

Dorset Heaths Partnership Annual Delivery Report 2024 - 2025



For People | For Wildlife | Forever

DHP website and social media



Facebook 60,610 post reach, a 51% increase on previous year
Instagram 2,566 accounts engaged
Website 3,508 visits, down 15% on last year



Heathland wildfires

100 fires on heathland sites,
(down from 118 fires in 23-24)
22.63 hectares of heathland destroyed,
(Average loss over last 4 years - 23 hectares per year) .

Dorset Dogs engagement



2728 members
Facebook 140,343 post reach, 41% increase
354 engagement events
2882 people engaged with
1818 goody bags given out



Education

10,168 students took part in a school session delivered by DHP
41 schools worked with

BBQ Campaign



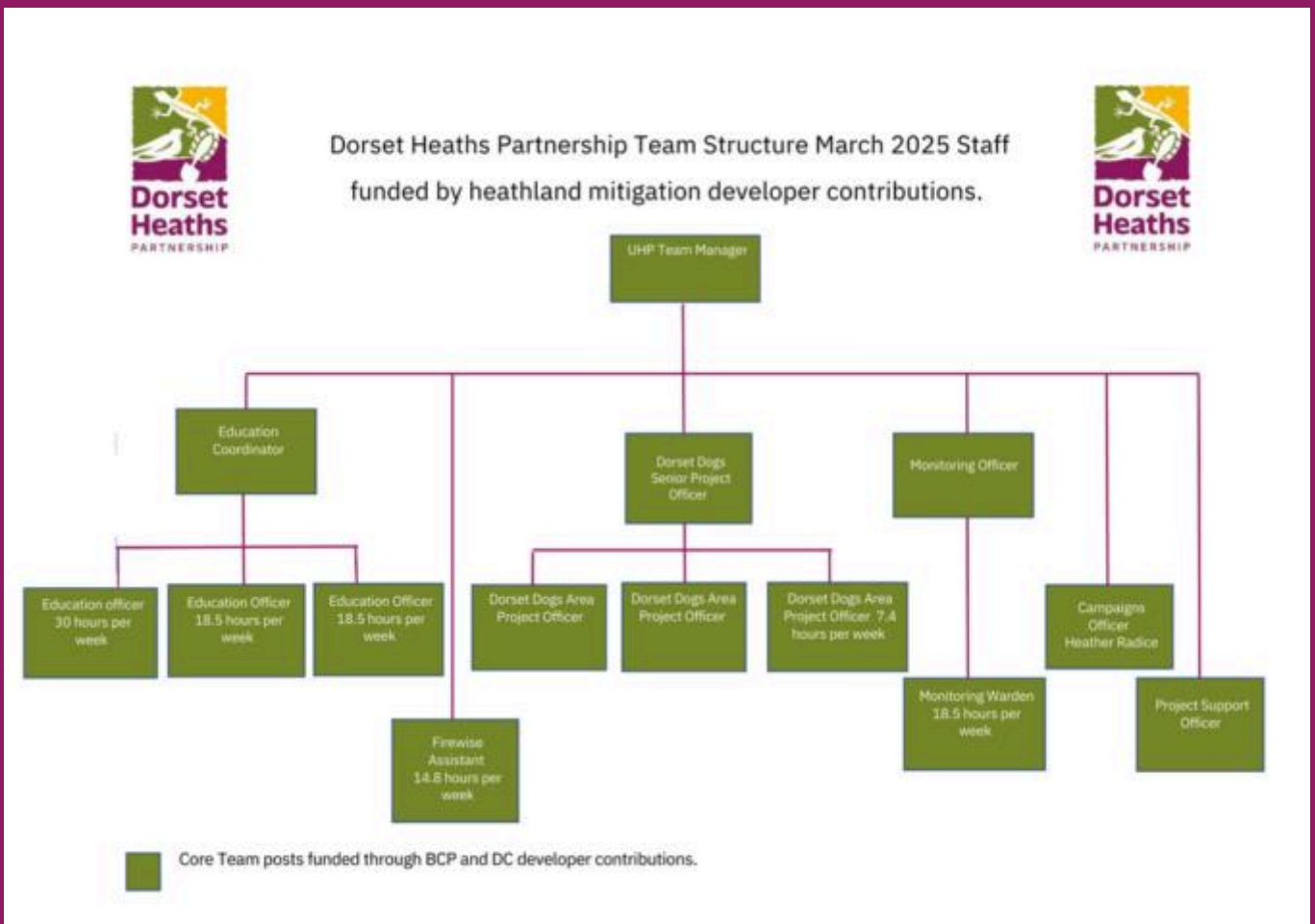
30 banners displayed on high risk sites
38 campsites provided with information

Introduction

The 2024-2025 year for Dorset Heaths Partnership (DHP) was a year expanding existing workstreams and developing new ways of working.

March 2024 marked a significant shift as the Urban Heaths Partnership officially rebranded to the Dorset Heaths Partnership, reflecting a broader geographic scope and a renewed commitment to heathland conservation across Dorset. The 2024-2025 year saw the new brand grow and provide inclusivity to all the Partners.

With new staff onboard and increased resources, DHP is well-positioned to meet ambitious engagement and mitigation targets moving forward. The focus remains on using modern engagement techniques and behaviour change strategies to protect Dorset’s heathlands for future generations.



