

APPENDIX 1. Charity Working Group - Remit

Background

The Peak District National Park Authority is looking to widen and increase its non-trading income streams. One potential initiative to support this objective is the creation of a charitable vehicle. At the 17 March 2017 Authority meeting, it was decided that a working group comprising members and officers be established to review and provide oversight of this work.

Brief

Using the 'Giving Strategy' (presented and approved at the 18 March 2016 Authority meeting) and the 'Peak District National Park Charity' report (presented at the above Authority meeting) as a foundation, the group will review the potential value and risks to the Peak District National Park Authority of establishing a charity, and set out the objects, governance structure, name, investment and income targets should the group deem a charity vehicle provide a significant benefit to achieving the PDNPA's corporate income diversification/growth objective.

Group make-up

Members: Cllr Andrew McCloy (Chair – Audit, Resources & Performance Committee), Frances Beatty, Zahid Hamid (Member Representative – Promoting Understanding), Cllr Colin McClaren.
Officers: Simon Malcolm, Debbie Read, Sarah Slowther, Andrea McCaskie (plus team reps), Philip Naylor (plus team reps).

Key areas for investigation/output

- Propensity (by supporter segment) to support a charity vs. Peak District National Park Authority (external insight).
- Charity marketplace (external insight).
- Potential risks/downsides for Peak District National Park Authority (internal analysis).
- Potential value for Peak District National Park Authority (internal analysis).

- Potential governance structure including objects, incorporation, trustee make-up etc.
- Potential names for the charity vehicle.
- Potential Peak District National Park Authority investment (actual and in-kind) over 3-5 years.
- Potential income (by supporter segment) of charity vehicle over 3-5 years.
- Establishment of roadmap and milestones including stakeholder engagement.

Meetings

- Meeting 1 – clarification of brief, existing knowledge/expertise (team), existing insight (market).
- Meeting 2 – review projected income/expenditure plan (Giving Strategy).
- Meeting 3 – revise potential income/expenditure plan based on insight/analysis of propensity to give to 'charity' or 'authority'.
- Meeting 4 – review potential investment levels from Authority in charity – set up + operation.
- Meeting 5 – finalise recommendation to proceed or not, and if to proceed, on what basis.

Timeframe:

- Target to have meetings to take place between end of April and end of November.