemouth University. They will assist with data collection, data input and engagement across the partnership.
- Total of 4 formal pitstops and 3 Park and Patrols at Hengistbury.
- Additional engagement including guided walkies, themed events, online activities and un-manned stalls were carried out.
- Possible future engagement activities collated and costed.

# 2. DATA COLLECTION

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Planning: Volunteers were recruited from 1/5/2021 to begin collecting data prior to the project coordinator being recruited in collaboration with Rachel Pearce from UHP and Footprint Ecology. It was decided that four locations would be chosen to collect baseline data from (Saltmarsh, Heathland, Westfield, Head Hill), which after a few sessions reduced to three (Saltmarsh, Heathland and Westfield). The methodology chosen was recommended by Footprint Ecology.

Regular meetings are scheduled for every three months with the UHP monitoring team. Data collection began from 14/5/21.

## Summer:

From 14/5/21-30/9/21 data collection was completed for one full location (Saltmarsh), and half of one location (Heathland- weekday completed, weekend missing three, 2-hour slots). With three missing slots on the third location (Westfield - one slot for the weekday and two slots on the weekend). Due to a shortage of volunteers and staff time, not all necessary slots were completed. This is due to the role beginning in June, reducing time available for data collection. The location of 'Head Hill' were also dropped due to visibility at this site, and amount of data needing collection.

## Winter:

Between 1/10/21-1/5/22, all but one 2-hour slot was fulfilled, due to limited weekend capacity. Further students and volunteers have been recruited in May 2022 to reduce the likelihood of failure to complete sessions for the Summer 22/23 period.

To ensure data was collected within the necessary time frame, an independent data collector was recruited for one half day. The data collected is being scanned, input into a spreadsheet, and the routes are drawn on a map on QGIS.

# 3. RESEARCH

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Research was conducted looking at dog walker engagement, and impacts on wildlife from dog walkers worldwide. This included direct conversations with project managers of dog-specific projects and chances for collaboration/knowledge sharing.

## List of people/organisations spoken with:

- Bournemouth, Christchurch and Poole (BCP) Council
- New Forest National Park
- Bird Aware Solent
- Dynamic Dunescapes
- Citizen Zoo
- Hampshire Countryside Service
- Christchurch Harbour Ornithological Group (CHOG)
- National Audubon Society
- Virginia Tech Shorebird Program
- National Trust
- Stephen Jenkinson; who is an expert in dog walker access on countryside sites, and is affiliated with the Kennel Club and Natural England.
- Forestry England
- South Downs National Park
- Heathland Hounds
- Devon Loves Dogs

All research is collated in a word document.

# 4. SOCIAL MEDIA

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After research into a list of platforms, and confirmation from the UHP Education team, the following social media pages were created for this project:

- Facebook group (Hounds of Hengistbury Head)
- Instagram page (@hengistburyhounds)
- TikTok page (@hengistburyhounds)

Regular content has been produced and shared between these pages. Created in collaboration with Dorset Dogs pages and Hengistbury Head Visitor Centre pages to provide consistent, positive messaging with a Dorset Dogs tone and message.

Facebook Group	Instagram	TikTok
113 members	Accounts reached: 143	3 followers
Sunday 9am most popular	Content interactions: 44	1 post
Most reactions: 108 Most Posts: 3 Most comments: 15	4 posts shared 3 stories 28 followers	455 plays 9 likes 1 comment

These figures were collected on the creation of these pages (13/8/21).

Facebook Group	Instagram	TikTok
175 members	Accounts reached: 5561 Accounts engaged: 321	134 followers
Wednesday most popular	Content interactions: 446	1 post
Most reactions: 5 Most Posts: 2 Most comments: 0	9 posts shared 10 stories 4 reels 0 videos 181 followers	552 plays 59 likes 1 comments 5 shares

These figures were collected on the 1/6/22 for the month of May.

# 5. STAKEHOLDER GROUP

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Planning: Research began into participants for the stakeholder group, logistics of running an online stakeholder group (due to COVID), and any necessary formalities such as a constitutional framework and Terms of Reference. Invites were sent to key stakeholders of Hengistbury Head including local dog walkers, staff members, members of Hengistbury Residents Association (HENRA), members of the Mundeford Spit Beach Hut Association (MSBHA) and CHOG (amongst others). Stephen Jenkinson was recruited to facilitate and advise on the stakeholder group. All details were confirmed by Stephen, Dorset Dogs, BCP, Natural England and UHP. Mollie attended facilitation training run by Dorset Council in preparation for the stakeholder meetings.

Participants: Surveys were given to potential participants to ensure the groups were not biased on one type of user group. From here, the first session was scheduled.

