



# Campaign for National Parks

**May 2021**

It is an immensely exciting time to be involved with the National Parks. In 2018, the Westminster Government commissioned a review of the English designated landscapes, led by Julian Glover, to make sure they are fit for the future. The Glover Review's findings, published in March 2020, recommend a bold and ambitious agenda designed to support wildlife and landscapes, local communities and wider access for everyone. The Welsh Government has also called on the Parks to be exemplars of sustainable management. In addition, there are a wide range of issues being debated that will shape the future of the National Parks, including agricultural reform, climate change mitigation, and new environmental legislation.

Thank you for expressing an interest in becoming a Trustee of Campaign for National Parks. This pack sets out some further information about the organisation and includes a profile for the role.

## **About Campaign for National Parks**

We are a small charity with much to do and important things to achieve. We believe that the National Parks are essential to the nation's health and well-being and an important part of our natural and cultural heritage. They provide an escape from the stresses of everyday life and opportunities for a wide range of recreational activities. They are also living landscapes, home to diverse communities, and they make a significant contribution to the economy through tourism, farming and other related businesses. However, while millions of people visit these unique and special places every year, they also face continued threats from issues such as inappropriate development, increasing traffic, intensive agriculture, and the challenges of sustaining small rural communities.

Campaign for National Parks is the only national charity dedicated to protecting, enhancing and promoting the thirteen National Parks in England and Wales. Founded in 1936, our origins date back to the original campaign to create the National Parks in the 1930s and 40s, but today we are focused on addressing the new opportunities and challenges facing the Parks.

### **How the organisation works**

We are an umbrella organisation of over twenty environmental and amenity organisations that make up our Council. This group acts as an advisory body to our Trustees and also elects the Trustees at our Annual General Meetings. It includes the National Park Societies, which operate in each National Park, and a range of other bodies including the National Trust, Woodland Trust and British Mountaineering Council. Together we give the voluntary sector a shared vision and voice on all National Park issues.

CNP is run on a daily basis by our Chief Executive, who is based in London SE1 with a small team focused on public policy, campaigning, communications and fundraising. We achieve our objectives by contributing to government policy, monitoring its implementation at local level, conducting research and campaigning for change. We also seek to build coalitions with other organisations and work in partnership with the National Park Societies, National Park Authorities, the government's statutory advisers on the countryside in England and Wales, and other relevant partners. Some recent examples of our research reports and other work can be found on our website.

### **Our strategic aims**

Our current Strategic Plan, which covers 2018 – 2023, is available on our website and sets out how we are seeking to achieve the following strategic aims:

1. National Parks in England and Wales are protected and enhanced to sustain their special qualities now and in the future; and
2. The beauty and importance of the English and Welsh National Parks are better understood and valued, and more people are able to access and enjoy them.

## Our achievements

As well as being instrumental in the creation of the National Parks back in the 1930s and 40s, we continue to have an impact on the priorities, protections and operations of the National Parks. Recent highlights include:

- **25 Year Environment Plan (25 YEP) and Glover Review** – we have made extensive contributions to the development of both policies over the last year, and our recommendations helped to shape the metrics that will be used to measure the outcomes achieved by 25 YEP. The Glover Review has been published and we await the government's response, but some of our key points have already been highlighted, including the importance of reinvigorating the vision that drove the creation of the National Parks, the need to place greater emphasis on restoring nature, and the potential for reformed agricultural payments and subsidies to protect and improve landscapes and wildlife.
- **Giving National Parks a bigger voice with Government**, including working in partnership to help shape the new Agriculture Act, submitting evidence to the Transport Select Committee and responding to consultations
- **Highlighting the importance of protecting and enhancing National Parks** when major changes to national policy are proposed, such as the planning reforms in England and the National Development Framework in Wales
- **Promoting the diverse beauty of National Parks** with our annual photography competition
- **Running the Park Protector Awards 2021** with the highest public participation number in the Awards' history
- **Engaging diverse audiences** with the importance of protecting and supporting National Parks via our own broadened range communications channels and with media coverage.

