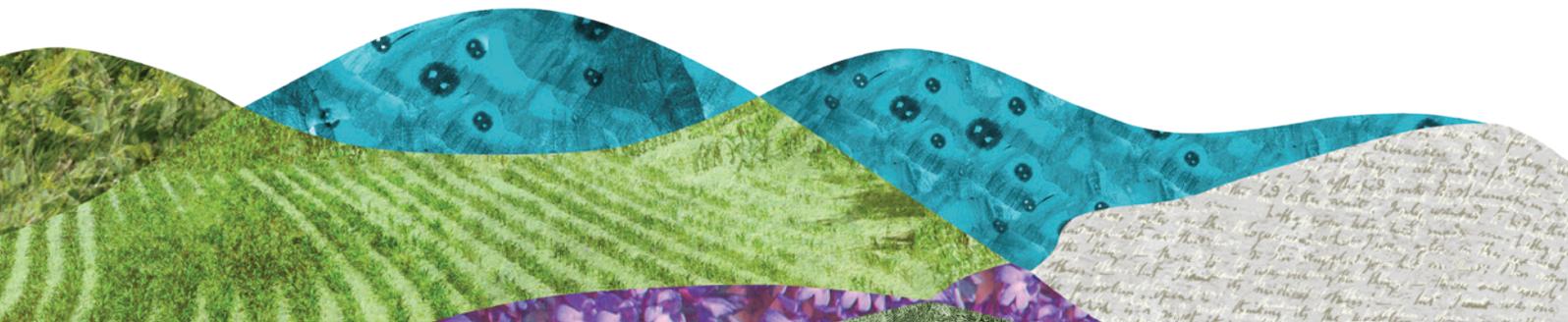




# SOUTH DOWNS NATIONAL PARK CORPORATE PLAN 2019–20



# FOREWORD

**This Corporate Plan sets out our ambitious plans for what we, as the National Park Authority, can deliver over the next year. Our vision remains far-reaching, with landscape-scale projects at the heart of our plans to deliver both for the South Downs National Park and to contribute to wider challenges facing us as a nation.**

Our Corporate Plan prioritises the establishment of the South Downs as a nature recovery network and includes extensive projects to conserve and restore our rare chalk and heathland landscapes, and to strengthen pollinators through our Beelines project. We will continue to work closely with Defra and our farm clusters to shape the future of farming by trialling and testing our proposed environmental management scheme.

Never has our connection with the natural world been so important for health and wellbeing and for the future of our stunning landscapes and wider environment. So we will continue to think big in searching for new ways to reconnect people to their National Park. Our John Muir programme will reach out to families in those groups not already accessing the National Park. In celebration of Defra's Year of Green Action and the 70th Anniversary of the creation of our protected landscapes, a public awareness campaign with the Areas of Outstanding Beauty in the South East will show young people from London and other urban areas how easy it is for them to access and enjoy the landscapes that have been designated for them.

We are, of course, not alone in our efforts to conserve and enhance the South Downs. Work with our partners to prepare our new Partnership Management Plan for 2020–2025 is nearing completion and the clear vision set out in this Plan will guide all who care and have responsibility for this national asset in the coming years.

There are challenges and uncertainties ahead, but as we await the publication of the Glover review of National Parks and Protected Landscapes we are moving ambitiously forward, finding the solutions and forging the partnerships that will secure the special qualities of the South Downs National Park for generations to come.

**Trevor Beattie,  
Chief Executive,  
South Downs National Park Authority**



# Strategic priorities

## A THRIVING LIVING LANDSCAPE



**We will develop strategies and support or lead strategic overarching partnerships and projects which deliver our first objective to conserve wildlife, the natural beauty of the landscape and cultural heritage – a thriving living landscape.**

### MEASURES OF SUCCESS:

- Number of Scheduled Ancient Monuments (SAMs) that have been taken off the 'vulnerable' or 'at risk register'
- Number of woodland owners engaged and % of woodland under management
- Habitat management plans for INNS agreed with partners
- Number of projects implemented through the action plan with South Downs Forestry Champions

