



# A New Forest Green Halo



Bringing together a World Class Environment with a World Class Economy



Green Halo supported by



## A Partnership approach

Almost everyone who lives or works within easy reach of the New Forest National Park will recognise its natural appeal. Having so much wild and wonderful landscape on the doorstep brings millions of people a great deal of pleasure. Now, that natural appeal is starting to be valued more objectively.

All around the world the benefits that come from living landscapes – the ecosystem services – are being measured. The contributions that landscapes such as the New Forest bring to the economy, the environment and to local quality of life are being taken much more seriously, and those benefits are being used to influence policy making, investment decisions and lifestyle choices.

### Lifestyle benefits

The benefits to human health and well-being are probably the most widely recognised. There is clear scientific evidence to show that access to green surroundings helps to reduce stress. Living landscapes are very effective biological filters, able to clean pollution from the air we breathe and the water we drink. Locally grown food is now commanding a premium. Physical exercise brings significant health benefits, and clearly those benefits are greatly enhanced where the air is clean and the surroundings are inspiring.

Climate change is considered by many to be generating extreme weather patterns, and rural living landscapes are increasingly seen as buffers against the worst excesses of torrential rainstorms and long periods of drought. Their natural absorbency helps to reduce the risk of flash flooding and it also provides



Chris Baines,  
Environmentalist and  
workshop Chairman

storage and purification for natural supplies of drinking water.

#### **New Forest National Park**

The National Park is one of six protected areas in the UK where these ecosystem services, and many others, are being objectively quantified. The National Park Authority is piloting a new environmental accounting system, and has begun by producing several maps which identify the places where ecosystem services such as cleaner air or purified water are generated. The maps also begin to show the links to the surrounding centres of population where the benefits are most keenly felt.

So far the National Park Authority has taken much of the responsibility for the mapping and the calculation of benefits. This has been a very good start, but clearly there is a need to involve many more of the Parks influential neighbours. The knowledge and experience of local businesses, local authorities, environmental non-

government organisations, health professionals, developers and others will add considerably to the depth of understanding of the true value of the Park's ecosystem services. The people who choose to visit for recreation also have important contributions to make, and long-established local knowledge will help to put this relatively novel approach to landscape evaluation into a historic context.

Key stakeholders have a vital role to play in strengthening the objectivity of the evaluation process, but they also have the potential to benefit directly from the pilot study. Quantifying the ecosystem services should help with the recruitment and retention of senior personnel from within and beyond the region. Greater understanding of the physical role that the National Park plays will help to inform the siting of new development and the management of risk in the face of climate change.

Finally, through this initiative there will be increased mutual understanding amongst the National Park and its influential neighbours. This in turn will help to raise the profile of all parties and further enhance the reputation of this part of southern England as an exceptionally good place to live, work and play.

**Chris Baines, July 2016.**



# The Workshop

On 13 July 2016 leaders from business and the environment attended a workshop led by Business South and the New Forest National Park Authority, hosted by Ordnance Survey and sponsored by Ramboll Environ.



Delegates examined how a broad range of benefits flowing from the New Forest National Park could shape the future of communities in and around the New Forest; enhancing the quality of life of those communities, providing a framework for the development of the local economy and strengthening the resilience of the unique landscape of the National Park itself by working beyond its boundaries, into a 'Green Halo'.

The event sought to share the latest thinking on natural capital and ecosystems services. The terms may be unfamiliar, but they are increasingly part of the lexicon to describe the contribution that landscapes such as the New Forest bring to the economy, the environment and to local quality of life. The National Park Authority has produced maps of the ecosystem services and attempted an initial calculation of some of the benefits that accrue from the National Park but now needs the involvement of other partners.

The event was chaired by Chris Baines who, in his introduction, noted that partnership is crucial to realising a future world class environment and world class economy.

Key speakers – Sue Armstrong-Brown, Policy Director at Green Alliance and Maggie Charnley Head of Natural Capital Committee Secretariat, Defra - provided insight into natural capital and its status in government policy. Paul Stubbington, Team Director, Ramboll Environ and Matthew Woodcock, Partnerships and Expertise Manager, Forestry Commission, considered how the environment and economy around the New Forest National Park can be managed for mutual benefit. Alison Barnes, CEO of the New Forest National Park Authority, highlighted the opportunity for everyone to play a part in delivering a world class environment and world class economy by helping to shape the Green Halo vision.

Throughout the event delegates worked in groups to answer a number of questions\*;

- What is the Green Halo – and what is it not?
- How might the Green Halo be taken forward?
- Who/what is missing?
- How can your organisation help or be involved?