Governance and budget

The delivery of Strategic Access Management and Monitoring (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 Heathland and Heathlands Air Quality Mitigation Steering Group. The Core Team is hosted by Dorset Council within the Environment, Policy and Partnerships team in the Place Directorate.

The budget for the 2024/25 financial year was £458,982 including staff, running costs and all monitoring. This does not include funding for wardening.

Background

Heathland Mitigation across south east Dorset is delivered as set out in the Dorset Heaths Supplementary Planning Document 2020-2025 (SPD) adopted by Bournemouth Christchurch and Poole Council and Dorset Council. 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 31st 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 Annual Delivery Report focuses on the (SAMM) delivery for the period 1st April 2024 - 31st March 2025, reporting on delivery against the Dorset Heaths Core Team delivery Plan



DHP Education Team



DHP Firewise Assistant



DHP Campaigns Officer



DHP Monitoring Team

Co-ordination

Page 5

There are 6 main strands to the work of the Core Team

Page 4

Dorset Dogs

Page 16

Education

Page 7

Communications and campaigns

Page 22

Monitoring

Page 12

Firewise

Page 25

Objectives of Co-ordination:

- 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.



Dorset County Show stand

Co-ordination Delivery

Co-ordination of DHP is lead by the Team Manager, and included:

Delivery of:

- Heath and Harbour Hullabaloo event May 2024
- The DHP Annual Report for Financial year 2023/2024.
- Conflict resolution and dog owner engagement training with Senior Dorset Dogs Officer for DWT staff.
- Lecture to Conservation Management course at Kingston Maurward college.
- Update on partnership work at National Heathland Conference site visit on Purbeck Heaths National Nature Reserve (PHNNR).
- Stand at Dorset County Show to promote messages to widest audience.

Facilitation of:

- Open Land Public Space Protection Order banning fires and BBQs on heathland sites across the Dorset Council area working with the Dorset National Landscapes team and Dorset Council Legal Team to provide maps and site information.
- 2 Steering Group and 2 DHP Delivery Group meetings.
- 2 wider mitigation staff meetings to share area wide knowledge across all staff.
- Dorset Dogs Focus Group exploring messages for bird nesting season.
- Operation Heathland meetings on behalf of the partnership.
- Preparation of Purbeck Heaths National Nature Reserve (PHNNR) visitor management strategy.

Recruitment of:

- 2 members of staff following resignations of Dorset Dogs Officer and Project Support Officer.

Secured:

- 50% funding for Firewise project future delivery with DWFRS.



Partners at the BCP Christmas bash



DHP Education Co-ordinator with Students from the Purbeck School

Objectives of Education:

- 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.
- The education programme is delivered by the Education Co-ordinator and 3 part-time Education Officers amounting to 2.8 FTE.

Education Programme

The programme for schools delivers sessions which are all curriculum linked while delivering the desired heathland themed messages to 65 target schools (schools across the area within 1km of a heathland site).

Arson Courtroom Drama (ACD) – delivered to Key Stage 3 students, year 8 students (aged 12-13 years). The session reinforces the importance of heathlands due to their wildlife and biodiversity and practically highlights the consequences of heathland fires to the wildlife, people and the local community infrastructure. The sessions are fully interactive sessions with students acting out parts within a courtroom setting discussing the issues and crime.

Crime Scene Investigation (CSI) - interactive virtual activity – delivered to Key Stage 3 students, to engage with them about the dangers of Heathland fires to people and wildlife and test the skills and intuition of young people

Heathland themed sessions - delivered to Key Stage1 (Age 5-7) and Key Stage 2 students (Age 7-11) – sessions are themed around getting out and about on the heath to inspire students on the diversity and interest of the heathland habitat and wildlife.

Early Years Foundation Stage (Age 3-5)- work has continued with this age group at Upton Country Park delivering ‘Roots and Shoots’ with SMILE Lone Parent Families community group and at Stour Valley delivering the Nature Tots Club. Activities delivered included: sensory nature trails, heath spotter trails, heathland animal talk, nature wreaths, nature bracelets. While activities are aimed at early years, children are always accompanied by adults allowing heathland messages to be delivered directly to parents/carers.



Nature Tots at Kingfisher Barn

Education Delivery

- Student engagement- a total of 10,168 students from Early Years to Key Stage 3 took part in activities or lessons with, combining accompanying adults and teachers brings the total 11,947. Figure 1 shows a comparison of the number of students engaged with over the last 11 years. Figure 2 shows the split of students engaged between BCP and Dorset Council areas.

