

# Confor campaigns bring business plan actions to life

Like most organisations, Confor is guided by an annual Business Plan, signed off by the Board. Where Confor diverges from most other businesses, is that this Plan is brought to life through a series of campaigns.

In our Business Plan for 2017, which was extended into 2018, Confor had 14 actions across six priority areas:

- 1 Securing wood supply in the short and longer term;
- 2 Protecting and promoting the sector's interest as the UK exits the EU;
- 3 Changing attitudes towards the sector amongst politicians, civil servants, environmental NGOs and the public;
- 4 Driving fundamental improvement to the operation of forest and chain-of-custody certification;
- 5 Promoting markets for wood products and supporting woodland management;
- 6 Consolidation in industry representation.

## Our campaigns

A board member leads each campaign, bringing their expertise to the subject, and they are responsible for reporting back to Board meetings on their campaign. The Board member is supported by appropriate Confor staff and occasionally other Confor members (see panel).

| CAMPAIGN                                   | CONFOR LEAD                    | BOARD MEMBER           |
|--|--------------------------------|------------------------|
| Wood supply in England                     | Caroline Harrison              | Athole McKillop        |
| Wood supply in Wales                       | Eleanor Harris                 | Mike Harvey            |
| Wood supply in Scotland                    | Jamie Farquhar                 | George McRobbie        |
| Wood supply in N Ireland                   | Andrew Heald                   | James Hamilton Stubber |
| Changing attitudes                         | Stefanie Kaiser                | Stuart Goodall         |
| Certification that works for the UK        | Andrew Heald                   | Tom Bruce Jones        |
| Timber supply and statistical information  | Andrew Heald                   | Tony Hackney           |
| Plant health                               | Caroline Harrison              | Will Anderson          |
| Restructuring Confor and building the team | Stuart Goodall                 | Raymond Henderson      |
| Membership                                 | Liz Hughson/<br>Stuart Goodall | Ralland Browne         |

## Keeping you up to date

In future FTNs we will be bringing you updates and specific achievements against these Campaigns. Recent successes have included:

- In England, Confor has welcomed Sir William Worsley's appointment as the UK Government's first Tree Champion to expand forest and woodland cover – we'd proposed that an independent come in to advise the Secretary of State.
- In Scotland, Confor alerted the Cabinet Secretary to the need for additional money so that greater than 10k ha planting can take place in 2018/19 and this is being actioned.
- Confor's updated plant health paper has been widely welcomed.
- Following positive discussions between the Confor Board and the Executive Council of UKFPA, members are to be consulted on a proposed merger.