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\*The notes arising from these workshop sessions are on pages 5-7.

# Where next?

The event brought potential partners together at a very early stage. The objective was to test the Green Halo concept and shape and refine what could be delivered.

The National Park Authority intends to facilitate further development of objectives and through more partnership working harness the ideas and enthusiasm from the day. Five themes have been identified and we would like partners to consider how they can get involved.



The five themes are:

## 1 Developing the vision

Be in at the start – we need volunteers for a Taskforce, to set a framework and objectives

## 2 Mapping and data

Developing the ecosystem service maps  
Testing the natural capital accounting  
Identifying the important areas to safeguard and enhance  
Creating a portfolio of projects to deliver the vision

## 3 Research

Identifying what we need to know to underpin our work

## 4 Identifying opportunities/ quick wins

Developing key performance indicators around the environment  
Corporate Social Responsibility  
Health and wellbeing  
Circular economy and local supply chains

## 5 Communicating the Green Halo Vision and developing the partnership

How to develop the Green Halo message for a range of audiences  
How we will communicate  
Maintaining the conversation

# When?

We believe now is the time to develop the vision. Economic growth is a high priority and demands for housing, infrastructure and employment opportunities are increasing.

We live in an amazing, high quality, highly valued environment. We would like to harness the energy and enthusiasm of the Green Halo workshop to create a clear vision and route map for making the most of our area together – taking forward our world class environment and world class economy. We want to develop workstreams around the five themes in the autumn of 2016 and look to partners to join with us to further the Green Halo project.

# Workshop outputs

From the Green Halo event 13 July 2016 held at Ordnance Survey, Southampton.

Attendees at the Green Halo event were posed a number of questions and worked individually and within groups to provide the following responses

## Session 1 – What is the Green Halo? And what is it not? Summary of post-it notes – individual contributions

- Sustainable development in and around the New Forest
- Holistic approach to living and working in the New Forest
- Protection of environment whilst developing natural resources
- For the special wildlife of the New Forest to be better valued and protected. It's a worry though that the costs of protecting and managing increases as the area becomes more popular
- Needs restoration and expansion
- Mainstreaming resource management
- Shaping the future for a more ecological style of living
- Collective approach to the future sustainability of the environment
- Improving sustainability and environmental performance in the New Forest
- Helping to maintain our green spaces
- As an architecture practice we have a knowledge and understanding for sustainable low energy buildings. The Green Halo may help us accelerate this
- Important opportunities to promote more sustainable development
- Economic prosperity integral with social wellbeing
- Place of choice to live, work & trade, quality of life
- Protection and enhancement of the natural environment in a 21 century setting
- A solution for a sustainable living and working
- Mechanism and opportunities to deliver green infrastructure to the New Forest
- Linking the physical, social, environmental, health & psychological benefit of the natural environment for the benefit of all
- A clear vision and route map for making the most of our area together
- Understanding the local environment to inform decisions on how to get the most from it for local people, society and businesses
- Opportunities for Business South Champions to engage so business can attract and retain talent into the region and improve sustainability
- Enhancement and resilience surrounding the National Park connectivity to other high value environments
- Helping to secure high quality future economic growth
- Integrated landscape approach
- The opportunity for land and rural businesses to enhance their environment plus protecting their business
- Taking the environmental responsibility on from the environmental sector out to the community as a whole
- Working with public and private sector partners to sustain and grow the value, both economically, social & environmentally of the assets in the New Forest National Park
- Encouraging businesses to work with the environment in a complimentary way
- A way of enabling growth and development within a special natural environment
- An opportunity to put nature and environment at the heart of the economy
- Opportunity for collaborative working
- A disruptor, challenge for the business in the area to be part of the quality
- Looking outwards
- A working example, exemplar of an integrated approach of doing business that can be used to showcase a circular economy
- A positive opportunity to develop the region's USP
- Protection of habitat whilst supporting businesses
- I have no idea what it is!
- Whilst I agree we need to do more to protect our environment I see it adding cost to all involved
- Positive and thought provoking. How easy it is to achieve I'm unsure. Will need a lot of joined up working with different businesses
- Needs to be about attracting talent, investment and development to improve and secure green space
- Not 100% sure but my hope is it means, responsible economic prosperity for all our futures are based on more informed decisions
- Shared use and care of shared resources.



## Summary of post-it notes – individual contributions continued..

- It sounds like an interesting idea but so far I am not clear what it would actually mean in practice and how it would actually benefit the New Forest
- I am new to the Green Halo vision and I'm not sure it has been explained as yet, or are we defining it? Is it that the halo is the circle around the New Forest and engaging businesses within that area with the natural space and capital in the area?