First Session: With a total of ten participants, the session had a focus on the backgrounds of participants and their reasons for being a part of the group. This meeting was followed up with a survey to explore opinions on "things to do differently at Hengistbury Head", allowing for in-depth thoughts and opinions from the group participants. The results of which were then categorised and a map of incidents/ideas was created. A survey was sent around to participants asking them to rank certain areas in terms of importance for focusing on with our engagement.

Second Session: With a total of eight participants, this session was led by Stephen Jenkinson, talking through the idea of angels, fallen angels and devils to encourage the group to think about how and who we are targeting through our engagement activities. We then discussed the results of the survey handed to participants after the previous session, and handed out another survey focused on ideas/quick wins for these areas and priorities we need to focus on in terms of behaviour change.

Third Session: For our third session, we discussed the results from the previous survey and Stephen Jenkinson led a discussion around ideas/interventions seen in other projects to encourage thoughts around Hengistbury Head and the "quick wins" we could focus on for the duration of the project, "medium term wins" to investigate and work towards, and some "long term wins" which should be included/advised in the site management plan for future project work. A survey was sent around to participants around the quick wins discussed, and encouraged participants to share their thoughts on suggestions for the site.

Fourth Session: The last formal stakeholder group session focused on discussion around these ideas and their ranking in terms of importance, and how this would be used moving forwards. The action plan and management plan were explained, and the group were told that their comments would be used towards the creation of these. Some participants were confused about this, and frustrated that we hadn't managed to implement more by this point. It was highlighted that the action plan has to be agreed before anything is implemented. It was also stated that they wanted the groups to continue, and it was explained that the project is limited in terms of time and budget, and that they would be kept in contact with moving forward, but the formal sessions with Stephen Jenkinson have now concluded.

Action Plan: On the 20th of May the first draft copy of the action plan was circulated to the stakeholder group. This was a detailed and fully costed plan, which took comments and opinions from the stakeholder group, staff members and experts in this field. Comments are yet to be returned by 31/5/22 and will be formulated towards a public access management plan in the following months.

# 6. FACE-TO-FACE ENGAGEMENT

A mixture of 'Pitstops' and 'Park and Patrols' were carried out on site in 2021/22. Pitstops consisted of a static engagement area, with literature and opportunities for conversations with site visitors (with and without dogs) about responsible dog access management and the wildlife on site. These took place on: 26/7/21 as part of Heath Week, 22/11/21, 2/12/21 which was in collaboration with CHOG, 11/2/22 and 13/5/22. Park and Patrols consisted of one or two employees patrolling the site with Dorset Dog 'goody bags', allowing for conversations with dog walkers about responsible dog access management and wildlife on site. These took place on: 17/11/21, 26/11/21 and 10/12/21.

Other face-to-face engagement that was carried out in 2021 included the running of the Great Wildlife Exploration on 12th and 13th of June (a previous agreement), a family event at Longham Lakes on 2/9/21, a community fete at Redhill Park on 5/9/21, a Halloween event at Upton Country Park on 29/10/21, a Guided Walkies events on 25/2/22 and 13/5/22 and an online quiz night event with Dorset Dogs and Stephen Jenkinson on 31/3/22 as part of Dog Week (26/3-1/4/22).

Date	Event/Activity	Hours	Income (£)	Staff costs (£)	Resources (£)	Total	No. of participants/engagements
12/06/2021	Great Wildlife Exploration	5	0	62.5		-62.5	50
13/06/2021	Great Wildlife Exploration	5	0	62.5		-62.5	46
22/07/2021	Park + Patrol Riversmeet N	1	0	12.5		-12.5	4
02/08/2021	Longham Lakes Family Day	5	0	62.5		-62.5	22
05/08/2021	Redhill Community Fete	5	0	62.5		-62.5	17
06/10/2021	MSC Phase 1 Course	5	350	62.5	60	227.5	33
29/10/2021	UCP Halloween Event	6	0	75		-75	27
22-Nov	HH Pitstop	4	0	50		-50	29
24/11/2021	Patrol Bernards Mead	1	0	12.5		-12.5	13
24/11/2021	Patrol Stanpit/Riversmeet	1	0	12.5		-12.5	7
02/12/2021	HH Pitstop with CHOG	3	0	37.5		-37.5	25
07/01/2022	Dog Walker Litter Pick	3.5		43.75		-43.75	8
20-25/1/22	Dogs bags left at centre	0	0	0		0	25 bags taken
28/01/2022	Patrol Stanpit/Riversmeet	4	0	50		-50	11
11/02/2022	Patrol Hengistbury	3		37.5		-37.5	14
25/02/2022	Guided Walkies Event	4		50		-50	2
31/05/2022	Online Event- SCCAMP	2		25		-25	7
29/04/2022	Patrol Stanpit/Riversmeet	4		50		-50	15
13/05/2022	Guided Walkies Event + Pi	4		50		-50	28

# 7. OTHER ENGAGEMENT

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Another engagement intervention was planned within a series of Future Parks Accelerator workshops focused on the topic 'dog waste management' from 27/5/21-8/7/21. An idea was formed in these meetings to create Dog and Owner Wellness Trail. Trail created and put up 11/8/21 with aim to monitor success via dog poo count. Trail was consistently vandalised, and was taken down on 23/9/21. Further meetings were planned to discuss vandalism and effectiveness of other projects. The trail was put back up on 18/11/21 and vandalised (removed from site) on the 19/11/21. Awaiting further actions on this project.

