

NEW FOREST
NATIONAL PARK

New Forest Tour and more

Aynsley Clinton

Sustainable Visitor
Experience Officer
NFNPA

1 June 2023



New Forest Tour

Go South Coast, in partnership with NFNPA
1 July – 17 September 2023





Overview



- 3x routes, 4x interchange points
- Free connecting travel on service buses & ferry from Southampton
- Integration with transport & gravel cycle network, accommodation & campsites
- 1x ticket allows hop on/hop off all day on any route
- Multi-day tickets and discounted residents' tickets available
- Bikes travel free
- Engaging audio commentary & stop announcements

Inclusive and accessible

 DLangholtz wrote a review Jul 2020
2 contributions



★★★★★

Blessed having scripts sent us prior to the tour!


It was a delightful day exploring New Forest, passing through several quaint villages & harbours; seeing wildlife (ponies in groups, roaming around, cattle munching) in open space & admiring coastal views & tree-covered winding county roads. Got on all blue, green & red routes - all buses were spic span, sanitary gel provided. Drivers friendly. We were blessed having scripts sent us prior to the tour - to compensate our being Deaf not being able to hear colorful historic descriptive details of all tour highlights. Having lived in the area for several years, it was a long overdue achievement and thus a delightful feat it was!!

[Read less](#)

Date of experience: July 2020

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

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 Response from NFTour, Manager at New Forest Tour
Responded 1 Aug 2020

Thank you so much for taking the time to describe your time atop the New Forest Tour! Delighted your group enjoyed the day. Best wishes, NFT Team



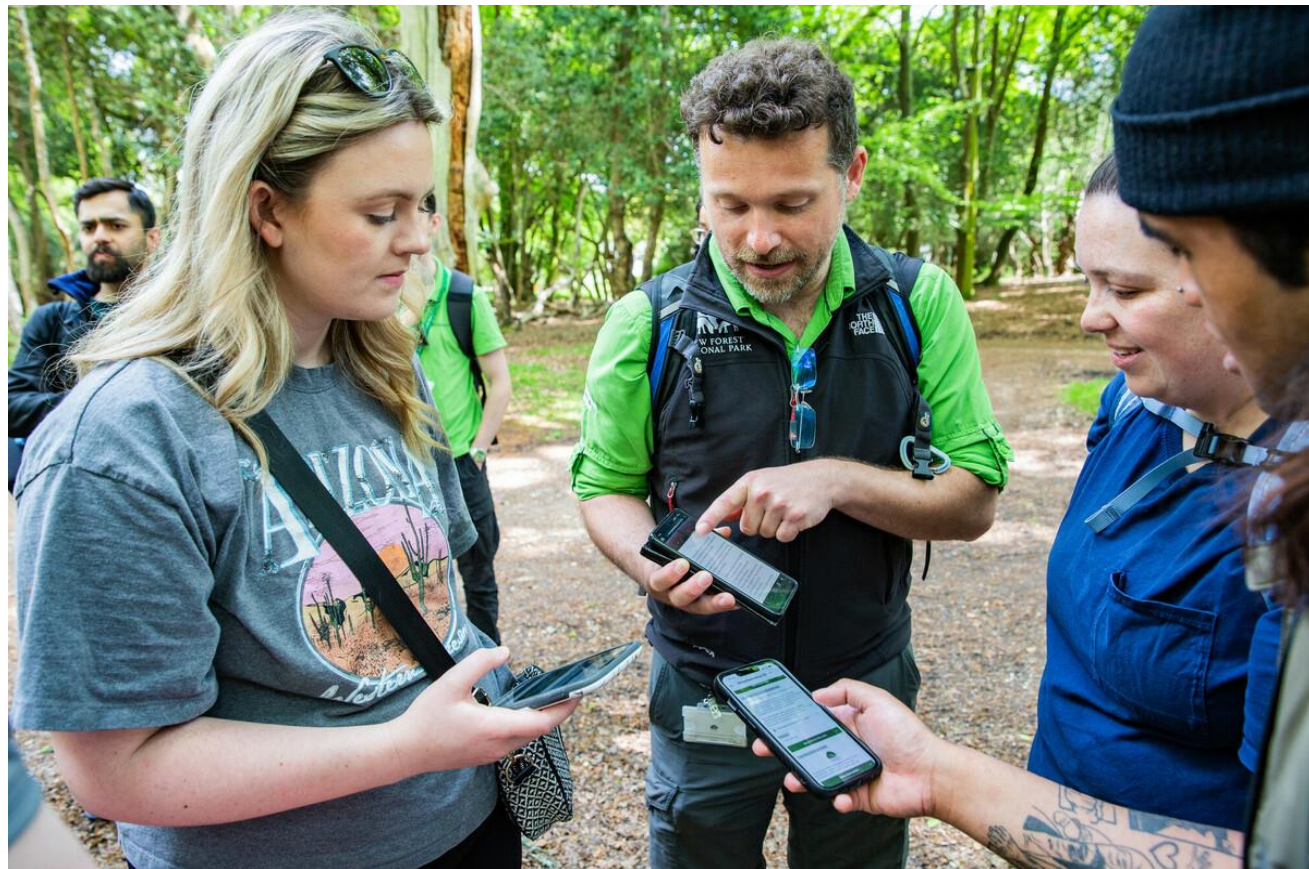
Ongoing projects with:

- Open Sight Hampshire
- ENLIVEN project – dementia
- Diverse groups

The best way to see the New Forest



People within reach of the New Forest, of all backgrounds, abilities and socio-economic groups, value the National Park as an important part of their lives and seek to care for it



Outcome



Find out about car-free and enjoyable travel at an affordable price





Connection with nature



Discover why the National Park is special

Delivering on National Park purposes

- On average, 93% of customer feedback responses stated that the Tour improved understanding and enjoyment of the New Forest 
- Key motivator: day out without a car 



Residents' tickets

- Saving of 30% on 1-day ticket for concession resident
- £2.27 per day based on daily use for concession resident
- BUT it does require a smartphone and ID verification process
- NFDC information offices potentially assisting (TBC)
- Separately, 15% discount to one-day non-resident ticket purchases until 14 June



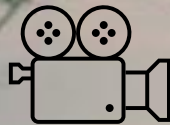
	Adult Resident	Child Resident	Concession Resident
1 day	13.50	7.50	11.50
7 day	28.00	15.00	20.00
Season	252.00	135.00	180.00

'More' - transport

NFNPA an engaged partner on:

- Bus Service Improvement Plan / 'Bus Back Better' for England & outside of London, slashed from £3bn to £1.4bn. 47/79 English local transport authorities awarded funding. HCC received £0.
- HCC's Local Transport Plan 4 – deliver net zero transport by 2050
- Local Cycling and Walking Infrastructure Plan (LCWIP)
- Community Rail Partnership
 - Link with new Pedall community hub and Ashurst station
 - Link with spudWORKS creative hub and Sway station
 - Funding to engage with new and diverse audiences





'More' - partnership

- New Forest Ambassadors keeping the Forest and its coastline clean – almost 1000 registered!
- Visitor survey 22/23 – over 700 responses, 15% arrived by sustainable transport
 - Will relaunch soon with questions to widen participation and reduce barriers [Enjoying the New Forest Survey - New Forest National Park Authority \(newforestnpa.gov.uk\)](https://www.newforestnpa.gov.uk/enjoying-the-new-forest-survey)
- 'Visitor welcome' film – NF code plus tips and information [Welcome to the New Forest - YouTube](https://www.youtube.com/watch?v=...)