



# Dorset Heaths Core Team Delivery Plan

*For People | For Wildlife | Forever*

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### 1. Summary

This document details the work delivered by Dorset Heaths Partnership Core Team along with information from a review of that delivery by the Dorset Heaths Delivery Group in February 2024. The detailed work progress is monitored and reported to the Dorset Heaths Delivery and Steering Groups.

### 2. Introduction and background

Heathland Mitigation across south east Dorset is delivered as set out in the Dorset Heaths Supplementary Planning Document 2020 -2025 (SPD) adopted by BCP and Dorset Councils. The first SPD was introduced in 2007 and has been renewed four times since. The latest SPD for the period 2020-2025 was adopted on 31 March 2020. The objective of this SPD is to set out a strategy for the avoidance and mitigation of impacts of new residential development upon the Dorset Heathlands.

This Delivery Plan focuses on the Strategic Access Management and Monitoring (SAMM) delivery by the Core Team and has been developed with input from the Dorset Heaths Delivery Group. The purpose of this document is to outline the workstreams required to deliver heathland mitigation objectives and provide a monitoring and review structure for reporting progress.

### 3. Governance and budget

The delivery of SAMM by the DHP Core Team is managed by the Team Manager, steered by the Dorset Heaths Delivery Group reporting to the Dorset Heaths Partnership Heathlands Mitigation Steering Group.

The budget for 2024/2025 financial year is £482,880. including all staff and running costs including monitoring.

### 4. Current delivery review

The Dorset Heaths Delivery Group reviewed current delivery through a workshop session held in February 2024. A SWOT analysis was carried out with findings as follows:

Strengths:

- Partnership approach means there is a wealth of experience across the partnership which can be drawn on.

- Single education and communications platform.
- Partnership can be ready to respond to issues when needed.
- There is added value that core DHP brings to help with mitigation on the ground
- History of partnership means partners are used to working together.
- Flexibility in messaging e.g. Dorset Dogs: can target individuals and organisations in their messaging
- There is security in delivery provided by longer term funding.
- DHP has a positive reputation, is visible and well received.
- DHP is neutral – not BCP, not DC – lessens hostility
- There is a large resource across all DHP and partners.
- DHP is internationally recognised with nationally recognised projects such as DD and Firewise.
- Data collected is strong and provides long established datasets.
- partnership strength sits across interpretation
- DHP – positive engagement
- Fire response – excellent coordinated approach through Operation Heathland.

#### Weaknesses:

- Geographical bias –e.g less engagement from team in Purbeck.
- Onsite interpretation lacking and needs to be better – BCP.
- Organisations have different policies and branding.
- Roles and responsibilities in partnership could be clearer.
- Post-covid, issues and attitudes have changed, e.g a big increase in dog walkers etc.
- Partnership is less joined up on sharing communications.
- WhatsApp fire group is ok but could be better.
- Could be more tied in with planning.
- Would benefit from better integration between DHP and partners

#### Opportunities:

- Optimise social media and press coverage with improved links to partners comms teams.
- Use new branding to promote single recognisable brand for all partnership work.
- Merritown Heath could be used for further monitoring as a control site with no public access.

#### Threats:

- Lack of consistent messaging e.g. dogs on leads.
- There is no ability to use funding to restore heathland.
- Process with project delivery outside of SAMM – not quick and not so well set up.

## 5. Delivery objectives

### Co-ordination

The objectives of coordination and management are to:

- Develop and monitor the implementation of the DHP Delivery Plan.
- Co-ordinate the DHP team delivery of SAMM elements in line with the approved budget.
- Support co-ordination of the wardening element of SAMM across the area on all heathland sites.
- Monitor delivery of SAMM and report annually.
- Support partners with strategic heathland mitigation.
- Promote DHP work and strategic messages to partners, locally and nationally.

### Education

The objectives of Education are to:

- Deliver a co-ordinated approach to education across the Partnership.
- Identify and contact Target Schools offering free heathland related activities tailored to age and subject.
- Increase awareness of the importance of heathlands for their wildlife and biodiversity.
- Increase awareness of the consequences of heathland fires to the wildlife and the community along with other potentially damaging or antisocial activities.
- Encourage individual and community responsibility for the protection of heathlands for the future and provide a sense of ownership.

