

Country Parks Transformation

Evolving our brand

Jo Montague

Sarah Roberts



Hampshire
County Council

www.hants.gov.uk

Once in a generation opportunity to create a suite of modern 21st Century parks that are operationally self-financing'

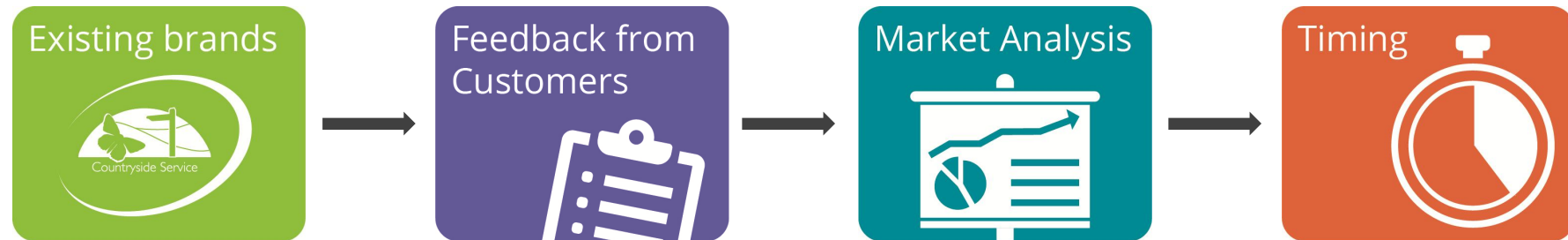
£16.4m Programme

£5.7m HCC Capital
£3.1m Capital Receipts
£7.6m External Funding

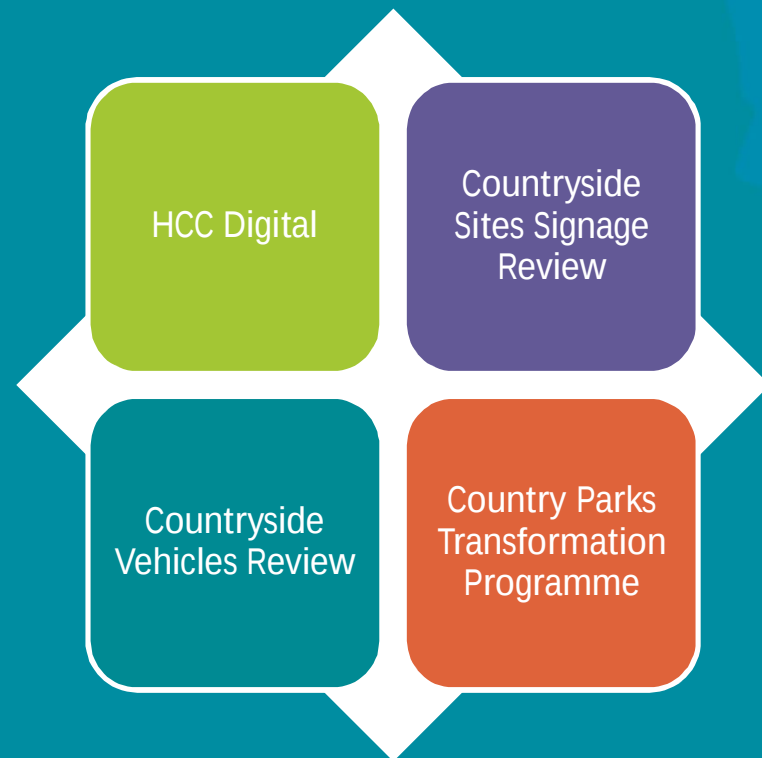
Generate

£500k
annual
revenue

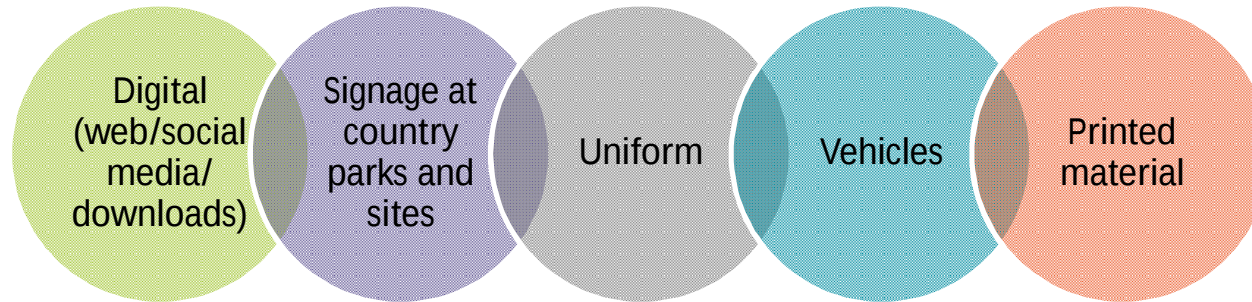
Evolving the brand



Transformation to 2019



Implementation



Maximise links with
planned activity

Prioritise remainder
in 3 phases; high to
low customer contact
/ visibility

Review and
rationalise signs

Group signage into
bulk orders to
negotiate discounts





The new brand structure

Parent Brand

