

BUSINESS PLAN 2015-2018

Draft 2016-17 Work Programme – Second Quarter

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 continuing to work with NFDC and New Forest Tourism Association to understand and shape their plans for the next financial year. <i>These discussions now involve future information provision at the New Forest Centre in Lyndhurst.</i></p> <p>As part of the Our Past, Our Future programme we are discussing with various sector groups within the New Forest Tourism Association, how we can best provide information and training to staff working within the tourism industry, to enable them to enthuse guests about the special qualities of the National Park.</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 received an independent consultancy report showing options for future development and governance of the scheme. A report to members will be brought to RAPC shortly to determine our future role within the scheme.		
Work with the Brand New Forest Broadband Development Group to enable "hard-to-reach" communities to connect to Superfast broadband services. EW7	Paul Walton	The Community Broadband toolkit was launched at the New Forest Show. The Hyde Community Project continues with five cabinets scheduled to be installed by the end of March 2017. Exmoor National Park coordinated a response to government on the "hard-to-reach" areas in National Parks as part of a Business, Innovation & Skills initiative. Uncertainty as to whether the successor to BIS, the Dept. for Business, Energy and Industrial Strategy will continue this work.		Continue to work with National Parks England to make the case for additional funding from the new Department.

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	Continued NPA support for the Marque agreed in September. NFPL continue to refine the Business Plan and move towards recruiting a member of staff to support and grow the Marque membership network.		
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>Following confirmation that LEADER funding will continue in the light of the EU Referendum vote the Local Action Group has considered five applications for funding in the last quarter.</p> <p>The bid for funding to support the woodfuel sector in Hampshire (see Priority 3 below) as reported in Q1 has collapsed following the withdrawal of one of the key funding partners. The NPA stood to receive around £50k over three years as match funding to our in-kind contribution.</p>		The funding anticipated from the woodfuel bid had not been committed so will have no effect on NPA budgets.

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	A report outlining the details of the completed scheme was presented to the full Authority meeting on 22 September. The properties were formerly opened by Sir Desmond Swayne MP on 16 September which appeared on the front page of Park Life. The completed scheme has had some excellent feedback.		
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 concerning the possible acquisition of land in Burley for two affordable homes and a local heritage centre remain ongoing A report will be presented to the next RAPC meeting on 6 February 2016. Two new starter homes were approved recently in Sway whilst a planning application is now under consideration for 10 new affordable homes off Mill Lane, Brockenhurst. Other possible sites for affordable housing are being promoted through the draft local plan.		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Deliver the Heritage on my doorstep and Rediscovering our archaeological heritage OPOF projects with 170 volunteers trained in skills to enhance local heritage over the life of the OPOF Scheme. LC1	Frank Green / James Brown	<p>44 volunteers recruited since Q1 reporting who have undertaken 176 volunteer days which equates to 1,036 volunteer hours.</p> <p>National Trust land at Foxbury completely archaeologically mapped work continues on archaeological surveys of National Trust commons.</p> <p>Seven graveyards have now had their monuments accurately located and field work events undertaken at Burley, Emery Down, Minstead, and Copythorne to record the monuments, their inscriptions and to review conservation needs.</p> <p>40 volunteers assisted with excavation in July at Bucklers Hard for Festival of British Archaeology; to locate sites of 18th century shipyard buildings. Further work to take place in November.</p>		
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	In September a professional traditional building skills course was held on the subject of Cob Construction at Bucklers Hard. The course was interactive in the afternoon with the participants getting involved with the hands on building of a section of a cob wall. The course was well attended and we have had encouraging positive feedback from the session.		

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 had a very successful season delivering 39,653 passenger journeys (an increase of 14.5% on 2015). The Beach Bus held steady close to last year's figure, at 6460. Together the total passenger journey figure increased to 46,113.		
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 operated for the same period as the New Forest Tour, delivering 8,266 meaningful engagements with the public throughout the summer season at Brockenhurst station.		
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	<p>In Q1 we reported that we were examining options to bid to the DfT Access Fund for sustainable travel for ongoing revenue funding with HCC and SDNPA. This process determined that we did not have a strong enough case for this strand of funding on this occasion. We are now working with our colleagues across England's National Parks to develop a strong case for investment in sustainable travel across the family of parks in the medium term.</p> <p>We met with Enterprise car hire, to discuss potential opportunities to roll-out community car clubs for residents and visitors at key transport interchanges on a commercial basis. A clear business case is not yet present, but we'll keep this under review as operational costs for schemes change.</p>		

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	Four projects are still outstanding; final invoices are expected imminently for three of these, with the fourth due to claim in December as agreed.		
Promote sustainable living and renewable technologies to residents and business through involvement with the Woodfuel Supply Chain and Market Project. EW3, LC10	Andy Brennan	Supporting shift to low carbon economy (woodfuel project) looks unlikely to progress as one of the partners can no longer deliver elements. Green Open Doors did not take place as not enough households came forwards to open.		Talks underway with carbon trust to run green business workshops. Seek to reschedule a community 'sustainability' event for April/May next year with wider remit.