

# New Forest Navigation

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Nigel Parrish set up New Forest Navigation to provide a selection of courses on map reading, compass navigation and field GPS use along with offering national navigation qualifications.

NEW FOREST  
**NAVIGATION**



Learn outdoor skills

New Forest Navigation has been a long term supporter of Brand New Forest and its card scheme providing an enticing discount which changes depending upon the time of year. Whilst there is no business premises as such given that Nigel operates 'in the field', Brand New Forest promotion and reciprocal links sit prominently upon the business website.

New Forest Navigation have been amongst the first local businesses to offer an enhanced entry in the Brand New Forest offers leaflet. As well as demonstrating New Forest Navigation's commitment to the card scheme, it also raises the profile of the business.



Last year Nigel provided two days' support on the Brand New Forest stand at the New Forest Show offering a 'quick taste' of the navigation courses he provides in and around the New Forest Showground. This provided an excellent demonstration of the

kinds of activities that can be enjoyed using a BNF card and the savings that can be made at the same time.

Given the outdoor nature of the New Forest Navigation business, Nigel has shown support to the Exercise Local campaign and has shown clear links to this in much of the marketing he has undertaken.