Hampshire Countryside Service

Country Park and Nature Reserve Brands

Royal Victoria Country Park, Staunton Country Park,
Queen Elizabeth Country Park, River Hamble Country Park,
Lepe Country Park, Titchfield Haven

Significant Individual Attractions

Manor Farm, Royal Victoria Chapel

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Staunton
Country Park



Staunton
Country Park



Staunton
Country Park



Staunton
Country Park



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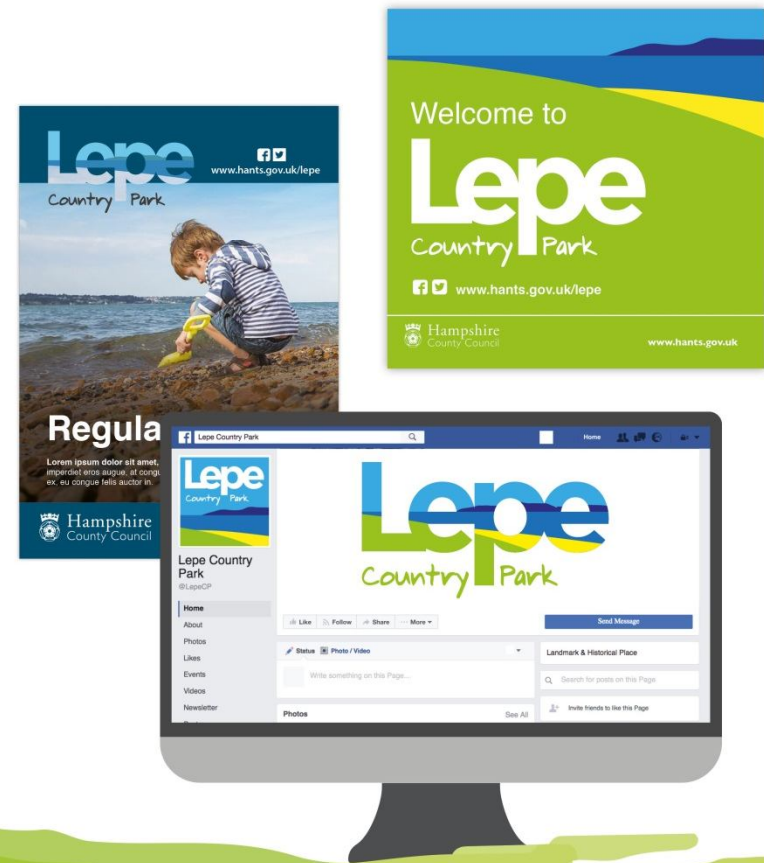


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Country Park

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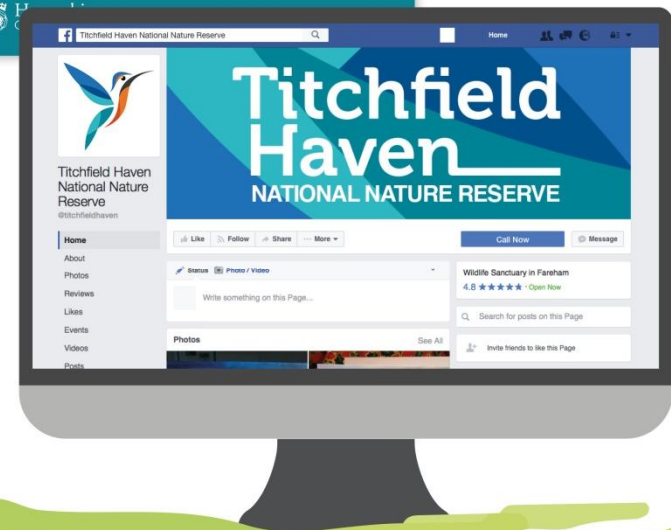
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Thank you

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