

# Dorset Local Nature Recovery Strategy Consultation and Engagement Report

Consultation draft

## Contents

<b>Background</b>	2
<b>Objectives</b>	3
<b>Who we engaged</b>	5
Identifying stakeholders	5
Advisory groups	5
<b>Communications and engagement activities</b>	9
Keeping stakeholders informed and updated	9
Events and workshops	10
Nature Recovery Dorset	18
Dorset local nature recovery strategy webpages	19
Surveys	20
Press releases, social media, e-newsletters and radio	21
Key outcomes	24
<b>How we responded to feedback and lessons learnt</b>	25
How we drafted the shared vision and joint mission	26
How we drafted the 12 nature recovery priorities	27
How people are making space for nature	28
<b>Further information and resources</b>	28



Preparing a local nature recovery strategy is a collective process involving a wide range of local people and organisations to create a shared vision for nature recovery. A strategy that is reflective of local people's views is key to bringing together focused action to restore, grow and connect nature across Dorset.

This consultation and engagement report outlines how we communicated with stakeholders, including the public, during the preparation of Dorset's local nature recovery strategy to give everyone the chance to contribute to the 10-year vision for nature's recovery in Dorset.

## Background

Protecting and recovering nature to increase wildlife and habitats is a priority for Dorset as it supports the government's target to manage and protect 30 per cent of land, rivers and seas for nature by 2030 (commonly known as the '30by30 target'). Increasing wildlife in Dorset and expanding and connecting Dorset's important habitats will bring big benefits to both people and wildlife. Doing this in a coordinated way will mean that everyone can play a part in how we achieve this target and add value so that the whole is greater than the sum of its parts.

Each county across England is preparing a local nature recovery strategy, which will be combined to help create a national nature recovery network. If successful this will have a significant outcome, with new wildlife corridors formed, new partnerships developed, and large landscape scale nature recovery projects delivered. This should also build a wider understanding of nature recovery, how people connect with and benefit from nature, and how collective action can really make a difference.

Dorset Council was appointed by Defra to lead on the preparation of the Dorset Local Nature Recovery Strategy, working closely with BCP Council and Natural England who were appointed as supporting authorities.



# Objectives

To enable effective communication and engagement, a multi-sector local nature recovery strategy communications and engagement advisory group created a communications and engagement plan with 6 key objectives.



1. **Improve understanding** of what nature recovery is, what the 30 by 30 target is, and why nature recovery is needed.
2. **Ensure key stakeholders are kept informed and updated** on progress throughout the development of the local nature recovery strategy
3. **Encourage target audiences** to input into the development of Dorset's local nature recovery strategy through early engagement activities and formal consultation.
4. **Encourage a shared vision** for nature recovery in Dorset to inspire action amongst residents, partners and organisations.
5. Achieve a **shared consensus** amongst target audiences of how success for nature recovery will be measured in Dorset.
6. **Support** the communication actions set out within the [Dorset Council Natural Environment, Climate and Ecology Strategy](#) and [BCP Council Climate and Ecological Emergency Action Plan](#).

All communications and engagement were to be accessible, using clear communication with no jargon, real-life examples, and timely deliverance to a wide, varied audience through different mediums.

Deliverables, implementation channels and evaluation metrics were identified amongst partners, and an activity timeline created. The timeline below summarises the communications and engagement activities completed whilst Dorset's local nature recovery strategy has been prepared.



### Summer to Autumn 2023: Making connections

Meeting people and groups who are already taking action to recover nature, stakeholder analysis and formation of the Dorset local nature recovery strategy steering group and advisory groups. Communications and engagement plan created.

### Spring 2024: Nature Recovery Dorset

Nature Recovery Dorset branding created and added to the Dorset Council website.

#LeapIntoNature social media campaign encouraging others to share their nature recovery actions.

Nature recovery messaging embedded in the redesigned Love your verge campaign.

### June 2023

Dorset Council announced as the Responsible Authority for Dorset's local nature recovery strategy. Webpages published on the Dorset Council website and linked from the BCP Council website.

### Autumn 2023 to Spring 2024: Spreading the word and gathering inputs

Attending and holding events to raise awareness of the local nature recovery strategy, progress so far and our plan for preparing Dorset's strategy. Feedback and inputs into the strategy were gathered through workshops and answering questions.

Following feedback, the Dorset farmer clusters advisory group was formed.

### May 2024: All groups together

All the advisory groups attended a workshop to feedback on and refine the work each group had been producing, plus workshops to give the groups direction on their next tasks.

### August 2024: Celebrating and supporting nature recovery in Dorset

Launch of the Nature Recovery Dorset network and the first Sustainable Business network award winners receive their awards.

Call for submissions to be included in the high opportunity nature areas.

### Summer to Autumn 2024: Wider engagement

Raising awareness of Nature Recovery Dorset and Dorset's local nature recovery strategy with key audiences through wider engagement at 3 agricultural shows, Planet Purbeck nature and wellbeing fair and a co-hosted nature and sustainable farming tour and workshop and 2 youth workshops.

