



Common Sense into Common Practice

A New Forest perspective

**Anthony Climpson
Chief Executive Go New Forest CIC**

go new
forest













“The mind is like a parachute
..... it doesn’t work unless it’s open”

Frank Zappa




The VERB approach

Create & maintain a network of relationships that enables common sense to become common practice and delivers common benefit at a local level

In recognition of these common interests, create and provide great experiences for the mutual benefit of Visitors, the Environment, Residents & Businesses

Do all this in ways which enhance the human, cultural, economic & natural resources within and around the National Park, both now and in the future.



in difference
sucks !

“The opposite of love is not hate
.... it's indifference”

George Bernard Shaw



Four integrated programmes

Visitor Stewardship

- Communicate a sense of stewardship in all **Visitors**, welcome, stimulate and over deliver their expectations

Green Leaf and Local Distinctiveness

- Promote a better understanding of the **Environment** and manage all tourism development in a way that it has a positive effect on its surroundings and local resources.



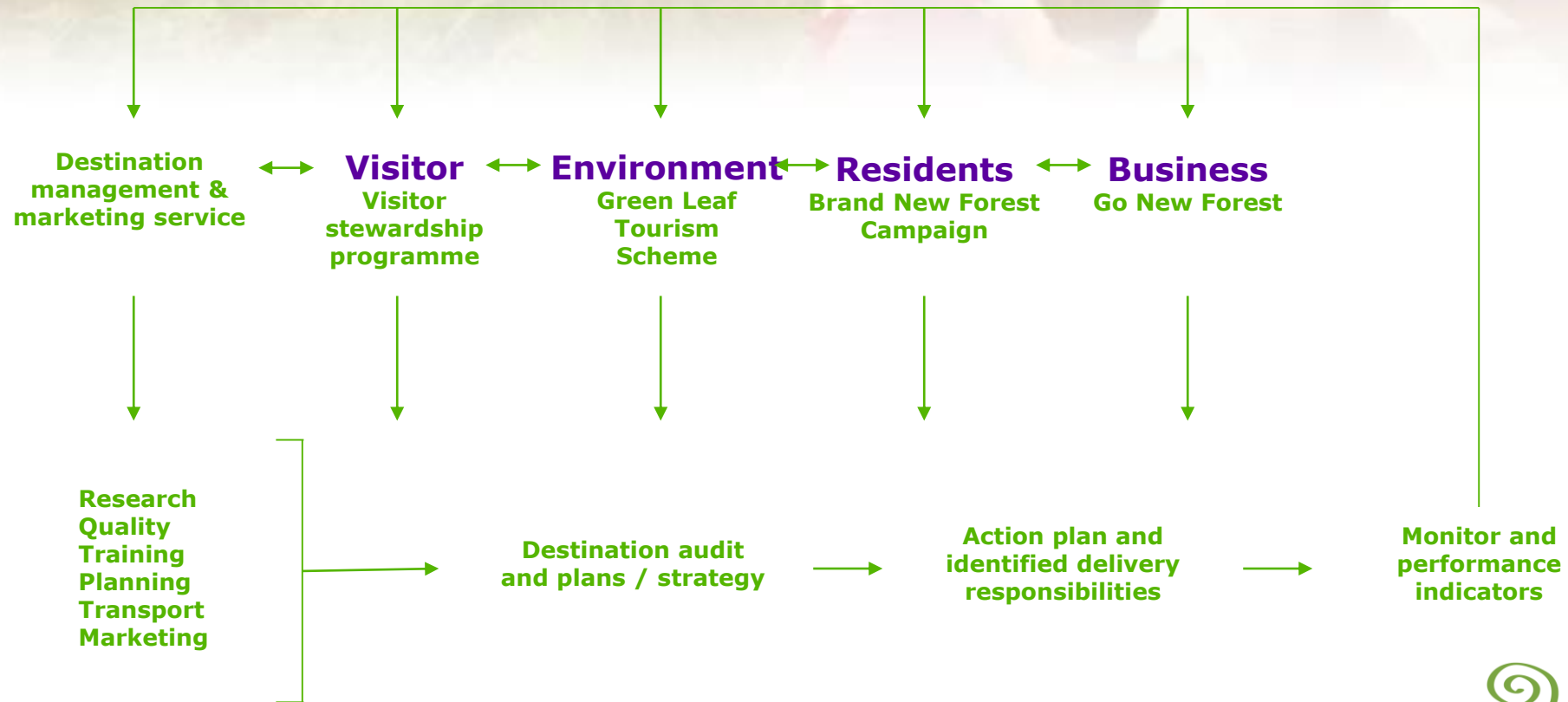
Brand New Forest Campaign

- Empower local **Residents** and create ownership through engagement and involvement in all tourism matters

Marketing / Product Development

- Work with **Businesses** to provide high quality, environmentally and culturally aware services & facilities and market them to appropriate audiences throughout the year.

VERB Destination Management Model





So

The New Forest is only as strong as its weakest link

Everything & everyone is connected in delivering the best possible visitor experience and management

The Economics of Visitor Happiness is the most effective communications plan you'll ever find because ...

... if the common practice is right the benefits for everyone are guaranteed!



Nearly the Final Quotation...

“Study the past, live in the present, work for the future”

George Frederick Watts



Summary

- Use VERB, common sense & simplicity to connect everyone & create mutuality
- Complex strategies aren't helpful when the shooting starts
- Spontaneity comes from a learned framework & a culture of doing
- Constantly challenge everything, solutions can always be improved
- Keep it local, tourism is about difference built in, not bolted on
- Co-opetition improves quality & economies of scale



Summary

- Embed tourism into the interests of residents & the wider economy
- Common benefit creates trust & overcomes local disconnects/self interest
- Long term evolution & adaption not revolution
- Steal good ideas & make them our own, innovation is about joining the dots
- Collaboration is a contact, not spectator sport
- Consistent leadership, courage, non stop passion and inspiration



As Winston Churchill said about Destination Management...

“A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty”.

“Attitude is a little thing that makes a big difference”.

“Success consists of going from failure to failure
without loss of enthusiasm”.