

BUSINESS PLAN 2015-2018

Draft 2017-18 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. EW9	Mark Holroyd			
Work with the New Forest Trust and New Forest Tourism Association to increase participation in and income to the 'Love the Forest' Visitor Giving Scheme.	Andy Brennan / Paul Walton			
Work with the Brand New Forest Broadband Development Group to facilitate the roll out of Superfast broadband services across the New Forest. Support schemes for "hard-to-reach" communities that are not included in the roll out programme. EW7	Paul Walton			

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<i>Develop the role of the National Park as a driver of the local economy, supporting the New Forest Marque and developing Protected Food Name status for products associated with the New Forest. EW5</i>	Paul Walton	.		
Work with partners to explore opportunities to develop joint, strategic bids to benefit the National Park and deliver the Partnership Plan. Work with the Local Enterprise Partnerships, LEADER Local Action Group and New Forest Business Partnership, deliver investment in the forestry and food sectors of the local economy. EW2, EW3	Paul Walton	.		
<i>Working in close liaison with Burley Parish Council, progress proposals for two new affordable homes and a new heritage centre on land to the rear of Park Lodge, Burley. To include completing on the acquisition of the land and the submission of a detailed planning application.</i>	Steve Avery			
Work with New Forest District Council, parish councils and other partner organisations to identify suitable sites for affordable housing and promote 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			

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 maintain overall passenger journey numbers (2016 total: 46,000). TT8	Mark Holroyd			
Operate the New Forest Travel Concierge service at Brockenhurst Rail Station and the New Forest Centre, Lyndhurst throughout the summer to welcome visitors, 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, 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, and to work with Highway Authorities to improve the safety and aesthetics of the highway network. TT9, TT11, TT2, TT10	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) and deliver the new SCF programme for 2017-18. LC10	Fiona Wynne			
<i>Support the uptake of the EM3 Woodfuel Productivity programme, working with FC and local partners to increase woodland management and develop woodfuel markets. LM5,LM6,</i>	Paul Walton			