

BUSINESS PLAN 2018-2021

2019-20 Work Programme

Prosper

We will foster the National Park's social and economic wellbeing.

Prosper Priority 1: Supporting a distinctive and prosperous local economy where natural capital is an integral component of doing business

- Champion the significance of natural capital to the economic performance of the National Park and the wider area
- Use the strength of National Park designation to increase the viability of products associated with the local area
- Work with partners to develop a sustainable, authentic visitor experience that protects the special qualities of the National Park and respects its communities

Outcome	Senior Responsible Owner	Objectives/priorities/actions	Quarterly RAG status	Overall RAG	Action to regain (if either RAG Amber or Red)
Natural capital baseline evidence developed	Paul Walton	<ul style="list-style-type: none"> With partners, develop natural capital baseline evidence for use by the LEPs for their local industrial strategies. 			
New Forest Produce Limited supported	Paul Walton	<ul style="list-style-type: none"> Provide advice and support to New Forest Produce Limited, assisting them to deliver their business plan. 			

Outcome	Senior Responsible Owner	Objectives/priorities/actions	Quarterly RAG status	Overall RAG	Action to regain (if either RAG Amber or Red)
Number of businesses engaged in the Love the Forest Visitor Giving Scheme increased	Andy Brennan	<ul style="list-style-type: none"> In partnership with the New Forest Trust, increase the number of businesses engaged in the Love the Forest Visitor Giving Scheme by 10% from 2018 baseline Support current/new business in the scheme by providing four training events. Raise awareness of the scheme and the benefits it delivers to local organisations/business groups by providing four talks/presentations. 			
Suitable sites for affordable housing identified and consent secured	Holger Schiller	<ul style="list-style-type: none"> Work with New Forest District Council, parish councils and other partner organisations to identify suitable sites for affordable housing Secure consent for at least five new affordable homes designed for local people which are of high quality and sustainable and are in keeping with the character of the area. 			
Building of two new affordable homes at Burley progressed	Steve Avery	<ul style="list-style-type: none"> Progress the building of two new affordable homes at Burley; submit application for building regulation approval, tender the building contract and appoint building contractor. 			

Prosper Priority 2: Promoting connectivity across the National Park through sustainable transport and information and communication technologies

- Encourage travel to and around the National Park by sustainable forms of transport
- Utilise data and technology to improve sustainability, support economic development, and enhance quality of life for people living in, working in and visiting the National Park¹

Outcome	Senior Responsible Owner	Objectives/priorities/actions	Quarterly RAG status	Overall RAG	Action to regain (if either RAG Amber or Red)
Sustainable transport to and within the National Park is promoted and enabled	Aynsley Clinton	<ul style="list-style-type: none"> • Work with the bus operator and drivers to manage and promote the three New Forest Tour routes as a high quality visitor experience that helps reduce traffic by linking villages and residential areas with places of interest • Maintain satisfaction ratings of at least 4.5 out of 5, and overall financial viability • Continue the summer season bus link from the Waterside to Lepe Country Park • Work with at least 5 local businesses to increase awareness of sustainable transport • Encourage use of the train, cycling, walking and the Tour as alternatives to driving through face-to-face engagement by the travel ambassador service (target of 4,000 people spoken with at Brockenhurst station) 			
“Smart Park”¹ technologies facilitated and encouraged	Paul Walton	<ul style="list-style-type: none"> • Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of “Smart Park”¹ technologies to address National Park management challenges. • Aim to host one creative challenge event to promote the Smart Park concept. 			

¹ Adopting the principle of a ‘Smart City’ which uses different types of electronic data collection sensors to supply information which is used to manage assets and resources efficiently

Prosper Priority 3: Supporting the social wellbeing and sustainability of New Forest communities

- Promote affordable housing to address local needs and support the management of the National Park landscape
- Supporting the sharing of innovative ideas and good environmental practice through local action groups, businesses and residents
- Continue to support the take up of low carbon / renewable energy technologies in support of the Clean Growth Strategy

Outcome	Senior Responsible Owner	Objectives/priorities/actions	Quarterly RAG status	Overall RAG	Action to regain (if either RAG Amber or Red)
Sustainable Communities Fund promoted	Fiona Wynne	<ul style="list-style-type: none"> Promote the Sustainable Communities Fund towards groups and projects that demonstrate good environmental practice and social outcomes 			
Awareness of the impacts of single-use plastics raised	Chris Marshall	<p>Raise awareness of the impacts of single-use plastics on the environment and encourage a reduction of use by businesses and communities through:</p> <ul style="list-style-type: none"> schools work litter picks community initiatives 			
Directory of key parties connected to the woodland management sector established	Paul Walton	<ul style="list-style-type: none"> Establish and maintain a directory of key parties connected to the woodland management sector within the National Park. Host two workshops aimed at stimulating interest investment in the woodland sector. (LM5) 			