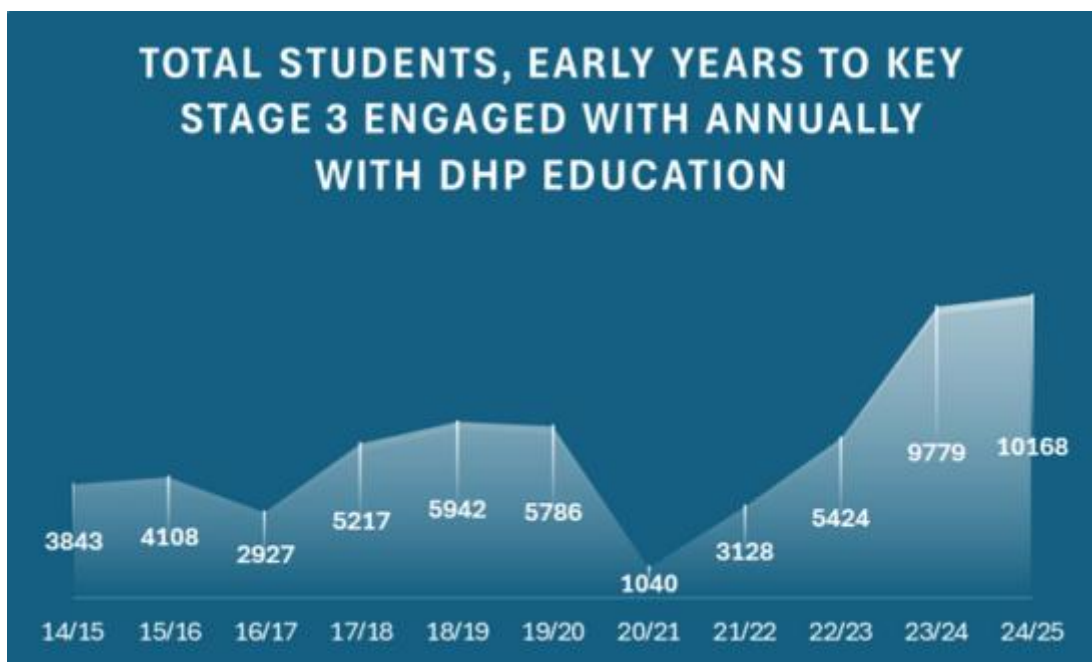


Figure 1

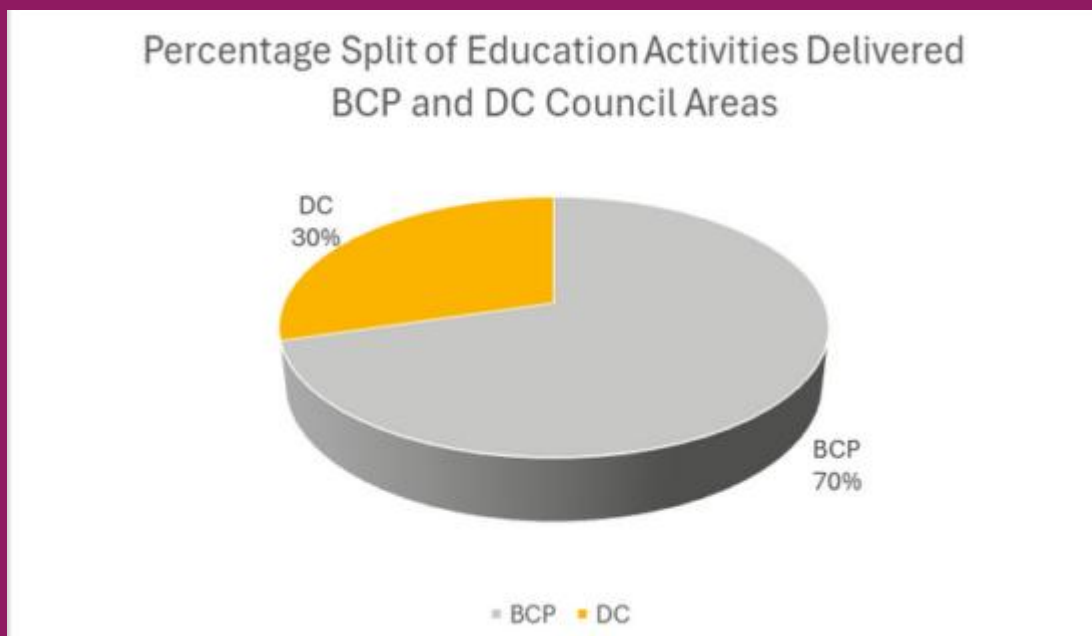


Figure 2



Students from Stourfield School

- 117 ACD and CSI sessions delivered in 16 schools reaching 3346 students
- 65 schools on target list, 60% of these received sessions during the year.
- 95 heathland related activities delivered in 37 schools, often delivered on a heathland local to the school.
- Roots and Shoots and Nature Tots activities attracted an overall total of 538 children and 482 adults to the 34 activities with 10% being new attendees each week.
- The Team engaged with 962 adults and children at events throughout the year, these included events at Hengistbury Head, Avon Heath Country Park, Knoll Beach, Upton Country Park, School career fairs and activities at libraries.

Other Work Included:

- Supported the Purbeck Nature Network; this involved planning and delivery of education as part of the National Trust's project to provide access to nature for children living in the Purbeck area. Working across all key stages in schools in the Purbeck area delivering assemblies, careers talks, field trips, practical tasks, this also included involvement in National Trust environmental leaders course and holiday nature experiences.
- Delivered heath trips for Hillside Community School in collaboration with Air Quality Mitigation Officer as part of the community outreach work.
- Attended Careers fairs and Science fairs for both Primary and Secondary schools
- Delivered holiday events and activities across reserves in Dorset Council and BCP Council areas including Upton Country Park, Avon Heath, Hengistbury Head visitor Centre, Knoll Beach and libraries.
- Facilitated Heath visits for uniform groups to Canford heath, Upton Heath and Sandford Heath
- Delivered Art project in collaboration with the undergraduate students at Arts University Bournemouth working with local schools and at the Hullabaloo
- Worked with community group the SMILE project increasing access to nature with parents

