

Annual General Meeting (AGM) National Parks Partnerships

Date: 30 September 2020

Timing: 2.30pm – 3.30pm

Via video

Attendees :

Peter	Allen	Lake District NPA
Julian	Atkins	Brecon Beacons NPA
Jim	Bailey	North York Moors NPA
Alastair	Barber	National Parks UK
Tim	Barclay	NPP
Alison	Barnes	New Forest NPA
Sarah	Bryan	Exmoor NPA
David	Butterworth	Yorkshire Dales NPA
David	Cameron	Cairngorms NPA
Naomi	Conway	NPP
Jean	Davidson	Northumberland NPA
Bill	Dickson	Broads NPA
Sarah	Fowler	Peak District NPA
Tony	Gates	Northumberland NPA
Paul	Hamblin	National Parks England
Peter	Harper	Dartmoor NPA/NPP
Paul	Harries	Pembrokeshire Coast NPA
Cat	Hawkins	NPP
Neil	Heseltine	Cairngorms NPA
Tom	Hind	North York Moors NPA
Tegryn	Jones	Pembrokeshire Coast NPA
Wyn	Jones	Snowdonia NPA
John	Kennedy	NPP
Richard	Leafe	Lake District NPA
Mike	McKinley	Lake District NPA
Robin	Milton	Exmoor NPA
Kristine	Olson-Chapman	NPP
John	Packman	Broads NPA
Ian	Philips	South Downs NPA
Lisa	Sensier	NPP
James	Stuart	Loch Lomond & The Trossachs NPA
Gordon	Watson	Loch Lomond & The Trossachs NPA
Pamela	Woods	Dartmoor NPA

Apologies:

Kevin Bishop (Dartmoor NPA); Emyr Williams (Snowdonia NPA); Trevor Beattie (South Downs NPA); Andrew McCloy (Peaks NPA); Richard Burnett (Yorkshire Dales NPA/NPP).

1. Appointment of Chairperson

Cat Hawkins was proposed as Chair of the Meeting by Gordon Watson and Liam McAleese.

This was unanimously approved by Members.

The Chair welcomed Members to the AGM and thanked them for their attendance.

2. Quorum

With 25 Member representatives, including two Designated Members, present the meeting was declared quorate.

3. Declarations of Interest

Sarah Fowler, Tegryn Jones and David Cameron all declared their interest as Trustees of the UK National Parks Foundation

4. Minutes of Previous AGM

The meetings of the AGM held 29 October 2019 were approved.

5. Review of the last 12 Months

CH outlined that the aim of the AGM today is to both discharge NPP's legal requirements, and to give a review of the last 12 months. CH confirmed that we would not be discussing NPP business plan today; a meeting before end of the calendar year will be set to put forward NPP's proposal.

CH highlighted some of the key trends in the sponsorship industry which include a focus on sustainability/environment.

NPP has undertaken two prospecting sessions with SoPro and the current pipeline is looking positive. NZWN has resonated strongly with prospects.

John Kennedy & Tom Barclay, who along with Kristine Olson-Chapman and CH have been on the board since the beginning, have agreed to transition off the board over the coming months. Thanks to both JK and TB for their hard work.

NPP is currently recruiting for replacements with a focus on sustainability skills. There was a very strong response which reflects well on private sector interest in the National Parks.

COMMERCIAL IN CONFIDENCE

Liam McAleese is leaving NPP Board, CH thanked him for his significant input into the Board. Internal applications close this week and those present were asked to encourage colleagues to apply.

Peter Harper has been appointed as Vice Chair of the NPP Board.

Thanks to NC/LS for their hard work. CH mentioned a plan to secure possible admin support so that LS/NC can focus on prospecting/account management.

CH extended thanks to all attendees for their support with the Big Ideas/Collaboration Sessions which supported the development of two strong opportunities to put to market (NZWN and Health & Wellbeing).

CH outlined that the new Comms Team resource has also helped very significantly.

6.0 Annual Accounts

CH noted that the NPP annual accounts have been agreed by designated members and will shortly be sent to Companies house.

There were no comments or questions.

7.0 Presentation on highlights of the year ending 31 March 2020

Naomi ran through some of NPPs highlights as highlighted in the Annual Report. These include:

Securing CLIF for a second year ████████-Thanks to the Parks for their activation in this re projects and also handing out of product to staff, volunteers and visitors.

Black Friday campaign with Forest Holidays, which raised ████████-in a matter of weeks which shows the power of being able to adapt and run with such activity.

Distribution ████████ in grants to Parks (Forest & CLIF) an increase from ████████-in FY18/19

Parks received a share ████████-unrestricted cash distribution.

New business from Royal Mail and Clarion Housing ████████.

Important to note ████████-support from David Allen. Been a great support.

ACTION: Tony Gates asked how we can thank David Allen for their support – all of NNPA/LDNPA/YDNPA offered their services to support a staff away day or similar. NC agreed that this would be a lovely offer and will investigate.

8.0 NPP – Future Opportunities and Market Conditions

SoPro activity is going well and NZWN has engaged businesses as very high on the agenda. We hope this will generate funds in the coming months. Likewise the health & wellbeing offer is engaging businesses and there is currently a significant conversation with Standard Life around a potential two-year deal.

NC said she felt that although COVID has caused difficulties on the ground, the increased press that the Parks have seen due to the desire to get into green spaces has really helped business to understand who National Parks are and what we can offer.

NC mentioned the growing trend of prospects asking NPP about the National Parks approach to Diversity and Inclusion. This is becoming a crucial aspect of consideration for potential national partners.

Sarah Fowler what information do NPP need from Parks to tackle the question of diversity/inclusion? NC and CH advised that there is a strong need to make a statement and take early actions in this space at a national level. [REDACTED]

[REDACTED] NC pointed out that Ally/national comms team has early plans in this space linked to the Green Recovery conversation.

8. Financial update

Finances had been shared as part of Annual Review but NC noted that 19/20 cash income [REDACTED] of that was restricted and went straight back to Parks.

For the current financial year NPP is currently on track to secure [REDACTED] income of which [REDACTED] is restricted.

This reflects a strong increase in income, but the direct return of most funds to NPAs presents a challenge as far as covering NPP running costs. This is something to be covered within the updated business model.

10. AOB

Richard Leafe thanked CH for her great leadership of the NPP Board and continued comms.

Mike McKinley highlighted the importance of raising income from non-governmental streams. NC agreed and referenced a current conversation with the company Palladium which is proposing to give [REDACTED] support to help devise financial models around NPA sustainability projects. Alison Barnes advised that ARUP (and others) may also be able to help with this, procurement issues to be considered. **ACTION: NC to follow up with AB and involved NPAs as advised as discussions with Palladium progress.**