

Country Parks Transformation Programme

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**“Once in a generation opportunity
to create a suite of modern
21st Century parks that are
operationally self financing”**

Outcomes

Operationally self sustaining

Improved play, activities,
catering and heritage

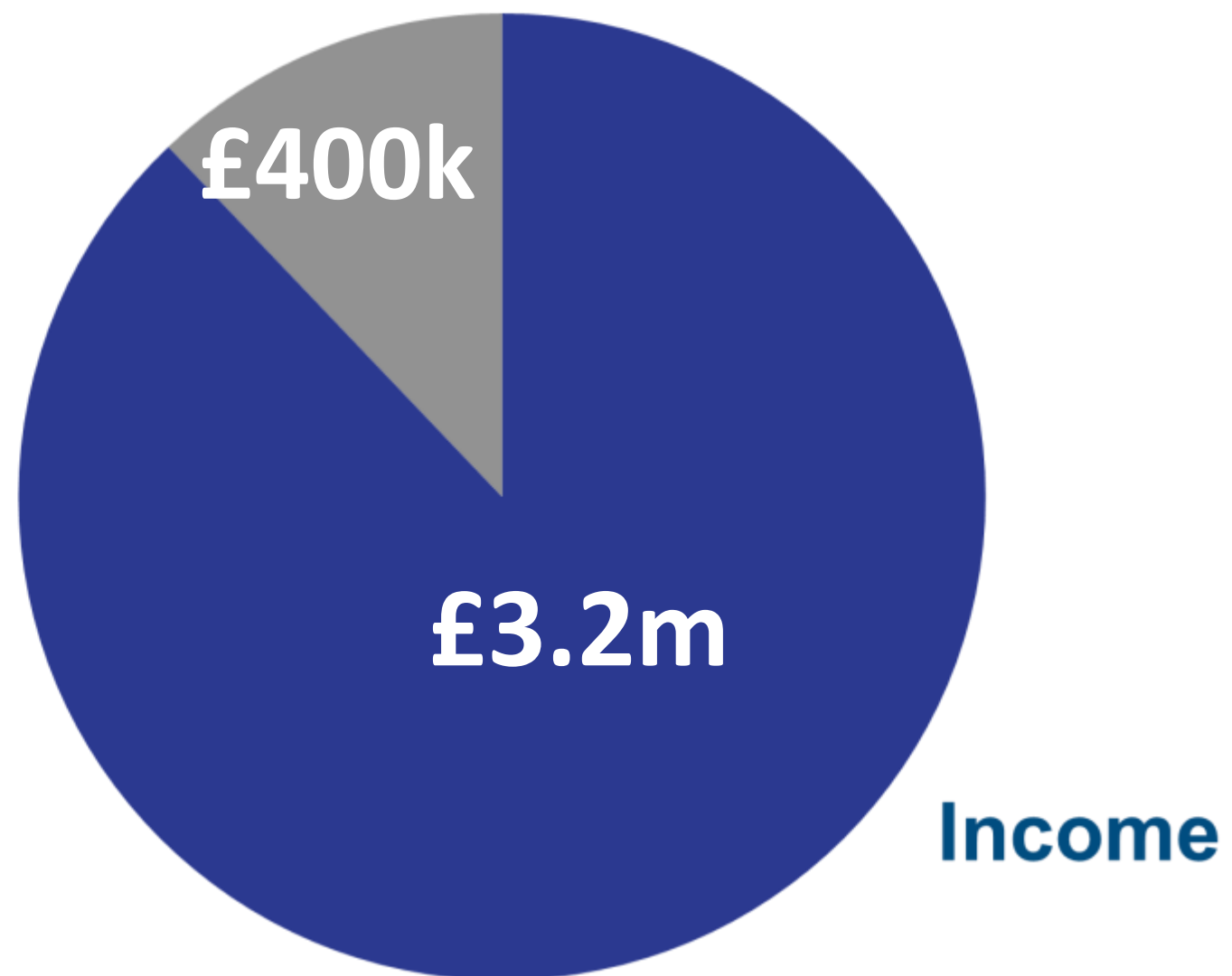
Increased visitor numbers,
satisfaction and spend

