

UKSPF

PROJECT #1

SUPPORTING OUR COMMUNITY

Supporting the visitor and wider economy
for the benefit of the whole community



AT A GLANCE

- Delivered by: Go New Forest – contact details: Nic Carass nic@gonewforest.com
- District-wide reach
- £67,000 budget allocated

AIM

Strengthen our social fabric and foster a sense of local pride and belonging, through investment in activities that enhance physical, cultural, social ties and amenities, such as community infrastructure, improved local green space, and community-led projects.

ACTIVITIES

- Supporting local businesses through business promotion on thenewforest.co.uk. Working with the New Forest Business Partnership to promote free listings on the business area of the destination web site.
- Working with town and parish councils to identify each town and village's unique selling points and realising a joined up approach to promotion.
- Promoting New Forest as a high quality destination whilst protecting its special environmental qualities.
- Progressing the Shop Local campaign through development of Go New Forest Card.



www.thenewforest.co.uk