Feedback on education delivery:

- *“From the moment you arrived, you went above and beyond to make sure our children had an unforgettable experience. your enthusiasm and passion for your work were palpable, and it was clear that you genuinely cared about sharing your expertise with our children.”*

Bishop Aldhelm’s C.E. Primary School



Children from Bishop Aldhelm’s School

- *“I just wanted to say a huge thank you for the fabulous day. The children and staff found each of the activities interesting and engaging.”*

Ferndown Middle School

- *“I wanted to extend a heartfelt thank you for coming in and running such an engaging session for our students today. The content was incredibly informative and the activities were both educational and fun. You and your staff are just wonderful and we love having you come and work with us and our students.”*

Livingstone Academy

- *“We received a report from the fire service at 12.11pm on Wednesday 7 August 2024 of a fire at the Bourne Valley Nature Reserve. We are grateful to three young people who noticed the fire and remembered fire safety training they had received at school, leading them to alert the emergency services so they could respond promptly and prevent damage to nearby properties as well as further damage to the heathland.”* Poole Police



The Arson Courtroom Drama at Livingstone Academy

Objectives of 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.

Monitoring Delivery:

Monitoring is currently conducted by 1 full time Monitoring Officer and 1 part time Monitoring Warden amounting to 1.5 FTE using various methodology including:

- Car park count surveys - 12 co-ordinated car park counts were organised by the Monitoring Warden. The car park surveys are carried out over 2-hour periods, either between 7 - 9am, 10am - 12pm or 2 - 4pm on a variety of week, weekend and Bank Holiday days spread across the year recording the number of cars parked at agreed car parking sites across the area using 6 different routes simultaneously.



Post-mounted pyro sensor

- People counting sensor monitoring - 15 core heathland sensors and 4 on non heathland sites have been maintained and data downloaded. 27 other sensors are used for monitoring at SANG sites, Heathland Infrastructure Projects, and at different visitor attractions.
- Monitoring of 3 key heathland indicator bird species, Dartford Warbler, Woodlark and Nightjar is commissioned annually by DHP and carried out by the RSPB. The results are added to the Dorset Explorer data base and reported in the Annual Monitoring Report produced by Footprint Ecology.
- Monitoring of Suitable Alternative Natural Greenspaces (SANGs) follows principles set out in the Dorset Heathlands SPD and may include onsite tally counts, onsite interviews, installation of automated people counters and car park monitoring in line with the Dorset Heathlands Monitoring Strategy. Advice and consultation regarding SANG monitoring and project monitoring has been given to partners, ecologists and developers working with SANG development within the project area and work with partners and developers continues. During 2023/24 monitoring of SANGs have taken place at:
 - Stour Valley Water Meadows SANG (Throop) – Round 1
 - Huntley Down HIP, Milborne St Andrew – Round 1
 - Mudeford Woods HIP – Round 1
 - Canford Park SANG – Phase 1 Round 3
 - Riversmeet SANG – Round 3



Canford Park SANG Interpretation Board

Photos of the 3 heathland bird indicator species.
Top: Nightjar. Middle: Woodlark. Bottom: Dartford Warbler

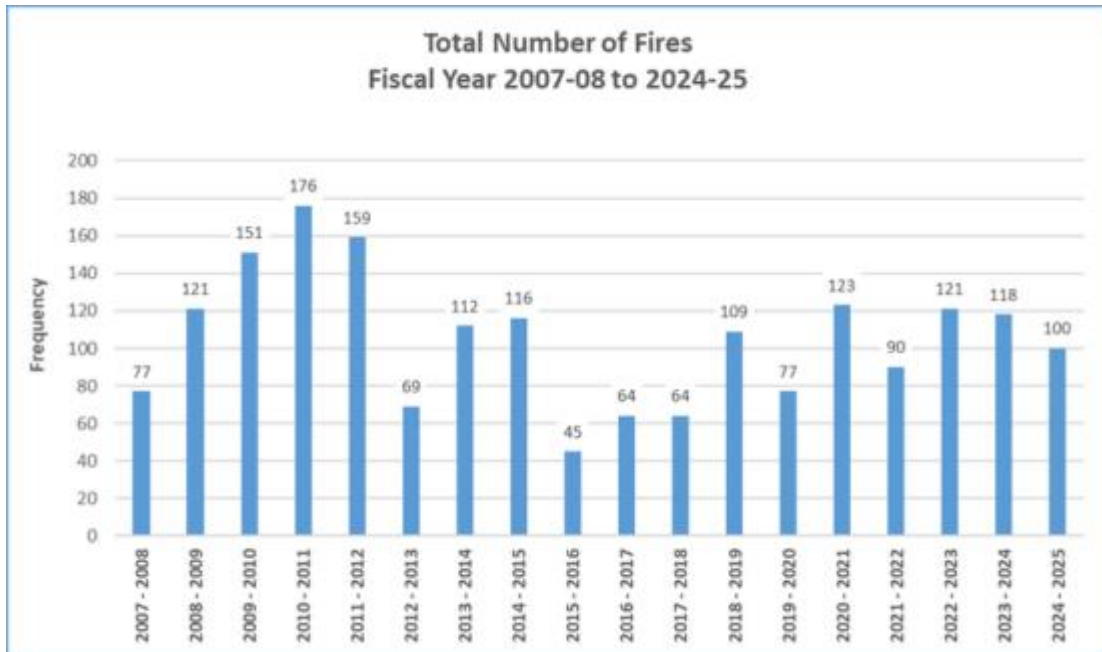


Figure 3

- Incident recording (Fires) – Figure 3 shows the number of fires recorded on heathland sites across Dorset from 2007/08 – 2024/25 financial years. There was an average of 123 fires per year over the first eight years of the recording period and 91 for the last ten years of the period. This shows a decrease of over 70% between the two periods.
- Figure 4 shows the total area of heathland burnt in each year since 2007.