Improved partner,
community and business
relationships

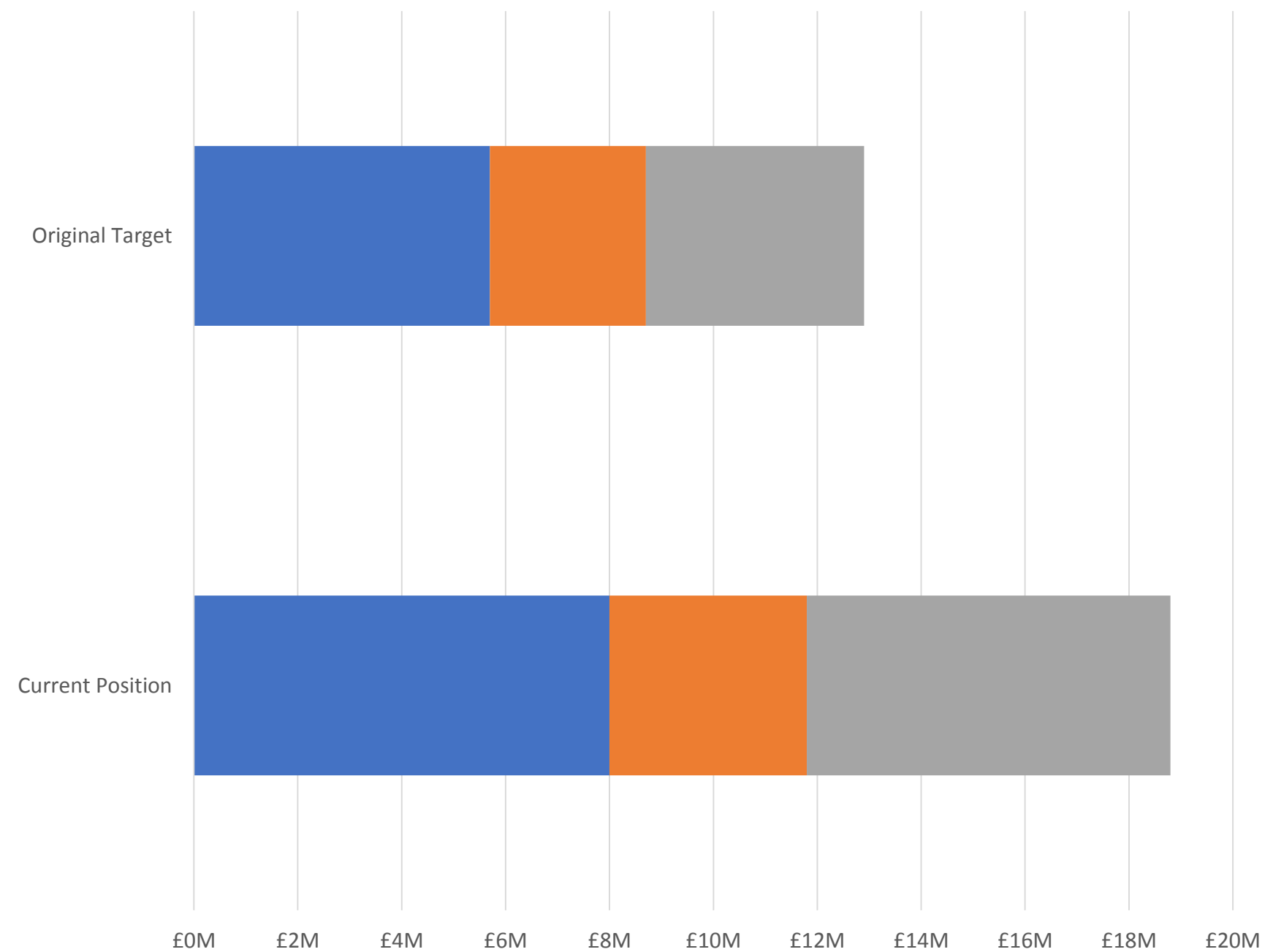
Business Case

Invest to generate income and meet our current cost to HCC

Cash Limit



£3.6m
Turnover



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What people told us they wanted:

