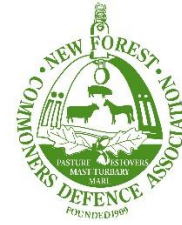




# Shared Forest Business group



## Background to the group

The New Forest is home to more than 11,000 free-roaming ponies, cattle, pigs, sheep and donkeys. All these animals are owned and cared for by local people called commoners. In 2016, 63 of these animals were killed on the unfenced roads, and a further 36 were injured. Local drivers were responsible for more than 70 per cent of the accidents where the driver's origin is known. Not only do these accidents cause distress and cost to the animals' owners, the drivers of the vehicles concerned often suffer physical and/or psychological injury, as well as financial loss.

### Advice for New Forest drivers

- **Be ready to stop** – animals can step out even when they've seen you approaching
- **Drive slowly, especially at night** – there is a pool of darkness behind the headlights of approaching cars - an animal may be standing in it
- **Give animals grazing by the side of the road a wide berth** – cross to the other side of the road and be prepared to STOP if there is on-coming traffic
- **Grazing animals on both sides of the road? Take extra care** – they may cross to join their friends
- **One animal by the roadside means there are others close by** – be aware
- **Bends and tops of hills need more care** – animals may be standing in the road just out of sight
- **Reflective collars worn by some ponies may help you see them in the dark** - but be aware that not all ponies and few cows have them
- **Deer can easily jump the fences alongside roads** like the A337, A31 and A35 – and when there is one deer more will usually follow

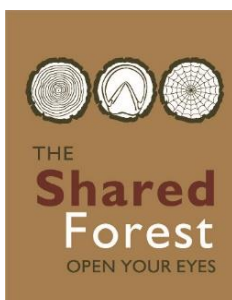
The Shared Forest Project is seeking to tackle this problem by working with local employers to educate their staff, contractors and customers about the special care needed when driving in the New Forest. Starting with a core group of employers with strong connections to the New Forest community, and commitment to supporting the commoning traditions of the area, the scheme is being rolled out across the business community during the summer. The aim is to make commuters and regular users of the New Forest's unfenced roads aware of the unpredictable behaviour of animals near the roads and encourage them to drive with due care, especially in poor light conditions.

The founding group of six organisations has worked with the Shared Forest project co-ordinator to develop a charter and design a lorry sticker to be displayed on their vehicles by participating businesses. The scheme will include advice for drivers, animal accident hotline cards and vehicle stickers, and safe driver training as part of job inductions.

The partnership was formally launched at the New Forest Show in July, with press and many interested organisations invited. We are now inviting all businesses that use the Forest's roads to join the group by signing the charter and taking part in this important initiative.

The participation of local businesses and the New Forest population at large will give a strong voice to the campaign and support the aim of reducing the number of animal accidents as we go into in the autumn months of 2017, with an enduring legacy based on a change in driving culture across this very special part of England.

If you would like to join this group, please complete the Expression of Interest and email it to us at: [shared.forest@btinternet.com](mailto:shared.forest@btinternet.com)



The Shared Forest Project is working to increase public awareness and understanding of depastured animals and commoning in the New Forest  
Email: [shared.forest@btinternet.com](mailto:shared.forest@btinternet.com)

**Our Past, Our Future**  
*Working together for the New Forest*



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