There are some really useful comments from this activity that should be considered in articulating what the Green Halo is, could be or might need to be. The comments also demonstrate that attendees have a mixed perspective of the Green Halo, as would be expected at an initiation event. Different types of communication will be required to engage all people from their own starting point.

## Group comments are shown below as a summary of group working

### What is the Green Halo?

- Circular economy
- Managing our constraints
- Catalyst
- Championing the place
- Working with the Env - not against
- Legacy building
- Break the binary thinking, integrated approach
- Building the future
- Solution for sustainable living and working
- Shared vision
- BRAND - for doing business (accreditation)
- Prosperity, social wellbeing
- Platform for innovation
- Business opportunities
- Opportunity to share best/good/new practice
- Small steps
- No boundaries - doing the right thing
- Natural Balance
- Place of choice to live, work & trade
- Relevant to more people
- Link between purchaser & beneficiary
- Linked to development?
- Sharing responsibility for environmental costs
- Ways of working
- Collective approach between public & private
- Framework for investments

- Psychological change - hearts & minds
- Sustainable development
- Mild approach around incentives/regulations
- Links to other high value landscapes
- More about the principal than the place/boundary
- Opportunity to establish principles
- What do we mean by the term Halo? How relevant to communities outside the NP?
- Systematic approach - measurement of KPIs integrated at business level
- NP as an asset, recreation and economy
- Challenge of shifting conversation to restoration than simply maintaining status quo
- Enhancing the wider surroundings of the National Park to take pressure from the core National Park
- Integrated reporting, non-financial indicator of business output
- Balanced - encouraging development, attracting staff
- Presents opportunities for wellbeing, productivity, recruitment and retention
- Opportunity for sustainable development - businesses can profit from opportunities
- It's a collaborative approach to sustainability in a 21st Century setting e.g. innovation, renewable energy, new technology.

### What is it not?

- An income generating opportunity
- Short term
- The end game in a better unit
- Tax
- A threat to business if clearly communicated
- Business as usual
- Not just green, includes blue
- A barrier to business
- Not just restricted to National Park
- A talking shop with no action
- Top down, must be collaborative

These comments from the group work will be used to shape the vision. In particular, what the Green Halo isn't provides some insight into the concerns of attendees and should be considered throughout the development of the Green Halo.

## Session 2 - What next?

### How might the Green Halo be taken forward?

- Require clarity of objectives
- Conceptual at the moment - needs an action plan, timescale, short term targets
- What is the National plan (Capital Office)
- Good to be pioneers
- Practical point - Feedback from today, hooks/briefing/definitions
- Behavioural change
- Follow on more focused session
- Building a wider social change/ awareness
- Exemplar projects (existing and planned)
- Better, simple communication information sharing
- Encouraging local use of supply chain - Grown in Britain (HCC can assist here)
- Involve Coast to Capital LEP
- Using FE & HE to develop knowledge and expertise within sector
- Business South - framework within which to work to encourage partners
- Raising awareness through education circle - supported by private and public sector
- Influence planning - bringing planning and business together
- Stability in public policy from central government and environmental legalisation
- BREXIT - Great opportunity to use local and need for strategic planning
- Taskforce/working group

- Themes to take forward, vision, framework, objectives
- Terms of reference
- Business perspective/geographical
- Brand
- Supply chains?
- Mapping - London green grid, high level plan. Project portfolio
- Measuring progress - baseline, KPIs
- World class environment society

**The key actions from this feedback are**  
1) Provide feedback from the event to all attendees  
2) Establish a small working group to draft an action plan (as a discussion document to get people thinking) including short term targets. Invite feedback and comments

### How can you or your organisation help or be involved?

- To feedback and get buy in/ commitment from individual organisations
- Individually to be supportive - Local Halo, Defra, regional road shows
- Communications plan and actions - Business South?
- Access to networks
- Maintain momentum
- Allocate dedicated resources
- Champion wildlife
- NPA Pledge - facilitate events and lead
- Forestry Commission - 1 hour master class for planners

- Businesses - Champions access to supply chain info
- HHC - Work with Forestry Commission to encourage use of sustainable timber in modern methods of construction
- CLA - Engage with landowners and rural businesses
- Influence consumers to want to buy local produce/products and change habits e.g. push to encourage electric vehicles, sustainable transport methods
- Ramboll - meeting venue, research funding, habitat mapping, eco system services, archaeology
- Place to engage in the New Forest
- National Park Authority – inspiring places to build ethos
- Cumulus - research on natural capital, ideas, elements working together
- HPW - Design in practice, sustainable development, debate about supply chain, e.g. of best practice

