

Country Parks Transformation

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Country Parks Transformation

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

Outcomes

Operationally self sustaining

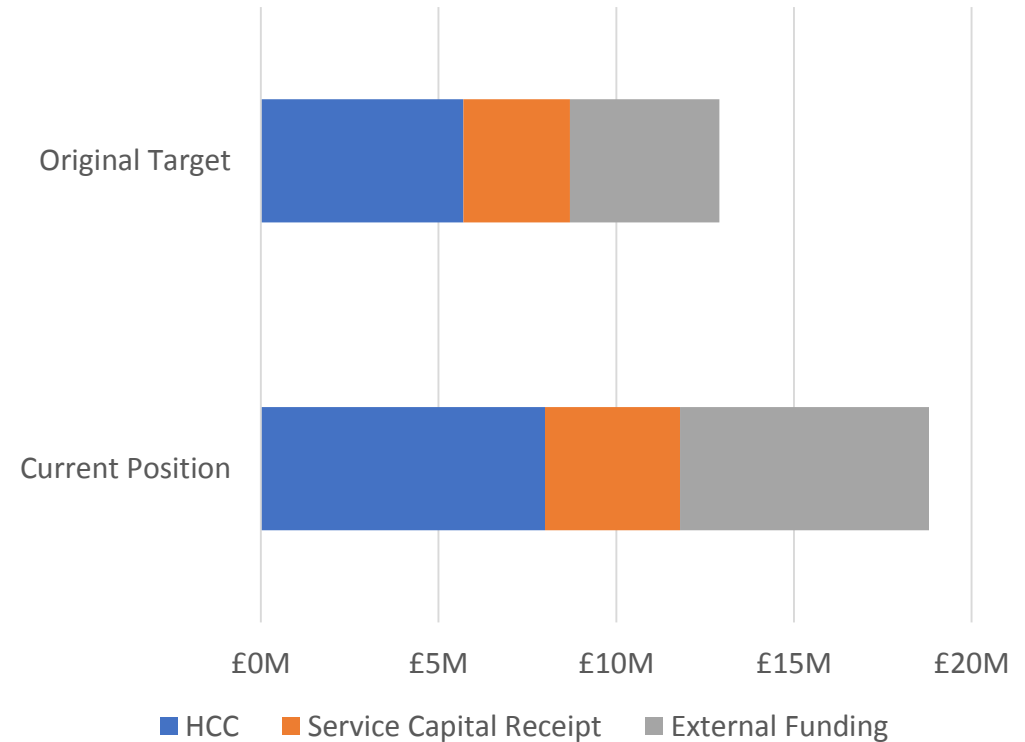
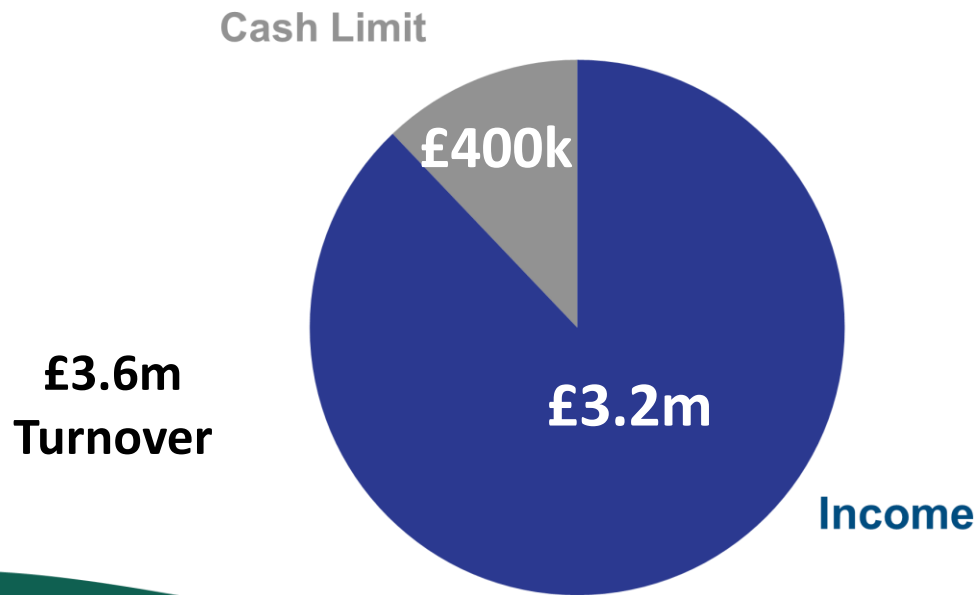
Improved play, activities, catering and heritage

