

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	<p>We are currently working with NFDC and New Forest Tourism Association to understand and shape their plans for the next financial year. Changes in the way the tourism service are funded and managed are being discussed. In May we launched the walkers and cyclists welcome scheme developed in partnership with NFTA and NFDC. Ten businesses attended the launch and participated in a ranger-led walk. The Authority welcomed a visit by the Tourism minister in May, where he was able to meet with key representatives from the destination partnership and the New Forest marque.</p> <p>We organised two familiarisation trips for tourism businesses on the New Forest Tour, for 15 tourism staff.</p>		
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.	Mark Holroyd / Paul Walton	The Authority and the Trust have commissioned an piece of independent consultancy to review options for future development and governance of the scheme. This includes a survey of tourism businesses and interviews with key stakeholders. The intention is to bring a proposal for the Authority's involvement in the scheme before the end of Q3.		
Work with the Brand New Forest Broadband Development Group to enable "hard-to-reach" communities to connect to Superfast broadband services. EW7	Paul Walton	Work has continued on the development of a Community Broadband Toolkit which was launched at the New Forest Show. A case study highlights the progress of Hyde and Ellingham parishes in developing their own funding scheme to deliver broadband to their communities.		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
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	<p>The directors of New Forest Produce Limited have continued to develop a Business Plan for the Marque.</p> <p>Plans to develop the possibilities of Protected Food Name status (one of the ambitions of the 8 Point Plan for National Parks) for Pannage Pork has had to be put on hold following the result of the EU referendum. Defra have advised waiting until more is known about the future plans for a UK based scheme.</p>		
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	<p>An outline bid for funds to support the development of the woodfuel sector by a consortium supported by the LEP (of which the NFNPA is a partner) was approved by DCMS in April. Work is now continuing on finalising the application with partners.</p> <p>The NPA supported the 2nd New Forest Business Expo which was held at Brockenhurst College where 80 local businesses showcased their products and services.</p>		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Complete build and let of two new affordable homes in Bransgore using developer contributions. LC5, LC6	Steve Avery	Both buildings were completed in July and let within one week of completion. A report outlining the project will be presented to the September Authority meeting. Arrangements are also being made for a formal launch/opening in the autumn.		
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	Discussions with Burley Parish Council, New Forest District Council and the relevant third parties are ongoing and it is hoped to complete an agreement to purchase very soon (which will be subject to planning permission). There has been some delay due to the complexity in dealing with so many interests and securing the necessary access to the site and services. The aim is to commission and submit a planning application by the end of 2016.		
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	Eighty five Volunteer days completed. Week long community dig at Bucklers Hard as part of Festival of Archaeology.		
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	Two homeowner traditional building skills courses were held in June and were well attended. In May and June professional traditional building skills courses were held on the subjects of timber framing and lime renders, mortars and plasters. These courses were also well attended and we have had encouraging positive feedback.		

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	The New Forest Tour service commenced on 27 June. The Beach Bus commenced in Q2 (24 July). Patronage figures and customer satisfaction will be reported in Q2.		
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	The Travel Concierge service became operational at Brockenhurst station on 27 June. The number of meaningful engagements by the service will be reported in Q2.		
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	The Two National Parks Local Sustainable Transport Fund partnership, led by HCC, was unsuccessful in our bid for funding from the Department for Transport Sustainable Travel Transition Fund for 2016/17. The Authority is working with the South Downs NPA and Hampshire County Council to see if there is an opportunity for us to bid for some funding to develop sustainable travel opportunities in the Government's new Access Fund.		

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	Seven projects are on track to complete their claims by September. One project has been extended to December to take account of reporting period following 2016 wildlife surveys.		
Promote sustainable living and renewable technologies to residents and business through involvement with the Woodfuel Supply Chain and Market Project. EW3, LC10	Andy Brennan	Outline of project 'supporting shift to low carbon economy' (woodfuel project) approved, full approval due in Q3.		