

BUSINESS PLAN 2015-2018

Draft 2016-17 Work Programme – Third 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	Officer	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. A new Community Interest Company, Go New Forest, is being created to deliver the destination marketing function on behalf of New Forest District Council and the New Forest Tourism Association. The NPA will work in partnership with the new organisation as it has done with NFDC's employment and tourism service to deliver sustainable tourism in the National Park. Discussions have been ongoing with VisitEngland and the other nine NPAs in England around how we work together to make National Parks more attractive and sustainable destinations for international visitors.</p> <p>Sector support training sessions are being planned for March 2017 as part of the OPOF programme.</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	A paper on the future of the Love the Forest Visitor Giving Scheme was taken to RAPC in November. Discussions with the Trust have taken place to create a memorandum of understanding so that the NPA and the Trust can work closely together to increase donations through the VGS.		
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 Development Group has not met in this quarter.		

Action/Outcome	Officer	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	Interviews were held for a Marque Operations Manager and an appointment has been recently confirmed, with the post holder due to start in February. The 2017 Marque Directory is in production and will be ready in late January. Defra have indicated that they wish to continue to support Protected Food Name Status for local foods and the NPA is leading on developing opportunities for New Forest Pannage Pork.		
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	The NPA is working with the Forestry Commission on two projects to stimulate local woodland management and woodfuels in response to funding opportunities in support of a Low Carbon Economy. The UK 25 year plan for food and farming is expected to be published in February Four outline projects seeking LEADER funding were considered by the Local Action Group in the quarter. The New Forest Business Partnership Brilliance in Business Awards were held in November. The NPA sponsored Sustainable Business Award was won by Cottage Lodge Hotel in Brockenhurst.		

Action/Outcome	Officer	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 2017 under Part 2. Two new starter homes were approved recently in Sway whilst a planning application for 10 new affordable homes off Mill Lane, Brockenhurst was approved by the planning committee in December 2016. Other possible sites for affordable housing are being promoted through the draft local plan.		

Action/Outcome	Officer	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
<p>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</p>	<p>Frank Green / James Brown</p>	<p>An output from the two Community Heritage Forum meetings has been the production of a local heritage group Directory that will become the platform for the Portal Pages. Work has commenced on the New Forest Knowledge Portal with Archaeovision as the winning contractor for the work.</p> <p>A sharing your story – Interpretation training session was run over two nights in October and November. The feedback attached was very positive and we will run more in 2017 (as part of New Forest Connects).</p> <p>The very successful Festival of British Archaeology dig at Bucklers Hard in the summer, with a lot of publicity, was followed up in early November involved training volunteers and recovery of evidence for the original forge on the site.</p> <p>There has been considerable community interest in the graveyard survey projects and the training sessions in particular the use of reflectance photography to allow inscriptions on gravestones to be easily read.</p> <p>A very well received training session for volunteers at the National Archive at Kew was organised and other similar training sessions at the County record Office and at Kew will be organised.</p> <p>Survey work has been undertaken on the National Trusts commons and also at Foxbury verifying the available Lidar data.</p>	<p></p>	<p></p>

Action/Outcome	Officer	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
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	<p>In October a professional traditional building skills course was held on the subject of traditional joinery at Bucklers Hard. The course included three speakers, which provided variety for the participants. The course was well attended and we have had encouraging positive feedback from the session.</p> <p>In October a further two sessions were held for homeowners of historic buildings on traditional building skills at Beaulieu.</p>		

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	Officer	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	Results reported in Q2. In Q3 we looked at new options to improve the online ticketing system for the New Forest Tour.		
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	Results reported in Q2. We have been exploring options to extend the Travel Concierge service to operate in Lyndhurst.		
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>A site visit was held with HCC and the FC at Holmsley Bridge to look at options for the replacement of the Holmsley A35 bridge over the C10, near Holmsley Tea Rooms.</p> <p>The Authority hosted a visit by Alistair Welch, Port Director for ABP Southampton. We discussed potential opportunities to improve sustainable transport links (particularly walking and cycling) between Marchwood and Hythe.</p> <p>We met with Kier, the contractor responsible for the A31 (on behalf of Highways England), regarding the Highways England Designated Environment Fund. A large capital funding stream to fund schemes which can deliver biodiversity, landscape, and other environmental improvements. An internal workshop was held with specialist staff to explore what could be possible.</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	Officer	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	Two new projects have so far been agreed – an educational greenhouse at Minstead Study Centre and wood sculptures at Tiptoe Primary School. A third project is in discussion at Keyhaven.		
Promote sustainable living and renewable technologies to residents and business through involvement with the Woodfuel Supply Chain and Market Project. EW3, LC10	Andy Brennan	Carbon Trust will run a green business workshop in Southampton which we will support by promoting to New Forest Business. We are working with the FC to promote grant opportunities for wood processing to local businesses and estate.		