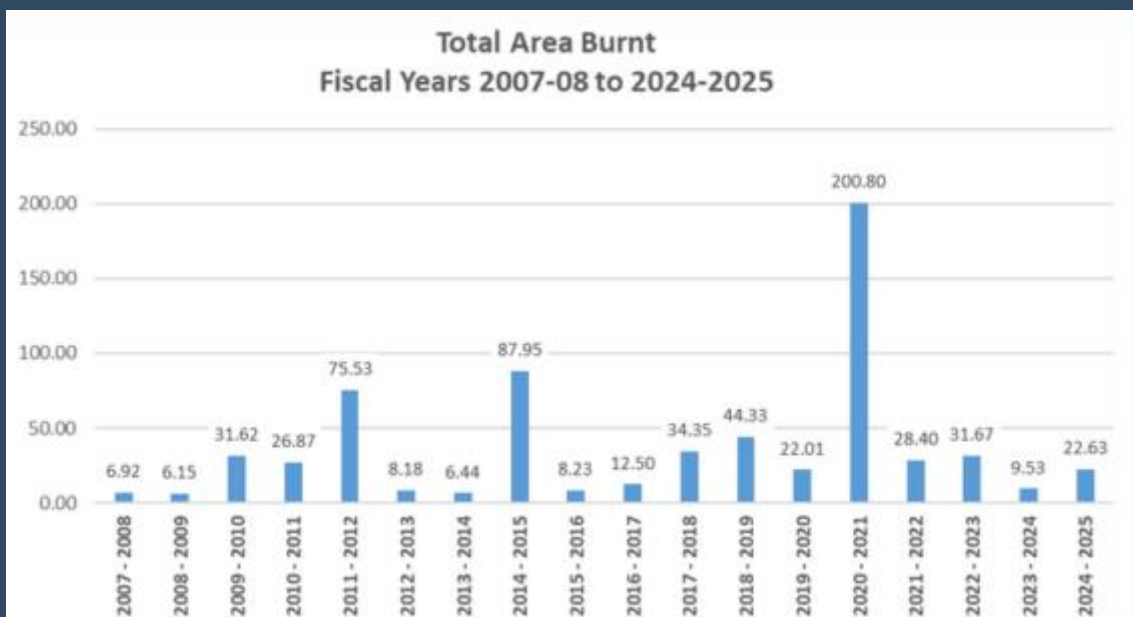


Figure 4

During the year pilot dog behaviour observation surveys were conducted to collect data during and after the bird nesting season to provide baseline data. A report detailing the findings is available online from the DHP website:

<https://www.dorsetheaths.org.uk/monitoring/>

The 2024 DHP Monitoring Report produced by Footprint Ecology is available online from the DHP website: <https://www.dorsetheaths.org.uk/monitoring/>



Monitoring Officer collecting sensor data from a remote people counting sensor

Objectives of Dorset Dogs:

- 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.



Dorset Dogs Pit-stops

Dorset Dogs Delivery:

The Dorset Dogs project is delivered by 1 full time and 3 part time project officers, amounting to 2.6 FTE, the full time project officer was only recruited half way through the year. Dorset Dogs celebrated its 15th anniversary during 2024, during the year events and social media posts were used to celebrate this and give extra promotion for the Dorset Dogs messages.

For the bird nesting season campaign - 56 banners were put up on heathland sites across the partnership area informing that dogs should be on leads when visiting heathland sites due to ground nesting birds disturbance from 1st March – 31st July. This was combined with a social media campaign which included regular posts.

Face to face engagement:

At 353 events, 2882 people were engaged with and 1818 Dorset Dogs goody bags were given out. This is a 30% increase in the number of events on the previous year. Figure 5 shows the split of engagement between BCP and DC Council areas.

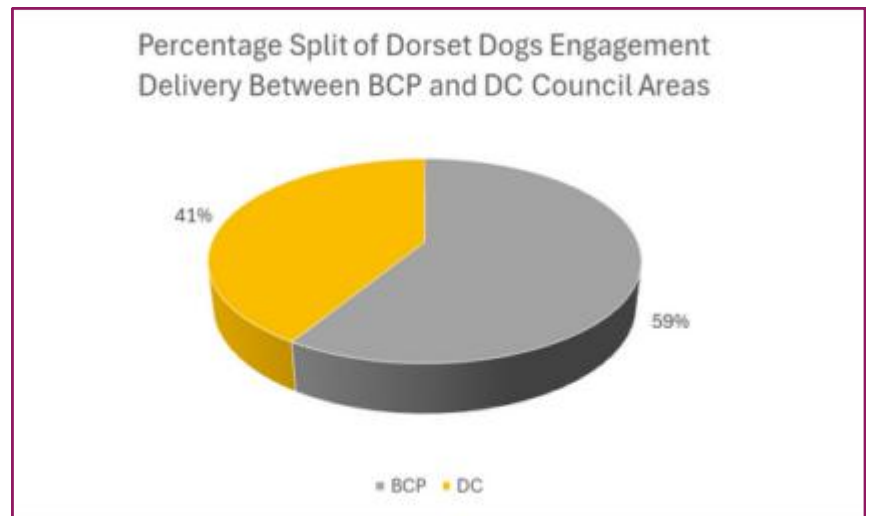


Figure 5

Face to face engagement made up of:

