



Countryside Service

Transforming our Country Parks

Our Parks

- Unique and special places
- Internationally and nationally significant
- Well loved and enjoyed for over 40 years
- Highest quality - Green Flag and LoTC accreditation
- Consistently well managed
- Over past 3 years net costs halved
- Determination to be bold, ambitious, to lead the field

Lepe Country Park



Manor Farm and Country Park



Royal Victoria Country Park



Queen Elizabeth Country Park



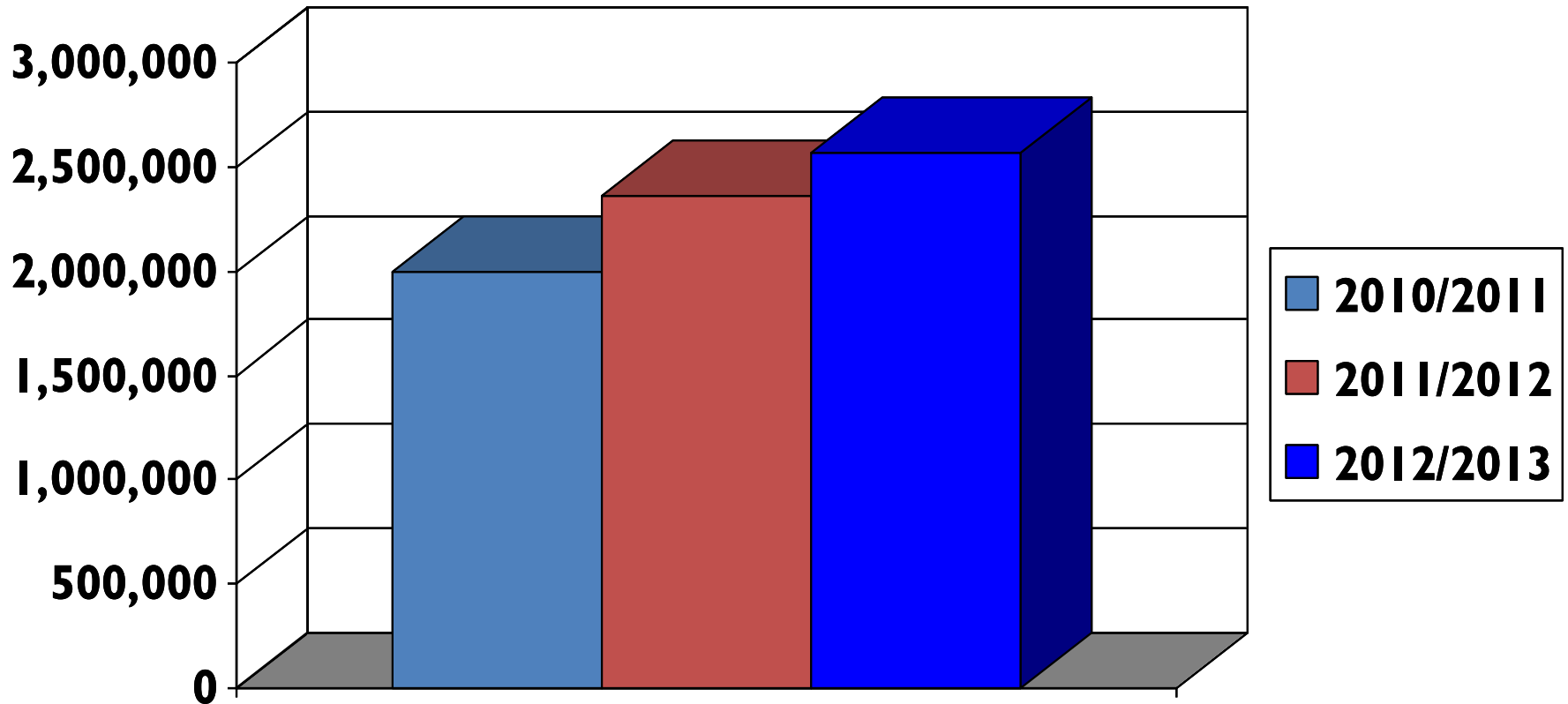
Sir George Staunton Country Park



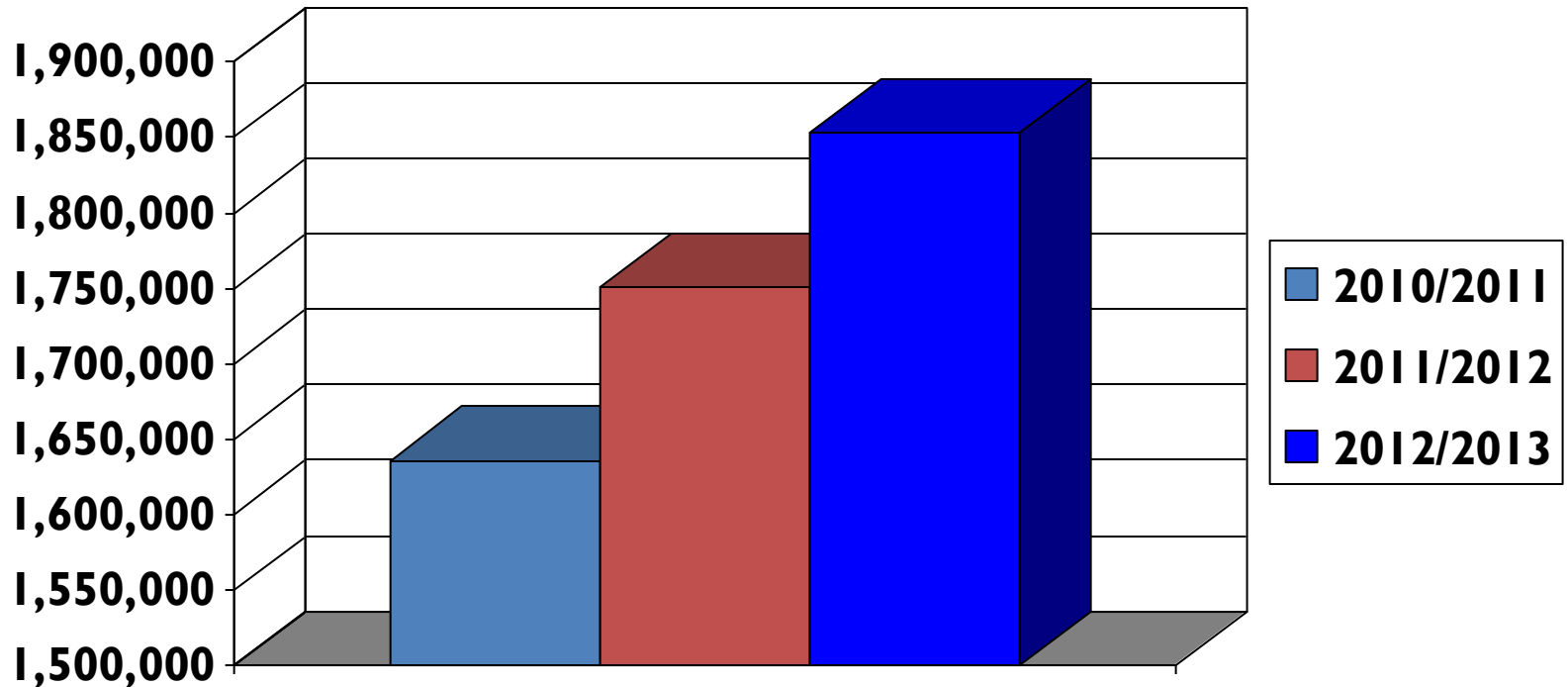
Titchfield Haven National Nature Reserve



