



NEW FOREST  
NATIONAL PARK

# New Forest National Park

Protecting together, shaping tomorrow



# Ban the BBQ campaign 2020

2020 was a year of different challenges

Normality was changed

Priorities changed

The Forest adapted

# Why the ban was needed

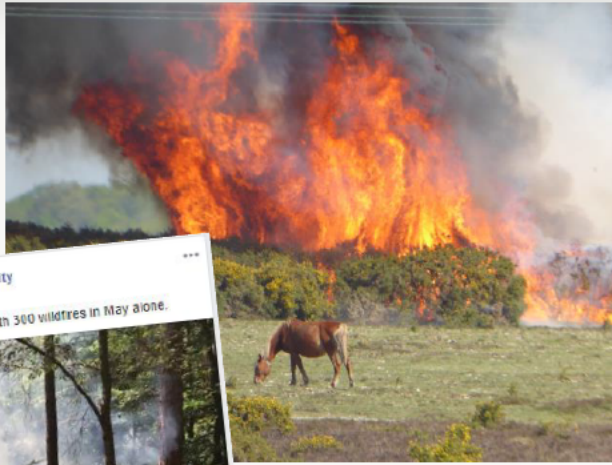
## 23 March 2020 Lockdown

- The Forest was empty as Forestry England closed car parks – exercise was walk from home with an emphasis on stay home
- **16 April** - Royal College of Policing released 'it was lawful to drive for a walk'.
- Increase of visitors – Forest on very high fire risk banning of BBQ's
- **13 May** - Forestry England opened car parks to cope with visitors
- Weather was glorious, hot and dry = increased visitors and fire risk
- **16 May** - Launched New Forest Code
- Overflowing car parks and verge parking despite opening of car parks
- Higher level of visitors than normal
- **8 June** – Ban Disposable BBQ campaign in and around the New Forest
- **15 June** - non-essential shops could reopen in England




# Fire Alert

- Met Office said it was the third warmest year in records dating back to 1884
- In May alone there were 300 wildfires
- 18 May – Fire breaks out at Wareham Forest declared a major incident
- Unprecedented numbers of people visited after lockdown, many wanting to BBQ in the Forest
- Many of the visitors were ‘new’ to the Forest



New Forest National Park Authority  
Published by Maria Court 17h · 46

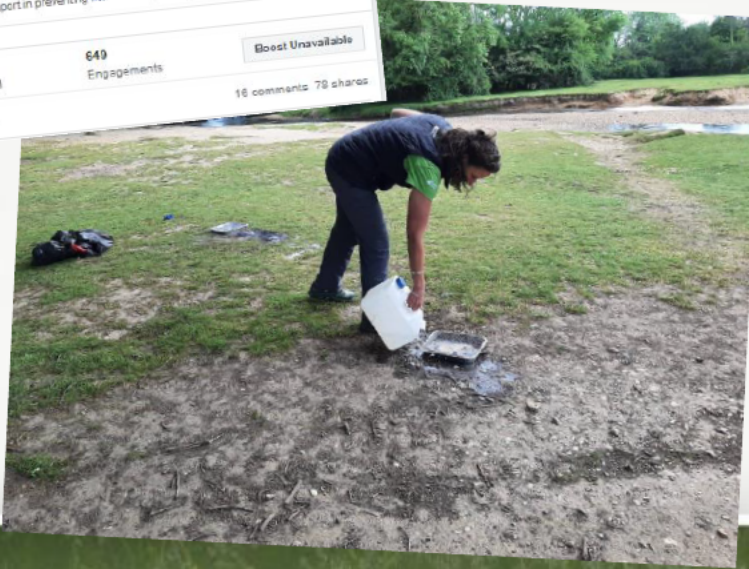
Hampshire firefighters have had to deal with 300 wildfires in May alone.



Hampshire Fire and Rescue Service  
In the month of May alone we've responded to nearly 300 wildfires (fire in the open!) As temperatures continue to soar, we've teamed up with New-Forest-Nationalpark to ask for your support in preventing #wildfires [#BeWildfireAware](https://bit.ly/3ort7Yt)

8,057 People reached    649 Engagements    Boost Unavailable

18 comments · 78 shares





# New Forest Code



Keep dogs under control.  
Don't let dogs approach  
or chase any animals



No fires or  
barbecues

- 'New Forest organisations are appealing to people to please respect and care for the National Park and follow the New Forest code.'
- 9 short and simple messages with icons, able to use individual signs where necessary
- Backed and fully supported and promoted by all the Forest organisations on their websites, social media and press releases

# BBQ Ban

- Over 50 retailers removed disposable barbecues from sale in a bid to protect the New Forest National Park from being destroyed by fire
- National supermarkets, local and independent stores inside and outside the New Forest joined the cause
- Julian Lewis took the petition to Government
- Appeared on BBC breakfast news and local news and radio
- Partnered with Forestry England And Hampshire Fire and Rescue
- Other National Parks and protected lands also banned them (Peak District NP)



# Successes - Communications

<u>2020 figures</u>	People reach	Engagements	Post clicks	Video View
New Forest Code	694,124	126,893	87,378	0
Fire	1,166,529	186,008	114,626	0
BBQ Ban	451,029	74,545	38,851	0



**New Forest National Park Authority** \*\*\*  
 Posted by Sprout Social  
 25 June 2020 · 🌐

Tune in to BBC South Today at 6.30pm!  
 We and our partner organisations  
 @ForestryEngland.UK, Hampshire Fire and  
 Rescue Service and Streets Ironmongers will  
 be talking about the campaign to ban  
 disposable BBQs in the #NewForest.  
 ... See more

👍❤️ 153      20 comments 40 shares





Post Details

**New Forest National Park Authority**  
Published by Sprout Social | 23 May 2020

The rangers have put out smouldering BBQs at Brockenhurst, Linford and Andoverwood today.