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





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



- 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%



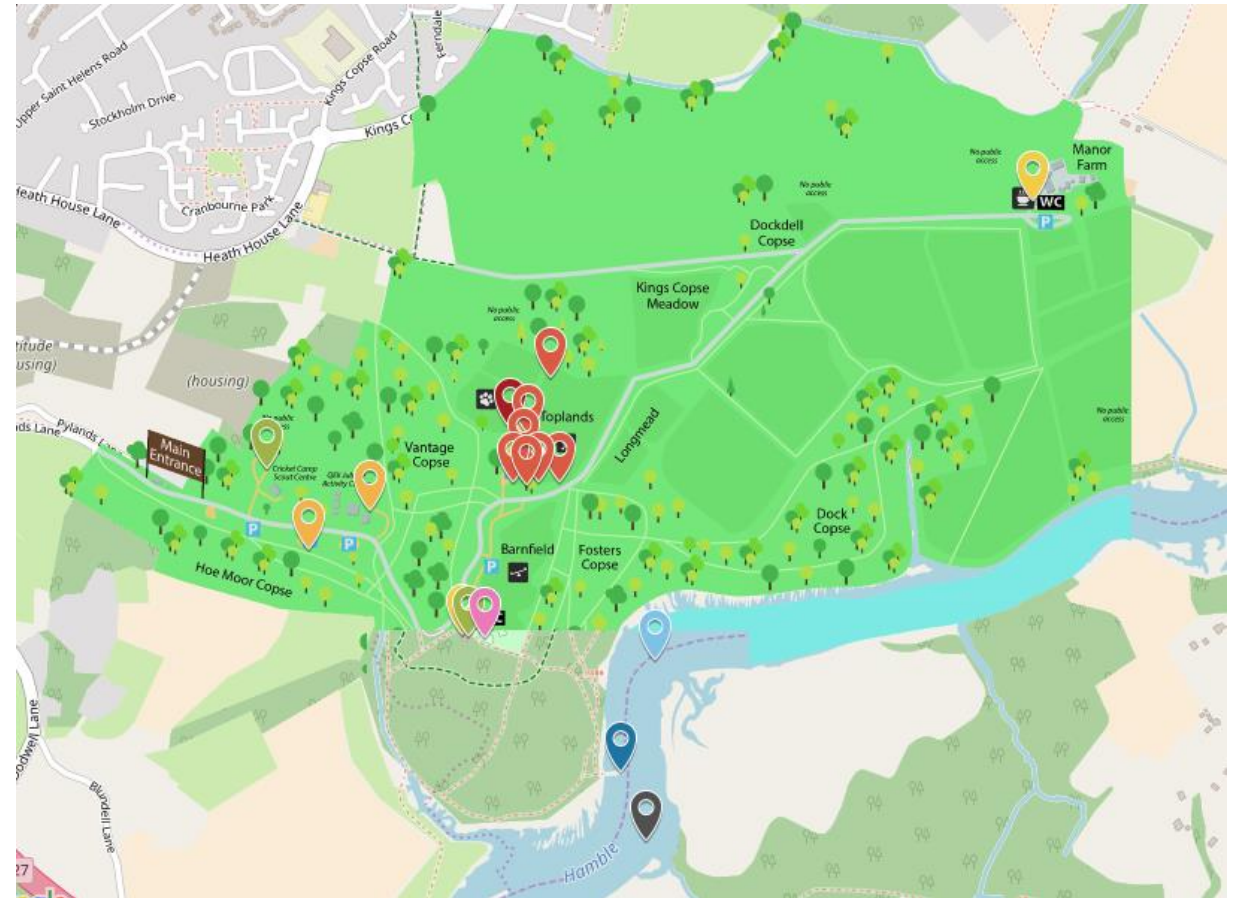
River Hamble Country Park

- Located at junction 8 of the M27, between Southampton and Portsmouth.
- Approximately 400 acres
- Different landscapes from woodland through to grassland, productive agricultural land to recreation space.
- River Hamble running along its eastern boundary.
- No of environmental designations
- Incorporates and gateway to Manor Farm