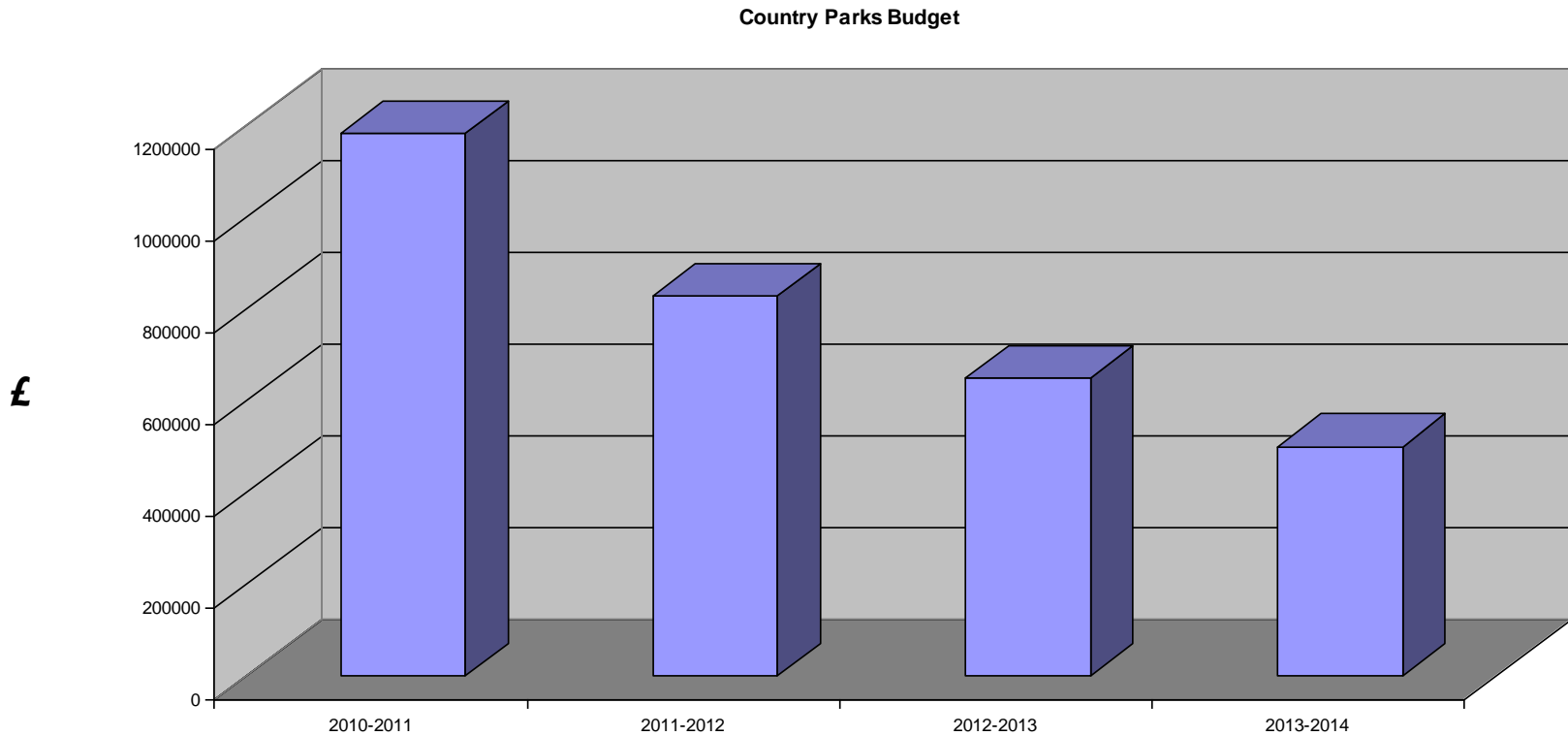
Visitor numbers



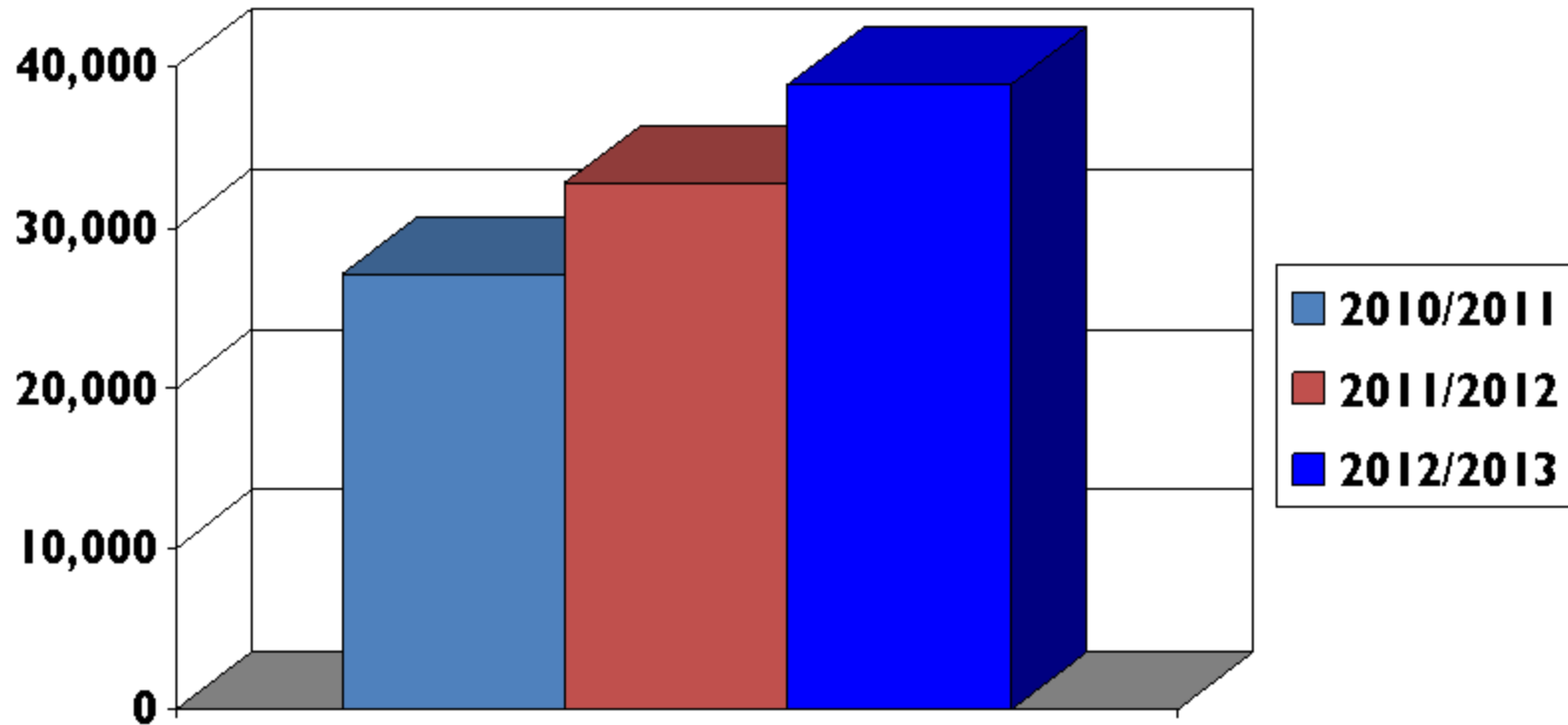
Income



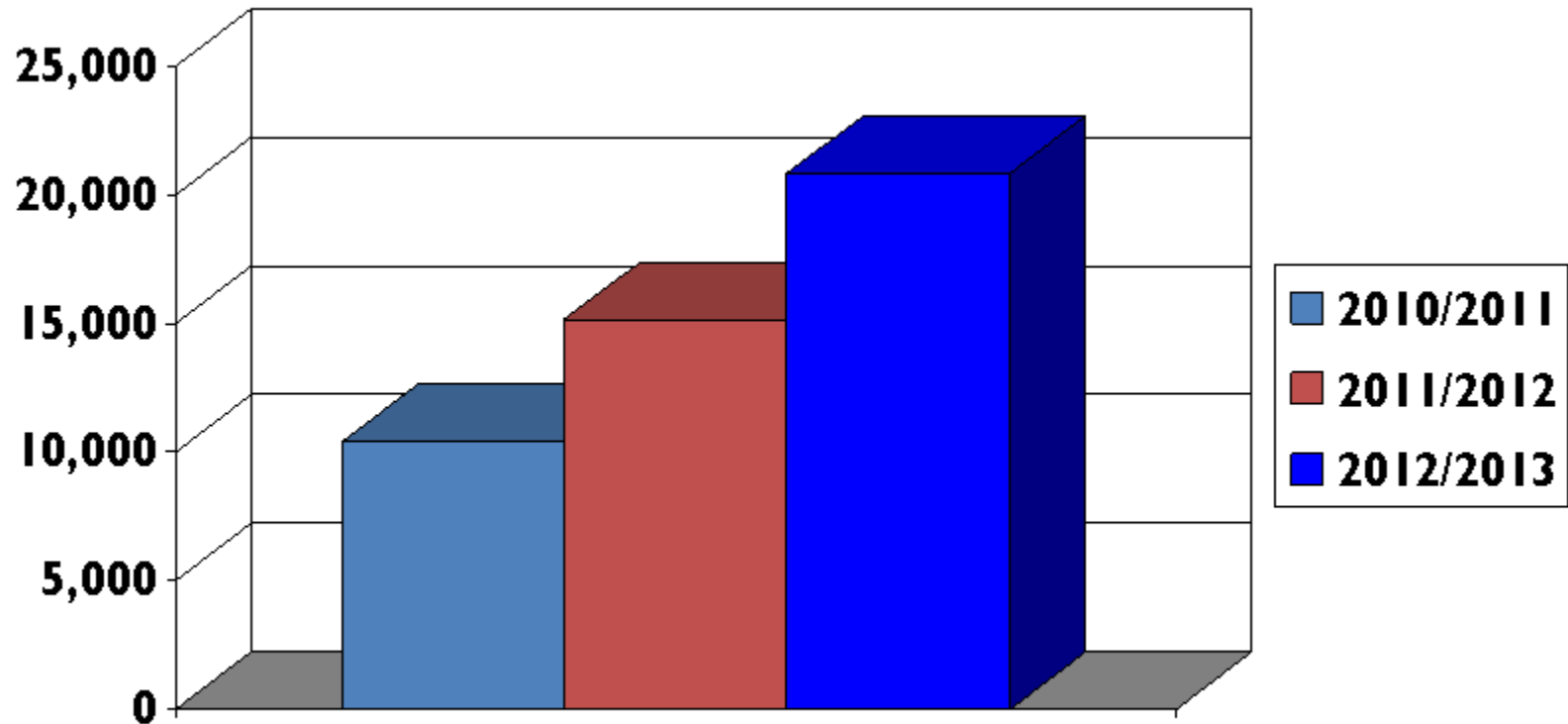
Country Park - cost reduction



Education visits



Volunteer days



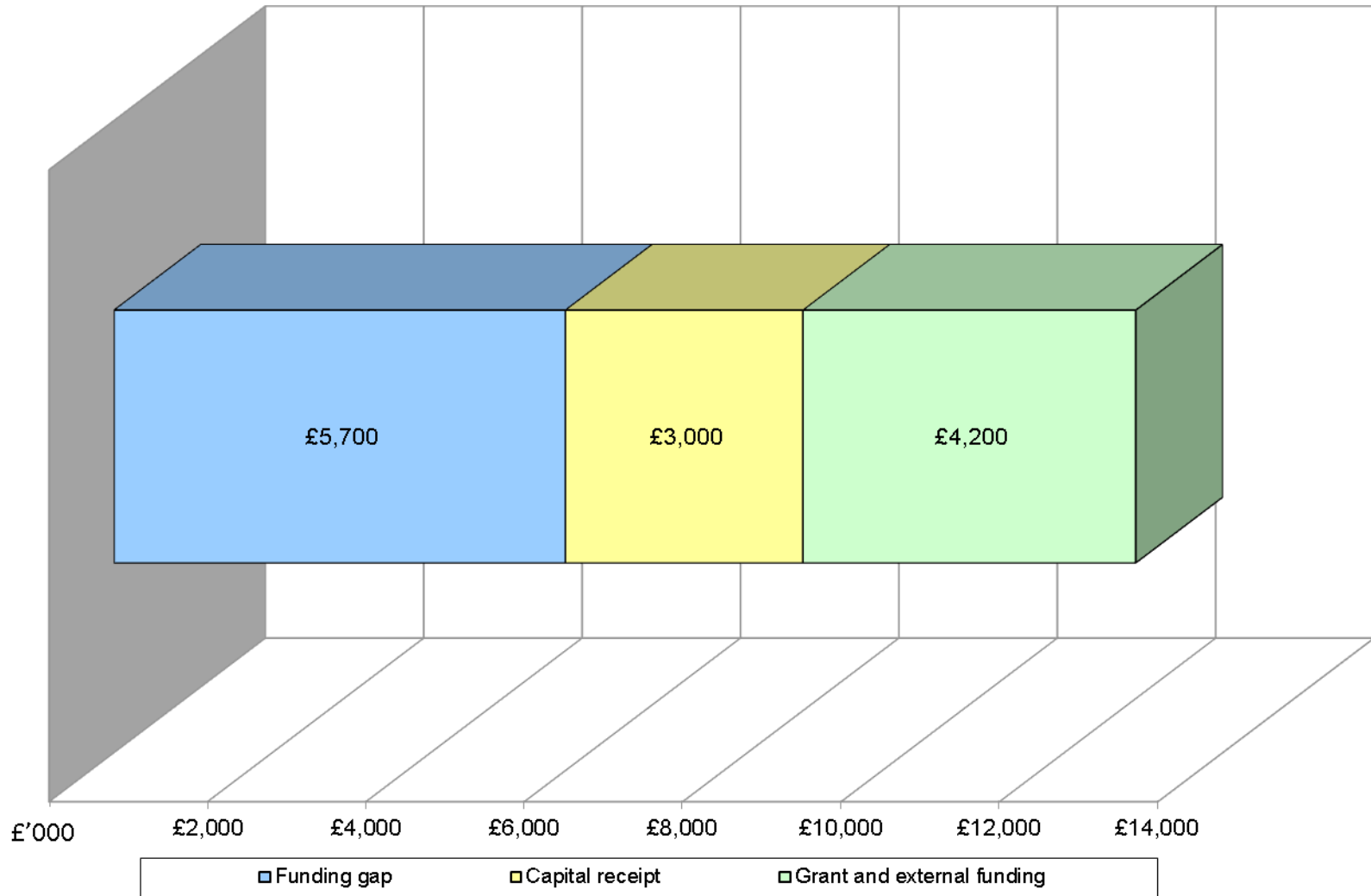
The Opportunity

- Fantastic legacy assets that can be modernised and transformed
- Respond to changing and growing needs
- Balance development pressures
- CCBS provides strong asset management expertise
- Collaborate with partners and benefit from external funding
- Releasing assets to reinvest and reduce running costs/maximise income

Key Principles

- Intensify the unique experience at each park
- Encourage more people to visit and benefit
- Provide high quality – good value
- Develop staff & volunteer skills and expertise
- Secure income from new sources
- Strengthen community involvement
- Support a vibrant economy and healthier community
- Maximise effective use of assets and economies of scale

Scale of Ambition



Transformation Proposal

- 5 year programme
- Includes:
 - New and enticing visitor facilities
 - Innovative programmes of activity, appealing to more people
 - New business opportunities
 - Rejuvenation of heritage buildings and landscape
- Ambitious but achievable – building on what we know works

Next Steps

- Consideration of outline proposal by Executive Member for Culture, Recreation and Countryside – 4 Dec
- In principle agreement sought from Executive Member for Policy and Resources – 12 Dec
- Subject to EMPR approval formal consideration as part of the capital programme approval process