A Litter picking event was planned for Heath Week, which saw visitors borrow equipment from the visitor centre and pick up litter whilst out on their dog walk. This allowed for distant engagement with site visitors with minimal staff intervention.

A summer campaign hosted by Dorset Dogs was set up around the site, looking at messaging targeting visitors on how to act with their dogs whilst on site. These signs were received well, especially by the beach hut owners and regular dog walkers.

During SCCAMP meetings, updates were shared amongst members, and plans were made for future collaboration. Meetings were also scheduled for research into previous/current dog walker engagement projects.

Another form of engagement was trialled using the visitor centre, leaving 'goody bags' outside of the centre to allow for spreading of message when staff are not present on site. This has seen good interest from the public.

Also trialled was going out on site with BCP employees whilst they were carrying out tasks. This drew attention to us from members of the public, and allowed for some great conversations with passing dog walkers.



Each point on the action plan has been fully costed against the budget for this project. Additional funding is required for certain aspects of the action plan.

<b>Budget:</b>	<b>£22,500</b>
<b>Volunteer expenses</b>	
Logo merch (100 lanyards + 100 dog bandanas)	£350.00
Refreshments	£50
Printing	£250
<b>Subtotal</b>	<b>£650.00</b>
<b>Signs</b>	
Foamex - Temporary (10x)	£250.00
Map Artwork	£375
Map Signage (x10)	£9,000
Interpretation Artwork (x5)	£2,000
Interpretation Signs (x5)	£4,500
Trail marker posts (x10)	£860
Tactile carved sign	£3,000
<b>Subtotal</b>	<b>£19,985.00</b>
<b>Land management</b>	
Fencing (Costing for: Barn Bight, Roebury Meadow training area, Behind Solent Meads Car park, Unfenced Long field area)	£14,500
Rope Barriers (for sand dune area)	550
<b>Subtotal</b>	<b>£15,050</b>
<b>Engagement ideas</b>	
Dog trainer (4 x 4 hours + travel for Natalie Light)	£800
Bike and Trailer concept	£400
Dog Ice Cream	£400
Wood for bike sign	£100
Seasonal signs	£1,250
Unique signs/traffic lights	£75
Goody bag supplies	£250
Bird scale sculpture	£1,500
Trail leaflets	
Dog trail infrastructure (photo frame, bench, drinking station, dog statue, etc.)	£5,000
Dog totem pole	£1,250
Branded napkins	£470
Dog Chalkboard	£1,000
Leaflets/advertising with café, train, ferry	£500
Litter pickers	£500
Stickers	£20
Session with Stephen Jenkinson	£500
Dog bag dispensers	£250
<b>Subtotal</b>	<b>£14,265</b>
<b>Social Media</b>	
Boosted posts (6x £10 per post)	£60
<b>Subtotal</b>	<b>£60</b>
<b>Total</b>	<b>£50,010.00</b>
<b>Minus land management &amp; signage</b>	<b>£35,035</b>
<b>Total to be funded by dog project</b>	<b>£14,975</b>
<b>Additional Income/Funding</b>	<b>0</b>
<b>Remaining dog project budget</b>	<b>£7,525</b>

# FUTURE PLANS

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The following objectives/aims have been outlined for 2022/23:

- Continue to monitor dog poo voting bin (even after BCP bin review)
- Meeting with the stakeholder group on site, to confirm action plan and next steps for the project.
- Implementation of any suggested engagement initiatives from the stakeholder group
- Monitoring of these engagement initiatives and evaluation of effectiveness
- Completion of this summer season of data collection, and the upcoming winter season of data collection
- Engagement initiative plans; budgeting, purchasing resources and carrying out activities/events.
- Further collaboration with SCCAMP group
- Further data collection and input
- Management of the UHP interns in summer/autumn
- Attendance of pitstops and park and patrols on site, as well as events (on and off site)
- Visitor surveys throughout the project
- Continuation of social media provision
- Toolkit for other organisations around dog walker engagement (flow)
- Social media toolkit for BCP Comms teams, and local businesses.
- Coherent dog walker management plan
- Research into future funding sources for the continuation of this project
- Collaboration with other BCP departments to enact certain parts of the action plan
- Summer events/activities with Dorset Dogs, UHP and BCP Council.

