

BUSINESS PLAN 2011-2015

Fourth Quarter, 2014-15 Operational Plan

Prosper

We will work to support a way of life in the National Park that continues to centre around strong and distinctive communities with a clear cultural identity and a vibrant local economy.

Prosper Priority 1: Supporting a distinctive local economy

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

- Actively participating in a partnership approach to sustaining the economy of the area and, in particular, championing the rural economy of the New Forest
- providing support for local producers, particularly members of the New Forest Marque, focusing on high quality products, promotion, marketing and access to local outlets
- strengthening the New Forest's role at the forefront of sustainable tourism
- supporting the police and other partners in tackling rural crime that affects local businesses, communities and individuals.

As measures of success, we will:

- Fully engage with other partners in the Local Enterprise Partnerships relevant to the National Park
- support New Forest Produce Ltd in increasing membership of the New Forest Marque and developing a long term development plan for the scheme
- develop a programme that offers sustainable short breaks for visitors, focused on the special qualities of the National Park.

Action/Outcome	Owner	Progress	Risks and mitigation	RAG status
Work with landowners and partners to develop management plans for private woodlands to increase production of woodland products and biodiversity. Bring 50 hectares into management and provide advice to improve the management of a further 30 hectares.	Julie Melin-Stubbs	40 hectares of small pockets of privately owned woodland have been identified for the first year of the three year project, to start January 2016 subject to funding. Landowners all signed up for first year.		
Aim to increase membership numbers by 10% in 2014/15 by: <ul style="list-style-type: none"> Promoting the New Forest Marque and local food issues at 14 events using the Tasting stand. Surveying at least 500 people to increase awareness, and increase sales of Marque produce. Strengthening the appeal of membership of the New Forest Marque by improving the tangible benefits to member through collective purchasing 	Sarah Hunt	Membership increased by 5.7% in 2014. A further 10 new members added in first quarter of 2015. 17 events attended with the Tasting Stand 684 people surveyed about the Marque 2015 Directory produced Range of benefits for members included reduced rates for members to local and County shows. Collective buying initiatives trialled.		
Work with the Local Economic Partnerships to ensure the economic value of the National Park is recognised and that the Park's businesses and communities can benefit from the work and funding streams of the LEPs.	Tony Spence	NFNPA continues to be represented at LEP meetings. Plans developing for a LEP area-wide Woodland Hub network (led by the Forestry Commission) which is receiving strong support from the LEP		
Run at least 4 training events for tourism businesses, inspiring and enabling them to become more sustainable and to benefit from and convey the National Park's special qualities.	Jim Mitchell / James Brown	Two training events organised on the Community Wildlife Plans project and the HLS Historic Mapping project, bringing the total to six for the year		
Secure wider understanding of the value of New Forest's natural capital and resulting economy; promote opportunities for investment in this economy to the LEPs.	Paul Walton	Work underway to develop the theme of "World Class Environment, World Class Economy". Promoting this to business leaders (Business South), LEP's and potential corporate supporters.		

Prosper Priority 2: Improving affordable housing provision

We will help improve affordable housing provision for local people, by:

- Working closely with rural housing enablers, local communities, housing authorities, landowners and registered housing providers to identify sites and prioritise the delivery of affordable housing schemes in the National Park
- explore ways to increase the number of Commoners Housing Scheme dwellings in the rental sector providing additional resources where necessary to aid high quality design of new housing
- maximising the proportion of affordable housing gained through the planning process.

As measures of success, we will:

- Provide specialist advice and support to ensure all new affordable housing schemes are of the highest quality in terms of design and sustainability
- work with the rural housing enablers to produce at least three detailed housing needs surveys for parishes within the National Park
- ensure that, wherever possible, affordable housing comprises 50% of new housing development in the main villages.

Action/Outcome	Owner	Progress	Risks and mitigation	RAG status
Allocate at least 20% of the collected affordable housing contributions to support the delivery of new affordable housing for local people on sites within the National Park.	Steve Avery	Funding agreed for two schemes, one in Bransgore and one at Fritham, equating to some 50% of the collected affordable housing contributions. A QS has now been appointed to help oversee the tender for the building contract for the scheme in Bransgore.		
Ensure the HARAH partnership takes full account of issues and opportunities in the New Forest to help support the delivery of affordable housing on rural exceptions sites within the Park.	Nick Evans	Regular meetings have taken place with HARAH officers and potential exception sites are being investigated in Brockenhurst, Copythorne, Ellingham and Sway, in consultation with the parish councils.		
Work with the rural housing enabler to produce at least one detailed housing needs survey for a parish within the Park to help justify the development of rural exceptions sites for affordable housing.	Nick Evans	Two local Housing Needs Surveys have been produced this year, for Copythorne and Ellingham, Harbridge and Ibsley. Both recommended small affordable housing schemes in these parishes, which has been endorsed by the parish councils concerned.		