### Monitoring

The objectives of DHP Monitoring are as set out in The Revised Monitoring Strategy for the Dorset Heathlands SPD (Fearnley and Liley 2014), adopted as part of the SPD and updated 2017. They are to:

- Organise the collection and collation of different data sets to be analysed by Footprint Ecology and stored by DERC as part of the Monitoring Strategy.
- Support and advise partners in monitoring of Heathland Infrastructure projects (HIPs) including new access management projects or Suitable Alternative Greenspace (SANG) development.
- Organise and deliver monitoring for HIPs and SANGs as requested by partners.
- Consider new data collection that will support monitoring of heathland mitigation.

## Dorset Dogs

The objectives of the Dorset Dogs project are to:

- Provide support and advice to land managers on positive access management for people with dogs alongside effective engagement and education discouraging management that will displace problems elsewhere.
- Raise awareness amongst dog owners and others of the important management issues and opportunities in relation to heathlands with consistent information on and off site to support and promote responsible ownership and behaviour through targeted events, signs, leaflets, and online information.
- Promote existing non-sensitive sites such as SANGs and areas where dogs are allowed off-lead.
- Support the development of new safe areas and SANGs for off-lead exercise, with involvement from the planning stage.
- Pioneer new and innovative ways to work and lead the way in advocating a positive balance between dogs and wildlife in Dorset.
- Provide a broad and balanced coverage of dog owner-related issues, both positive and negative; avoiding a narrow focus to maintain the widest engagement.

## Communication/Campaigns

- Provide single point of contact for partnership communications
- Develop and deliver key messages through a range of media.
- Maintain and develop the Dorset heaths website working with the DHP team and partners as an up to date engagement tool.
- Build and develop links with other mitigation delivering bodies.
- Develop strategic campaigns on behalf of partners.

## Firewise

- Raise awareness of how to make homes and communities more resilient to wildfire, raising awareness of the risk to close by homes from embers.
- Encourage communities to learn more about wildfire, the consequences of wildfire and the landscapes adjacent to their homes.
- Create a network of Firewise Communities that can support each other.
- Promote Firewise messages nationally with other interested organisations.

## 6. Delivery Plan

The following plan details work to be delivered by the DFHP Core Team 2024 -2025

Delivery Objective	Action	Who
<b>Co-ordination</b>		
Develop and monitor the implementation of the DHP Delivery Plan.	<p>Delivery plan developed and agreed by Delivery Group</p> <p>Set up appropriate monitoring criteria.</p> <p>Report to DHP Delivery Group and Steering Group on progress against delivery plan.</p> <p>Produce Annual Report on progress of mitigation delivery</p>	Team Manager
Co-ordinate the DHP team delivery of SAMM elements in line with the approved budget.	Facilitate DHP Steering Group and Delivery Group meetings to share best practice and discuss issues.	Team Manager
Monitor delivery of SAMM and report annually.	Analyse collected data to produce annual monitoring and delivery reports for Delivery and Steering Groups	Team Manager
Support co-ordination of the wardening element of SAMM across the area on all heathland sites.	Organise regular meetings for wardening mitigation staff.	Team Manager
Support partners with strategic heathland mitigation.	<p>Support DWFRS in strategic approach to fire prevention.</p> <p>Contribute to climate change work of both Councils where requested.</p> <p>Support partners with HIP and SANG development where requested.</p>	Team Manager

Delivery Objective	Action	Who
Promote DHP work and strategic messages to partners, locally and nationally.	<p>Organise large event to promote messages, Heath &amp; Harbour Hullabaloo.</p> <p>Attend large semi local events to promote work and messages. Dorset County Show.</p> <p>Attend specialist national events, Heathland Conference.</p>	Team Manager
<b>Education</b>		
Deliver a co-ordinated approach to education across the Partnership.	<p>Develop heathland related activities. tailored to age and subject.</p> <p>Provide UHP Education Training</p> <p>Continued review and update of educational resources</p>	Education Co-ordinator & Education Team
Identify and review Target Schools within 1km of any heathland site.	Review Target Schools list to ensure relevant.	Education Co-ordinator
Increase awareness of the importance of heathlands for their wildlife and biodiversity by offering free heathland related activities to the target schools	<p>Contact each target schools to offer DHP sessions.</p> <p>deliver heathland awareness work with schools:</p>	Education Team
Increase awareness of the consequences of heathland fires to the wildlife and the community along with other potentially damaging or antisocial activities.	Implement work with schools: Arson Courtroom Drama	Education Team

