

BUSINESS PLAN 2015-2018

Second Quarter, 2015-16 Work Programme

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)
Work to ensure Sustainable Tourism in the National Park is embraced and recognised as a key part of the New Forest tourism destination management partnership.	Mark Holroyd	NPA staff members have attended the most recent New Forest Tourism Association steering group meeting. We are currently working with the partnership to assist them with the development of a walkers and cyclists welcome scheme, which will encourage accommodation providers to have appropriate facilities for these visitors and to promote our 'caring for' the forest messages appropriately. We are also developing a shared photo library with NFDC to share existing high quality imagery of the National Park with businesses for their own promotion of the area.		
Lead on developing a Rural Economy portfolio within the New Forest Business Partnership.	Paul Walton	Richard Frampton attended the NFBP meeting in July. NFBP strategy and priorities agreed at July meeting. Environment and Rural Economy events to be planned for 2016		
In partnership with New Forest District Council provide a more coordinated approach to our involvement with the Brand New Forest campaign and destination management partnership.	Paul Walton	NFDC & NPA keen to avoid duplication of effort in relation to Brand New Forest and New Forest Marque. Paul Walton and Anthony Climpson (NFDC Economic Development Officer) working on approach.		
Secure funding for the New Forest Marque network of local producers.	Paul Walton	Marque Directors working in voluntary capacity to develop Marque membership. New Forest Show provided good showcase. NPA continues to provide in-kind support through administration, marketing and accounting.		

Action/Outcome	Team	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with the Local Economic Partnerships and LEADER Local Action Group to ensure the New Forest economy can benefit from England's new Rural Development Programme.	Paul Walton	CEO attended the September meeting of the EM3 LEP Rural Group. Agreed to host January meeting in the New Forest to coincide with NPA Local Plan Review. LEADER programme awaiting autumn launch.	Amber	Delay in LEADER launch may have adverse impact on local economy. Local Action Group working to encourage businesses to submit expressions of interest
Appoint contractors to build and let two new affordable homes in Bransgore using developer contributions.	Steve Avery	Contractors have now been appointed and works are due to start on site in January 2016, ready for first occupation in the Autumn (2016). Regular updates will be reported to RAPC meetings as the building works progress.	Green	
Work with New Forest District Council, parish councils and other partner organisations to identify possible sites for affordable housing, including suitable publicly owned land, and agree new schemes designed for local people which are of high quality and sustainability, and are in keeping with the character of the area.	Steve Avery	This work continues with the involvement of HARA and the rural housing providers. Officers are monitoring closely the progress of the Housing and Planning Bill and the emerging details of the extended Right to Buy and 'Starter Homes' and how these new initiatives will affect the future provision of affordable housing in the National Park.	Amber	The future provision of affordable housing in the National Park is a key issue that will be addressed through the current review of the Local Plan.

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)
Deliver the New Forest elements of the Two National Parks Local Sustainable Transport Fund (LSTF) 2015/16 extension.	Mark Holroyd	<p>Programme delivery is going to plan, with more than 82% of the overall programme budget now committed. More than 50,000 people explored the New Forest National Park by bus instead of a car this summer - despite it being a colder, wetter summer.</p> <p>After two good summers, the weather took a turn for the worse in 2015. Met Office records for the south of England showed July 2015 was the wettest and coldest for three years, whilst August had the least amount of sunshine since 2011. Bus usage figures are below. The New Forest Travel Concierge also gave travel advice to 7,134 visitors and residents from Brockenhurst rail station and campsites during the summer, up from 4,441 people last year.</p>		
Complete the New Forest Family Cycling Experiences programme (NFFCE) by the end of Q2 and develop use of improved infrastructure.	Mark Holroyd	The majority of schemes were completed by the end of Q2. The Department for Transport has allowed schemes to be continued to the end of the financial year, when works have been contracted before the end of Q2. In our case, the Family Cycling Centre project falls into this category, full consents are in place and contractors are commencing construction. Launch events are currently being organised with local communities for the most significant elements of completed infrastructure.		
Develop plans to ensure a sustainable legacy for transport experiences developed through LSTF and NFFCE programmes to date, ready for the end of current funding in March 2016.	Mark Holroyd	An internal review of our involvement in passenger transport is nearing completion. A key outcome from this review will be a new partnership agreement with the New Forest Tour operator for services in 2016 onwards. Discussions are planned with the Transport secretariat of the Enterprise M3 LEP about future capital schemes for sustainable transport within the two National Parks.		