### Autumn 2024: Preparing the draft strategy

Two public webinars informed and updated a wider audience on the strategy and work so far with time for feedback and questions.

Advisory groups refining the draft written elements and mapping.

**Winter 2024/25** – Consultation on the pre-consultation draft strategy with Dorset Council, BCP Council and Natural England

**Spring 2025 - Public consultation**



# Who we engaged

## Identifying stakeholders

A stakeholder analysis was carried out and six categories were identified as being key in the preparation of Dorset's local nature recovery strategy. Identifying these categories helped us define our internal and external audiences and form advisory groups to help prepare the strategy.



## Advisory groups

A steering group and 5 advisory groups were set up with **76 representatives from 42 different organisations** across the 6 stakeholder categories. Together, the group members gave over **1,300 hours** towards preparing Dorset's local nature recovery strategy.



Each group was set a brief and met approximately every 6 weeks, attended all groups workshops, as well as worked on focused tasks outside of meetings that shaped the strategy. Some of these tasks involved members gathering more inputs from wider stakeholders within their networks.

## Dorset local nature recovery strategy steering group

The steering group was formed to ensure the preparation of Dorset's local nature recovery strategy is inclusive, transparent, and timely. The group consisted of 12 different organisations across various sectors.

- BCP Council
- Country Land and Business Association (CLA)
- Dorset Council
- Dorset Local Enterprise Partnership (LEP)
- Dorset Local Nature Partnership (LNP)
- Dorset National Landscape
- Dorset Wildlife Trust
- Dorset Youth
- Help and Kindness
- National Farmers Union (NFU)
- Natural England
- Public Health Dorset



## Dorset mapping and data advisory group

The mapping and data group was facilitated by Dorset National Landscape partnership. The technical group looked at available data, mapping methodologies and how things are mapped in relation to the priorities and activities for Dorset.

- BCP Council
- Cranborne Chase National Landscape
- Dorset Council
- Dorset Environmental Records Centre
- Dorset National Landscape
- Dorset Wildlife Trust
- Environment Agency
- Forestry Commission



## Dorset communications and engagement advisory group

The members looked at language and communication around local nature recovery and were instrumental to the development of [Nature Recovery Dorset](#). They also looked at smart ways to join up all the different things people across Dorset are doing for nature.

- BCP Council
- Community Action Network
- Dorset Council
- Dorset LEP
- Dorset National Landscape
- Dorset Wildlife Trust
- Dorset Youth
- Forestry Commission
- Help and Kindness
- Litter Free Dorset

## Dorset nature, farming, forestry and land use advisory group

Twenty-four members representing each of the 4 sectors, facilitated by the Dorset LNP. Set up to identify the pressures and opportunities and carry out detailed analysis around priorities and activities for the strategy.

- BCP Council
- Bournemouth University
- CLA
- Cranborne Chase National Landscape
- Dorset Catchment Partnerships
- Dorset Council
- Dorset LNP
- Dorset National Landscape
- Dorset Wildlife Trust
- Environment Agency
- Farm and Wildlife Advisory Group (FWAG)
- Forestry Commission
- Ministry of Defence
- NFU
- National Trust
- Natural England
- RSPB



## Dorset species task and finish group

Fourteen members who are experts in a wide range of plants, animals, fungi and insects. They produced a long list and priority list of species the Dorset LNRS can best support.

- Amphibian and Reptiles Conservation Trust
- BCP Council
- Butterfly Conservation
- Dorset Council
- Dorset Environmental Records Centre
- Dorset Wildlife Trust
- Environment Agency
- Footprint Ecology
- Forestry Commission
- Forestry England
- Independent local ecologist
- National Trust
- Natural England
- Nick Tomlinson Ecology
- RSPB

## Dorset farmer clusters advisory group

The farmer cluster group represents the local farming community across Dorset. It is made up of farmers and facilitators from 13 different groups. The farming community play a key role in nature recovery as they are custodians of the land.

- Cranborne Chase
- Devil's Brook
- Dorset Council farms
- Dorset Downs
- Marshwood Vale
- Martin Down
- Mid Stour
- Milton Abbas / Milton St Andrew
- Nadder Valley
- South Dorset Ridgeway
- Upper Frome, Wraxall and Hooke
- Wareham Arc Landscape Recovery



All advisory groups workshop May 2024



# Communications and engagement activities

A range of deliverables were identified in the communications and engagement plan including:

- \* webpages
- \* engagement events and workshops
- \* press releases
- \* presentations
- \* resource packs
- \* printed leaflets
- \* surveys
- \* case studies, photos and videos
- \* social media and e-newsletter content
- \* a nature recovery brand, logo or pledge

## Keeping stakeholders informed and updated

Throughout preparing the strategy we regularly attended meetings, webinars, issued updates via e-newsletters and embedded messages in other projects to inform and update both internal and external audiences. All questions and feedback were taken on board to refine the strategy or our communications.