- 67 pit stops took place at a variety of sites providing a focal point on site to deliver on-site face to face engagement with visitors.
- 273 Park and Patrols took place at a variety of sites, where the Dorset Dogs van is parked on or close to site with information displayed while the Officer walks around the site engaging with visitors.
- 14 local community events were attended engaging with visitors and promoting the Dorset Dog messages. including the Dorset County Show, Paws Around the Park, Santa Paws, Upton Country Park Mudeford Wood Community Day, MGAR Ground Dog Day and joint events with Forestry England and Dorset Police Rural Crime Team.
- Worked with DHP Education Team, as part of Ferndown Middle School Fire Day, delivering sessions on the importance of being responsible dog owners.

Engagement through the website and social media:

- In May 2024, the new Dorset Dogs website was launched, with significant improvement to design and navigation as well as additional content. The website continues to be consistently ranked top in the most popular search engines.
- Dorset Dogs continues to use Facebook and Instagram platforms, these have continued to be vital in disseminating messages and engaging with the public with continuing high numbers using these to find information. Facebook total post reach = 140,343. Instagram reach = 14,233.
- Membership through the website - people with dogs are asked and encouraged to join as members by signing up to follow the doggy do code. The numbers of members signed up to Dorset Dogs as of 31st March 2025 is 2728. Figure 6 shows the number of members signed up at the end of each financial year from 2010 to 2025.

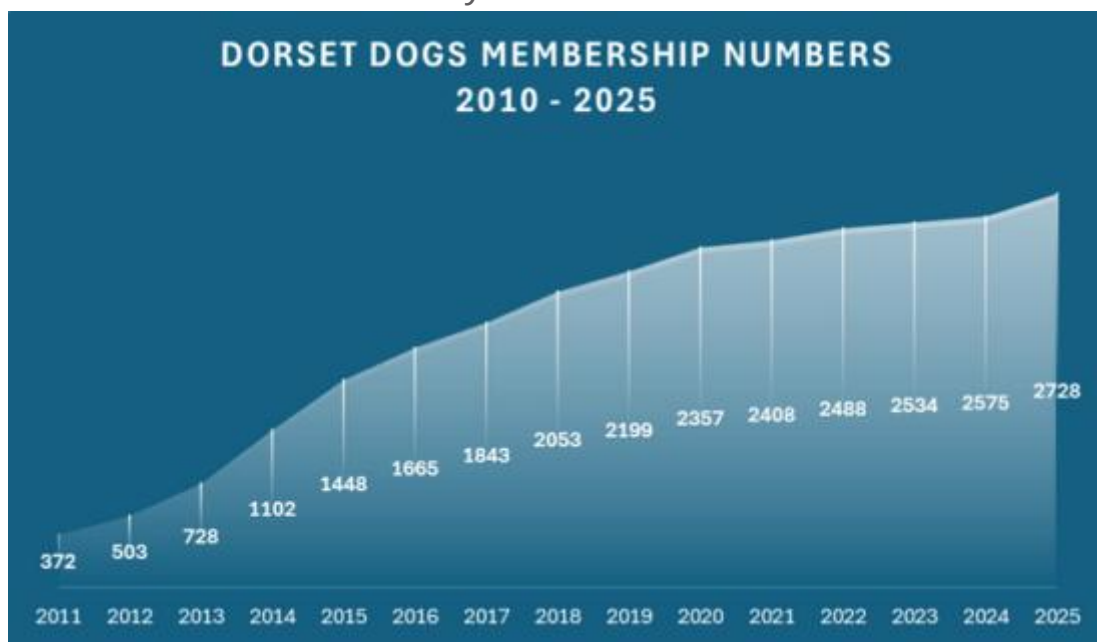


Figure 6

- The Summer Campaign ran again this year to promote responsible dog ownership to visitors to Dorset, a series of 5 posters, encouraging visitors to follow the Doggy Do Code and target areas with high dog walking visitor numbers during the summer. this was shared with partners and delivered to campsites across the Purbeck area.
- SCCAMP (Southern Counties Canine Access Management Partnership) is a partnership formed at the end of 2020 between Dorset Dogs, Devon Loves Dogs, Heathland Hounds, Forestry England, New Forest National Park, South Downs National Park and Bird Aware Solent. Continued to meet regularly to share best practice with new organisations joining.



15th Anniversary of Dorset Dogs.

