

BUSINESS PLAN 2015-2018

2017-18 Work Programme – Q2 (1 July to 30 September 2017)

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	There is typically less engagement with the tourism industry within Q2 as businesses focused on their high season trade. We have continued to engage with Go New Forest around the potential to streamline publications across different organisations.		
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	No action planned in this quarter as staff resources were diverted to establish the inclusive cycling project 'happy, healthy, active', following the award of £297,000 from the Big Lottery in May.		Work to recruit new businesses to the scheme will take place from October onwards which will also coincide with a quieter period for businesses
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	There has been no further development of local community schemes this quarter. National Parks (through National Parks England) have been encouraged to investigate opportunities for trialling mobile 5G networks and explore using the national upgrade of the Emergency Services Network to address communication "not-spots". Work is ongoing to see if this can apply here in the New Forest.		Plan to discuss with HCC and NFDC what is a realistic expectation for the rest of this year

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
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	Paul Walton	The benefits of Protected Food Name status in relation to Pannage Pork is being investigated with local commoners. NPA staff are working with New Forest District Council on the revision of the NFDC Economic strategy.		
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	Work is continuing to explore opportunities presented by the LEP/RDPE Growth Programme which provides grant funding for capital works to enhance rural tourism and business growth. An initial meeting has been held with Hampshire County Council. Expressions of Interest have to be submitted in January 2018.		
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.	Steve Avery	The vendor has now agreed the terms of the draft lease and the engrossments are being prepared. The necessary searches have also been undertaken. A topographical site survey has been commissioned as the first step in preparing the drawings to accompany the planning application, which it is hoped will be ready for submission by the end of the year (March 2018).		
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	Officers continue to work closely with the New Forest District Council's Housing Development and Strategy Officer and local parish councils in identifying suitable sites to bring forward. The Council has produced a revised draft Housing Strategy and our input has been sought as a key partner. Holger Schiller is now our representative on HARA.H.		

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	<p>The Tour carried around 34,156 passenger journeys this summer. This is lower than last year's 39,318 (and lower than the original target of 46,000), but this was expected with a later start date. Overall customer satisfaction on the Tour was maintained at a good level at 4.49/5 (4.52/5 in 2016). We are exploring the possibility of introducing a headset-based commentary system in 2018 to enhance the experience further.</p> <p>The Beach Bus carried 4,447 passengers this year (6,606 in 2016). We reduced the number of vehicles on this route from three to two, with an associated reduction in frequency. When this is factored in, the reduction in patronage is broadly comparable to the reduction in mileage this year, which suggests the financial position hasn't changed here.</p>		<p>The average number of Tour passengers per day was actually 525 in 2017 (498 in 2016 and 438 in 2015), which suggests an improvement in the financial position and a more sustainable service going forward.</p> <p>We are undertaking a review of the Beach Bus this autumn and will return to RAPC with options for 2018 if need be.</p>
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	Tour ticket sales at the Travel Concierge service at Brockenhurst were up 5.5% compared to last year. The number of tickets sold at our new service at Lyndhurst was 15% higher than the equivalent number of tickets sold by the Visitor Information Centre in 2016. This new service handled 5,911 meaningful engagements with the public and was well received by the New Forest Centre staff.		
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	We have been engaging with Hampshire County Council around a number of small schemes, including to improve gateway signage and lining in Brockenhurst. The South Western Rail Franchise held by Stagecoach group transferred to First MTR in August. The Community Rail Partnership met with their representatives to understand more about their plans.		

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	Funds of £4,000 have been agreed to help increase volunteering and training opportunities for young people at the New Forest Bike Project, and to formally establish a 'Friends' organisation to help maintain the site around the Burrard Neale monument in collaboration with Lymington and Pennington Town Council.		
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.	Paul Walton	Work is continuing to develop the network of woodland owners and suppliers, linking with the Hampshire Woodfuel Cooperative.		