



# New Forest National Park...

## Open for business... naturally



“ I was delighted to visit the New Forest and see the work the National Park is doing to protect this part of the country in a way that allows communities to thrive. They are showing how it’s possible to support businesses that will provide much needed jobs in a way that safeguards the magical landscape of the New Forest. ”

**Planning Minister Nick Boles MP on his visit to the New Forest National Park**

**New Forest Pony Sales Yard**  
on an auction day

**Commercial environment**  
Fostering a diverse economy

**New Forest Tour**  
Supporting a successful visitor economy

**New Forest Marque**  
Developing the local produce market

Front cover images:  
**New Forest Land Advice Service**  
and **heavy horses**  
moving logs

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Printed on environmentally-friendly stock.

### A superb environment for **business opportunities**

The New Forest National Park has a strong and diverse economy, with a high level of Gross Value Added, a wide range of businesses, low unemployment, and a skilled population. This provides a firm basis to overcome the Forest’s challenges and seize the economic opportunities ahead.

Our focus is to support the economic well being of our communities while maintaining a high quality natural environment and encouraging the sustainable enjoyment of the National Park.

To do this we would like to work with you to develop opportunities in:

- the land-based economy
- woodland management and the woodfuel and wood product markets
- the production or use of local produce
- enhancing sustainable tourism
- sustainable transport solutions
- delivering broadband and mobile phone communications.



**By supporting an economy which works with the grain of nature, we play our part in delivering economic prosperity which is supported by an excellent environment and quality of life.**

Please contact the Environment and Rural Economy Team on **01590 646600** or email **openforbusiness@newforestnpa.gov.uk** to discuss how we could work together to further any of these economic opportunities.

**www.newforestnpa.gov.uk/business**

# New Forest National Park Economy

**0.5% unemployment**  
(JSA, April 2014), lower than in Hampshire, South East and UK

**£201 million** generated by tourist visits to the New Forest National Park in 2011



**£2.7 billion** turnover generated by businesses in 2012

**£0.6 - 1.0 billion** estimated Gross Value Added for the Economy in 2012

**10%** of businesses in agriculture and forestry, supporting a unique living, working landscape

**37% of the workforce** with level 4 NVQs, higher than in Hampshire, South East and UK, reflecting a skilled workforce

**15 million** people live within a 90 minute journey of the New Forest

**2,300 businesses** – representing a diverse economy; the largest number in the professional, scientific and technical sectors

**13.5 million** visitor days to the New Forest each year, making the National Park a very popular destination

**40%** of privately-owned woodlands (3,500ha) are unmanaged, representing huge potential for increased productivity and growth of wood product markets

**7 out of 11**



**7 out of 11** Hampshire Life Food and Drink Awards won by New Forest Marque members in 2013, demonstrating the quality and appeal of New Forest local produce

**8 out of 10**



**8 out of 10** planning applications approved (2012/2013)

**£660**



**£660,000** income brought into the local economy by the New Forest Tour open top buses