Adventure
& Natural
Play

Trails &
Paths

Signage &
Information

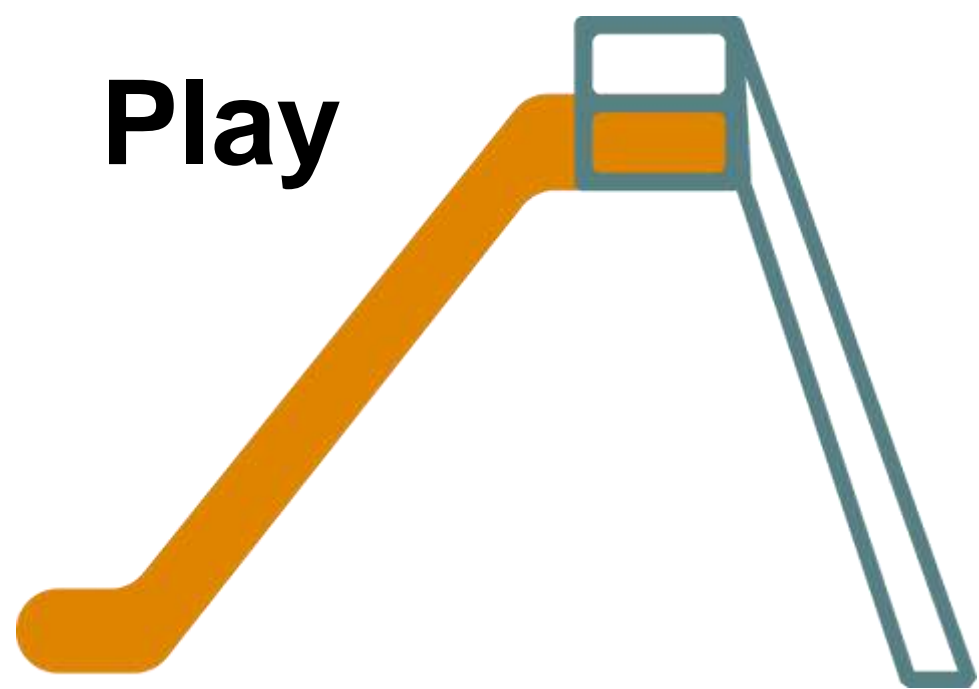
Improved
Catering

More
Events

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How we are improving our offer:

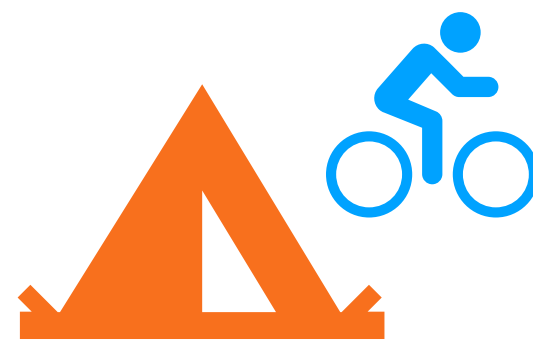
Play



Catering



**Commercial
Activities**



**Signage &
Information**



Facilities



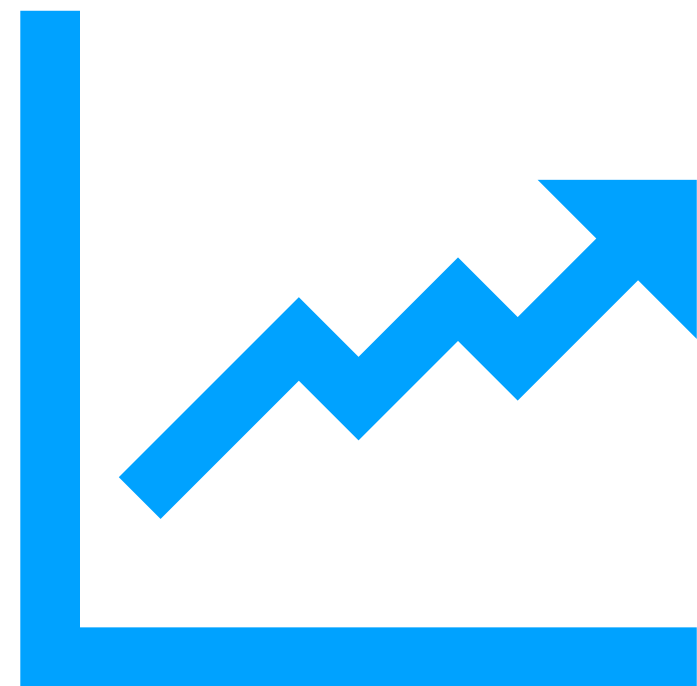
Car Parking



Car Parking

By the end of the programme
additional 500 permanent car parking
spaces

Increase of 32%



Car park compliance
increased from 64%
across all parks to 98%
(on completion of ANPR)

Combination of improved
facilities, more activity and
better method of collecting
car park charges has
resulted in over
**30% growth in
income**
(Lepe & RVCP)

ANPR providing valuable
information on which to base
charges and memberships



Catering

- Improved food and drink offer
- Increase number of covers by 30%
- More inviting environments, better toilets etc.
- Able to meet customer expectations
- Review the business model between the Service and HC3S

