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**THE NEW FOREST**



## Case Study | Go New Forest

# For one, for all: Go New Forest uses the Simpleview CMS to promote and preserve a special place

Timeless in its appeal and unique in its customs and culture, there's no place quite like the New Forest. In this corner of England, nature reigns supreme and as an organisation, [Go New Forest](#) works tirelessly to preserve and promote the region for the benefit of all who visit, live, or work in this special place. In collaborating with Simpleview to create a new website, Go New Forest sought to utilise the functionality of the Simpleview CMS to showcase the region. But true to the organisation's synergistic approach to destination management, this redesign was undertaken with a view that this new site would be built so that all would have their chance to contribute to – and likewise, to benefit from – everything that the New Forest has to offer.

### Welcoming Visitors, Honouring Values

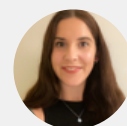
Just as new springs forth from old, the impetus behind the redevelopment came while the organisation was undertaking an audit of its previous site. During the course of this exercise, Go New Forest – a long-time Simpleview client – expressed their desire for a website that not only had a new look

and feel, but one that, from the perspective of a back-end user, was more agile and less strictly templated. The challenge was to use Simpleview's CMS to build a site that not only created a vibrant warm welcome for visitors, but – as we shall see – one that enabled Go New Forest to carry on its operations as a Community Interest Company (CIC), all while honouring the deep emphasis that the destination places upon sustainability.



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**RACHAEL ROGERS**  
Marketing Manager  
Go New Forest

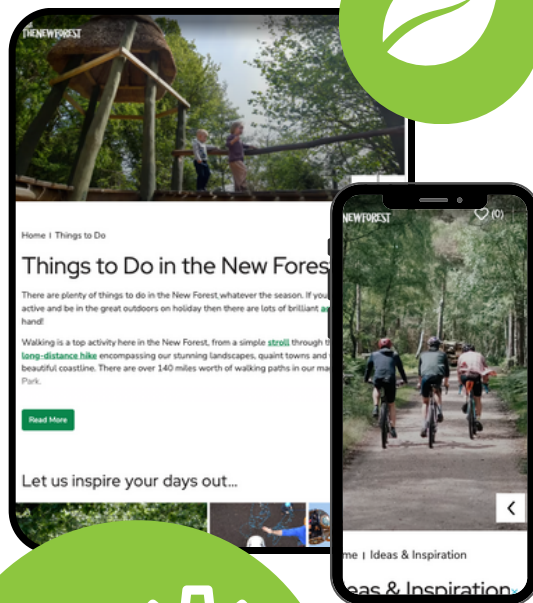




## A New Site for a Synergistic Approach to Destination Management

“We are a not-for-profit CIC and so it is absolutely important for our site to be successful so that we can keep building on all the work we do to promote the destination,” says Rachael Rogers, Marketing Manager at Go New Forest. As such, she explains that the DMO works on a membership basis, whereby local businesses – hotels, attractions, pubs, etc., – all pay a fee to have a dedicated page on its website. As an organisation, this CIC status means that the money received from these fees is invested directly back into the destination. For this reason, Rachael adds, “... it's important for our website to be as good as it can be for businesses to want to be featured on it.”

But as a destination, it's difficult to speak about the New Forest without mentioning its Green Leaf scheme, a programme that not only rewards local businesses for their environmentally-responsible endeavours, but an initiative that actively brings visitors along on a journey of sustainability every time they come to the region. In collaborating with Simpleview to build a new website for Go New Forest, the goal, Rachael says, was to **create a space for inspirational content while simultaneously building a forum to showcase local organisations in a way that would spark deep appeal among visitors and area businesses alike.** In tandem with this objective, it was desired that this new digital presence would – in look, feel, and function – be tightly aligned with the DMO's harmonious approach to destination management.







## Building Connections with the Simpleview CMS

As a CIC, Go New Forest works tirelessly to engage with a diverse audience of visitors, area businesses, and local residents. In terms of its website presence – and most specifically, its content – the Simpleview CMS was deployed as the solution to meet the organisation’s need to connect directly with all those who interact with the New Forest.

This is especially true for the organisation’s business partners, for whom **the enhanced functionality of the new site has proven to be a real asset.** Its usability – especially with respect to the autonomy with which content can be amended and edited – offers businesses the facility to log in and independently manage their own individual product and business pages. As Rachael says, ***“I just think the functionality and the look of the product pages is great and businesses being able to log in and amend their own web page really helps them feel more connected to the website.”***

This level of functionality – which enables Go New Forest to showcase certain pieces of content – has also been deployed to further the CIC’s aims when it comes to sustainability. ***“Our Green Leaf pages get viewed a lot so that obviously shows something,”*** says Rachael, adding that Go New Forest’s business partners have approached the organisation directly to reiterate visitor demands for more sustainable holidays.