Partner e-newsletters were a fantastic way to spread the word about the strategy and opportunities to get involved wider than audiences reached by Dorset Council communications.



Audiences included:

- Dorset businesses
- Dorset Council and BCP Council Councillors
- Dorset Town and Parish Councils
- Dorset Council and BCP Council colleagues
- Neighbouring RAs
- Dorset LNP board
- Dorset LNP members
- Dorset Council residents
- Dorset Downs & Vales Conservation Forum
- Local ecologists and planning agents
- Public Sector Decarbonisation & Nature Group
- Dorset CLA branch committee
- Owners of SNCIs
- Dorset Mammal Group
- Climate & Ecological Emergency Executive Advisory Panel
- BBC Springwatch production team
- Council officer working in other services such as flooding or travel
- Blackmore Vale podcast
- Dorset General Practice Alliance
- Dorset Catchment Partnerships
- Dorset Council Planning agents forum
- Dorset National Landscape board
- Schools and colleges

## Events and workshops

The following tables summarise the engagement events and workshops we hosted or attended throughout Dorset's local nature recovery strategy preparation, including key statistics.

### Dorset NFU Countryside Day farm visit

**Date** June 2023

**Summary** A day to connect with key stakeholders, learn about farming and nature recovery, and encourage input into the strategy

### Cranborne Estate visit

**Date** February 2024

**Summary** A day to connect with the Cranborne Estate and encourage input into the strategy.



## Dorset Council councillor webinars

<b>Date</b>	July 2023 and July 2024
<b>Attendees</b>	24 (2023), 39 (2024)
<b>Summary</b>	Presentation on the Dorset local nature recovery strategy. In 2023 this introduced the strategy and its purpose. In 2024 it also included an update on how the strategy is being prepared and progress.

## Dorset Conference of the Parties (COP)

<b>Date</b>	9 September 2023, 2 November 2024
<b>Attendees</b>	250 (2023), 300 (2024)
<b>Summary</b>	A presentation to inform the audience about the local nature recovery strategy followed by questions and answers in 2023. In 2024 we had a stall with Litter Free Dorset at the event with Nature Recovery Dorset banners, leaflets and stickers and were able to network with others throughout the day.

## Dorset Local Nature Partnership annual forum

<b>Date</b>	8 February 2024
<b>Attendees</b>	140
<b>Summary</b>	A free in-person all day event primarily for Dorset LNP Forum members and others already engaged in nature recovery in Dorset. This year's event had a Dorset local nature recovery strategy showcase with presentations from guest speakers and workshops. The workshop responses were used by the advisory groups and allowed us understand questions those already engaged had about the strategy.

A report for the event and workshop responses are available in further information and resources.



LNP annual forum February 2024

## Making Dorset local nature recovery strategy work for farm businesses

**Date** 13 February 2024

**Attendees** 110

**Summary** An in-person free evening for Dorset farmers and landowners to hear presentation from a variety of speakers including a commercial farm business, landscape recovery projects, the Environmental Farmers Group, and more.

This was our first engagement event with this key stakeholder group outside of our advisory groups to inform them what the LNRS is and what it isn't, how it is being prepared in Dorset, collect inputs on key questions and hear their questions and feedback.



Making Dorset local nature recovery strategy work for farm businesses February 2024



## Dorset Association of Town and Parish Councils

<b>Date</b>	7 March 2024
<b>Attendees</b>	112, 71 councillors and 41 clerks and officers
<b>Summary</b>	Presentation to inform on the Dorset local nature recovery strategy and workshop session asking, "How do you see the Dorset local nature recovery strategy being useful to you and your communities?". The responses fed into the pressure and opportunities and questions gave an insight into current understanding of nature recovery to identify where more communication is needed.

## Dorset local nature recovery strategy all groups workshop

<b>Date</b>	23 May 2024
<b>Attendees</b>	50
<b>Summary</b>	An in-person morning of workshop sessions bringing together the work of the advisory groups so far and move forward with their work on the strategy vision, priorities, activities, mapping and Nature Recovery Dorset.

## Dorset youth voice takeover challenge and BCP youth forum

<b>Date</b>	2 July 2024 and 31 July 2024
<b>Attendees</b>	3 young people aged 11-18 and 14 young people aged 12-17 from 9 different schools
<b>Summary</b>	Session for young people aged 11-18 years old to experience the workplace, inform decisions and have their voices heard. The sessions provided insights to what they knew about nature recovery and how they currently interact with nature. Workshops focused on sense checking the draft priorities, asking what activities young people can do and what do they think other people can do, as well as the best ways to communicate the Nature Recovery Dorset network to encourage people to join in.