**Lots of commitment to be involved – excellent for a first event**

### Who/what is missing?

The following should have an involvement

- Solent LEP, Dorset LEP
- Landowners/Estates
- Bournemouth airport
- Business owners
- Local Nature Partnerships
- Collaboration with South Downs National Park

- Universities
- Health Trusts
- IOW
- Other protected landscapes
- Wildlife organisations
- How people engage with their natural environment
- The blue side - water users, recreational, local schools, education providers
- Wiltshire
- Champions for the Green Halo project
- Planners
- Someone to lead and gather public support
- Treasury
- Utilities, especially water companies
- Providers of natural capital
- House builders, particularly SME and modern methods of construction manufactures
- Ordnance Survey
- Branding, values and visuals - Talk Talk, HPW?
- BiTC
- A public profile e.g. Ellen McCarthy
- PHE - Health Sector
- Marine Sector

**Involvement of these organisations should be considered to ensure the development of the Green Halo partnership is fully inclusive and identifies a full range of opportunities**

# Speakers

At the Green Halo event 13 July 2016.



## **Chris Baines** Environmentalism and Event Chairman

Chris Baines is regarded as one of the UK's leading independent environmentalists. He is an award winning writer and broadcaster, a national vice president of the Royal Society of Wildlife Trusts and has received both the Sir Peter Scott lifetime achievement award and the RSPB annual medal for his contribution to conservation and sustainability.

Professor Baines works as an independent adviser to senior executives in the water, minerals, energy and housing industries. He is currently the chair of the advisory group determining the allocation of £500 million investment by the National Grid to improve the landscape of National Parks and Areas of Outstanding Beauty. He recently played a similar role with regard to the environmental impact of Thames Water's £4.5 billion Thames Tideway Tunnel and he is frequently employed as a broker of creative partnership between the public, private and voluntary sectors.

In the past Professor Baines has served as a trustee of the Heritage Lottery Fund and as a member of the BBC Rural Affairs Advisory Board and he is a frequent speaker or chair at national and international conferences. He is an Honorary Fellow of the Chartered Institute of Water and Environmental Management and a Fellow of the Institute of Biologists.

## **Sue Armstrong-Brown** Policy Director, Green Alliance

Sue joined Green Alliance in October 2014 as policy director, overseeing the delivery of Green Alliance's policy programmes, and with overall management responsibility for the policy team. Sue chairs the Circular Economy Task Force, run by Green Alliance, and the Energy Consortium Steering Group.

Prior to joining Green Alliance, Sue was head of policy at the RSPB, leading policy development and advocacy on a range of natural environment policy issues, and has over 20 years' experience in environmental policy research, development and implementation. Previous roles include scientific advisor to MAFF's environment group, and environmental research scientist at the Soil Survey and Land Research Centre.

Sue has a PhD in sustainable agriculture from Imperial College London.



Chris Baines



Sue Armstrong-Brown



Maggie Charnley

## **Maggie Charnley** Secretariat, Natural Capital Committee

Maggie is the Head of the Secretariat for the Government's newly re-established Natural Capital Committee. She is also the Director for the community management company running her local park, and the Chair of an environmental education charity in Norwich.

She has been an environmental policy maker within the UK Civil Service for more than 15 years, with over a decade of experience as an international negotiator, and has extensive experience in the charitable and voluntary sector. Her previous post was as head of soils policy, responsible for agricultural soil, peatlands and contaminated land. This followed a range of roles, which include: leading UK government policy on nanotechnology, taking part in negotiations of the UN Minamata Convention on Mercury, and the setting of domestic, EU and international policies to enhance the development of energy efficient and sustainable energy-using products.



## **Alison Barnes**

### **Chief Executive, New Forest National Park Authority**

Alison joined the Authority in June 2010 from Natural England, where she was Regional Director for London, leading engagement with large regeneration programmes such as for the Olympics, as well as taking organisational lead on landscape and green infrastructure.

Earlier in her career Alison led on local biodiversity policy within Defra and was Head of Advocacy for English Nature, using her expertise on the natural environment in both roles to advise on engaging with local and regional programmes to secure delivery. At English Nature she was responsible for policy engagement across Parliament, Whitehall and Europe, including supporting the passage of the NERC Act. She also worked for a number of years within Scottish local government, giving ecological advice and in particular focusing on restoration schemes for opencast.

Alison is on the Board of Directors for Business South and is appointed to the Forestry and Woodland Advisory Committee of the Forestry Commission.

