



Countryside Service

‘Transforming Our Country Parks’ Update

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Hampshire
County Council



Countryside Service

Countryside Service - a quick overview



Hampshire
County Council

Visitor facilities

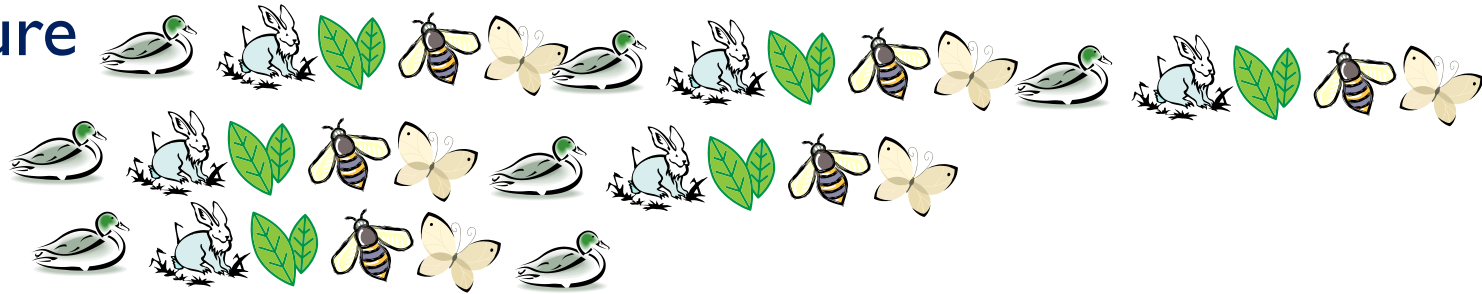
6 country parks with cafés and shops

All Country Parks awarded Green Flag



Nature Reserves

Local Nature Reserves



31

National Nature Reserves



5

Rights of Way

Footpaths : 2,062 miles

Bridleways : 472 miles

Restricted Byways : 147 miles

Byways Open To All Traffic : 178 miles

Recorded Visits

2011/12

2012/13

2013/14

2.4 million

2.6 million

3.6 million



Education Visits to our Sites

2011/12

2012/13

2013/14

32,925

37,739

38,452



Total Volunteer Days

2011/12

2012/13

2013/14

15,482

22,089

23,667



Income

Total Income

£3.61
million

£3.73
million

£4.37
million

External
Funding or
Grants

£1.15
million

£1.21
million

£1.27
million

Earned
Income

£2.46
million

£2.52
million

£3.10
million

2011/12

2012/13

2013/14



Budget

Total Budget

£7.25
million

£7.02
million

£7.48
million

HCC
Funding

£3.63
million

£3.29
million

£3.11
million

Total
Income

£3.61
million

£3.73
million

£4.37
million

2011/12

2012/13

2013/14



Shaping our Services for the Future

Working with others

- increased partnership projects
- jointly funded posts
- external funding

A different approach

- delivering for others
- more business like
- building skills in the Service

Fit for the future

- country parks transformation
- access strategy
- sites management review



Transforming Our Country Parks

What we want to achieve

Financially self
sustaining parks

Increased visit
numbers and
expenditure per
visit

Developed
resilience to wet
weather/off peak
times

Improved
partner/community
relationships

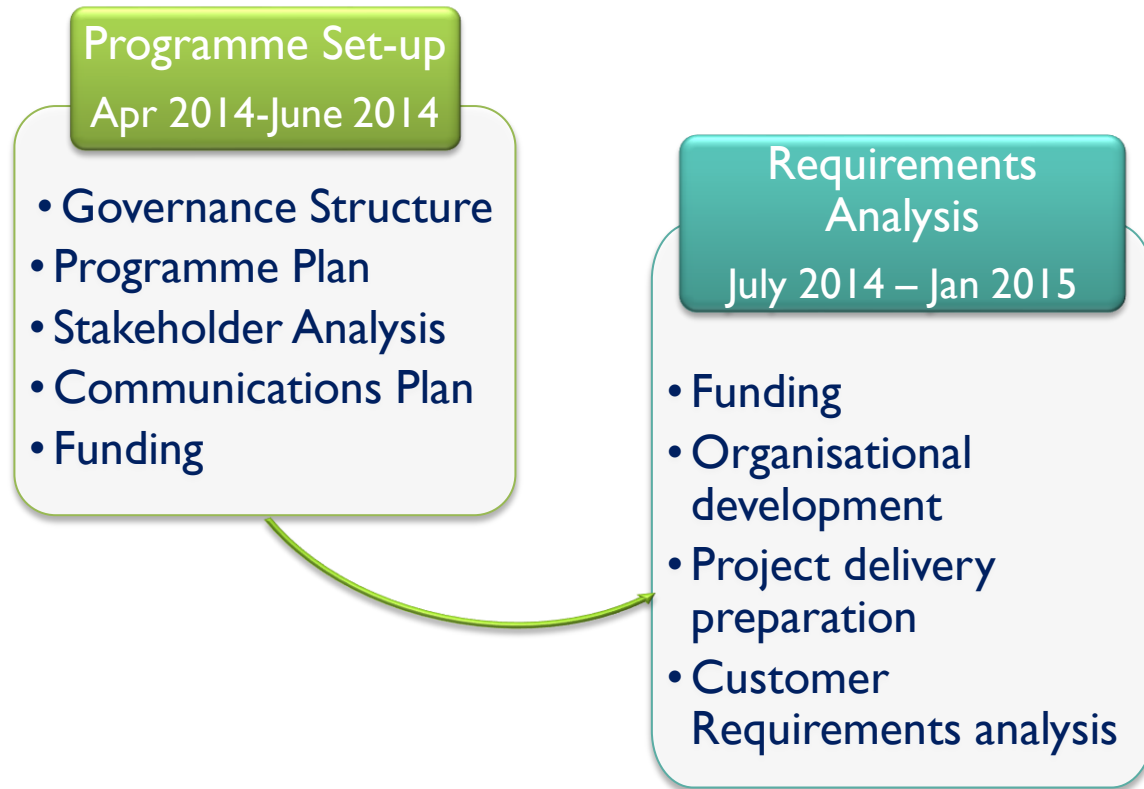
Improved activities

Improved
educational facilities

Waste minimisation

Increased customer
satisfaction

Programme Stages 1 and 2



Customer Requirements Analysis



Programme Stages 3-5

