

BUSINESS PLAN 2015-2018

Fourth Quarter, 2015-16 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)
Work to ensure Sustainable Tourism in the National Park is embraced and recognised as a key part of the New Forest tourism destination management partnership.	Mark Holroyd	<p>We continued to develop our new Walkers & Cyclists welcome scheme in partnership with NFDC and New Forest Tourism Association. To date 78 tourism businesses have signed up to participate in the scheme. Officers are contributing to NFTA's strategic review of activities, which is looking at the future direction of the organisation.</p> <p>The Sustainable Travel Ambassadors attended the Outdoors Show in London with New Forest Tourism Association, to encourage visitors who have chosen to travel to the National Park to arrive by rail.</p>		
Lead on developing a Rural Economy portfolio within the New Forest Business Partnership.	Paul Walton	<p>The Business Partnership continued to provide useful support for it's members through bespoke training and networking events. The NPA will be supporting the 2016 Business Expo at Brockenhurst College.</p> <p>Links with the NFBP useful for the NPA in developing bids for funding, particularly with the LEPs (see Action below) but creating a focus for the Rural economy within the Partnership is a challenge when the Marque network plays a similar, sometimes duplicating role.</p>		<p>The risks associated with failing to develop a rural focus within the NFBP are very low. Continuing support for the New Forest Marque and our links with the other elements of the land based sector (CLA, NFU, Rural group of the LEP) as well as work on tourism, transport and broadband ensures the NPA plays an effective role in the local economy.</p>

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
In partnership with New Forest District Council provide a more coordinated approach to our involvement with the Brand New Forest campaign and destination management partnership.	Paul Walton	The NFNPA continues to work closely with NFDC on supporting the local economy and tourism. The Council has begun to review how this area of work is delivered, with proposals likely to come forward in early 2016/17		The review of services by NFDC may lead to changes in how the NPA delivers its tourism and economy role. Consultation on NFDC proposals expected in Q1 of 2016/17.
Secure funding for the New Forest Marque network of local producers.	Paul Walton	There has been no external funding found for the New Forest Marque. The Marque Directors have worked on a voluntary basis to increase membership and reinvigorate the network.		The Directors are preparing a 3 year business plan that will be used to identify additional grant funding opportunities.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with the Local Economic Partnerships and LEADER Local Action Group to ensure the New Forest economy can benefit from England's new Rural Development Programme.	Paul Walton	<p>NFNPA formed part of a consortium to bid into a ERDF fund aimed at supporting businesses in the woodfuel/wood processing sector to improve efficiency and competitiveness, encourage greater uptake of district heat and biomass systems in rural areas, as well as stimulating demand for low carbon building materials.</p> <p>The NPA hosted a meeting of the EM3 LEP Rural Group in February, introducing the review of the Local Plan.</p> <p>The New Forest Local Action Group met twice to consider bids for LEADER Funds from New Forest businesses.</p>		
Appoint contractors to build and let two new affordable homes in Bransgore using developer contributions.	Steve Avery	NPA tenancy policy agreed at last RAPC meeting. The construction programme remains on schedule and on budget, with completion due by end of August. Properties to be advertised on NFDC's Homsearch website in late May/early June.		
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.	Steve Avery	Positive discussions held with Burley Parish Council and third party landowner regarding potential acquisition of land within the village for the purposes of providing affordable housing.		

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)
Deliver the New Forest elements of the Two National Parks Local Sustainable Transport Fund (LSTF) 2015/16 extension.	Mark Holroyd	The programme was completed at the end of Q4. In total, NFNPA claimed £888,488.25 from the programme, which was spent on schemes to encourage visitors to change the way they travelled to and around the National Park from car use to travel by bus, train, walking and cycling.		
Complete the New Forest Family Cycling Experiences programme (NFFCE) by the end of Q2 and develop use of improved infrastructure.	Mark Holroyd	The full amount was claimed from DfT at the end of Q4. All schemes are now completed, with the exception of the family cycling centre at Brockenhurst. Construction is nearing completion and this will be open for business in July 2016, with a formal opening in September.		
Develop plans to ensure a sustainable legacy for transport experiences developed through LSTF and NFFCE programmes to date, ready for the end of current funding in March 2016.	Mark Holroyd	Alongside Hampshire County Council and the South Downs National Park Authority, we submitted an application to the Department for Transport Sustainable Travel Transition Fund for activities which sustain the legacy of previous programmes. This bid includes around £208,000 for activities within the New Forest.		
Deliver the three New Forest Tour routes and the Beach Bus with overall increased passenger journeys (from 50,000 in 2014).	Mark Holroyd	Reported in previous quarters.		

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with Hampshire County Council to complete and promote guidance to conserve and enhance local distinctiveness of the highway network, and deliver a quiet lanes pilot project.	Mark Holroyd	Following consultation with local communities, Hampshire County Council and ourselves are no longer progressing the Quiet Lanes pilot. The draft guidance to conserve and enhance local distinctiveness of the highway network is complete, but is awaiting sign off and publication by HCC.		
Run at least four training events for tourism businesses, inspiring and enabling them to become more sustainable, to benefit from and convey the National Park's special qualities and encourage their guests to leave their cars at home	Mark Holroyd	We delivered a new seven hour training programme with GoSouthCoast which operates the majority of bus services within the National Park, which will be delivered to over 100 drivers operating within the Forest. The training included customer service, information on the special qualities of the National Park and awareness of the risks of animal accidents.		

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 beneficiaries of the Sustainable Communities Fund (SCF) to complete their programme claims, redistributing funds to new projects as necessary.	Fiona Wynne	Eight projects are ongoing with just over £46,000 to claim. There are no overdue claims. Three projects completed in this quarter – Mosaic Youth, Nomansland Community Clubhouse, and Hyde War Memorial Parish Hall.		
Review projects supported by the SCF (and the former Sustainable Development Fund) over the past 10 years to help inform targeting of future funding programmes.	Fiona Wynne	The results of the review are currently being written up by the communications team and will be disseminated via the case studies on our website, members bulletin and a press release promoting 10 years of the fund.		
Develop plans to encourage more community-based or social enterprises in New Forest villages.	Fiona Wynne	The Authority is now a member of Action Hampshire which provides social enterprise support and training and works with communities to deliver services for local people. Plans for the New Forest will be considered in discussion with Action Hampshire.		
Develop ways to encourage an increase in the number of woodfuel installations, both domestic and non-domestic, within the New Forest.	Andy Brennan	Awaiting outcome of DCLG Low Carbon fund programme bid and decisions on applications to Enterprise M3 Wood Processing Grant Programme		