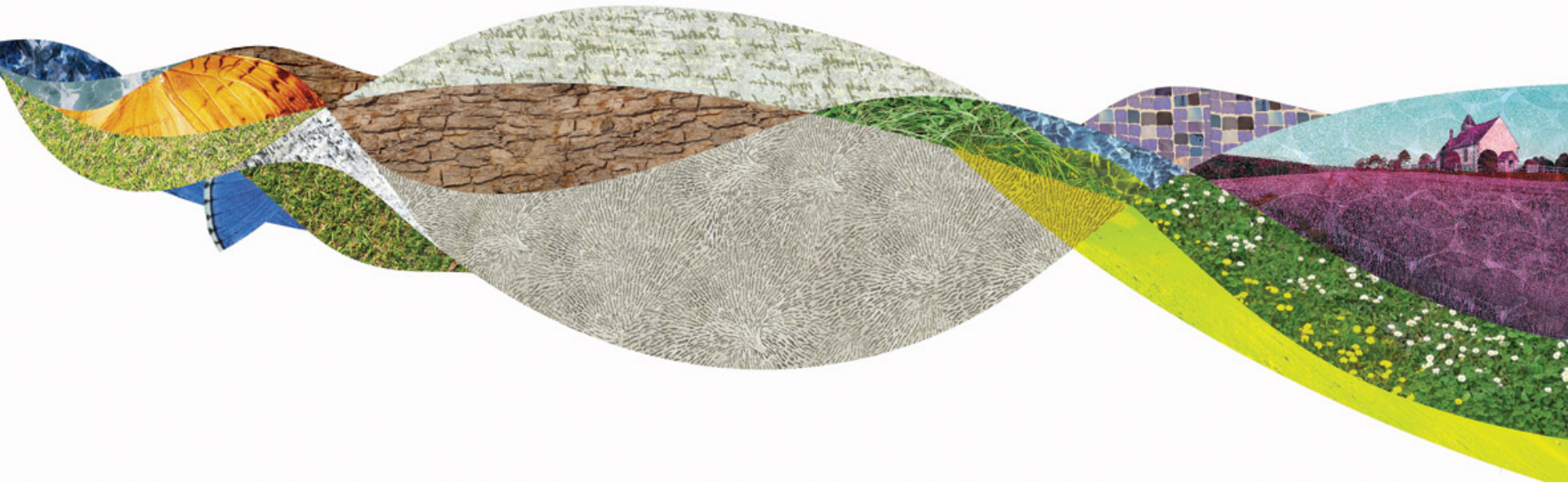


Establishing the South Downs National Park Trust





Overview

As emphasised by members, the Charity must be independent.

However, we want the Trust to deliver for the National Park and the Partnership Management Plan where SDNPA resources are being used.

The following documents set out the relationship:

- **Two short term** (for the period in which the SDNPA is funding the Trust)
 - Memorandum Of Understanding (MOU).
 - Grant Agreement.
- **Two long term**
 - Objectives within the Memorandum and Articles of Association, which are closely tied to the National Parks Purpose and Duties.
 - Licence of the South Downs National Park Trust Shared Identity Logo.





MOU

- 3 year term, but can be terminated with 6 months notice.
- Agreement by two equal parties.
- Details a shared aim, objective and the roles and responsibilities for achieving it.
- Formalises the ways of working and a mechanism for escalation.



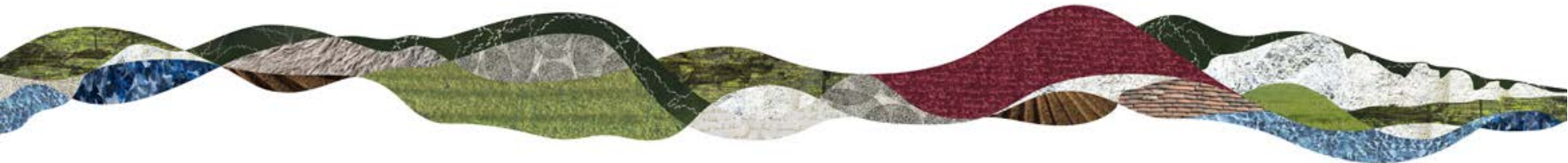


Grant Agreement

- Annual Agreement.
- Sets conditions for the non-staff budget granted to the Trust by the SDNPA.
- Includes specific deliverables i.e. delivering against the PMP where SDNPA resources are used.



wiseGEEK





License for the SDNP Trust Shared Identity Logo



- Long term licence to trade on the intellectual property of the SDNPA.
- Can be revoked if at any point the Trust does something which is not in keeping with the National Park Purpose and Duty.