KEY PRIORITIES	WE WILL:
Tests and trials for environmental land management schemes	<ul style="list-style-type: none"> <li>• Work with Defra and farm clusters on test and trials of the new environmental land management scheme</li> </ul>
Establish the South Downs as a nature recovery network	<ul style="list-style-type: none"> <li>• Publish the South Downs GI Framework and implement a programme of work</li> </ul>
PROJECTS	WE WILL:
Develop landscape scale projects which restore and manage priority landscapes	<ul style="list-style-type: none"> <li>• Complete and implement Winchester Area study</li> <li>• Facilitate the next stage of the Arun Valley Vision Project</li> <li>• Implement the action plan for Truleigh Hill Landscape project</li> <li>• Facilitate delivery of landscape scale chalk project</li> <li>• Develop and bring forward proposal for landscape scale pollinator project</li> </ul>
Heathlands Reunited	<ul style="list-style-type: none"> <li>• Deliver with partners year 4 of the HLF programme</li> </ul>
Extend catchment management approach	Identify partners and work up project proposals for: <ul style="list-style-type: none"> <li>• (CHAMP) from Brighton to Worthing</li> <li>• River Rother</li> <li>• Friston Forest</li> <li>• Portsmouth Water catchment area</li> </ul>
Woodland Trust partnership	<ul style="list-style-type: none"> <li>• Deliver year 3 of partnership programme helping woodland owners with support to enable sustainable management</li> </ul>
CORE WORK	WE WILL:
Maintain Heritage Assets	<ul style="list-style-type: none"> <li>• Agree action plan for implementing recommendations for scheduled ancient monuments and non-designated assets</li> </ul>
Maintain International Dark Sky Reserve Management Plan	<ul style="list-style-type: none"> <li>• Explore collaborative areas of work through a Dark Night Skies (DNS) Partnership with existing International Dark-Sky Association (IDA) sites and other UK protected areas</li> <li>• Develop opportunities for addressing key lighting threats and increasing engagement</li> <li>• Maintain key IDA requirements for Reserve (e.g. mapping, events, annual reporting, planning)</li> </ul>
South Downs Forestry Champions	<ul style="list-style-type: none"> <li>• Support delivery of Forestry Champions action plan</li> </ul>
Site specific habitat management	<ul style="list-style-type: none"> <li>• Agree approach and plans to control invasive non-native species (INNS)</li> <li>• Agree habitat management for INNS with partners</li> <li>• Habitat management to protect and enhance priority habitats</li> </ul>
Landscape character refresh	<ul style="list-style-type: none"> <li>• Commission and oversee consultants to update the landscape character assessment for the South Downs</li> <li>• Pilot use of monitoring the SDNPA from space</li> </ul>
Tranquillity mapping	<ul style="list-style-type: none"> <li>• Set up a citizen science project to refresh the existing tranquillity map</li> </ul>



# Strategic priorities

## PEOPLE LINKED TO PLACES



**We will develop strategies, support or lead strategic overarching partnerships and projects which deliver our second objective to promote understanding and enjoyment through volunteering & learning, high-quality access management and providing information and events – people connected to places.**

### MEASURES OF SUCCESS:

- % aware of SDNP in YouGov poll
- Number of volunteer days undertaken by the South Downs Volunteer Ranger Service (SDVRS)
- Number SDVRS and other volunteers working in the National Park on non-conservation tasks

KEY PRIORITY	WE WILL:
Improve the health and well-being of communities and residents	<ul style="list-style-type: none"> <li>• Complete the strategic review for health and well-being</li> <li>• Identify projects that will deliver PMP priorities</li> </ul>
Engage new audiences from underrepresented groups	<ul style="list-style-type: none"> <li>• Promote the John Muir programme as outreach to families who would otherwise not engage with the National Park</li> </ul>
PROJECTS	WE WILL:
Social prescribing	<ul style="list-style-type: none"> <li>• Define and deliver social prescribing projects with partners</li> </ul>
Centurion Way	<ul style="list-style-type: none"> <li>• Secure planning permission for next phase</li> <li>• Secure funding opportunities for project delivery</li> </ul>
Equality and social inclusion projects	<ul style="list-style-type: none"> <li>• Implement John Muir Project to increase use of the National Park by hard to reach families</li> </ul>
Introduce entry signage to the SDNP	<ul style="list-style-type: none"> <li>• Erect 19 entry signs across the SDNP</li> <li>• Assess impact and consider the installation of further signs</li> </ul>
Public awareness campaign to celebrate the 70th Anniversary of protected landscapes	<ul style="list-style-type: none"> <li>• Develop 9 posters advertising key sites accessible by sustainable transport</li> <li>• Promote them across the SE transport network during summer 2019</li> </ul>
CORE WORK	WE WILL:
Selected improvements to the existing network	<ul style="list-style-type: none"> <li>• Complete improvements to the South Downs Way funded by the Mend Our Way campaign</li> <li>• Complete phase 4 of the Egrets Way shared route</li> </ul>
Learning	<ul style="list-style-type: none"> <li>• Host the National Parks UK Learning &amp; Engagement Network 2019</li> </ul>
Diversify opportunities through the VRS	<ul style="list-style-type: none"> <li>• Establish a volunteer youth pilot scheme/ project</li> <li>• Ensure that SDNPA projects include new opportunities for volunteers</li> </ul>
Improve visitor information on the website	<ul style="list-style-type: none"> <li>• Update Discovery Map and make it more prominent</li> </ul>



