

BUSINESS PLAN 2018-2021

2018-19 Work Programme – Q2 (1 July to 30 September 2018)

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

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
With partners, develop a set of natural capital accounts for use by the Green Halo Partnership to help inform future investment options by the EM3 LEP and others. (EW3)	Paul Walton	No update this quarter. A planned visit by Defra officials to the New Forest to discuss this approach was postponed and a new date is yet to be arranged	Amber	
Through partnership with Go New Forest and others, encourage at least 100 tourism businesses to improve their overall sustainability, communicate 'caring for' messages to visitors and encourage car-free visits. (EW9, TT8)	Jim Mitchell / Aynsley Clinton	At the start of the summer, the NPA Travel Ambassadors visited 12 key supporting businesses to promote the benefits of the New Forest Tour. We attended the second Go New Forest Advisory Group meeting on 30 August to encourage GNF to promote conservation, environment and sustainability. The Group confirmed the value of meeting together and sharing views and news. We have helped GNF improve the 'Forest-friendly' messages on its website which has seen an increase of 20% in traffic.	Green	
Provide advice and support to New Forest Produce Limited, working to increase the Marque membership from the 2017 baseline. Target is for a 10% increase in members by year end. (EW5)	Paul Walton	Officers supported the Marque members during a busy quarter with attendance at various shows through the summer helping to raise awareness of the Marque and encourage new members to join. The work of Marque member Andrew Parry-Norton was recognised with an CLA/NPA Award at the New Forest Show	Green	
Develop a local Protected Food Name Status (PFNS) ¹ scheme for products associated with the New Forest. (EW5)	Paul Walton	Progress is slow on this issue, reflecting the uncertainty arising from Brexit, the ending of the CAP and development of domestic Agricultural policy. The 25 YEP and Agriculture Bill acknowledge the importance of local food production and its contribution to maintaining the landscape and character of a place. Some local livestock producers have shown an interest in the PFNS scheme and continue to examine the potential viability of a New Forest abattoir.	Amber	

¹ The EU protected food name scheme highlights regional and traditional foods whose authenticity and origin can be guaranteed. Under this system, a named food or drink registered at a European level, will be given legal protection against imitation throughout the EU.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
In partnership with the New Forest Trust increase the number of businesses developing the Love The Forest Visitor Giving Scheme from a 2017 baseline. Actively promote the scheme to businesses through individual visits and targeted information. (EW9)	Andy Brennan	Seven new businesses have been signed up to the scheme, bring the total involved to 41. The 'Love the Forest' branding has been updated and branding guidelines written. Three grants have been awarded totalling £6,500 to Calshot Nature Club, New Forest History and Archaeology Group and New Forest Smooth Snake survey.		
Work with New Forest District Council, parish councils and other partner organisations to identify suitable sites for affordable housing and 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. (LC5)	Steve Avery	The Authority's own planning application for two new affordable homes at Burley was approved by the Planning Committee on 18 September 2018. A number of pre-application meetings have been held with landowners, agents and housing associations with a view to bringing new sites forward for affordable housing.		

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 Park

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, maintaining overall satisfaction ratings of at least 4.5 out of 5, and develop a link during the summer season from the Waterside to Lepe Country Park. (TT8)	Jim Mitchell / Aynsley Clinton	Successful season with 39,157 passenger journeys (14.6% increase over 2017). There was a welcome increase in purchase of multi-day compared to single-day tickets. Satisfaction rating 4.7 through 261 feedback forms and 4.5 through TripAdvisor. New for summer 2018 was the Bluestar 9 extension between Langley Farm and Lepe, which attracted 1,389 passenger journeys. This was part-funded by the NPA and HCC (£2,500 each).		
Deliver face-to-face information about sustainable travel to 8,000 people through the travel ambassador / concierge service. (SQ1, TT8, TT9)	Jim Mitchell / Aynsley Clinton	Three Travel Ambassadors were located at Brockenhurst train station and inside the New Forest Centre. Over the summer, these NPA staff provided sustainable travel advice and general information to 9,309 people, 40% of whom purchased New Forest Tour tickets.		
Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of "Smart Park" ² technologies to address National Park management challenges. Aim to host one creative challenge event to promote the Smart Park concept.	Paul Walton	Southampton University has secured funding for a pilot project to monitor car park usage using "Internet of Things" devices – equipment that can collect data in areas that are constrained by a lack of power and communication networks. The equipment will provide data on car park and facility use and also hopes to monitor air quality which may enable the extension of the current Southampton air quality monitoring network.		

² 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

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Promote the Sustainable Communities Fund towards groups and projects that demonstrate good environmental practice and social outcomes, directing conservation related projects to the Love The Forest scheme. (LC10)	Fiona Wynne	Funds of £2,000 have been agreed to one new project to develop dementia-friendly walks in the National Park. Information about the SCF is now also available via the Funding Central database.		
Engage with businesses to encourage the reduction in the use of plastic. Support two information / awareness raising events for local communities. (LC10)	Chris Marshall	During Q2 we have engaged with church groups, community groups, schools and a local preschool to raise awareness of marine plastic and liaised with local businesses such as The New Forest Paddle Sports Company, New Forest Transition and Surfers against Sewage. We provided activities and information displays about marine plastics at Marine Wonders, a two-day event at Lepe Country Park (attended by 600 people). We ran an activity sifting out tiny plastic particles from the sand and seaweed for the Lymington-Keyhaven Nature Reserve Open Day. In conjunction with Lymington and Pennington Town Council we organised a litter pick round the Priestlands Pond site in Lymington with the local community.		
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)	Paul Walton	Work has begun to examine the gaps in the current woodland management sector in the New Forest which can overlook the large number of small woodland owners who are responsible for a significant percentage of the woodland in the National Park. We will be investigating what support these land owners might need in order to manage their woodlands for both commercial and nature conservation objectives		
In support of the 25 Year Environment Plan, prepare a programme of activity for participation in the 2019 year of Green Action campaign	Paul Walton	Work has begun to look at ways in which we can support the 2019 Year of Green Action in the National Park, with a focus on engaging young people.		