



Parks & Nature Reserves

A Twin Track Approach for Recovery and Strategic Planning

Planning Solutions Consulting

Making sense of the rapidly changing outdoor recreation sector

HOW CAN WE PLAN FOR THE NEW 'NORMAL'?

We are in an unprecedented time. As restrictions are lifted there is unlikely to be return to the old ways of working for parks and nature reserves, at least in the short-term. As operators and managers of parks and nature reserves there is going to be an imperative to change the current operational and business models we have relied upon. There is an opportunity to adapt procedures and transform the offer, but it is critical to start planning for the new normal, particularly, as the summer period is fast approaching.

Public and third sector assets can be used to deliver and showcase leadership and good practice in terms of planning for recovery from COVID-19. Country parks, nature reserves and other outdoor sites represent a prime example for this.

DATA DRIVEN SOLUTIONS

Developing solutions should be informed by hard and soft data, which will ensure future development planning is evidence based. There is a strong requirement to understand the needs of visitors. It is very likely they will be rightly concerned about the safety of their families and we need to understand these concerns. An online survey can be used to collect data, which can be analysed to start to identify future challenges and opportunities. Promoting the survey using your own website and social media channels will help to raise awareness of the module of research. Incentives can be offered to generate a higher response rate. The data can then be used to inform a range of operational procedures, for example, admissions processes, catering and retail strategies, membership sales etc.

A TWIN TRACK APPROACH TO PLANNING

A 'twin track approach' can be adopted which considers both the short-term recovery phase along with the medium / longer term development planning. These both need to be 'in-sync'.

DEVELOPING REVENUE AND THE BUSINESS MODEL

The business model will need to be revisited and adapt to a new operating environment. For parks and nature reserves with visitor facilities, it will be important to quickly assess opportunities to generate revenue. This may be in the form of adjusting existing 'income centres' prior to COVID-19 or developing new innovative sources of income.

HOW CAN WE HELP?

We offer a range bespoke services:

CONSULTATION

Understanding visitors and stakeholders to ensure recovery plans meet the needs of customers, staff and stakeholders.

OPTION APPRAISALS

Evaluating different options to enable you to adapt or transform your current business model.

MARKET ANALYSIS

Analysis of the trends in the wider leisure and tourism sectors to inform recovery planning.

INCOME GENERATION

Identifying and assessing opportunities to increase revenue generated at your site.

BUSINESS PLANNING

Developing robust HM Treasury Green Book compliant business cases with full risk assessments.

The business plan can be used to support funding applications for recovery and long-term development planning.

PLANNING SOLUTIONS CONSULTING

PSC has been working on country parks and nature reserves based projects for over 20 years, we have worked with a range of clients. These include: Adur & Worthing Councils, Blackpool Council, Buckinghamshire Council, Central Bedfordshire Council, Dorset Council, Eastleigh BC, Forestry England, Hampshire CC, Huntingdonshire DC, Kent CC, Knowsley MBC, Lancashire Wildlife Trust, Land Trust, Lewes DC, Link4Life, Monmouthshire CC, Merthyr Tydfil CBC, Natural England, Natural Resources Wales, Neath Port Talbot CBC, Nottinghamshire Wildlife Trust, Rushcliffe BC, South Downs NPA, Sunderland City Council, Sussex Wildlife Trust, Warwickshire CC and Wokingham BC



HAMPSHIRE COUNTY COUNCIL

Market Assessment & Business Planning - Across Five Country Parks



LINK4LIFE

Development Masterplan and Business Planning - Hollingworth Lake Country Park



SUSSEX WILDLIFE TRUST

Business Planning - Rye Harbour Discovery Centre

ADDED VALUE

Unlike many consultancies, Planning Solutions Consulting Limited has direct hands-on experience of developing and managing a range of leisure businesses through our sister company, Planning Solutions Limited. These include CONKERS, Kent Life Heritage Park, Cotswold Country Park and Beach and the National Brewery Centre and three branded high ropes courses. This ensures that our advice is reinforced through practical experience, which brings a strong commercial realism to our projects.



A FREE 30-MINUTE CONTINGENCY PLANNING SURGERY WITH PARK AND NATURE RESERVE MANAGERS

We are offering a free 30-minute contingency planning surgery with park and nature reserve operators. This could be a one-on-one session or you can bring together a number your colleagues for a team session. The sessions would be led by Kevin Brown, Managing Director and Richard Linington, Director. This would be hosted via Zoom or another technology service.

CONTACT

Kevin Brown, Managing Director, 07880 712 969 - kevin@pslplan.co.uk

Richard Linington, Director, 07866 742 628 - richard@pslplan.co.uk