2024 was the 15th anniversary of Dorset Dogs, this milestone was celebrated with a number of events and promotional items:

- Created 15th Anniversary logo and branding
- Developed and commissioned a series of animations for the 15th Anniversary and highlighting the Doggy Do Code
- Partners and associates created a series of video messages to celebrate the 15th Anniversary
- A special 'Pawty Pitstop' in the Park
- Guided Walks rebranded to 'Waggy Walks' for 15th Year
- 15th Anniversary bandanas to promote the anniversary and increase membership
- Increased engagement across social media platforms
- 15th Anniversary selfie frame for engagement and to raise the profile
- 15th Anniversary 'Dorset Dog of the Year' at the Heath and Harbour Hullabaloo
- Collaboration with the Dorset History Centre on historical images of dogs in Dorset
- Retrospective over the last 15 years on social media
- Launch of new Dorset Dogs website timed with 15th Anniversary



15 years anniversary photo frame



Social Media promotion for 15 years anniversary event



Supporting Partners:

- Launched a Professional Dog Walkers Charter in collaboration with the New Forest National Park Authority. Professional dog walkers and land management partners reviewed and endorsed a checklist promoting responsible dog walking. In February, a meeting was held with professional dog walkers to plan a campaign focused on raising awareness, encouraging good practices, and guiding dog owners to choose reputable walkers.
- Hosted a Focus Group meeting to discuss Ground Nesting Bird policies which were then reviewed at the DHP Delivery Group Meeting
- Continued work with Purbeck NNR on their dog strategy reflecting the broader geographic scope of the project.
- Conflict Resolution and Engaging with Dog Walkers training session was delivered for Dorset Wildlife Trust.
- Supported the development of a new space at Mundeford Woods, with the DD team joining staff and other volunteers to help with the build of a new Dog Training Area.
- Continued collaboration with Bird and Recreation Initiative, supporting the seasonal warden and collaborating on signage for the National Trust Northern Boundary Project.
- Continued collaboration with Litter Free Dorset on dog fouling campaigns.



Dorset Dogs Banner used during bird nesting season



Delivering and Sharing Best Practice:

- Supported DHP and BARI in the planning and organisation of the Heath and Harbour Hullabaloo with a specific 'dog zone' featuring dog stands, activities and a Fun Dog Show.
- Conflict Resolution and Engaging with Dog Walkers training session was delivered for Dorset Wildlife Trust.
- Dorset Dogs was nationally recognised in advice published on the Government website (written by the Forestry Commission) as a best practice community scheme promoting responsible dog ownership in the countryside.
- Presented at the National Heathland Conference and the annual Mitigation Meet Up.
- Reciprocal messaging across the Dorset Dog and Countrywatch website in liaison with Dorset Partnership Against Rural Crime.
- Contributed to the RENEW Project, a five-year partnership programme to develop solutions to the renewal of biodiversity through a people in nature approach.



Professional Dog walkers Charter logo



Dorset Dogs Park and Patrol

Objectives of communications and 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.

Communications and Campaigns Delivery

Communications and campaigns are delivered by 1 full time Project Support Officer and 1 full time Campaigns Officer.

- Heathland Life newsletter - 2 newsletters providing information on events and heathland projects and staff were distributed to all BCP and DC Councillors and DHP Partners.
- Engagement through website and social media - social media channels continued to be used alongside the DHP website to promote and disseminate messages under the Dorset Heaths name. DHP run a Dorset Heaths Facebook, Instagram and YouTube platforms. The team provide a range of articles and posts that cover heathland plants and wildlife, campaign information, fires, and other pressure related stories.

Analytics For Dorset Heaths social media (1st April 2024-31st March 2025):

- Facebook: 60,610 total post reach.
- Instagram: 2,566 total accounts engaged.
- Website: 3508 individual user sessions

The Facebook post reach increased by over 50% in comparison to the previous year. Instagram almost doubled the number of accounts reached. This may be due to a concerted effort to use these mediums more for our messaging.

The website sessions decreased this year by 15%. This may be a reflection on how people access information.

- Heath Week - 28th July to 3 August promoted DHP messages through events and activities, run in conjunction with Thames Basin Heaths and Pebblebed Heaths. Events across the Partnership included a nightjar walk, pop-up events, sweep-netting, crafting, pond-dipping, butterfly walks, a wildlife discovery day and moth trapping. Face to face engagements across the partnership reached 7 people with 3,497 social media views across Facebook and 3,588 across Instagram.



Heath Week social media

- BBQ Campaign - For 2024 we worked with a Bournemouth University student to create content on the theme of #BringAPicnicNotABBBQ aimed more at the Gen Z community. We continued to work alongside Litter Free Dorset to deliver a combined approach. The 2022 BBQ animation was updated with new messaging and used on our social media channels. Collective social media insights for the campaign were Facebook 7,091 impressions to date, 7,007 views on Instagram and 12 views of the animation on YouTube. A bus banner was displayed from 22 July until 18 August on the back of busses operating out of the Weymouth depot travelling through the Purbecks. Postcard were distributed to 38 campsites near to protected heathland and woodland, along with a hard-hitting poster warning of the risk of wildfire. and BBQ banners were again used this year and were displayed at 30 locations across partner sites.



BBQ banner on back of bus



BBQ banner

- The Heath and Harbour Hullabaloo event took place in May 2024 at Poole Park, a partnership event aiming to engage with the widest audience promoting the partnership messages in collaboration with the Poole Harbour Bird and Recreation Initiative (BARI). Attendance figures approximately 750 attendees.