# Strategic priorities

## TOWARDS A SUSTAINABLE FUTURE



**We will develop strategies, support or lead strategic overarching partnerships and projects which deliver our third objective to build sustainable communities which are engaged and shaping their environment and supporting sustainable businesses and tourism – towards a sustainable future.**

### MEASURES OF SUCCESS:

- At least one new hub or gateway delivered during the year incorporating the shared identity
- Deliver £1m worth of projects in accordance with the priorities in the SDNPA IBP by 2021
- Number of Whole Estate Plans Endorsed
- The number of people booking on South Downs Discover England Fund experiences

KEY PRIORITIES	WE WILL:
Position NP as a sustainable tourism destination	<ul style="list-style-type: none"> <li>• Develop a sustainable tourism network for providers within the South Downs National Park</li> </ul>
Improve visitor experience	<ul style="list-style-type: none"> <li>• Improve the SDNP website to deliver business support for the visitor economy and rural enterprise</li> </ul>
Promote rural innovation	<ul style="list-style-type: none"> <li>• Identify the top 100 enterprises within the South Downs National Park that deliver NP purposes</li> </ul>
Increase delivery of Affordable Housing	<ul style="list-style-type: none"> <li>• Implement initiatives such as affordable housing grants</li> <li>• Devise, test and deliver other initiatives or mechanisms to identify sites and deliver homes</li> </ul>
PROJECTS	WE WILL:
Discover England – National Park Experience Phase II	<ul style="list-style-type: none"> <li>• Develop South Downs bookable tourism experiences tailored towards national and international markets</li> </ul>
Deliver a robust planning framework	<ul style="list-style-type: none"> <li>• Consult on main modifications to the Local Plan in spring 2019</li> <li>• Adopt the Local Plan summer 2019</li> <li>• Produce guidance to support the implementation of the Local Plan</li> </ul>
CORE WORK	WE WILL:
Develop hubs and gateways	<ul style="list-style-type: none"> <li>• Create at least 1 new hub or gateway to the National Park incorporating the shared identity</li> </ul>
Whole Estate Plans	<ul style="list-style-type: none"> <li>• Progress four more Whole Estate Plans</li> </ul>
Neighbourhood planning	<ul style="list-style-type: none"> <li>• Continue to support communities inside the National Park in the preparation of neighbourhood development plans and other community led plans</li> <li>• Continue to share best practice inside and outside the National Park to fully utilise and develop the neighbourhood planning team</li> </ul>
Ensure, timely provision of infrastructure to support development in the National Park	<ul style="list-style-type: none"> <li>• Operate S106 and Community Infrastructure Levy (CIL) processes effectively to maximise receipt of monies owed</li> <li>• Implement the Infrastructure Business Plan (IBP) to prioritise allocation of CIL income</li> </ul>



# Organisational priorities

## A CONFIDENT, SECURE AND RESPECTED ORGANISATION



**We will develop strategies, support or lead strategic overarching partnerships and projects which deliver our fourth objective to be a confident and secure organisation exercising effective influence delivering shared outcomes through excellent customer service, providing value for money and generating income to support our work.**

### MEASURES OF SUCCESS:

- % of planning applications by type dealt with in a timely manner:
  - a) major applications determined within 13 weeks
  - b) minor applications determined within 8 weeks
  - c) other applications determined within 8 weeks
- % contractors satisfied with SDNPA as a client
- % contractors fulfilling their obligations as set out in their tender to quality, time and budget
- % SDNPA-led projects delivered to programme