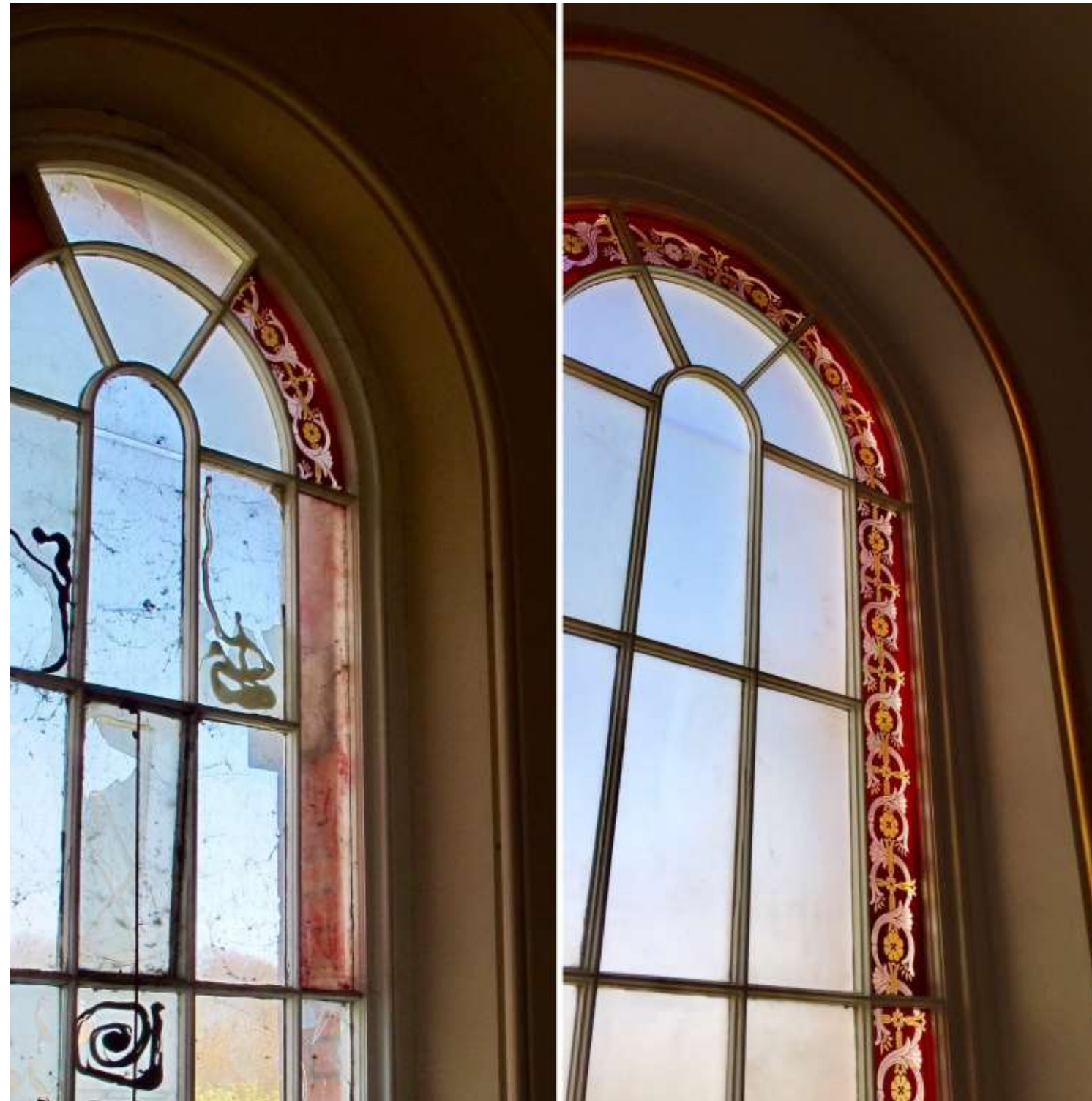


Improvements at Haven House



Heritage & Liabilities

- Addressing condition liability
- Conserving & enhancing the heritage
- Meeting HCC responsibilities
- Not 100% covered





- *The Lookout* opened on 4 May 2018
- Catering income increase of 80%
- Parking income increase of 57%
- Visitor number increase of 25%

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- Chapel opened to the public on 1 Aug 2018.
- Royal opening on 12 Nov 2018.
- Successful events.
- Parking income increase of 47%
- Visitor number increase of 11%



River Hamble Country Park

- Located at junction 8 of the M27.
- Approximately 400 acres high quality landscape with River Hamble
- Incorporates and gateway to Manor Farm
- Improvements include: a visitor hub space at Barnfields with café and hire space.
- Improved play offer and trails
- New signage to give visitors the confidence to explore.
- Increased parking provision and installation of ANPR





- Planning received
- Sawmills renovated
- Tender of contracts
- Parkland due for completion – end 2019
- Farm improvements agreed

- Forts & Fleets success
- Visitor centre refurbished
- Improved visitor welcome
- New catering
- Improved toilets
- Better car parking
- Due for completion – summer 2019





- Seasonal opening
- Improved handwashing
- Over wintering facility
- Modular building for learning and events
- New play
- Improvements completed spring/summer 2019



- Upgraded kitchen
- New café furniture
- Feasibility underway for a major scheme
- External funding bid early March

