

BUSINESS PLAN 2015-2018

2017-18 Work Programme – Q4 (1 January to 31 March 2018)

Prosper

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

Prosper Priority 1: Supporting a distinctive and prosperous local economy

We will encourage a strong and distinctive local economy that benefits the communities of the National Park, by:

- championing the local rural economy with Local Enterprise Partnerships and national and European funders
- enabling long-term success of local producers through high quality products, promotion, events and access to local outlets
- playing an active role in the New Forest Business Partnership and New Forest Tourism Association
- encouraging land based businesses to develop opportunities for positive management of the landscape.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Through the New Forest Destination Partnership, encourage tourism businesses to improve their overall sustainability, communicate 'caring for' messages to visitors and encourage car-free visits. EW9	Jim Mitchell / Aynsley Clinton	Officers have engaged with the recently formed Go New Forest CIC and the NPA will be represented on its Advisory Group, enabling us to encourage them to include 'caring for the Forest' messages on their members' intranet, website, publications, e-newsletters and village signboards. We will also be offering training days for GNF members about the Forest's special qualities.		
Work with the New Forest Trust and New Forest Tourism Association to increase participation in and income to the 'Love the Forest' Visitor Giving Scheme.	Andy Brennan / Paul Walton	The 'Love the Forest grant scheme' has been brought in house as per MOU, application forms drafted and scheme promoted. Website is being updated/re-organised to raise the profile of projects. Master Builder's Hotel has re-joined the scheme and several other have improved their offer.		
Work with the Brand New Forest Broadband Development Group to facilitate the roll out of Superfast broadband services across the New Forest. Support schemes for "hard-to-reach" communities that are not included in the roll out programme. EW7	Paul Walton	It is predicted that 97.4% of Hampshire will be covered by the Superfast roll out programme by 2019. It is difficult to determine what proportion of the remaining 2.6% will be in the National Park – work is beginning to try and map the extent of the area that will not be covered to help incentivise action in those areas.		Identifying the areas not covered by the roll out will enable alternative means of funding to be investigated.

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop the role of the National Park as a driver of the local economy, supporting the New Forest Marque and developing Protected Food Name status for products associated with the New Forest. EW5	Paul Walton	The 2018 New Forest Marque Directory was published in January and work has continued on a marketing plan for the Marque, prepared by the Marque Directors. Membership currently stands at 140. Phil Marshall is the new Chair of New Forest Produce Ltd, replacing Jane Overall.		Exploring the Protected Food Name Status will be carried into the new business plan
Work with partners to explore opportunities to develop joint, strategic bids to benefit the National Park and deliver the Partnership Plan. Work with the Local Enterprise Partnerships, LEADER Local Action Group and New Forest Business Partnership, deliver investment in the forestry and food sectors of the local economy. EW2, EW3	Paul Walton	We continue to support the work of the LEADER Local Action Group. The value of the Expressions of Interest (EoI) in grant funding exceeds the programme budget but only around 50 % are expected to submit full applications. A total of 10 projects have received programme funding to date. An aim of the Green Halo Partnership is to act as a forum for developing strategic bids.		The deadline for EoI's to the LEADER programme is July 2018. There is a risk that the programme will be underspent.
Working in close liaison with Burley Parish Council, progress proposals for two new affordable homes and a new heritage centre on land to the rear of Park Lodge, Burley. To include completing on the acquisition of the land and the submission of a detailed planning application.	Steve Avery	The lease agreement was completed on 12 December 2017 and plans have now been prepared to accompany the planning application, which will now be submitted in May 2018 (following the Burley Parish Council Annual Assembly on 30 April).		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with New Forest District Council, parish councils and other partner organisations to identify suitable sites for affordable housing and promote new schemes designed for local people which are of high quality and sustainability, and are in keeping with the character of the area. LC5, LC6	Steve Avery	Officers continue to work closely with the NFDC housing team and local parish councils and through the HARAH partnership.		

Prosper Priority 2: Promoting sustainable transport

We will promote sustainable transport for the benefit of residents and visitors, by:

- working with highway authorities to improve the network of sustainable transport options available
- supporting tourism businesses to encourage existing visitors to travel to and around the National Park by sustainable transport
- working with transport operators to sustain existing bus services, and grow use of the New Forest Tour and Beach Bus
- working with partner authorities to improve aesthetics and safety of the highway network.

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 and the Beach Bus to maintain overall passenger journey numbers (2016 total: 46,000). TT8	Jim Mitchell / Aynsley Clinton	Ongoing liaison with operator (Go South Coast) to establish workable plan for Beach Bus. Onsite survey at Lepe to identify suitable parking arrangements for Beach Bus, with costs hopefully shared with HCC. All advertising on the Tour busses has been secured, enabling us to promote the Tour during the summer.		
Operate the New Forest Travel Concierge service at Brockenhurst Rail Station and the New Forest Centre, Lyndhurst throughout the summer to welcome visitors, tell them about the special qualities of the National Park and help them to explore car-free. SQ1, TT8	Jim Mitchell / Aynsley Clinton	Approval given to continue as in summer 2017, i.e. x1 staff at Brockenhurst Rail Station and x1 staff at New Forest Centre. £7,000 funding for the roles secured from South Western Railway. Training plan being devised for staff to maximise ticket sales and knowledge of the local area to encourage sustainable visitor travel/experiences.		
Work with key partners (HCC, transport operators and tourism businesses) to build on previously successful projects to increase the range and scope of sustainable transport opportunities in the National Park, and to work with Highway Authorities to improve the safety and aesthetics of the highway network. TT9, TT11, TT2, TT10	Nigel Matthews / David Illsley	We continue to liaise with Hampshire County Council and New Forest District Council as schemes are developed but there is little core funding available except for maintenance and safety projects.		

Prosper Priority 3: Encouraging sustainable communities

We will support new local initiatives that create more self-sufficient and resilient communities, by:

- supporting specific projects that incorporate business opportunities, renewable energy and efficient use of resources.
- promoting sustainable living and good environmental practice to residents and businesses
- supporting the sharing of innovative ideas through grassroots local action groups and Sustainable Communities Fund partners.

Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Support current beneficiaries of the Sustainable Communities Fund (SCF) and deliver the new SCF programme for 2017-18. LC10	Fiona Wynne	Funds of £2,000 have enabled the purchase of a new total station to help local groups carry out landscape surveys and building recording and share their results via New Forest Knowledge. This year the fund supported six projects with a combined value of £38,228 (including £30,000 to OPOF).		
Support the uptake of the EM3 Woodfuel Productivity programme, working with FC and local partners to increase woodland management and develop woodfuel markets. LM5, LM6.	Paul Walton	<p>A meeting of woodland owners and agents was held in March to discuss options for enhanced management of woodlands in and around the New Forest. Local sawmills provided a positive account of their capacity to meet new demand for processing timber.</p> <p>The Working Woodlands Project Officer for the OPOF project started in March and will contribute to this work over the next 12 months</p>		Interest in developing woodfuel and timber markets remain uncertain. The Green Halo Partnership is generating interest in the use of timber in construction. The future of grants for tree planting and woodland management is the subject of national discussion through the Brexit arrangements.