

BUSINESS PLAN 2015-2018

Draft 2016-17 Work Programme

Prosper

We will foster the National Park's social and economic wellbeing.

Prosper Priority 1: Supporting a distinctive and prosperous local economy

We will encourage a strong and distinctive local economy that benefits the communities of the National Park, by:

- championing the local rural economy with Local Enterprise Partnerships and national and European funders
- enabling long-term success of local producers through high quality products, promotion, events and access to local outlets
- playing an active role in the New Forest Business Partnership and New Forest Tourism Association
- encouraging land based businesses to develop opportunities for positive management of the landscape.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Through the New Forest Destination Partnership, encourage tourism businesses to improve their overall sustainability, communicate 'caring for' messages to visitors and encourage car-free visits (e.g. through training days, walkers & cyclist welcome scheme, Green Leaf scheme and input to marketing initiatives led by NFDC and NFTA). EW9	Mark Holroyd			
<i>Work with the New Forest Trust and New Forest Tourism Association to create a revised business plan and increase participation in the 'Love the Forest' Visitor Giving Scheme.</i>	Mark Holroyd / Paul Walton			
Work with the Brand New Forest Broadband Development Group to enable "hard-to-reach" communities to connect to Superfast broadband services. EW7	Paul Walton			
Support New Forest Produce Ltd to develop a Business Plan for the New Forest Marque that encourages Marque food producers and land managers to make a positive contribution towards conserving and enhancing the special qualities of the National Park. EW5	Paul Walton			

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
As part of the Local Enterprise Partnership, LEADER Local Action Group and New Forest Business Partnership, deliver investment in the forestry and food sectors of the local economy. Revise NPA Prospectus for Prosperity to reflect UK 25 year plan for food and farming EW2, EW3	Paul Walton			
Complete build and let of two new affordable homes in Bransgore using developer contributions. LC5, LC6	Steve Avery			
Work with New Forest District Council, parish councils and other partner organisations to identify possible sites for affordable housing, including suitable publicly owned land, and agree new schemes designed for local people which are of high quality and sustainability, and are in keeping with the character of the area. LC5, LC6	Steve Avery			
Deliver the Heritage on my doorstep and Rediscovering our archaeological heritage OPOF projects with 170 volunteers trained in skills to enhance local heritage. LC1	Frank Green / James Brown			
Deliver a programme of training in traditional building skills as part of OPOF with 180 people trained on courses in Year 1. EW8	Lisa Crouch			

Prosper Priority 2: Promoting sustainable transport

We will promote sustainable transport for the benefit of residents and visitors, by:

- working with highway authorities to improve the network of sustainable transport options available
- supporting tourism businesses to encourage existing visitors to travel to and around the National Park by sustainable transport
- working with transport operators to sustain existing bus services, and grow use of the New Forest Tour and Beach Bus
- working with partner authorities to improve aesthetics and safety of the highway network.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Promote and enable the three New Forest Tour routes and the Beach Bus to achieve overall increased passenger journeys (from 41,000 in 2015). TT8	Mark Holroyd			
Operate the New Forest Travel Concierge service at Brockenhurst Station throughout the summer to welcome visitors arriving by train, tell them about the special qualities of the National Park and help them to explore car-free. SQ1, TT8	Mark Holroyd			
Work with key partners (HCC, NFDC, transport operators and tourism businesses) to build on previously successful projects to increase the range and scope of sustainable transport opportunities in the National Park. TT9, TT11	Mark Holroyd			

Prosper Priority 3: Encouraging sustainable communities

We will support new local initiatives that create more self-sufficient and resilient communities, by:

- supporting specific projects that incorporate business opportunities, renewable energy and efficient use of resources.
- promoting sustainable living and good environmental practice to residents and businesses
- supporting the sharing of innovative ideas through grassroots local action groups and Sustainable Communities Fund partners.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Support current beneficiaries of the Sustainable Communities Fund (SCF) to complete their programme claims by September, redistributing funds to new projects as necessary and deliver the new SCF programme for 2016-17. LC10	Fiona Wynne			
Promote sustainable living and renewable technologies to residents and business through involvement with the Woodfuel Supply Chain and Market Project. EW3, LC10	Andy Brennan			