Prosper Priority 3: Promoting sustainable transport

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

- Working with other authorities in the National Park to develop a joint vision for sustainable transport
- supporting the operation and further development of the New Forest Tour
- developing a range of opportunities for safe and responsible cycling
- working with partners to assess the feasibility of new forms of transport such as electric and eco vehicles.

As measures of success, we will:

- Increase the number of journeys made on the New Forest Tour by 100% (currently 18,000 annually)
- establish at least 20 public charging points for electric vehicles
- work with Hampshire County Council and other stakeholders to review and update the New Forest Transport Strategy and identify joint projects for delivery.

Action/Outcome	Owner	Progress	Risks and mitigation	RAG status
Deliver the New Forest elements of the Two National Parks Local Sustainable Transport Fund (LSTF).	Mark Holroyd	The 2012-2015 programme was completed at the end of quarter 4. Delivery of the 2015-16 programme has now commenced.		
Complete the New Forest Family Cycling Experiences (NFFCE).	Mark Holroyd /John Lynn	Delivery is ongoing towards the September 2015 end date. All schemes are currently on track for completion on time. Delivery commenced on the resurfacing the Ashurst to Lyndhurst cycle route.		
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 2015.	Mark Holroyd	Since HCC and partners were successful in securing extension funding for the Two National Parks LSTF programme for 2015/16, we have been developing detailed project plans to aid smooth delivery next year. Plans have been developed to increase passenger numbers on bus services within the National Park through service improvements and marketing so that they are more resilient to future cuts in their operational subsidy.		
Deliver the three New Forest Tour routes and the Beach Bus with overall increased passenger journeys (from 46,500 in 2013), new commentary, high satisfaction ratings and new link with Hythe Ferry.	Mark Holroyd	Previously reported. Plans being developed for 2015 visitor bus services.		

Prosper Priority 4: Encouraging sustainable living

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

- Providing advice and resources for specific projects that incorporate energy efficiency, renewable energy, water conservation or re-use / recycling
- promoting sustainable living and good environmental practice to residents and businesses
- supporting the sharing of innovative ideas and local action through New Forest Transition and Sustainable Development Fund partners
- showing leadership in reducing the carbon footprint of the National Park.

As measures of success, we will:

- Provide support for 20 new community projects that improve local sustainability
- Provide information and training about sustainable living
- Reduce the carbon footprint of the National Park Authority by at least 10%

Action/Outcome	Owner	Progress	Risks and mitigation	RAG status
Deliver the new Sustainable Communities Fund, including a focus on sustainable transport projects; support 20 projects overall within the first year.	Fiona Wynne	47 projects have been awarded funding, including 27 sustainable transport projects. Funds of £289,286 have been provided by the NPA bringing in an additional £356,739 of match funds. The fund is now fully allocated.		
Deliver the Corporate Sustainability Plan and travel plan, reducing the NPA's business mileage by 10%.	Andy Brennan/ Fiona Wynne	Corporate Sustainability Plan / Travel Plan: Total of 11 events/talks for staff to raise awareness of/take action on sustainability issues such as waste, recycling and commuting. Lockers installed to encourage cycling to work, photocopiers replaced with 'locked printing' to reduce paper wastage, recycling system widened to include extra items. Business mileage target not achieved. Business Overall business mileage (car, train and plane) has increased by 4,225 miles resulting in a rise of 2.4% of carbon emissions from transport.	Authority fails to meet carbon emissions reduction target. Improve monitoring and reporting, raise staff awareness and reduce emissions from fleet.	
Lead and support communities to become more sustainable through the delivery of projects within the National Park, including 4 targeted training events.	Andy Brennan/ Fiona Wynne	Transport and energy groups formed as part of New Forest Transition. Future projects and planning workshop ran at AGM. Total of three training events plus Green Open Doors weekend over the year.		