

Report to	South Downs National Park Authority
Date	19 December 2017
By	Head of Income Generation and Marketing
Title of Report	Income Generation Update

Recommendation: The Authority is recommended to:

1. Note the progress on Income Generation and the progress on the establishment of a Charitable Trust

1. Summary and Background

- 1.1. The development of an independent Charitable Trust has been a long standing aim, explored as part of the 2014/2017 corporate plan and adopted as an objective in the 2016/2020 corporate plan.
- 1.2. On the 23rd July 2016 the SDNPA agreed in principle to the setting up of a charitable entity for the South Downs National Park, subject to the provision of a business case, articles of association and governance arrangements, including the appointment of Trustees.
- 1.3. In October 2016 a new Head of Income Generation and Marketing was recruited to set up the Charity, alongside exploring other Income Generation Activities for the South Downs National Park Authority.
- 1.4. On the 30th March 2017 the SDNPA agreed the approval of the South Downs National Park Trust and the provision of resources and funding, subject to a 3 year MOU, Grant Agreement and Licence for the use of the Shared Identity.
- 1.5. On the 11th of July 2017 the SDNPA approved the Grant Agreement. Funding of £40k per annum, for 3 years, was subsequently made available to the Trust to support its set up. This grant agreement requires progress report is made to the SDNPA every six months. This update presents the first of these.

2. Income Generation for the Authority

- 2.1. Prior to the registration of the Trust the Income Generation Team have focused on those opportunities open to the SDNPA, including Corporate Sponsorship and a small number of external grant givers that consider support for Local Authorities.
- 2.2. Though, in future, the majority of the Income Generation Team's time will be spent raising funds via the Trust (due to the size and scale of the opportunities available), the Team will also continue to raise funds for the SDNPA directly and this has been reflected in the 2018 budget.
- 2.3. Committed Income (this includes either banked or contracted income) raised to date for the SDNPA, over the next 3 years, stands at £112,000. A breakdown of this can be seen below.

Authority Income			
Type of support	2017/18	2018/19	2019/20

Trust and Foundations	£27,500	£0	£0
Corporate Support	£44,500	£20,000	£20,000
Total	£72,000	£20,000	£20,000

3. Charitable Trust Update

- 3.1. In July and September the South Downs National Park Trust Trustees conducted two shadow meetings, agreeing their Memorandum and Articles of Association; The MOU, Grant Agreement and Shared License with the SDNPA.
- 3.2. Despite a small delay caused by challenges in establishing a bank account, the Charity was successfully registered with the Charity Commission on the 4th of October.
- 3.3. The Charity was launched on the 11th October, with the Support of Hugh Bonneville. The launch received coverage from local press, generating a number of donations.
- 3.4. The First Public Appeal called "Mend our Way" was launched at the House of Commons on the 20th of November. This appeal seeks to raise £120,000 over the next year, funding critical improvements on the South Downs Way. The appeal received significant coverage, including ITV and has attracted nearly £16,800 of support within the first month. In addition to this, there are a number of "warm conversation" regarding Major Donations which the Trust hopes will soon materialise into financial support.
- 3.5. During the September Trust meeting, trustees expressed a desire to work hand in hand with the SDNPA and signed up to the National Park's 2050 vision, alongside Medium and Short Term Objectives and an annual Business Plan.
- 3.6. In line with the Business Plan, the Trust has developed a project shelf with the South Downs National Park Authority, containing 23 projects for which it is fundraising. These project are mainly from the SDNPA, but also include projects from some of our partners.
- 3.7. Current, committed, income generated for Trust (either banked, contracted or pledged) over the next 3 years stands at £86,787. A breakdown of this can be seen below.

Trust Income			
Type of support	2017/18	2018/19	2019/20
Individual Donations	£2,227	£0	£0
Trust and Foundations	£80,000	£0	£0
Corporate Support	£2,560	£2,000	£0
Total	£84,787	£2,000	£0

- 3.8. To date, where restricted, the income is supporting the South Downs Way, Education Travel Grant and Miles Without Stiles Program.

