



Strategic plan 2016/19

The Society's strategic plan (which sets out our key aims and objectives for the next few years) has been updated to ensure that we remain a vibrant and relevant organisation, "fit for purpose" in our passion to conserve, enhance and enjoy the national park. Whether it's by leading a walk, checking the state of local footpaths, giving a talk about our work to a parish council or amenity organisation, organising a practical conservation task or devising a project for local schools, you may be able to help the Society grow from strength to strength in its aims, more vital now than ever before.

The updated plan appears below:

Objective A: A more visible, relevant and vibrant Society

Actions:

1. Prepare, maintain and implement a marketing plan aimed at membership recruitment and retention
2. Develop and implement strategy for categories of membership including patron, corporate, affiliate, mutual and supporter
3. Identify and support projects aimed at racially and age-diverse audiences
4. Increase number of active Society volunteers and provide training and support
5. Maintain programmes of walks, talks, other events and benefits for Society members
6. Develop and implement strategy to increase legacy and other income
7. Reduce the gap between annual income and expenditure
8. Devise and implement regular campaigns and secure media coverage for our aspirations and achievements
9. Develop our profile through our website and social media

Objective B: Influencing the policies and practices of others

Actions:

1. Forge and maintain "special" relationship with SDNPA including mutual attendance at meetings; mutual weblinks, induction and training; collaboration on projects
2. Make timely and appropriate inputs to emerging policies, plans and development management decisions of SDNPA, local planning authorities and others

3. Encourage greater awareness, including amongst members, of the biodiversity and special natural qualities of the national park landscape and promote active involvement in monitoring, maintaining and enhancing the same
4. Assist in the monitoring of the condition of the rights of way network and access land within the national park
5. Promote responsible use of the rights of way network and access land through mapping and other means
6. Press for best possible outcome for the national park from any highway proposals, including A27 and Roads in the South Downs
7. Press highway authorities for a higher priority to be afforded to more sustainable means of transport within and around the national park
8. Maintain strong relationship with CNP, national park societies and other environmental organisations
9. Develop working relationships with town and parish councils

Objective C: Implementing practical projects

Actions:

1. Subject to financial constraints, carry out or support projects aimed at the conservation and enhancement of the special landscape qualities and biodiversity of the national park
2. Subject to financial constraints, carry out or support projects aimed at the conservation and enhancement of the townscapes and built environment of the park
3. Subject to financial constraints, carry out or support projects aimed at the conservation, enhancement or interpretation of the historic, archaeological and cultural heritage of the park
4. Invite partners for the above and seek financial or other support from partners or grant making bodies