

BUSINESS PLAN 2015-2018

2017-18 Work Programme – Q3 (1 October to 31 December 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	Jim Mitchell / Aynsley Clinton	<p>Following the cessation of New Forest Tourism Association, we have been invited to attend Go New Forest's new Advisory Group. This should give the NPA regular opportunities to encourage and enable the promotion of messages that protect the special qualities of the National Park.</p> <p>We facilitated a 'Who are the Commoners?' session with tour guide operators from outside the National Park, e.g. Discover Dorset. 16 people attended a visit to a commoner's holding and a walk onto the Forest. The session was very well received.</p>		
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 began in this quarter to develop the Visitor Gift Scheme. Visits were made to businesses taking part in the scheme, meetings held with NFT members and the first steering group meeting is to be held in January.	Changed from Amber in Q2	
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	Work has started to try to map the areas within the Forest that are likely to be beyond the reach of the Superfast build programme. Information about the broadband and mobile "not-spots" in the New Forest was put to the Ministerial Rural Connectivity Roundtable in November and follow up work is planned for Q4.		The NPA is limited largely to an advocacy role. Actions will be reviewed for the 2018-21 Business Plan.

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	<p>The NPA continues to support the New Forest Marque, which recruited 24 new members in 2017.</p> <p>Exploring opportunities for Protected Food Name Status for pannage pork will be examined in Q4 – competing priorities have meant progress has been slow on this project.</p> <p>The Green Halo Partnership has provided an opportunity to highlight the role of the National Park as a key component of the wider economy.</p>		
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	<p>Generating interest in grant programmes amongst woodland owners has proved challenging despite efforts from NPA officers and the Forestry Commission. (See Priority 3)</p> <p>The EM3LEP is a strong supporter of the Green Halo Partnership, with their Project Manager chairing the economic forum but it is too early to identify projects that will attract grant funding.</p> <p>The deadline for Expressions of Interest in the RDPE Growth Programme which supports tourism and food sector projects has been extended to May 2018.</p> <p>Partners in the Our Past Our Future landscape programme have begun to consider the legacy of the programme and scope for future Partnership working. The HLF has closed its Landscape Partnership Programme for new applications while it undertakes a review of its 5 year funding framework. (To commence in early 2018).</p>	Changed from Green in Q2	The various grant opportunities continue to be promoted to business networks.
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 lease agreement was completed on 12 December and Avon Project Services have now been commissioned to prepare the drawings to accompany the planning application, which it is hoped will be ready for submission by the end of March/Q4.		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
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 NFDC housing team and local parish councils. NFDC have recently prepared a draft MoU to better inform what is required from each authority (NFDC & NPA) to ensure timely delivery of affordable housing, e.g. consultation, providing advice and support etc.		

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	Jim Mitchell / Aynsley Clinton	We held our annual review meeting with New Forest Tour operator, GoSouthCoast, to discuss future plans for our services. The New Forest Tour had a successful season in 2017 and will remain viable in 2018. The Beach Bus is struggling to remain a viable concern; we are exploring whether a short, frequent service between the Waterside and Lepe Country Park may be a viable option in 2018	Changed from Amber in Q2	
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	Jim Mitchell / Aynsley Clinton	Following the successful 2017 season, we plan to recruit seasonal travel concierge staff again for summer 2018, to operate both at Brockenhurst and Lyndhurst. Our target for 2018 is 6000 face to face contacts aimed at promoting the New Forest Tour and other sustainable transport options, as well as how people can care for the National Park.		
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	Nigel Matthews / David Illsley	We continue to work engage with Hampshire County Council and New Forest District Council as schemes are developed but there is little core funding available except for maintenance and safety projects.		

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 £550 have been awarded to New Forest Transition to set up a Refill New Forest scheme aimed at reducing single-use plastic bottle pollution by improving access to free drinking water, on the go. This means three projects are currently in progress.		
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	Officers worked with the FC and the Hampshire Woodfuel Cooperative to investigate interest in the Woodfuel Productivity programme amongst landowners but with little success. The OPOF Working Woodlands project continues to stimulate the management of small woodlands, adding to the overall supply of timber to markets. The Green Halo Sustainable Living Group is investigating ways to stimulate the demand for construction grade timber which could bring more woodland into active management	Changed from Green in Q2	Following the Green Halo launch we are working with the FC to prepare an event for woodland owners in March.