## Agricultural Shows - Gillingham and Shaftesbury Show, Melplash Show, Dorset County Show

**Date** 14 August, 22 August, 7-8 September 2024

**Attendees** 70, 100, 269 interactions (439 total)

**Summary** At the Gillingham and Shaftesbury Show we had a speaker slot during the Country Land and Business Association (CLA) breakfast followed by networking with attendees and stallholders.

We had a stand at the Melplash and Dorset County Shows with Nature Recovery Dorset branded banners, leaflets, stickers and factsheet for farmers, landowners and land managers. These events were also a great for speaking to and distributing our leaflets and factsheet to other stallholders.



Left: Dorset County Show 2024. Top right: Sustainable business network nature recovery actions. Bottom right: Planet Purbeck nature and wellbeing fair 2024



## Nature and sustainable farming tour and workshop

**Date** 10 September 2024

**Attendees** 40 farmers and advisory group members

**Summary** A free evening event hosted by Dougal and George Hosford, in partnership with us. The farm tour allowed us to see nature recovery activities happening on a commercial farm business alongside food production, hear the benefits and funding options. A short presentation was given on the progress of Dorset's local nature recovery strategy since the event on 13 February and the upcoming opportunity to be included in the High Opportunity Nature Areas. A workshop gathered further input on the draft priorities and activities.





## Back British Farming event

**Date** September 2024

**Summary** The National Farmers Union (NFU) arranged the Back British Farming event at the Dorset Council offices which we attended with the Nature Recovery Dorset banner and leaflets to encourage a shared vision and inspire action.

## Planet Purbeck nature and wellbeing fair

**Date** 24 September 2024

**Attendees** 34 interactions

**Summary** Shared stand with Dorset Coast Forum Studland Marine Bay Partnership on Swanage seafront showcasing local projects and community groups. This event helped to raise awareness of Nature Recovery Dorset and Dorset's local nature recovery strategy with the public and small community groups who we may not have engaged with before.



Back British Farming 2024



## Dorset local nature recovery strategy webinars

**Date** 25 September and 3 October 2024

**Attendees** 92

**Summary** Two webinars open to anyone to attend to find out about what the local nature recovery strategy means and hear opportunities to get involved. The webinars were especially targeted towards those managing land and wishing to attract future funding for nature recovery activities with a speaker on sustainable farming and nature recovery. Links to register were distributed internally and externally through our partners including Farming in Protected Landscapes (FiPL) and advertised from our website.

Each webinar covered what the local nature recovery strategy is, how it is being prepared in Dorset, the draft priorities as well as encouraging people to include their land in the high opportunity nature areas and join the Nature Recovery Dorset network. There was also time for questions and answers.

## BCP councillor briefings

**Date** 8 and 10 October 2024

**Attendees** 39

**Summary** Two presentations for BCP councillors to provide an update on progress of Dorset's local nature recovery strategy with time for feedback and questions. Councillors were asked to encourage residents, community groups and local businesses to do something for nature and join the Nature Recovery Dorset network.

## Green libraries week

**Date** 7-13 October 2024

**Summary** Nature Recovery Dorset leaflets and stickers were distributed to Dorset Council libraries to be displayed during Green Libraries week to raise awareness of the Nature Recovery Dorset network and Dorset's local nature recovery strategy.