4. Future of the Charitable Trust

- 4.1. The Trust is in conversation with a number of Donors whom they hope will consider supporting the National Park. The value of "Warm Income" (where a personal ask has been made or a grant application has been invited) for the remainder of 2017/18, currently stands at £111,600. This, combined with the committed income, puts the Trust on course to meet the SDNPA's first year income expectations (£120,000).
- 4.2. The Trust will be maintaining the focus on the "Mend our Way" campaign into 2018. This will include a push on Major donations, fundraising through local businesses and culminating in a crowd funding campaign towards the end of September. The Trust will also be considering which areas may feature as a future appeal, to be launched in late 2018/19.
- 4.3. The Chair of the Trust is meeting with the Enterprise and Investment Task and Finish Group and is working with the Trust's Trustees to input into how the Trust might be involved and support any capital developments that the SDNPA may undertake, where they support the Trust's Objectives.

- 4.4. In 2018 the Trust will establish a Development Board. This is a group of influential and networked individuals who may be able to support the National Park through introductions and contacts, aiding fundraising activities.

5. Other Implications

Implication	Yes*/No
Will further decisions be required by another committee/full authority?	Yes, the Trust will be reporting back to the SDNPA every 6 months. At the next meeting the SDNPA will be asked to approve renewal of the annual grant. This grants has been incorporated into the current budget and medium term financial strategy.
Does the proposal raise any Resource implications?	No
How does the proposal represent Value for Money?	In 2019 it is anticipated that for every £1 invested by the SDNPA (including secondment of staff, overheads and the financial grant) the Trust will be raising £2.82 for projects that deliver the Partnership Management Plan.
Are there any Social Value implications arising from the proposal?	Yes. The Trust aims to build capacity to deliver against the PMP, particularly in the areas of conservation, enjoyment and education. This will create huge social value for those who live in and around the National Park.
Has due regard been taken of the South Downs National Park Authority's equality duty as contained within the Equality Act 2010?	The Trust looks after its own due diligence to the Equalities Act to ensure it is compliant. They will also need to consider this in respect of trustee appointment.
Are there any Human Rights implications arising from the proposal?	None directly arising from this report.
Are there any Crime & Disorder implications arising from the proposal?	None directly arising from this report.
Are there any Health & Safety implications arising from the proposal?	None directly arising from this report.

<p>Are there any Sustainability implications based on the 5 principles set out in the SDNPA Sustainability Strategy:</p> <ol style="list-style-type: none"> 1. Living within environmental limits 2. Ensuring a strong healthy and just society 3. Achieving a sustainable economy 4. Promoting good governance 5. Using sound science responsibly 	<p>Yes, this project will help deliver against the SDNPA sustainability Strategy through 1, 2 and 4.</p>
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6. Risks Associated with the Proposed Decision

- 6.1. A risk has been added to the corporate strategy risk register around reputational risk, with the appropriate mitigations and controls.

Risk	Likelihood	Impact	Mitigation
The Charity does not raise the forecast income, negatively impacting our ability to deliver against the PMP.	Unlikely	Moderate	Significant work has gone into understanding the viability of the Trust and we are confident that it will be able to secure investment against the PMP. The Grant Agreement is reviewed Annually, meaning the Authority is able to review its ROI before further investments are made.
Reputational risk caused by an inappropriate fundraising activity	Unlikely	Major	An ethical fundraising policy was agreed by the Trustees at their inaugural meeting. In addition, a policy covering those donations made by individuals involved in the Planning Process has been drafted and will be put to the Trust for their support.

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Appendices	N/A
SDNPA Consultees	Chief Executive; Director of Countryside Policy and Management; Director of Planning; Monitoring Officer; Legal Services, Business Service Manager. Head of Governance.
External Consultees	South Downs National Park Trust

Background Papers

Authority Report 11th July 2017

Authority Presentation 30th March 2017

Authority Report 30th March 2017

Authority Report 31 January 2017

Authority presentation 31 January 2017

Authority Report 27 March 2016

Authority Report 2 February 2016

Authority presentation 2 February 2016

Authority meeting June 2016 Part II report; SDNPA – Comparator analysis – Management Centre 19.12.2015; SDNPA – Philanthropic fundraising strategy – Management Centre 19.12.15.