Hullabaloo poster



Hullabaloo event



Hullabaloo event

- Working with Dorset Dogs a series of 6 short videos for Dorset Dog's social media were produced promoting local SANGs for dog walkers, first shown during the bird nesting season. Four short animations were also commissioned, promoting responsible behaviour. The animation relating to dogs on leads during the bird nesting season was shown in the Polygon Pets dog wash stations at Upton Country Park, Thorncombe Woods, Canford Park SANG, Avon Heath, Moors Valley Country Park and Sandbanks carpark throughout the season. as well as on Dorset Dogs YouTube channel. Collective social media insights for the videos and animations across DHP and Dorset Dogs accounts were Facebook 25,851 impressions to date, 1,623 views on Instagram and 22 views of the animation on Dorset Dogs YouTube.
- Work started looking at a “love your heath campaign” for 2025 planning with Mya Bambrick, our social media collaborator and film-maker for the campaign.
- Work researching the issue of mountain bikers digging trails and jumps in our heathlands and forests started with the aim of possibly developing a campaign.

Objectives of Firewise:

- Raise awareness of how to make homes and communities more resilient to wildfire, raising awareness of the risk to homes close to heathlands and forest 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.

Firewise Delivery:

The Firewise project is delivered by the Firewise Assistant working 14.8 hours per week.

- K9 Firewise Patrol is a joint partnership project between Dorset & Wiltshire Fire and Rescue Service, Firewise UK and Dorset Dogs. The volunteers regularly walk on the heath with their dogs looking out for any signs of fire or suspicious behaviour that may link to wildfires. The volunteers receive a one-hour induction, looking at some basic ecology of the heathland, things to look out for, what to do if you see a fire and some basic safety reminders. Individuals then sign an informal agreement, confirming their attendance and public liability insurance of their pet dog. After each walk, we ask the walkers to complete the online logging tool to help us monitor the scheme. During the year volunteers undertook 209 patrols amounting to 333 volunteer hours. This is a 300% increase in hours over the previous year. patrols took place on the following heathland sites: Canford Heath, Upton Heath, Avon Heath, Ferndown, St Catherine's Hill, Holt Heath, Stephens Castle, Uddens Plantation, Parley Common.



Firewise assistant, Lin, with members of DWFRS



- Firewise information and leaflets have been distributed at local community events and pop up events in partnership with Dorset Dogs, 478 face to face engagements took place.
- Worked as part of a group of professionals including Forestry England, DWFRS, National Fire Protection Association (NFPA) which delivered a white paper for the UK government regarding wildfire preparedness.
- Wildfire Assistant presented at 2024 Wildfire Conference.
- Facebook and twitter were used through the Dorset Heaths channels to promote the Firewise messages. A total of 15 posts and shared posts were put out during the year which on Facebook reached 34,917 accounts.
- During the year we identified communities close to heathlands with the highest historical number of fires that might be at risk. In these areas contact was made with key local contacts. By building relationships and sharing knowledge with these contacts they are able to cascade the information shared with them within their communities. Community contacts have been set up in the following areas:
 - Turbary Common
 - Avon Heath
 - Bourne Valley
 - Canford Heath
 - Upton Heath
 - Holt Heath



Firewise social media post



Firewise Assistant presenting at Wildfire Conference

64 target schools across the 2 councils.

Target schools Bournemouth, Christchurch and Poole

Primary:

Heathlands Primary
Kingsleigh Primary
Christ The King
Elm Academy - Leaf
Kinson Primary
Winton Primary School
Stourfield Infant School
Muscliff Primary School
Hamworthy Park Junior
Broadstone First
Canford Heath Junior
Merley First
Manorside Primary
Talbot Primary
Bishop Aldhelms Primary
Haymoor Junior
Upton Junior
Highcliffe Primary
Springdale First (Broadstone)
Ad Astra Infant School (Poole)
Bearwood Primary (Bournemouth)
Winchelsea School (Poole)
St Joseph's Catholic Primary (Poole)
St Mary's Catholic Primary (Poole)
Twyham Primary School (Christchurch)
Mudford Junior School
Turlin Moor/ Bayside Academy

Secondary:

Bourne Academy
Oak Academy - Leaf
Glenmoor Academy
Winton Academy
Livingstone Academy
Broadstone Middle
Carter Community
St Aldhelms Academy
Magna Academy
Highcliffe Comprehensive
The Grange
Twyham
Corfe Hills School (Broadstone)
Poole Grammar (Poole)



Haymoor Junior School on Hengistbury Head

Target schools Dorset Council

Primary:

Sandford Primary
Bovington Primary
Bere Regis Primary
Stobrough Primary
Corfe Castle Primary
Damers First School
Henbury First (Corfe Mullen)
Rushcombe First (Corfe Mullen)
Parley First (West Parley)
Ferndown First
Oakhurst Community (West Moors)
St Mary's CE First (West Moors)
St Ives First (Ringwood)
Three Legged Cross First
Trinity C of E VA First (Verwood)
Hillside Community First (Verwood)

Secondary:

Ferndown Middle
Lockyers Middle
West Moors Middle
Lychett Minster
The Purbeck
Ferndown Upper
Emmanuel Middle School



Ferndown First School Yr3