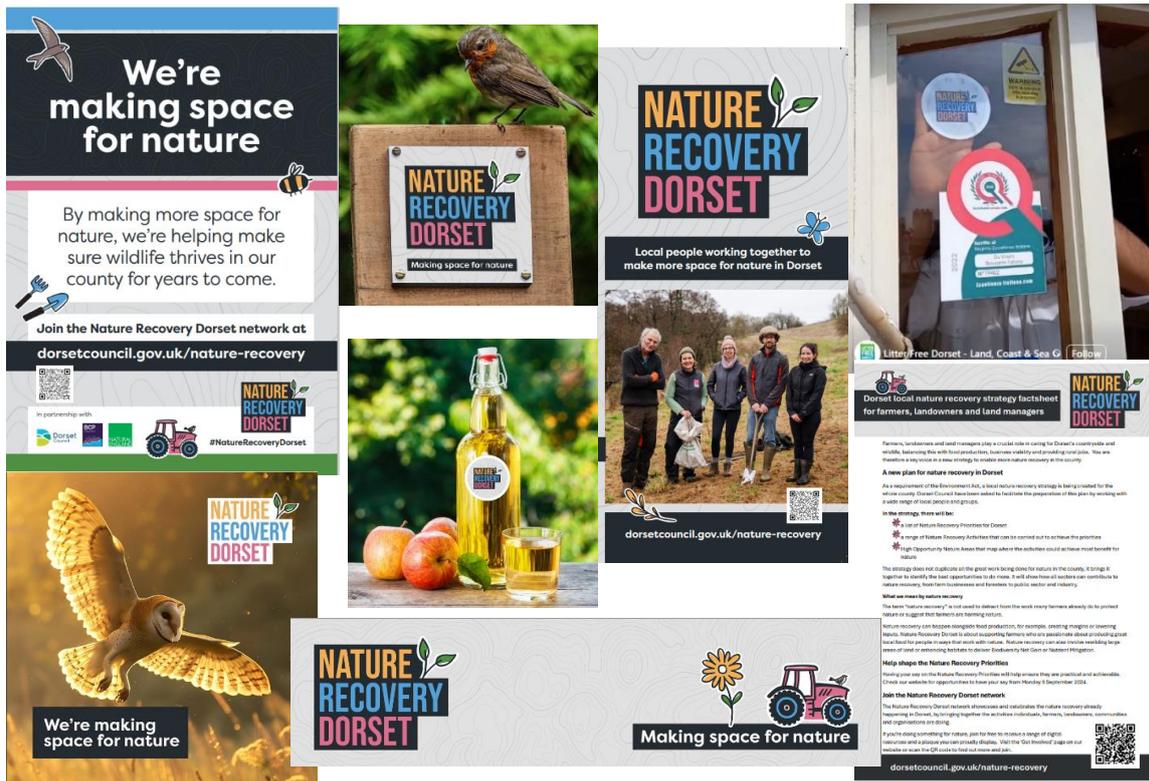


# Nature Recovery Dorset

Nature Recovery Dorset is a movement to restore, enhance and connect spaces for nature in our county. Nature Recovery Dorset and the [Nature Recovery Dorset network](#) support the development and delivery of Dorset's local nature recovery .

## Resources

Branding was created that features on the webpage, presentations, digital resources and physical resources that helps gives Nature Recovery Dorset its own identity. Banners, leaflets and factsheets were made for our wider engagement in Summer 2024 that enabled us to have stalls at events, easily distribute key information and attract new audiences interested in nature recovery to engage with us.



Nature Recovery Dorset branding and resources





## Nature Recovery Dorset network

Individuals, farmers, landowners, communities and organisation who are helping restore nature in Dorset are encouraged to join the Nature Recovery Dorset network.

The network is free to join and by joining members will:

- help show where spaces for nature are being created or enhanced
- connect with others working to expand and connect nature in the county
- get access to free resources to showcase and promote nature projects
- have the opportunity to share success, exchange ideas and inspire others

Since the network's launch in August 2024, the Nature Recovery Dorset network has **231 members** all making space for nature across the county. As part of launching the Nature Recovery Dorset network, we teamed up with Litter Free Dorset to add a nature recovery category to their [sustainable business award](#).

We also partnered with Dorset Wildlife Trust as they updated their website to offer a [self-help hub of resources and case studies](#) to help communities and individuals be part of nature's recovery in Dorset. Between September 2024 to January 2025, some of these webpages have had 180 views.

## Dorset local nature recovery strategy webpages

A specific area on the Dorset Council website was created and provided information on the local nature recovery strategy process, the different groups and timeline, as well as other key information. As preparing the strategy progressed and the Nature Recovery Dorset branding was created, the local nature recovery strategy webpages evolved.

Specific pages were added to provide detailed information specifically for farmers, landowners and land managers. The content of this page was derived from questions received at the making Dorset local nature recovery strategy works for farm businesses event. The page has developed over time providing more opportunities to get involved.

## Website metrics

The total numbers of webpage views were **3,147** between June and November 2024. The table below shows the number of views the 10 webpages with the most views received from users that accepted site cookies. The numbers of views are likely to be double these figures.



Webpage	Views
Nature Recovery Dorset	1,482
Join the Nature Recovery Dorset network	437
Dorset local nature recovery strategy latest updates	374
Dorset's local nature recovery strategy	350
Nature Recovery Dorset Resources	214
Mapping for Nature Recovery Dorset	106
Dorset local nature recovery strategy timeline	47
Nature Recovery Dorset Update 8 - July 2024	25
Dorset local nature recovery strategy: Further information for farmers, landowners and land managers	22
Nature Recovery Dorset: what we are working on	15

The screenshot shows the homepage of the Nature Recovery Dorset website. At the top, there is a navigation bar with a home icon and the text 'Home > Countywide cooperation and events > Nature Recovery Dorset'. Below this is the main heading 'Nature Recovery Dorset'. The page content includes a paragraph about Dorset's natural beauty and the impact of wildlife loss, followed by a definition of Nature Recovery Dorset as a movement to restore, enhance, and connect nature spaces. A list of benefits for people is provided, including flood protection, better water quality, more healthy and sustainable food, and combating climate change. There are four call-to-action buttons: 'Local Nature Recovery Strategy', 'How the strategy is being prepared', 'Have your say', and 'Further information for farmers, landowners and land managers'. At the bottom, there is a 'Be part of Nature Recovery Dorset' section with a 'Get involved' button.

Nature Recovery Dorset webpage

## Surveys

The tell us about your nature recovery project survey was sent to existing or proposed large projects in November 2023. The survey was sent to known projects both in Dorset and cross-border to have a clear understanding of what is happening locally and how success might be measured to help us consider how the Dorset's local nature recovery strategy will celebrate and align with existing work.