The New Forest is on a high alert for wildfires so BBQs and fires of any kind are NOT allowed. 🚫🔥🚫



Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

**New Forest National Park Authority**  
Published by Sprout Social | 1 June 2020

Spot money #BBQ-watched-campers campaign:  
We are LIVE on BBC Breakfast this morning at around 8.30am talking about our campaign to get rangers to remove disposable BBQs from sites at and around the New Forest to protect our fragile landscape. Thanks for all your support so far. 🙌

Forestry England  
Wiltshire Fire and Rescue Service (Emergency)



Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

18,281 People reached

Performance for your post

<b>558,341</b> People Reached		
<b>31,803</b> Reactions, comments & shares		
3,691 Like	432 On post	3,459 On shares
72 Love	9 On post	63 On shares
29 Haha	2 On post	27 On shares
555 Wow	63 On post	602 On shares
1,840 Sad	321 On post	1,528 On shares
13,122 Angry	2,030 On post	11,092 On shares
6,603 Comments	972 On Post	5,831 On Shares
5,706 Shares	5,706 On Post	0 On Shares

74,461 Post Clicks

Post Details

**New Forest National Park Authority**  
Published by Sprout Social | 1 June 2020

Thank you to all the rangers and emergency services who have been busy all weekend with reports of human waste, wild camping, litter, parking issues, fly tipping, BBQs and fires.

🔥 **Norleywood enclosure near Bull Hill caught fire** due to a BBQ which spread through nearby trees. No one was hurt and fire crews managed to contain the fire.

⚠️ Please do not use BBQs or light fires as the forest is so dry, the heat near the ground, a spark, a discarded cigarette or a glass bottle can easily start a wildfire.

❤️ A big thank you to everyone who has been respecting this precious landscape and following the New Forest code.



Get more likes, comments and shares  
When you boost this post, you'll show it to more people.

133,700 People reached

37,959 Engagements

**Boost Post**

Alan Worthington, Nichola Ikin and 1.5k others · 219 Comments · 841 Shares

Like Comment Share

**New Forest National Park Authority**  
Published by Sprout Social | 1 June 2020

New Forest organisations are appealing to people to please respect and care for the National Park and follow the New Forest Code.

- 🚫 There is a severe risk of fire across the entire area. We therefore are urging our people not to start or use BBQs, fires or campfires.
- 🚫 Please do not use BBQs or light fires as the forest is so dry, the heat near the ground, a spark, a discarded cigarette or a glass bottle can easily start a wildfire.
- 🚫 They encourage to respect the landscape which is a special place and to follow the New Forest Code.
- 🚫 Please do not use BBQs or light fires as the forest is so dry, the heat near the ground, a spark, a discarded cigarette or a glass bottle can easily start a wildfire.

691,880 People Reached

26,706 Engagements

**Boost again**

**New Forest National Park Authority**  
Published by Sprout Social | 1 June 2020

There is a severe risk of fire across the New Forest. We therefore are urging our people not to start or use BBQs, fires or campfires.

1,421 Comments

313 On Post

1,108 On Shares

941 Shares

941 On Post

0 On Shares

**31,291** Post Clicks

14,801 Photo Views

0 Link clicks

14,390 Other Clicks

**NEGATIVE FEEDBACK**

25 Hide all posts

9 Hide all posts

0 Report as spam

0 Unlink Page

Reported stats may be delayed from what appears on posts.

**New Forest National Park Authority**  
Published by Sprout Social | 1 June 2020

There is a severe risk of fire across the New Forest. We therefore are urging our people not to start or use BBQs, fires or campfires.

1,288 People Reached

524 Engagements

**Boost Post**

21:27

**NEWFORESTNPA**  
Posts

**View Insights**

**Promote**

Liked by engnewforest and 640 others

**newforestnpa** It's another beautiful day in the New Forest.

Please adhere to the New Forest code and respect the precious landscape. 🚫🔥 BBQs or fires 🚫 in car parks only 🚫🐕 do not feed or pet the livestock 🐕 dogs on leads when not on the main tracks and keep them under control 📱 take your litter home with you



# Protect

2021

Anticipating a similar year with high volumes of visitors



## Our priorities

We will focus our resources on:

- Ban the BBQ in local and national stores
- Increase awareness of New Forest Code
- Working with other authorities on the ground
- Ask fellow stakeholders for support in promoting awareness
- Work with partners to explore other opportunities





# Thank you

For any further information please feel free  
to email me at [REDACTED]  
Or [REDACTED]