Delivery Objective	Action	Who
Encourage individual and community responsibility for the protection of heathlands for the future and provide a sense of ownership.	Co-ordinate Education for young peoples' groups and community events.  Provide content for Social Media for the DHP channels	Education Team
<b>Monitoring</b>		
Organise the collection and collation of different data sets to be analysed by Footprint Ecology and stored by DERC as part of the Monitoring Strategy.	Collect data from coordinated car park counts 2024.  Data download and checking of remote monitoring devices included in revised Monitoring Strategy  Co-ordination of incident reporting – specifically fires  Communication with partners and RSPB regarding wildlife recording as part of monitoring strategy	Monitoring Officer & Monitoring Warden
Support and advise partners in monitoring of Heathland Infrastructure projects (HIPs) including new access management projects or Suitable Alternative Greenspace (SANG) development.	Provide advice on necessary monitoring and methodology required in liaison with NE and Footprint Ecology. (To partners, mitigation officers, local authorities, parish councils etc.  Provide costed plans for delivery of monitoring of HIPs and SANGs	Monitoring Officer
Organise and deliver monitoring for HIPs and SANGs as requested by partners.	Once commissioned organise staff to carry out installations, surveys and data collections. Provide report once completed.	Monitoring Officer

Delivery Objective	Action	Who
Consider new data collection that will support monitoring of heathland mitigation.	Work with Dorset Dogs, on dog related observation monitoring.	Monitoring Officer
<b>Dorset Dogs</b>		
Provide support and advice to land managers on positive access management for people with dogs. alongside effective engagement and education discouraging management that will displace problems elsewhere.	<p>Liaise with and advise land managers through Focus group meetings and individually.</p> <p>Run joint events with land managers to help provide effective education.</p>	<p>Senior Dorset Dogs Officer</p> <p>Dorset Dogs Team</p>
Raise awareness amongst dog owners and others of the important management issues and opportunities in relation to heathlands with consistent information on and off site to support and promote responsible ownership and behaviour.	<p>Management/ support of membership.</p> <p>Attend heathland sites to promote responsible dog behaviour and less sensitive sites.</p> <p>Promote dogs on lead messages throughout bird nesting season, supporting partners with online and onsite messaging.</p> <p>Manage Dorset Dogs website.</p> <p>Manage Dorset Dogs social media channels.</p>	Dorset Dogs Team
Promote existing non-sensitive sites such as SANGs and areas where dogs are allowed off-lead.	Promoted on website and social media, leaflets and in person.	Dorset Dogs Team
Support the development of new safe areas and SANGs for off-lead exercise.	Provide advice to partners on best practice design for off lead areas, involvement from the planning stage is desirable	Senior Dorset Dogs Officer