In August 2024 we asked farmers, landowners and land managers to put land forward to be included in the high opportunity nature areas. This survey was distributed widely to attendees of the making Dorset local nature recovery strategy work for farm businesses event, the Dorset farmer clusters advisory group, large estates in Dorset and organisations who own or manage land in Dorset. Partners such as FiPL, the NFU and CLA also distributed this opportunity to their Dorset networks. Taking into account what land managers are already doing or considering doing helped us to propose opportunities for nature recovery that are more likely to be delivered.



Between November 2024 to February 2025, we worked with town and parish councils with the sustainability team on climate and nature. We asked councils to tell us about any existing nature recovery strategies and actions, as well as what support they need to be able to deliver more. This helped us understand if the draft priorities aligned with existing work and goals, and how we can make the strategy useful to town and parish councils.

## Press releases, social media, e-newsletters and radio

Press releases, social media and e-newsletters were used to raise awareness of the nature recovery vision for Dorset, what the Dorset local nature recovery strategy is and how to get involved to wide and diverse audiences.

The table below summarises how many of each digital communication method was used by Dorset Council and their reach. The table includes those that directly referenced nature recovery or the local nature recovery strategy.

Media type	How many	Engagement
<b>Press releases</b>	5	<b>17</b> pieces of media coverage
<b>Social media posts</b>	43	<b>152.6k</b> reach, <b>170.6k</b> total impressions
<b>E-newsletters</b>	19	<b>88.1k</b> opens
<b>Radio</b>	5	

The table below summarises some of our partners' nature recovery communications

Partner organisation	Media type	How many	Engagement
Dorset LNP and HAND	<b>E-newsletter</b>	2	<b>276</b> opens
Dorset Wildlife Trust	<b>Social media posts</b>	2	<b>950</b> total impressions, <b>18</b> engagements
Dorset Wildlife Trust	<b>E-newsletter</b>	2	<b>12.7k</b> opens
Dorset Wildlife Trust	<b>Magazine article</b>	2	<b>15.4k</b> copies



## Press releases and radio interviews

Dorset Council issued 5 press releases directly referencing nature recovery or the Dorset local nature recovery strategy which gained 17 pieces of media coverage. Links to these are provided below.

- ✿ **Press release 1: 'Dorset Council named responsible authority for local nature recovery strategy' – June 2023**
  - 1 piece of media coverage
    - » Dorset Echo: [Dorset Council announces Local Nature Recovery Strategy](#)
  
- ✿ **Press release 2: 'Dorset farmers, landowners and organisations help shape new plan for nature' – March 2024**
  - 4 pieces of media coverage
    - » Dorset Echo: [Dorset Council develops plans for nature recovery project](#)
    - » Dorset Eye: [Dorset farmers, landowners and organisations agree that Dorset must return to restoring and protecting nature](#)
    - » BBC Dorset: [Nature recovery: Dorset landowners and farmers join talks](#)
    - » BBC Radio Jersey: [Nature recovery: Dorset landowners and farmers join talks](#)
  
- ✿ **Press release 3: 'Dorset Council celebrates nature friendly verges in new campaign' – June 2024**
  - 3 pieces of media coverage
    - » Dorset View: ['Love Your Verge' campaign for Dorset](#)
    - » Dorset Eye: [Dorset Council celebrates nature-friendly verges in new campaign](#)
    - » BBC News Dorset: [Verge cutting halted to save orchids from the chop](#)
  
- ✿ **Press release 4: 'Dorset Council declares nature emergency' – July 2024**
  - 5 pieces of media coverage:
    - » Farmers Guardian: [Dorset Council votes in favour of declaring a nature emergency](#)
    - » Abbey 104 FM Countryside Matters podcast: [interview with leader of the council](#)
    - » Keep 106 Countryside Matters podcast: [interview with leader of the council](#)
    - » Keep 106: [Dorset Council declares nature emergency](#)
    - » BBC News: [Nature emergency declared but no weed killer ban](#)



- \* **Press release 5:** ‘[New initiative to restore nature in Dorset gets underway](#)’ – October 2024
- 4 pieces of media coverage
    - » This is Alfred: [Nature Recovery Dorset - Leader of the Council radio interview](#)
    - » Dorset View: [Residents urged to help restore nature across Dorset](#)
    - » Dorset Eye: [New Initiative To Restore Nature In Dorset Gets Underway Following Depressing Revelation](#)
    - » Gillingham & Shaftesbury News: [New initiative to restore nature in Dorset](#)

## Social media

Social media was used to encourage partners and the public to share their nature recovery stories and inspire action.

### Example

On 29 February 2024, people and organisations in Dorset took to social media to share what's being done to help nature in our county as part of the #LeapIntoNature social media campaign. Twenty-three partners took part using the hashtags **#LeapIntoNature** and **#NatureRecoveryDorset** over the day creating good introductory engagement on local nature recovery in Dorset.