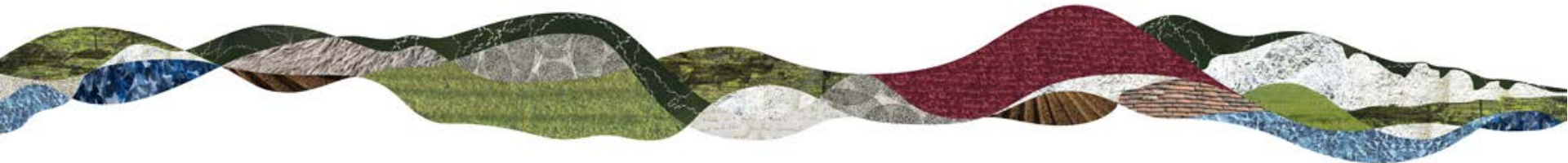
SOUTH DOWNS
NATIONAL PARK TRUST





Why a Trust

- Use our National Park status to increase investment in the local area.
- Increase the capacity and flexibility to deliver the Partnership Management Plan.
- Support local, smaller organizations, not able to fundraise in their own right.
- Tried and tested model.



Yorkshire Dales Millennium Trust

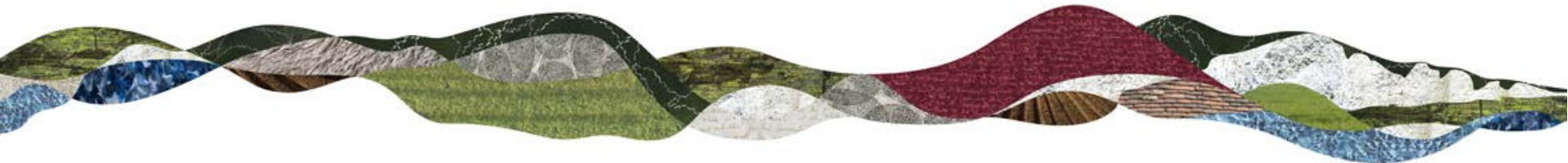


Annual Income - £1 million

How does it raise funds? Seek to *“look after the well-being of the whole of the Yorkshire Dales”*. Mainly through Legacies & Major Gifts.

How is it governed? Board of 10 minimum. Local Authority representatives at 20%.

What does it fund and how? Small Grants Programme on behalf of YDNPA, projects delivered through the NPA and other regional partners, in addition to a number of projects delivered directly.





Northumberland National Park Foundation

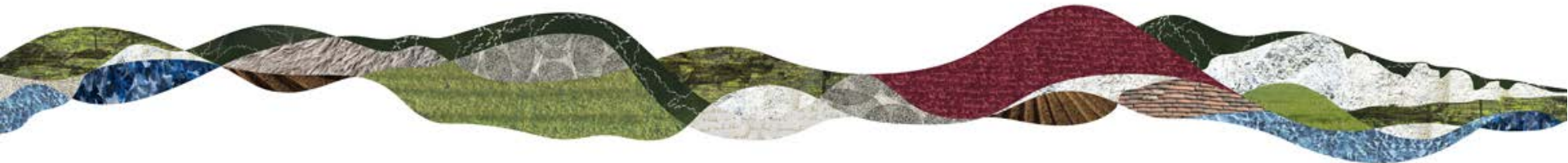


Annual Income – £175,000 in 2016

How does it raise funds? Seek to “*promote, assist and encourage the protection and conservation of Northumberland national park and to advance the education of the public*”. Mainly Major Donors and Foundations.

How is it governed? Independent board of 5, no NPA members.