KEY PRIORITY	WE WILL:
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<b>Our services</b>	
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Make correct and high-quality decisions on development management proposals	<ul style="list-style-type: none"> <li>• Deliver a robust and well-performing development management service</li> <li>• Work with host authorities to improve the quality of their decision making and performance</li> </ul>
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Improve performance reporting and project management	<ul style="list-style-type: none"> <li>• Provide improved performance reporting on the SDNPA website</li> <li>• Embed the revised project management process across the SDNPA</li> <li>• Introduce new project reporting for Members</li> <li>• Pilot use of geospatial database</li> </ul>
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Make improvements to the SDNPA website	<ul style="list-style-type: none"> <li>• Review and implement relevant recommendations from Citizens Panel focus group work</li> </ul>
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KEY PRIORITY	WE WILL:
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<b>Our organisation</b>	
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Support the South Downs National Park Trust to deliver £½ million of funding for projects across the National Park	<ul style="list-style-type: none"> <li>• Provide communications support including one public fundraising campaign</li> <li>• Work with partners to develop attractive projects for external funding</li> </ul>
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Drive efficiencies in new contracts	<ul style="list-style-type: none"> <li>• Seek continuous improvement within contracts and on the renewal of term contracts, reducing costs and/or enhancing service provision</li> </ul>
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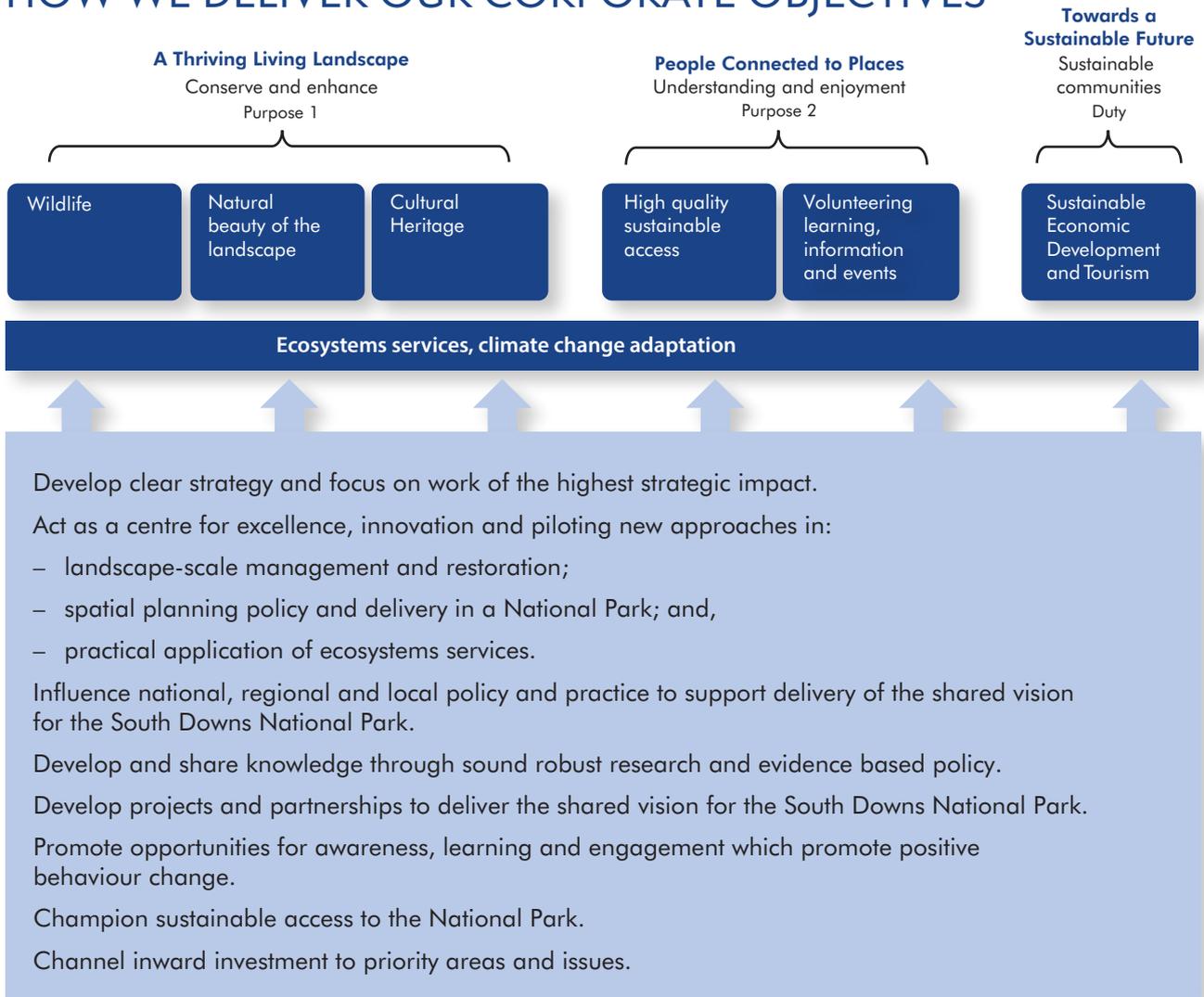
Keep accommodation outside of the South Downs Centre under review in order to meet changing business needs in the longer term	<ul style="list-style-type: none"> <li>• Continue to review opportunities to secure suitable long-term accommodation for our Area Offices that meets the aspirations of the Authority</li> </ul>
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KEY PRIORITY	WE WILL:
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<b>Our people</b>	
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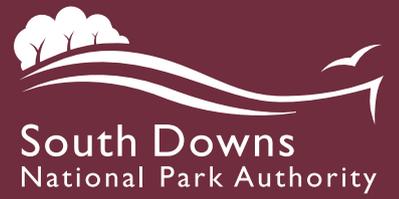
Foster a culture where our people are empowered and supported to deliver to their potential	<ul style="list-style-type: none"> <li>• Review and implement recommendations from the staff survey</li> </ul>
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# HOW WE DELIVER OUR CORPORATE OBJECTIVES



## OUR SHARED VISION





**South Downs National Park Authority**

South Downs Centre

North Street

Midhurst

West Sussex

GU29 9DH

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