## E-newsletters

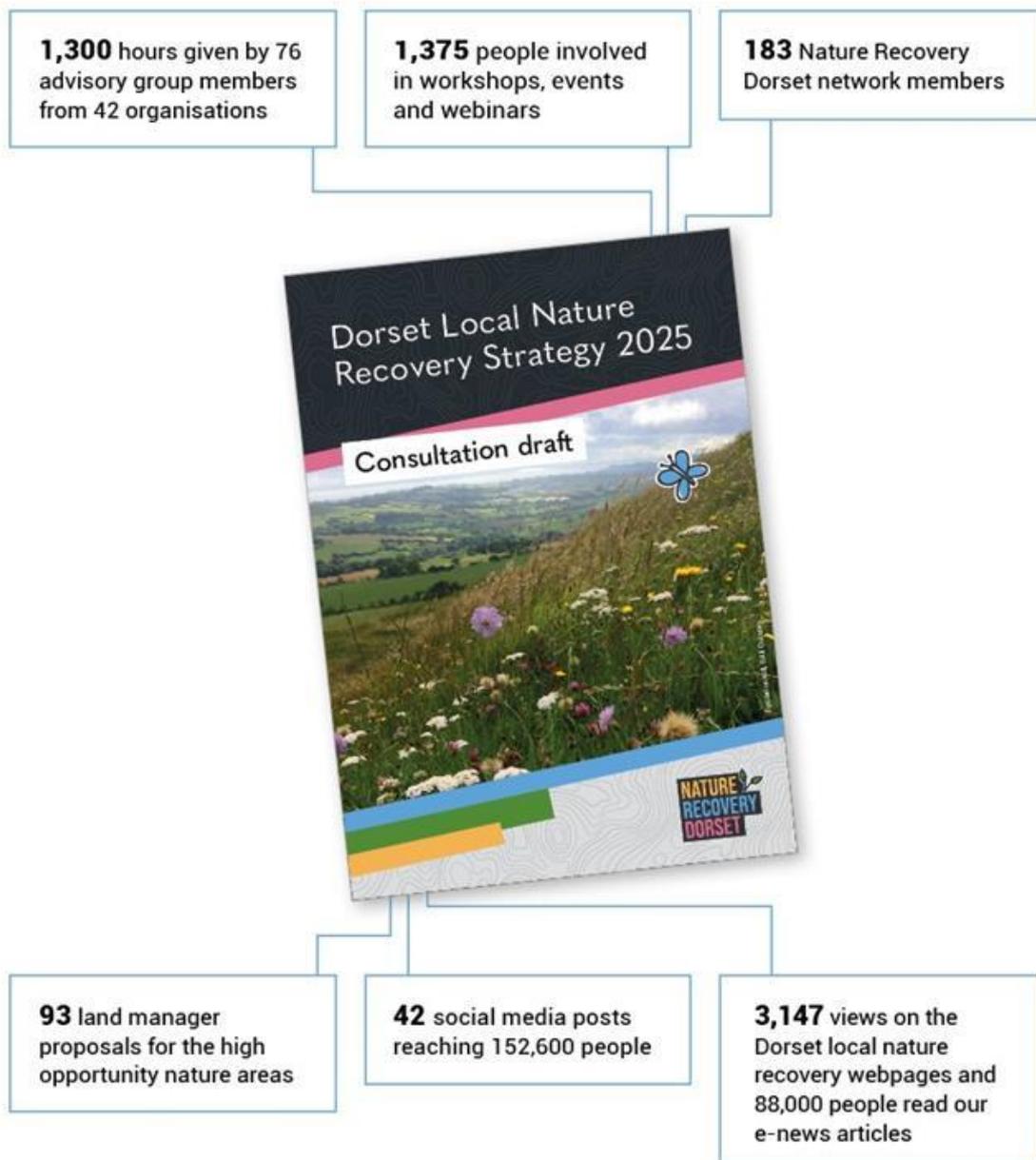
To promote the preparation of Dorset’s local nature recovery strategy or Nature Recovery Dorset the following Dorset Council e-newsletters were used:

- Dorset Council News (46,245 subscribers)
- Dorset Council members' mail (118 subscribers)
- Dorset Town & Parish Council e-newsletter (215 subscribers)
- Enjoying Dorset's Countryside (16,949 subscribers)
- Climate & nature bulletin (5,127 subscribers)
- Dorset National Landscapes e-news (13,741 subscribers)
- Business and Economy e-news (5,217 subscribers)
- Education bulletin for headteachers (487 subscribers)

The Dorset LNP Newsletter (133 subscribers) and Health and Nature Dorset Newsletter (427 subscribers) also helped promote Nature Recovery Dorset or the local nature recovery strategy.



## Key outcomes



Infographic correct as of 21 January 2025.



