

BUSINESS PLAN 2018-2021

2018-19 Work Programme – Q1 (1 April to 30 June 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

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)
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	This work will develop over time. We are currently sharing information and experience with Surrey Nature Partnership who have developed a Natural Capital Plan for Surrey and participating in work being developed by the Ecological Knowledge Network.		
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>We attended the first Go New Forest advisory group meeting on 12 April, which highlighted an increased commercial focus of GNF. Two key aims were highlighted: GNF member satisfaction and the promotion of the New Forest as a destination. NPA officers were asked to suggest possible KPIs on conservation, environment and sustainability.</p> <p>We attended the Go South Coast stakeholder conference on 11 May with ca. 90 attendees which provided an opportunity to discuss outstanding matters with GSC management team around the New Forest Tour and 'Lepe Bus'.</p> <p>We attended the New Forest Passenger Transport Forum on 7 June regarding potential changes to supported passenger transport services and the concessionary travel scheme. Proposals were explained and group discussions amongst a variety of stakeholders were undertaken. Consultation active 11 June – 5 August.</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	A new leaflet was produced with funds from the SCF to help provide information on where people can buy local produce and visit producers. In time this information will also be available via the NPA routes website so that people can visit producers as part of their walking and cycling route.		
Develop a local Protected Food Name Status (PFNS) scheme for products associated with the New Forest. (EW5)	Paul Walton	Interest amongst livestock producers in developing this work has lessened with the uncertainty over future agricultural funding. We continue to work with the New Forest Marque members – some of whom are examining the viability of a local abattoir facility – to explore opportunities to develop a PFNS scheme for the New Forest		Will seek confirmation from Defra that PFNS remains a priority to reassure local livestock producers.

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	Revamping of the Trust website finalised highlighting projects and improving transparency. Steering group expanded to include two business who have supported the scheme and list of 250 target businesses drawn up. Talk given to local hoteliers group and staff training at Montagu Arms.		
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	<p>The Authority's own planning application for two new affordable homes at Burley was submitted at the beginning of July. The application is supported by Burley Parish Council and will be reported to the Planning Committee on 18 September 2018.</p> <p>As part of the National Housing Federation's 'Rural Housing Week' (2 - 6 July 2018) we represented the HARA partnership at a Parliamentary Reception on 3 July 2018 to share ideas on how to best deliver rural affordable housing projects (based on our recent experience of undertaking the Bransgore Affordable Housing Scheme).</p> <p>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.</p>		

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

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

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	Planning completed to enable maintenance of routes including minor changes to two of the three routes and increase in sponsors for this season. Route agreed and registered for connection between Langley Farm and Lepe via Bluestar 9 extension 22 July - 1 September. More will be reported in Q2 once the season is complete.		
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 Ambassador staff recruited and inducted in preparation for the New Forest Tour season, commencing 7 July. Two concierge are returning members of staff so confidence is high regarding their ability to fulfil the role.		
Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of "Smart Park" technologies to address National Park management challenges. Aim to host one creative challenge event to promote the Smart Park concept.	Paul Walton	Discussions have been held with mobile phone operators and data analysis consultancies to explore the opportunities provided by the wealth of anonymised data held by these companies and how it can be used to the benefit of the National Park. Exploratory work is also taking place with Southampton University to investigate the monitoring of remote car parks using communications technologies.		

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

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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 £9,945 have been agreed to three projects in Lyndhurst, Bransgore and Minstead. Also facilitated funding for an access project in Boldre as part of the small grants scheme.		
Engage with businesses to encourage the reduction in the use of plastic. Support two information / awareness raising events for local communities. (LC10)	Chris Marshall	Over 150 individuals engaged through community groups and litter picks about the issue of marine plastics as well liaising with local businesses such as The New Forest Paddle Sport Company, parish councils and Surfers against Sewage. Awareness raising session delivered to around 60 students and staff from Priestlands School as part of a litter pick along the Hurst Spit.		
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	This work will develop in the second half of the year. It will involve the Working Woodlands Officer who was recruited to the post in May and their immediate priority is to develop OPOF related projects.		Project to develop in Q2
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	Two of the NPA seasonal rangers have been involved in developing a Youth Manifesto for the Europarc Federation, due to be launched in September. This work will help inform our planning for 2019 which will begin in earnest in Q3.		