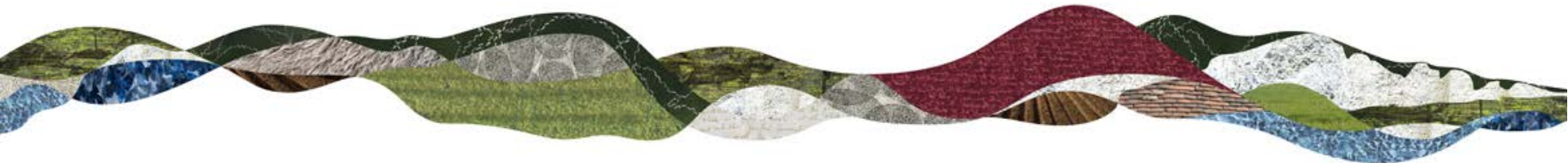
What does it support – The Majority of the funds raised are for their capital appeal The Sill (£125k), the remainder was for the restoration of eroded footpaths (£50k).





Business Case

- All costs have been accounted for in the current corporate plan and budget, as well as the long term financial strategy.
- Income figures are based on the extensive, independent feasibility study carried out by the Management Centre.
- Salaries = 0.6 of James Winkworth and 0.8 of Sophie Ritson.
- Fixed overheads cover HR, ICT, Facilities and Comms.
- Non Staff Expenditure covers finance advice promotional materials.
- In the ROI, Investment = the income raised for the Park.





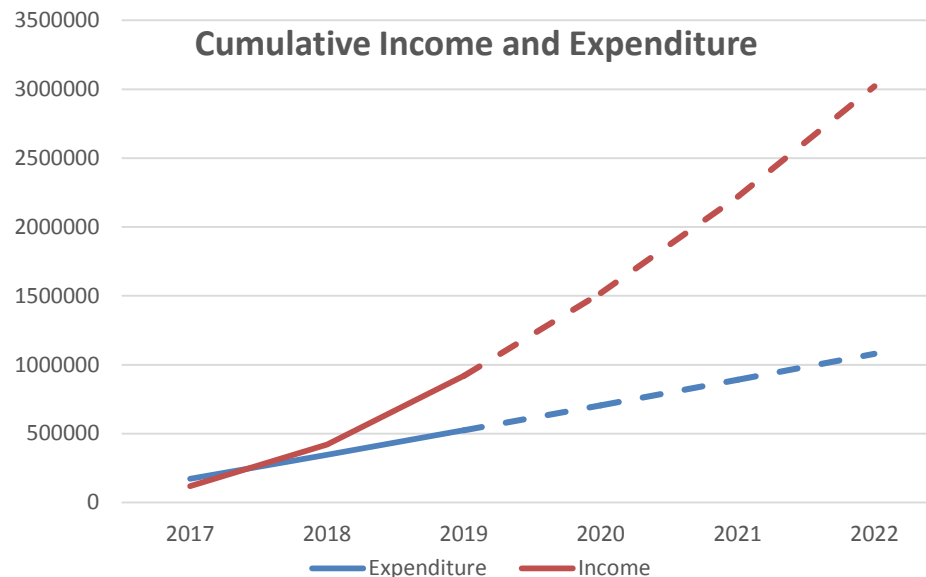
Business Case

Year	2017	2018	2019	Total 3 year
Income generated against the PMP	£120,000	£300,000	£500,000	£920,000
Total Expenditure	£172,453	£174,902	£177,400	£524,754
Salaries (Inc. NI and Pensions)	£67,282	£68,627	£70,000	£205,909
Other costs (full cost recovery at 82%)	£55,171	£56,274	£57,400	£168,845
Non Staff Budget	£50,000	£50,000	£50,000	£150,000
Income after expenditure	-£52,453	£125,098	£322,600	£395,246
ROI	£0.70	£1.72	£2.82	£1.75
ROI (exc sunk costs)	£1.02	£2.53	£4.17	£2.45



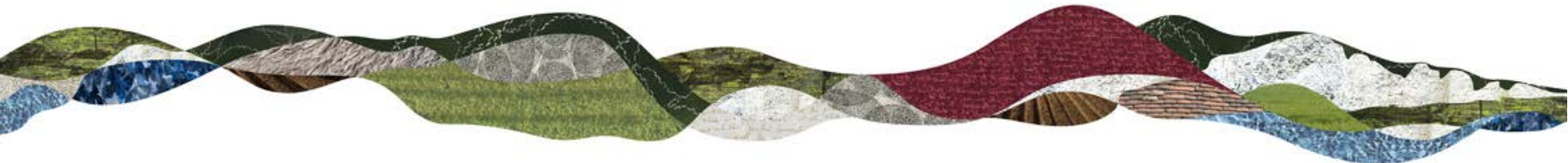
A growing ROI

- ROI = £2.82 by 2019 and an average of £1.75 across the 3 years.
- Industry average is around £4 inc of legacies and £3 exc legacies (Institute of Fundraising Fundratios report 2013 and 2014)