Alison grew up in nearby Wimborne, Dorset. She was inspired to follow a biological science (Oxford) and a conservation degree (UCL) by her time spent on the Forest and exploring the heathlands and coasts of the area. In her spare time, she enjoys sailing and walking, especially around the Solent and along the south coast. She plays the flute and likes to engage in community music projects, particularly with Bournemouth Symphony Orchestra.



Alison Barnes



Paul Stubbington



Matthew Woodcock

## **Paul Stubbington**

### **Team Director, Environment, Ramboll Environ**

Paul is Environment Director for Ramboll Environ based in the New Forest National Park at Netley Marsh and is part of the UK Management Team. Paul is a Chartered Civil Engineer that now specialises in the holistic environmental assessment of development projects, using innovative yet simple solutions to balance environmental impact with the needs of the client, stakeholders and regulators.

His team's work includes estate wide sustainability appraisal for clients such as Highways England as well as local developments such as Royal Pier Waterfront in Southampton, which will be the major waterfront development for the City. He has a passion for leading people and developing teams to get the very best from them, 'happy people producing quality projects'.

## **Matthew Woodcock**

### **Partnerships and Expertise Manager – South East England, Forestry Commission**

Matthew has a degree in forestry from Aberdeen University and started his career leading East Sussex County Council's Dutch Elm Disease control programme. He joined the Forestry Commission in 1985 where he has worked in Southern Scotland, and the English Midlands but most of his time in south east England. The SE is the most wooded part of England, largely broadleaved woods which enhance the landscape and ecology. However, the lack of markets for wood products from these woods means that the majority are undermanaged. To help address this Matthew has been championing the opportunity to use low quality wood as a sustainable source of fuel for many years.

Matthew led the Woodheat Solutions Project which transferred knowledge and experience of using wood as a fuel from Finland and Austria to Croatia, Slovenia and the UK. The lessons and experience gained from this project led to the Kent Downs Woodfuel Pathfinder which has developed and piloted ways of supporting uptake of woodfuelled heating.

He is also working with a range of partners across the south east from individual home owners to supermarket chains to:

- Protect existing woods from threats including disease, pests, herbivores and development;
- Improve the condition of our existing woods by encouraging markets for sustainably produced wood products;
- Expanding tree and woodland cover to deliver a range of benefits to society, the environment and the economy.

# Appendix

## Delegates at the Green Halo event.



Anthony Armitage  
Sue Armstrong-Brown  
Rob Asquith  
Steve Avery

Chris Baines

Claire Baker  
Angela Baker  
Alison Barnes

Mark Bricknell  
Maggie Charnley  
Oliver  
Crosthwaite-Eyre  
Francis Davies  
Fay Eames  
Robin Edwards

Sam Fox  
Anthony Guay  
Tim Hancock  
Jo Heath  
Cllr Robert Humby  
James Humphrys  
Bob Jackson  
Pat Jansen  
Ryan Johnson  
Paul Kent  
Priscilla Kilty

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Park Authority  
Independent Environmentalist  
and Naturalist  
Balfour Beatty Living Places  
Public Health England  
New Forest National  
Park Authority  
Ordnance Survey Limited  
Defra  
New Forest National  
Park Authority  
Natural England  
Hampshire County Council  
Country, Land and  
Business Association  
Southampton City Council  
Ramboll UK Ltd  
Terence O'Rourke  
Hampshire County Council  
Hampshire County Council  
The Environment Agency  
New Forest District Council  
Ramboll UK Ltd  
Turley  
Southern Water  
Royal Southampton Yacht Club

John Lee  
Hilary Makin

Philip McCabe  
Adrian Newton  
Matthew Nield  
Anna Parry  
Paul Silcock  
Graham Smith  
Simon Stennett  
Paul Stubbington  
Debbie Tann

Simon Taylor  
Sally Thompson  
Kate Thompson  
Leigh-Sara Timberlake  
Greg Tumilty  
Samuel Underwood  
Paul Walton

Tracy Webster  
Alastair Welch  
Paul Willoughby  
Matthew Woodcock  
Deborah Wyatt

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Cumulus Consultants Ltd  
Test Valley Borough Council  
RSPB  
Ramboll UK Ltd  
Hampshire and Isle of Wight  
Wildlife Trust  
Balfour Beatty Living Places  
Business South Limited  
Business South Limited  
Business South Limited  
Ordnance Survey Limited  
Southern Water  
New Forest National  
Park Authority  
Orwak Environmental Services  
ABP Southampton  
Flybe  
Forestry Commission  
Enterprise M3



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