

# 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

Action/Outcome	Team	Progress during the Quarter	RAG	Risks and mitigation
With partners, develop natural capital baseline evidence for use by the LEPs for their local industrial strategies. (EW3)	Paul Walton			
Work with 100+ tourism businesses to: <ul style="list-style-type: none"> <li>improve their overall sustainability</li> <li>communicate 'caring for' messages to visitors</li> <li>encourage car-free visits. (EW9, TT8)</li> </ul>	Jim Mitchell			
Provide advice and support to New Forest Produce Limited, assisting them to deliver their business plan. (EW5)	Paul Walton			

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 engaged in the Love the Forest Visitor Giving Scheme. Actively promote the scheme to businesses through individual visits and targeted information. (EW9)	Andy Brennan			
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)	Holger Schiller			
Progress the building of two new affordable homes at Burley; submit application for building regulation approval, tender the building contract and appoint building contractor.	Steve Avery			

**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)
Strengthen the New Forest Tour network: <ul style="list-style-type: none"> <li>• promote and enable the three routes</li> <li>• maintaining overall satisfaction ratings of at least 4.5 out of 5</li> <li>• continue the summer season link from the Waterside to Lepe Country Park. (TT8)</li> </ul>	Aynsley Clinton			
Encourage sustainable transport through the travel ambassador / concierge service: <ul style="list-style-type: none"> <li>• face-to-face engagement about sustainable travel to 4,000 people. (SQ1, TT8, TT9)</li> </ul>	Aynsley Clinton			
Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of “Smart Park” <sup>1</sup> technologies to address National Park management challenges. Aim to host one creative challenge event to promote the Smart Park concept.	Paul Walton			

<sup>1</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

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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 and deliver Our Green Action microgrants as part of the Year of Green Action. (LC10)	Fiona Wynne			
Raise awareness of the impacts of single-use plastics on the environment and encourage a reduction of use by businesses and communities: <ul style="list-style-type: none"> <li>• schools work</li> <li>• litter picks</li> <li>• community initiatives</li> </ul> (LC10)	Chris Marshall			
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			
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			