Recommendations

1. Approve the Memorandum and Articles of Association of the South Downs National Park Trust (SDNPT),
2. Approve the appointment of the initial Trustees, as set out in Appendix 2 to this report in accordance with the terms of paragraph 3.6 of the articles of association of the SDNPT and approve the appointment of the NPA member for the purposes of the Authority's indemnity for Members and Officers. ,
3. Approve the Memorandum of Understanding (MOU) and Licence of the Shared Identity and delegate authority to the Chief Executive in consultation with the Chair of the Authority to make any minor changes as necessary arising from the South Downs National Park Trust's consideration of the MOU and licence,
4. Approve the registration of the South Downs National Park Trust with the Charity Commission and delegate authority to the Chief Executive to take all associated steps and including establishing the South Downs National Park Trust,
5. Note that a Grant Agreement will be brought to the July NPA meeting before the approval of any non-staff financial budget for the Trust.





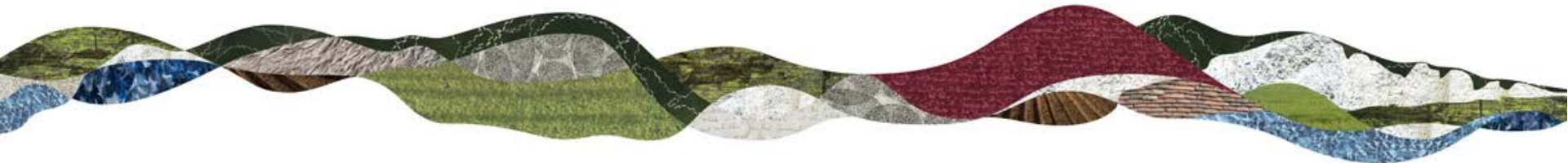
Trustees

An independent Chair

- **Julie Fawcett** – Entrepreneur, currently Managing Director of Qbic Hotels, The Greenest Hotel in London and experience of Directing a partnership of 32 NGO's and 5 Local Authorities.

Four independent Trustees

- **Toni Shaw** – Experienced Charity Consultant, previously the CEO of the Hampshire and Isle of White Community Fund.
- **Dean Orgill** – Chair of Wynne Mayo Baxter, sits on the Greater Brighton Economic Board and the Investment Board of Coast To Coast



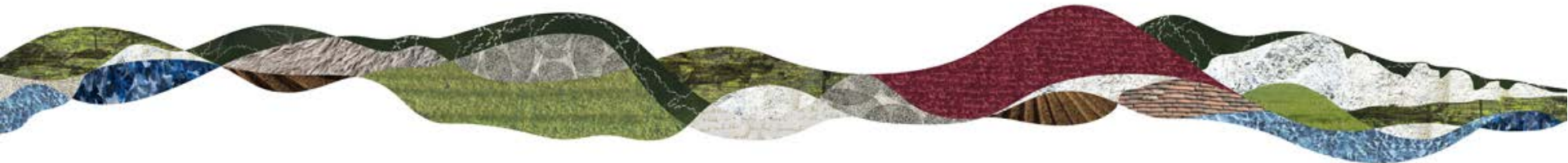


Trustees

- **Dan Montagnani** – CEO of Groundsure, an environmental information business.
- **Vance Russell** – A Wildlands Climate Change Consultant, previously a Director of the US National Forest Foundation.

Appointed Member

- **Helen Jackson** – Heritage advisor and consultant working across the not-for-profit, public and commercial sectors. Until 2014 Helen was Chief Executive of the Campaign for National Parks.



Partnership projects between the Trust and the SDNPA



- The Trust will work primarily (but not exclusively) through the SDNPA and its partners.
- As with previous projects, those supported by the trust will feature all those partners involved.