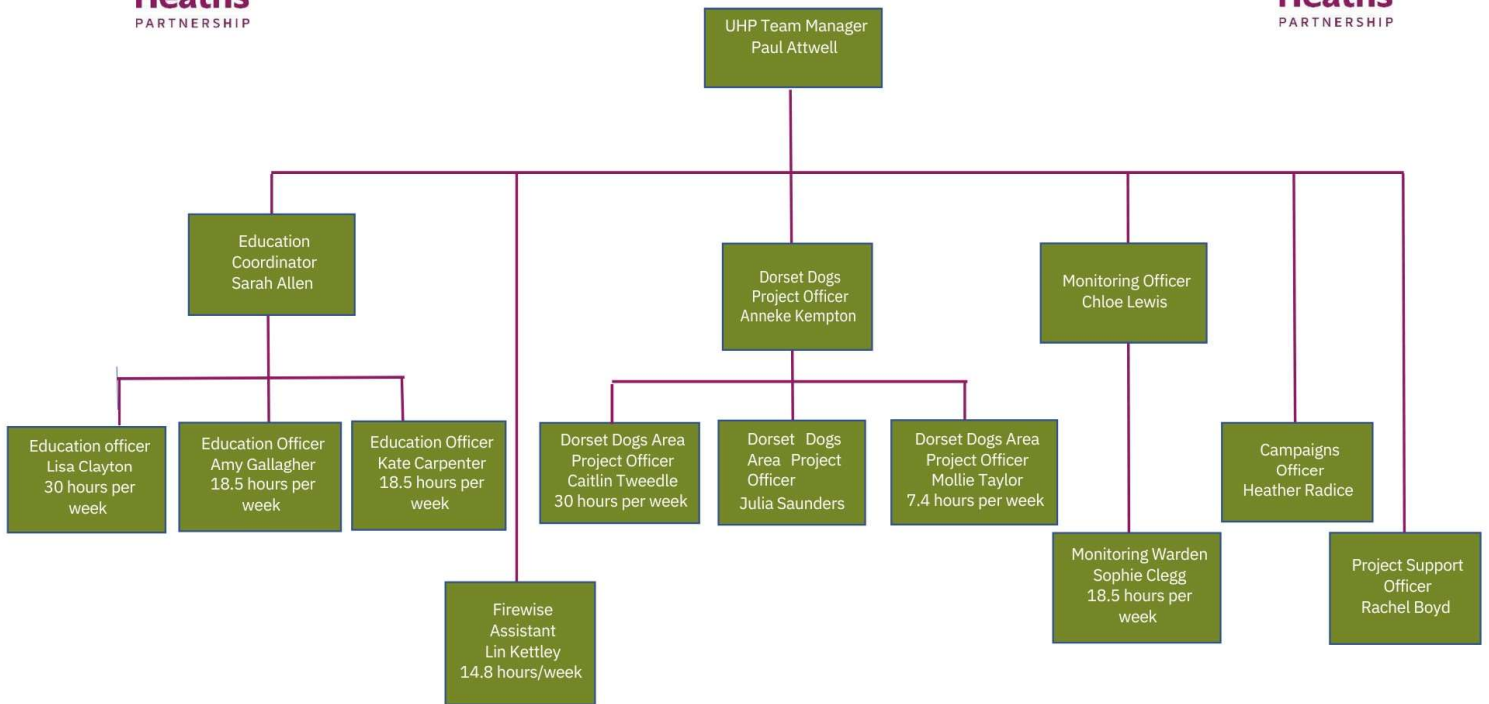
Delivery Objective	Action	Who
Pioneer new and innovative ways to work and lead the way in advocating a positive balance between dogs and wildlife in Dorset.	Management of relationship with vets, dog related businesses and charities.  Supporting existing and training of new volunteers for K9 Firewise patrol	Dorset Dogs Team
Provide a broad and balanced coverage of dog owner-related issues.	Cover both positive and negative issues; avoiding a narrow focus to maintain the widest engagement.	Dorset Dogs Team
<b>Communication/Campaigns</b>		
Provide single point of contact for partnership communications		Project Support Officer
Develop and deliver key messages through a range of digital media and other resources.		Project Support Officer Campaigns Officer
Maintain and develop the Dorset heaths website working with the DHP team and partners as an up to date engagement tool.		Project Support Officer
Build and develop links with other mitigation delivering bodies.	Heath Week  Work with, advise, liaise, knowledge share and communicate with local and national projects; such as The Thames Basin Heath, The Great Heath, Purbeck NIA	Project Support Officer  Campaigns Officer
Develop strategic campaigns on behalf of partnership.	Develop ideas put forward from team and partners E.g. Promoting DD 15 year anniversary, BBQ Campaign, Heath Week.	Campaigns Officer


Delivery Objective	Action	Who
<b>Firewise</b>		
Raise awareness of how to make homes and communities more resilient to wildfire, raising awareness of the risk to close by homes from embers.	Continue to spread Firewise messages across the area using social media channels, attending events.  Develop “Hot Strike” for residents, schools and media to be released in event of large fire event.	Firewise Assistant & Project Support Officer & Campaigns Officer
Encourage communities to learn more about wildfire, the consequences of wildfire and the landscapes adjacent to their homes.	Work with DD to support K9 Firewise volunteers.  Work with Local Resilience Forum (LRF) to promote Firewise.	Firewise Assistant
Create a network of Firewise Communities that can support each other	Support any communities that come forward to set up a group.	Firewise Assistant
Promote Firewise messages nationally with other interested organisations.	Attend Wildfire Conference and other relevant meetings.	Firewise Assistant

## 7. Staff Structure



Dorset Heaths Partnership Team Structure 2024  
 Staff funded by heathland mitigation developer contributions.



 Core Team posts funded through BCP and DC developer contributions.