

BUSINESS PLAN 2018-2021

2018-19 Work Programme – Q4 (1 January to 31 March 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

Action/Outcome	Team	Progress during the Quarter	RAG	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	As reported in Q3 the natural capital accounting process is still in development and has not been completed this year. However, Local Enterprise Partnerships are now required to establish natural capital baselines to be included in each Local Industrial Strategy. The Green Halo Partnership has brought together the 4 LEPs surrounding the National Park to develop a common approach to this work. This will continue through 2019/20	Amber	Although the outcome was not achieved in 18/19 progress has been made in raising the status of natural capital assessment amongst the local LEPs
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	Planning underway for a New Forest Marque-hosted Discovery Day on 23 May for local businesses to learn the value of local produce, including hands-on experience. Go New Forest advisory group attended. Go New Forest literature exchange and AGM attended where we directly engaged with 30 businesses with regards key messages and information about the National Park.	Green	
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 10% increase in members was not achieved but the overall membership increased in 2018. A new Chairman for the Marque has been recruited and work will start on developing a new 3 year business plan and Service Level Agreement between NFPL and the National Park Authority	Green	

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Develop a local Protected Food Name Status (PFNS) ¹ scheme for products associated with the New Forest. (EW5)	Paul Walton	As reported in Q3 this work has been set aside due to uncertainty in the Brexit arrangements		We will be ready to support producers if the political situation changes
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	New Forest shortbread recruited to the scheme and three new locations stocking A-Z guides (income from the guides has double during this financial year to £2,849). Template marketing information shared businesses and a new training scheme 'Love the Forest Ambassadors' is being developed to improve knowledge of front of house staff and quality of information given to guests.		
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	Two new affordable homes consented. Pre-application meetings continue to be held with landowners, agents and housing associations with a view to bringing new sites forward for affordable housing.		Our new Local Plan includes lower thresholds for seeking affordable housing provision.

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.

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)
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 meeting with operator took place. Significant outcomes: Tour fleet will not be replaced in 2020, but all parties remain hopeful and positive for replacement in 2021. Potential for the Tour to be extended into the shoulder seasons albeit with closed top. Refresh of Blue and Red vinyls courtesy of the operator, which means an opportunity to review and change 'animal safety' artwork. Meeting at Lepe to discuss and improve parking arrangements for drivers in advance of the summertime Bluestar 9 route extension between Langley Farm and Lepe. Bollards now in place which should provide better demarcation.		
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	The travel ambassador scheme runs only during the New Forest Tour season, and 2018-19 was a good year with 9,300 engagements. This coming summer we will have just two staff (not three) but they will operate more flexibly to talk with a wider range of visitors and residents.		
Through engagement with businesses, and the education and research sectors, examine ways to facilitate and encourage the application of "Smart Park" ² technologies to address National Park management challenges. Aim to host one creative challenge event to promote the Smart Park concept.	Paul Walton	A creative challenge event was not held in 18/19 but the idea has been taken forward in to the Year of Green Action in 2019. The results of the pilot study looking at using Local Area Network technology to assist with car park usage in the Forest (run by Southampton University) is awaited		The creative challenge will be developed in association with Ordnance Survey

² 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
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 £4,000 have been agreed to two new projects. As part of Year of Green Action, schools and youth groups are invited to apply for funds for green actions that benefit young people. These projects will be awarded in April.		
Engage with businesses to encourage the reduction in the use of plastic. Support two information / awareness raising events for local communities. (LC10)	Chris Marshall	During Q4 the film documentary A Plastic Ocean was shown at 3 different venues, to an audience of 110 National Park residents, to highlight the global impacts of plastic on our marine environment. At each screening an information board and a variety of alternatives to everyday single-use plastic items were put on display and Q&A sessions were held afterwards prompting discussions around sustainability, life style choices and exploring new initiatives to cut down on the use of unnecessary plastics in our homes and work places. We have been working with Spud Film works to inspire people to create a short film about an environmental issue that is important to them. By looking at Global Issues: Local Solutions young people have been encouraged to get involved with local Community Projects and motivate those around them to take action.		
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	Liaison with Forest Enterprise has continued through the quarter. Additional resources have been secured through OPOF to extend the Working Woodlands project through 2019. This will enable the NPA and FE to work together on increasing the amount of woodland under active management in the National Park.		
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	The programme of activity was officially launched at the Volunteer Fair in January. This encourages people to take part in their own green actions and includes a photo competition celebrating the beauty and importance of National Parks, a series of practical conservation days, litter assemblies for local schools, screenings of 'A Plastic Ocean' to encourage people to reduce their plastic use, opportunities for schools and organised youth groups to apply for funding to support their own green actions, Great British Spring Clean events, and launch of the 2019 Wasted Film Competition about all forms of waste. The programme will develop during the year.		