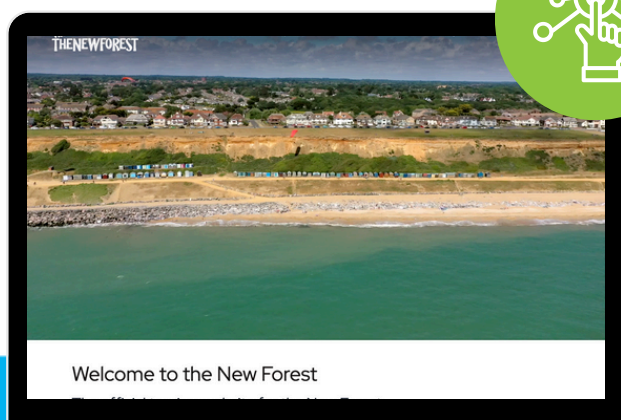
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On the back of the popularity of this content, Rachael explains that Go New Forest is now actively looking to produce sustainable transport guides to enable visitors to explore the region in a more environmentally-friendly way. “It’s just building on the Green Leaf scheme as well as supporting the businesses that put in the hard work and getting that sustainable message out there for the destination as a whole,” she says.

For Go New Forest, **this new site is a powerful tool for highlighting the destination in the comprehensive sense.** The creation of new content, as Rachael explains, helps in showcasing how great the New Forest is as a destination. But moving forward, the organisation’s goal is to add more types of content – especially videos, images, and vlogs – to its website to spotlight businesses in and around the areas of Lyndhurst, Brockenhurst, and Lymington.



The idea is to simultaneously promote these efforts on social media, all while ensuring that this content links directly back to the Go New Forest site. Explaining this drive toward greater connectivity, Rachael says, “This year is really about creating the connection with us, our businesses, our towns, our villages, and our residents in the forest. I think that’s really important and using the website as a base for that is really easy to do with everything that you can do on the Simpleview CMS.”





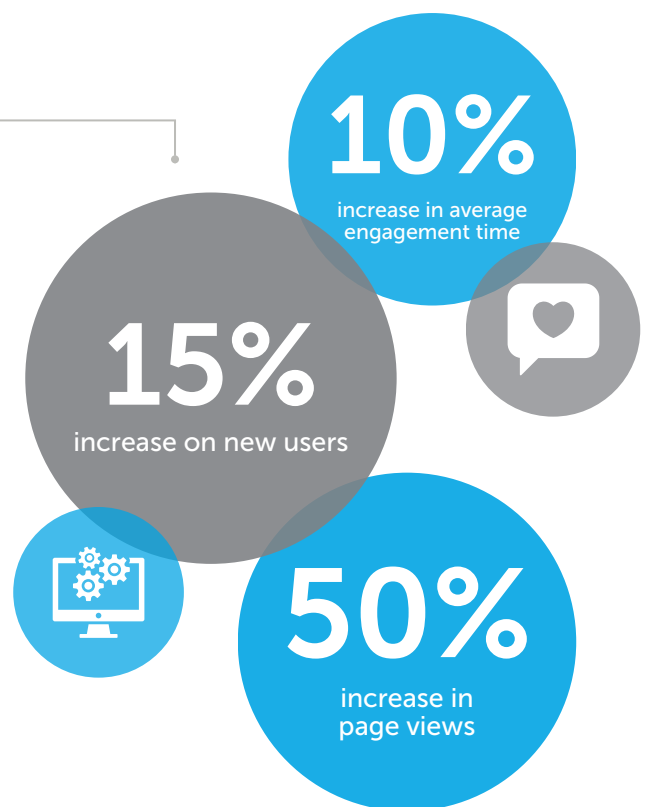
## The RESULTS

### Capitalising on Heightened Engagement to Promote and Preserve a Special Place

For Rachael, the launch of this new site has directly translated into a marked increase in user and engagement statistics. ***“All of our stats have increased hugely ... we've seen an increase of 16% on users and we've seen an increase of 15% on new users, which is always good. Our average engagement time is up 10% and our page views are up 40-50%,”*** she explains.

While these figures speak for themselves, Rachael adds that the account support that Go New Forest receives as a client goes far in building on these results. For example, by working closely with their account manager, Go New Forest has ensured that every page on this new site features a collection link through to another relevant page. This level of individual support, explains Rachael, has helped to increase both the page views and the engagement time on the site.

**Careful SEO analysis from the account management side has also enabled Go New Forest to understand how metrics such as their individual click-through rate serves as an indicator of the overall health of their new site.**



Additionally, Rachael adds that the information imparted to the team at Go New Forest via regular account meetings – such as where and how to add meta titles and descriptions within the back-end of the Simpleview CMS to create the most impact among visitors – is helping the organisation to get the most out of its new site.

Truly unique in its appeal, there's no place quite like the New Forest. Whether they seek to make a true connection or a deeper contribution to this special place, with the launch of its new site, Go New Forest can more efficiently carry on its work to preserve and promote this corner of England for the benefit of all.