

BUSINESS PLAN 2018-2021

2019-20 Work Programme – Q2 (1 July to 30 September 2019)

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

| Outcome | Senior Responsible Owner | Objectives/priorities/actions | Quarterly RAG status | Overall RAG | Action to regain (if either RAG Amber or Red) |
|--|--------------------------|---|----------------------|-------------|---|
| Natural capital baseline evidence developed | Paul Walton | <ul style="list-style-type: none"> With partners, develop natural capital baseline evidence for use by the LEPs for their local industrial strategies. | Amber | Green | Limited progress on developing a joint baseline. Work continuing with 3 of 4 LEPs |
| New Forest Produce Limited supported | Paul Walton | <ul style="list-style-type: none"> Provide advice and support to New Forest Produce Limited, assisting them to deliver their business plan. | Green | Green | |

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|--|--------------------------|---|----------------------|-------------|---|
| Number of businesses engaged in the Love the Forest Visitor Giving Scheme increased | Andy Brennan | <ul style="list-style-type: none"> In partnership with the New Forest Trust, increase the number of businesses engaged in the Love the Forest Visitor Giving Scheme by 10% from 2018 baseline Support current/new business in the scheme by providing four training events. Raise awareness of the scheme and the benefits it delivers to local organisations/business groups by providing four talks/presentations. | | | |
| Suitable sites for affordable housing identified and consent secured | Holger Schiller | <ul style="list-style-type: none"> Work with New Forest District Council, parish councils and other partner organisations to identify suitable sites for affordable housing 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. | | | No affordable homes consented this quarter however work continues through HARA and NFDC to identify and deliver rural exception sites. Housing site allocations in the new local plan are likely to come forward in the short to medium term with significant on-site affordable housing provision. |
| Building of two new affordable homes at Burley progressed | Steve Avery | <ul style="list-style-type: none"> Progress the building of two new affordable homes at Burley; submit application for building regulation approval, tender the building contract and appoint building contractor. | | | There has been a delay in securing third party agreement to access the site across the carpark but it is expected that this will be finalised during the next quarter (Q3). |

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 Park¹

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|---|--------------------------|---|----------------------|-------------|---|
| <p>Sustainable transport to and within the National Park is promoted and enabled</p> | <p>Aynsley Clinton</p> | <ul style="list-style-type: none"> • Work with the bus operator and drivers to manage and promote the three New Forest Tour routes as a high-quality visitor experience that helps reduce traffic by linking villages and residential areas with places of interest • Maintain satisfaction ratings of at least 4.5 out of 5, and overall financial viability • Continue the summer season bus link from the Waterside to Lepe Country Park • Work with at least 5 local businesses to increase awareness of sustainable transport • Encourage use of the train, cycling, walking and the Tour as alternatives to driving through face-to-face engagement by the travel ambassador service (target of 4,000 people spoken with at Brockenhurst station). | | | |

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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|---|--------------------------|--|----------------------|-------------|--|
| Sustainable Communities Fund promoted | Fiona Wynne | <ul style="list-style-type: none"> Promote the Sustainable Communities Fund towards groups and projects that demonstrate good environmental practice and social outcomes | | | |
| Awareness of the impacts of single-use plastics raised | Chris Marshall | Raise awareness of the impacts of single-use plastics on the environment and encourage a reduction of use by businesses and communities through: <ul style="list-style-type: none"> schools work litter picks community initiatives | | | |
| Directory of key parties connected to the woodland management sector established | Paul Walton | <ul style="list-style-type: none"> 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) | | | Working woodlands project extended. Limited demand for workshops at the present time. Investigating other ways of stimulating interest amongst woodland owners |