<p>Deliver the three New Forest Tour routes and the Beach Bus with overall increased passenger journeys (from 50,000 in 2014).</p>	<p>Mark Holroyd</p>	<p>In 2015, 51,352 passenger trips were made on seasonal buses supported by the NPA compared to 49,870 in 2014.</p> <p>The New Forest Tour attracted 34,622 passenger journeys on its three routes during its 11-week season this summer.</p> <p>The Beach Bus attracted 6,436 passenger journeys during its five week season to Hythe, Lepe, Beaulieu and Lymington.</p> <p>Around 6,500 passenger trips were made on Forest Bus Baby, a new weekend service from May to October linking Hythe, Beaulieu, Brockenhurst, Burley, Ringwood and Moors Valley Country Park.</p> <p>The Summer Service X24 to Paultons Park from Southampton to Paultons Park, via Romsey, attracted 3,794 passenger trips from May to September during weekends, banks and school holidays.</p>		
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Action/Outcome	Owner	Progress during the Quarter	RAG status	Risks and mitigation (if amber or red)
Work with Hampshire County Council to complete and promote guidance to conserve and enhance local distinctiveness of the highway network, and deliver a quiet lanes pilot project.	Mark Holroyd	Draft local distinctiveness guidance is currently being finalised by Hampshire County Council. HCC is selecting the most feasible area to implement a quiet lanes pilot area from communities which volunteered last year. Full consultation with the selected community will take place in the Autumn, with support from NPA officers. Design and consultation will be paid for by the NPA LSTF funding, with capital costs for implementation of any measures coming from HCC's capital budget.		
Run at least four training events for tourism businesses, inspiring and enabling them to become more sustainable, to benefit from and convey the National Park's special qualities and encourage their guests to leave their cars at home	Mark Holroyd	<p>This has been scheduled as an activity for Q3 and Q4 when tourism business owners and staff have more availability to get involved. The Authority is supporting some training activities within the New Forest Tourism Association's members day in November, where speaker David Bond will talk about Project Wild Thing and how the tourism sector can help families enjoy the benefits of natural spaces more, in a sustainable way.</p> <p>We have recently agreed a new seven hour training programme with GoSouthCoast which operates the majority of bus services within the National Park, which will be delivered to all 100 drivers operating within the Forest. The training includes customer service, information on the special qualities of the National Park and awareness of the risks of animal accidents.</p>		

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 beneficiaries of the Sustainable Communities Fund (SCF) to complete their programme claims, redistributing funds to new projects as necessary.	Fiona Wynne	The fund is currently supporting 15 projects. There are no overdue claims.		
Review projects supported by the SCF (and the former Sustainable Development Fund) over the past 10 years to help inform targeting of future funding programmes.	Fiona Wynne	Work is currently underway to identify projects for follow up, in collaboration with the communications team. It is likely that we will focus on 10 projects, with one for each year that the fund has been operating.		
Develop plans to encourage more community-based or social enterprises in New Forest villages.	Fiona Wynne	We are currently working with three community projects with the potential to develop into community or social enterprises and consider their opportunities for funding.		
Develop ways to encourage an increase in the number of woodfuel installations, both domestic and non-domestic, within the New Forest.	Andy Brennan	Awaiting decision from M3 LEP on supporting FC bid for grant funding to support woodfuel hub networks – postponed until 26 Nov. Access secured to mapping to identify off grid network.		