

Corporate Plan 2014-17 Objectives

Objective	Page reference for indicators
Objective - 1 A thriving living landscape We will work with a range of major projects and partnerships to deliver key outcomes which conserve and enhance the landscape, biodiversity and heritage assets in the South Downs National Park. We will also manage the impacts of large-scale and cumulative small-scale developments.	
PMP 1 The landscape character of the South Downs, its special qualities and local distinctiveness have been conserved and enhanced by effectively managing the land and the negative impacts of development and cumulative change.	17
PMP 3 A well managed and better connected network of habitats and increased population and distribution of priority species now exist in the National Park.	17
PMP 4 The condition and status of cultural heritage assets and their settings (including monuments, buildings, towns and buried remains) is significantly enhanced, many more have been discovered and they contribute positively to local distinctiveness and sense of place.	17
Objective 2 - People connected with places We will promote opportunities for awareness, learning and engagement, seek to ensure quality access management and accessibility and support the development of sustainable tourism.	
PMP 5 Outstanding visitor experiences are underpinned by a high quality access and sustainable transport network, supporting improved health and wellbeing.	19
PMP 6 Widespread understanding of the special qualities of the National Park and the benefits it provides.	19
PMP 7 The range and diversity of traditional culture and skills has been protected and there is an increase in contemporary arts and crafts that are inspired by the Special Qualities of the National Park.	19
PMP 8 More responsibility and action is taken by visitors, residents and businesses to conserve and enhance the special qualities and use resources more wisely.	19
Objective 3 – Towards a sustainable future We will provide information and support to help communities better understand their environment and the impact of their action on it and make sure they are engaged in the design and development of their local surroundings. We will support the growth of sustainable local businesses.	

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PMP 9 Communities in the National Park are more sustainable with an appropriate provision of housing to meet local needs and improved access to essential services and facilities.	21
PMP 10 A diverse sustainable economy has developed that provides a wide variety of business and employment opportunities, many of which are positively linked to the special qualities of the National Park.	21
PMP 11 Local people have access to skilled employment and training opportunities.	21
Objective 4 – An efficient and effective organisation that supports partnership working We will manage our own resources to deliver high levels of customer services and value for money. We will seek to reduce the environmental impact of our activities. We will support and develop staff, Members and Volunteers to enable them to perform effectively	
4.1 Deliver an effective development management service that achieves high levels of customer satisfaction.	23
4.2 Develop project governance mechanisms that increase the capacity of the organisation to deliver outcomes and seek to maximise external funding opportunities.	23
4.3 Staff, Members and Volunteers feel valued and have access to training and development opportunities.	23
4.4 Develop strong relationships that allow partners to increase their capacity to effectively deliver the shared outcomes in the PMP.	23