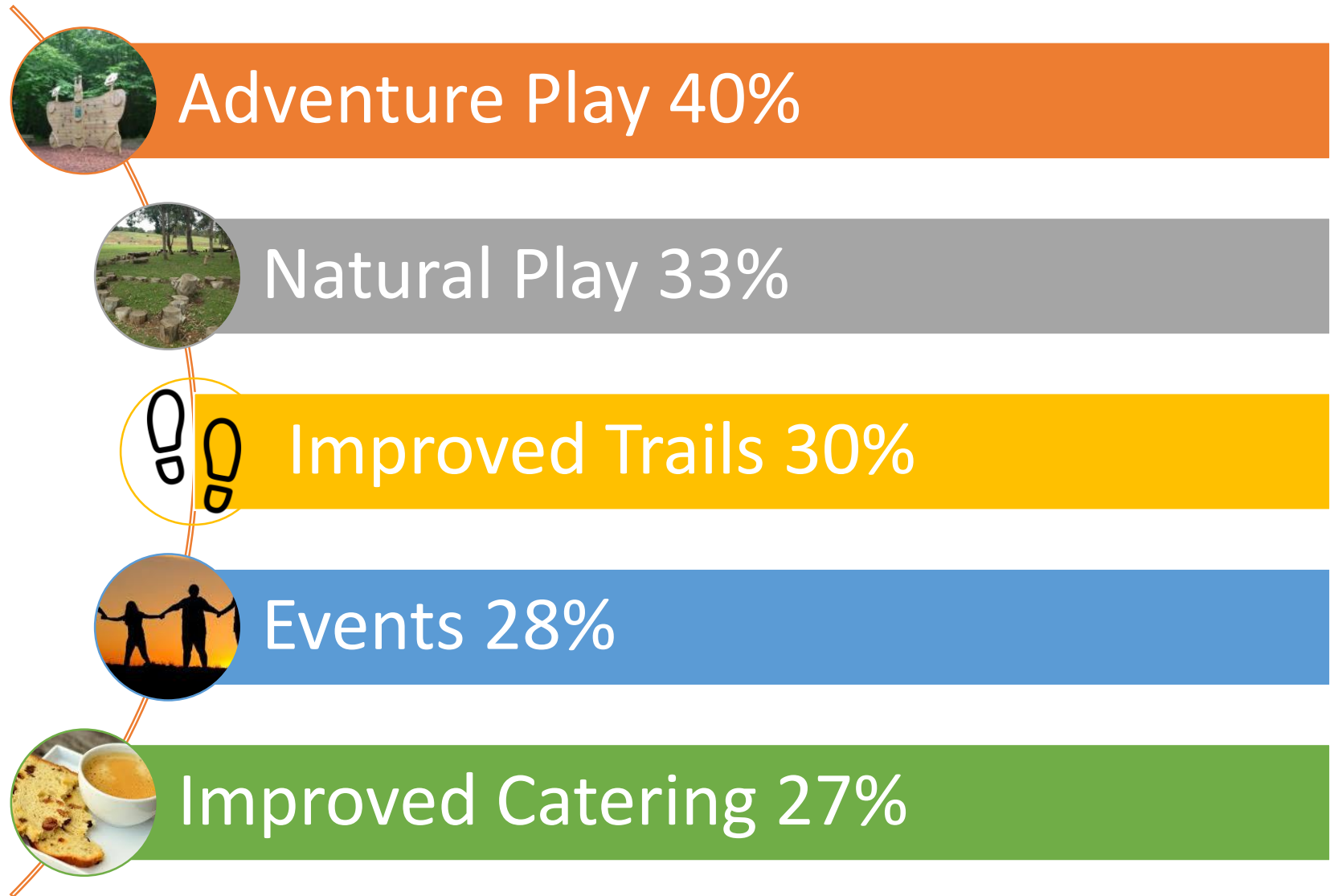


River Hamble Opportunity

- Build its own identity as a visitor attraction
- Needs a visitor hub focus
- Total scheme investment £1.005m
- £800,000 from corporate allocated capital
- Great potential for further development



Visitor Feedback



River Hamble Enhancements

- A visitor hub space at Barnfields with basic amenities.
- Opportunity for additional income through the hire space.
- Improved play offer
- Trail network consolidated.
- New signage to give visitors the confidence to explore.
- Increased parking provision and installation of ANPR.





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



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





- 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
- Opportunity for Bird Aware funding



Questions?