# How we responded to feedback and lessons learnt

The wide range of feedback received has been invaluable in creating a collective local nature recovery strategy. At the making Dorset local nature recovery strategy work for farm businesses event in February 2024, farmers, landowners and land managers told us that they wanted more farmer voices to be heard if the strategy will be used widely. Following this, we created the Dorset farmer clusters advisory group who have offered important insight and input to the strategy, especially on the farming pressures and opportunities and, priorities and activities. We also created a Q&A document in response to questions raised by farmers at the event, which was later adapted to create a webpage of [further information for farmers and landowners](#).

Through the group's recommendation to attend agricultural shows and being able to co-host the farm tour and workshop with Dougal and George Hosford, we have further engaged with the farming sector who play a pivotal role in nature recovery. It has therefore been great to see farmers, landowners and land managers put forward their land as high opportunity nature areas and joined the Nature Recovery Dorset Network.

Preparing Dorset's local nature recovery strategy has been an iterative process. The advisory groups completing set tasks together and refining their work using inputs helped ensure the strategy is collective and represents the views of many different people. Although each group had a set brief they didn't work in isolation and the groups were great at providing different perspectives on the same tasks or providing feedback on another group's work and ideas that allowed for continual improvement. Each group regularly gave updates at the local nature recovery strategy steering group meetings, and all group workshops, and meetings spread throughout the strategy preparation process provided key points for the groups to come together and progress their work.

The variety of stakeholders on the advisory groups and engaged through workshops helped emphasise the importance of the language we use. There is a vast amount of terminology around nature and the environment and people sharing what different terms and words mean to them has been helped create a strategy that communicates that everyone can play a role in making more space for nature in Dorset.

The following charts show how all the different stakeholder inputs have helped shape the strategy content in an iterative process.





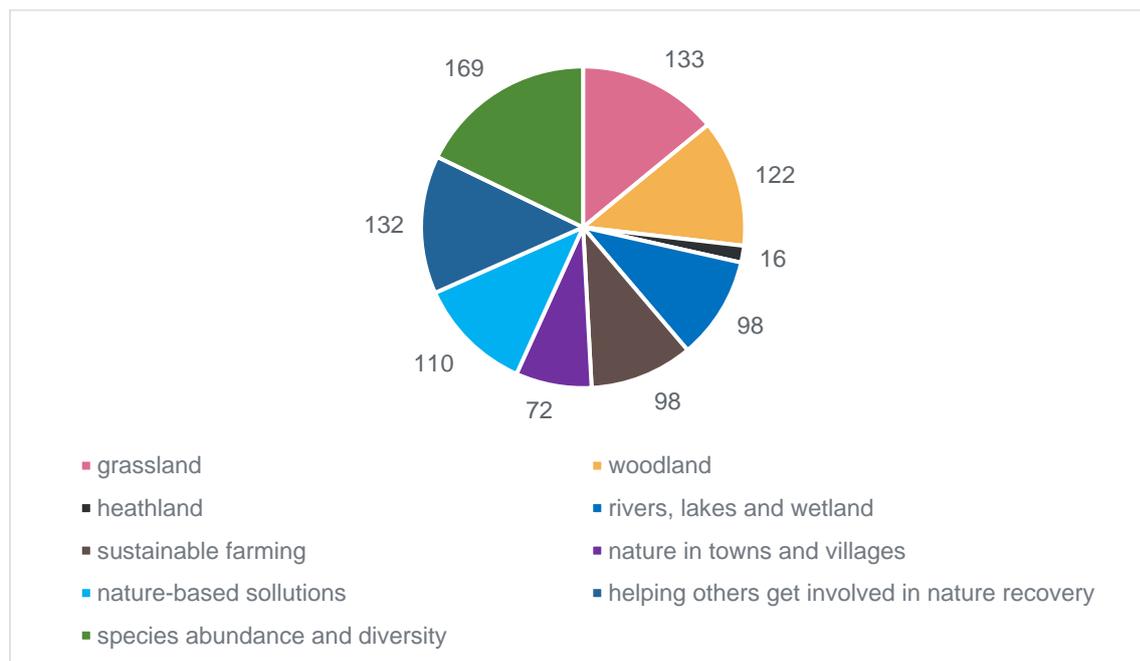
## How we drafted the 12 nature recovery priorities





## How people in Dorset are making space for nature

As part of joining the Nature Recovery Dorset network or putting their land forward for the high opportunity nature areas, local people told us how they are making space for nature. The chart below shows the number of responses that matched each of the draft priorities, out of a total of 308 responses (note one respondent may be contributing to more than 1 of the priorities).



## Further information and resources

More detailed reports are available from specific Dorset local nature recovery strategy preparation events including:

- [Dorset LNP Annual Forum 2024 report](#)
- [Dorset LNP Annual Forum 2024 workshop responses](#)
- [Sustainable Business Network Local Nature Recovery project report](#)
- [Nature and sustainable farming tour and workshop Eventbrite page](#)
- [The Dorset local nature recovery strategy webinar registration page](#)