

# BUSINESS PLAN 2018-2021

## 2018-19 Work Programme – Q3 (1 October to 31 December 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	Risks and mitigation
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	Work is continuing through the Green Halo Partnership to examine opportunities for developing a natural capital account at either the National Park level or at the local development site level. Partners such as the RSPB and Forest Enterprise have developed their own accounting approach and are able to act as advisors on best practice.		It is unlikely that a natural capital account will be developed in this financial year but is an ongoing project.
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	<p>Successful Discovery Day delivered for Go New Forest Tourism businesses on 9 October - 22 attended a day visiting a commoners' holding and a walk on the Open Forest learning about how commoning and the landscape are inextricably linked.</p> <p>On 20 November a Shared Forest business group / Go New Forest event took place with local businesses attending a private view of the OPOF Commoners Voices exhibition at the New Forest Centre; 50 people attended.</p> <p>Go New Forest affiliated coastal-based businesses took part in the New Year's Eve litter pick along Hurst Spit (see Priority 3). The collaborative venture enabled an opportunity to informally discuss the NPA's conservation work and education programmes with accommodation providers and local recreation groups who supported the event.</p>		
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	<p>Support and advice continues to be given to the NFPL, along with attendance at Board meetings and networking events.</p> <p>The sudden death of Phil Marshall, who was Chair of the NFPL has meant that some development plans have been put on hold. The priority for the quarter was the recruitment and retention of members and the publication of the 2019 directory. Three Marque members were category winners at the New Forest Brilliance in Business Awards in December.</p>		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop a local Protected Food Name Status (PFNS) <sup>1</sup> scheme for products associated with the New Forest. (EW5)	Paul Walton	Uncertainty over Brexit arrangements has meant that this work has been set aside at this point.		A PFNS will not be developed this financial year but we will remain open to the opportunity of developing a scheme if the political situation becomes clearer and there is support amongst producers.
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	Two new businesses signed up to the scheme (Thatched Cottage and Woodlands Lodge hotels) with a further four stocking the A-Z guide and holding donation boxes. Staff training walk/talks given to three business and a presentation to Lymington Chamber of Commerce.		
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	Pre-application meetings continue to be held with landowners, agents and housing associations with a view to bringing new sites forward for affordable housing.		

<sup>1</sup> 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.

**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 <sup>1</sup>

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	2019 season planning took place, including securing partners and corporate sponsors. All three routes will be maintained, with only minor changes introduced, influenced by passenger boarding information and feedback from last season. Intention to continue with the Bluestar 9 extension between Langley Farm and Lepe. Part-funding will be required by the NPA and HCC (£2,500 each) until such time as this service is commercially viable.		
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	2019 season planning is underway, including the provision of visitor information through the Travel Ambassadors (TA). The aspiration is for a 'roving' TA at Lyndhurst, which will ensure more flexible visitor engagement and ticket sales capability.		
Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of "Smart Park" <sup>2</sup> technologies to address National Park management challenges. Aim to host one creative challenge event to promote the Smart Park concept.	Paul Walton	The pilot project with Southampton University is ongoing.		

<sup>2</sup> 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	Three projects are currently in progress, advice has been given to four new applications expected to be submitted in January, and plans are currently being drawn up on how the fund will support Year of Green Action in 2019.		
Engage with businesses to encourage the reduction in the use of plastic. Support two information / awareness raising events for local communities. (LC10)	Chris Marshall	On New Year's Eve, eight NPA staff were joined by local accommodation providers, members of the New Forest Paddle Sport Company and the Lymington Triathlon Club at Hurst beach to collect litter and raise awareness of the harm discarded plastics can cause to our marine environment. 11 full bags of rubbish were collected including hundreds of pieces of plastic fragments, cut rope, fishing line, used syringes and several lumps of palm oil from the tidelines along the Spit.  We have purchased a six-month license to show the film "A Plastic Ocean" which documents the devastating impacts of marine micro plastics on both wildlife and humans and also looks at ways organisations across the globe are trying to combat the issue. Several screenings across the National Park are scheduled for 2019.		
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	Mapping of suitable woodland opportunities has continued through the quarter.		
In support of the 25 Year Environment Plan, prepare a programme of activity for participation in the 2019 year of Green Action campaign. (YOGA)	Paul Walton	Staff from across the NPA have worked together to develop a programme of activity under the YOGA banner, with an initial set of 12 Green Challenges, ideas and suggestions highlighted on the NPA website. The programme will be officially launched at the Volunteer Fair in January. Activity includes engaging with nature through the John Muir Award and promoting Wild Play and the sites developed through the OPOF scheme.		