



HAMPSHIRE  
COUNTRYSIDE  
SERVICE

HCC:  
Our Award  
Winning Parks  
Strategy

Jo Heath, Head of Countryside

We have taken our country parks  
from costing £1 million to being  
cost neutral....

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....this is how we did it and what we learnt along  
the way

# The Countryside Service

60% of the land is Site of Special Scientific Interest



Works with over 100 Parish & Town Councils to improve access to the Countryside

Manage 3,000 hectares of land equivalent to 11.5 square miles of Hampshire



Our 5 Country Parks all have been awarded the Green Flag (national accreditation)

Our Country Parks attract 2.5m visits a year  
80% very satisfied  
88% would recommend



175 staff



Volunteers = 70 staff



Basingstoke Canal jointly owned and managed by Surrey CC and Hampshire CC



Royal Victoria Country Park



Queen Elizabeth Country Park



Manor Farm & River Hamble  
Country Park



Staunton Farm & Country Park

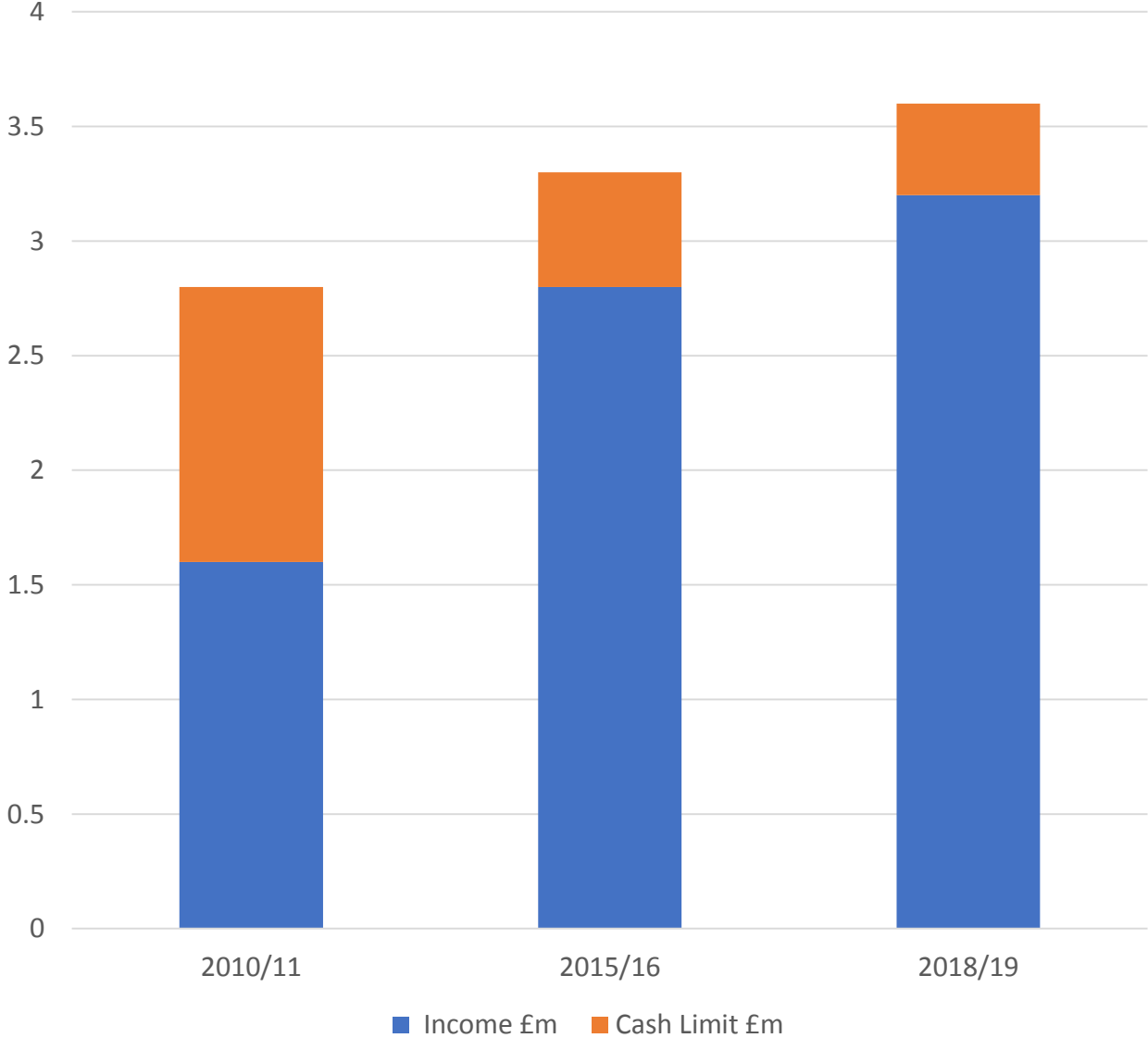


Welcome to Lepe Country Park





Moving  
towards  
target



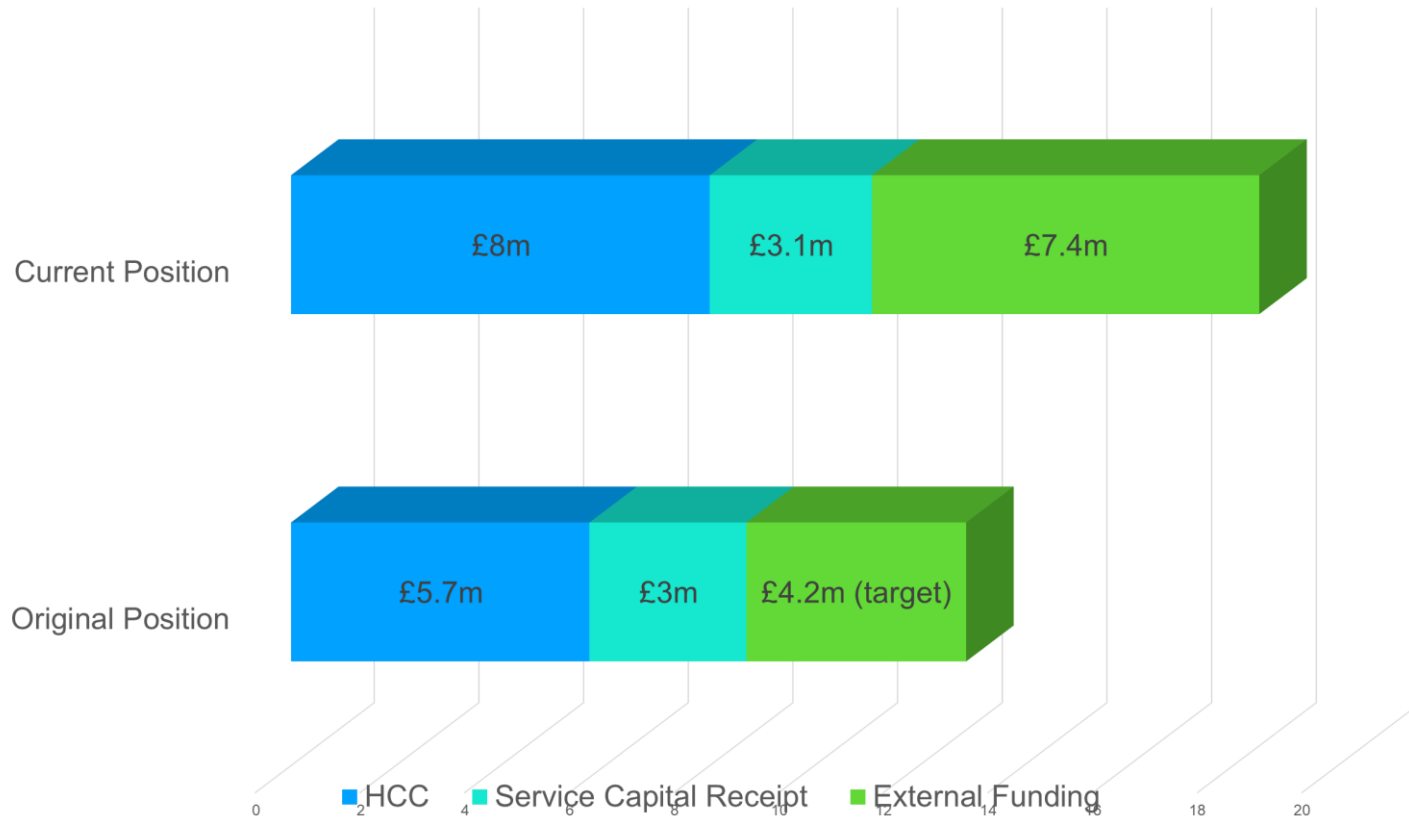


Income & Efficiencies



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

# Money Talks



- Invest to save
- Use of assets
- External funding

# But what in?

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Biggest single challenge













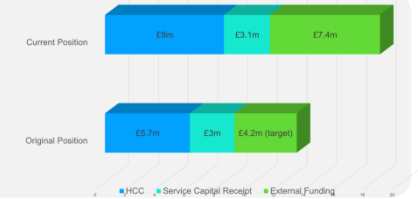
# Summary



Build a compelling case



Secure the funding



Invest wisely



Deliver quality



Learn and Grow