## How we are funded

We receive funding from several sources including subscription fees and donations from constituent organisations and a small number of corporate network members. We also raise funds from other streams, including trusts and foundations, corporate donors, general donations and legacies. Individuals can also support us by becoming a Friend of CNP. Our Friends receive our *Viewpoint* magazine twice a year, regular updates on our work from our e-newsletter and other benefits. Everyone is welcome to join.

## **Trustees**

Campaign for National Parks can have a maximum of eleven Trustees and we expect to have two vacancies for general Board members ahead of our AGM in November 2021. Our Board is chaired by Janette Ward. You can find out more about our current Trustees on our website. Trustees are appointed for three-year terms and can serve for a maximum of three consecutive terms.

### **Key features of the role**

The core functions of the Trustees are to provide the vision, strategic direction and governance of the charity. A helpful summary of Trustee roles and responsibilities can be found in Charity Commission guidance [The essential trustee: what you need to know, what you need to do \(CC3\) - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/the-essential-trustee-what-you-need-to-know-what-you-need-to-do-cc3).

We are seeking enthusiastic individuals with an interest in or experience of the National Parks or other protected landscapes. Expertise in one or more of the following areas would be welcome but are not essential: campaigning, income generation, communications and marketing, small charities, rural communities or nature recovery and resilience. We are keen to receive applications from England and Wales. We expect our Trustees to be strategic and forward thinking to help the organisation achieve its mission. We are also mindful of the importance and value of diversity within our Board and will take this into consideration in the recruitment process.

We hold four Board meetings a year in London and Trustees are asked to attend all the meetings either in person or remotely. Due to Covid-19 restrictions, we are currently conducting all our meetings via Zoom. The meetings last approximately three and half hours and are held during office hours. Trustees are also strongly encouraged to attend our Council meetings which take place twice a year. Trustees may be asked to join one of two Board sub-committees, each of which meets no more than twice a year, for approximately two hours, during normal office hours. We aim to have as many meetings as possible by conference call but sometimes require face-to-face meetings, which will be held in London.

Very occasionally there may be times when Board business needs to be transacted between these meetings, in which case it will be undertaken by email or telephone. With a small staff size, we hope that Trustees can be more active than just attending the formal meetings. Trustees may be asked on a voluntary basis to be involved with other activities such as inputting to specific topic working groups, representing the organisation at other events such as the annual Park Protector Awards or supporting/advising staff where this is related to their own professional expertise.

Trustees typically allocate up to twelve days a year to the charity in total. Trustees are expected to attend an induction session, prior to their first Board meeting. This position is entirely voluntary and is therefore unpaid. Full travel and accommodation expenses will be reimbursed.

### **Our constitution**

Campaign for National Parks is a registered charity (no. 295336) and a company limited by guarantee (no. 2045556). The charity Trustees are also directors of the company and voting members.

### **The application process**

If you would like to apply, please send a CV and covering letter, explaining why you would like to join our Board and what expertise and experience you would bring to it, to [info@cnp.org.uk](mailto:info@cnp.org.uk). Please also complete and enclose our equality and diversity monitoring form (which can be downloaded from the recruitment ad and will not be seen by the recruitment panel). When writing your covering letter please keep in mind the Trustee role description below.

**Please note the closing date for applications is 4 June 2021.** It will not be possible to consider applications submitted after this date.

We expect to hold interviews via video link on 5 and 6 July 2021.

## Campaign for National Parks: Trustee role description

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### Role description

CNP's governing document (the Memorandum and Articles of Association) states that Trustees are responsible for controlling the management and administration of the Campaign for National Parks. Trustees are elected by the Council of the Campaign for National Parks.

### Responsibilities of Trustees are:

- to ensure that the Campaign for National Parks complies at all times with its governing document, charity law, company law and any other relevant legislation or regulations
- to ensure that the Campaign for National Parks pursues its objects as defined in its Memorandum and Articles of Association
- to maintain proper financial control and ensure that the Campaign for National Parks applies its resources exclusively in pursuance of its objects i.e. the charity must not spend money on activities that are not included in its objects, no matter how worthwhile or charitable those activities are
- to set and maintain vision, mission and values
- to develop strategy, setting overall policy, defining goals and setting targets and evaluating performance against agreed targets
- to ensure accountability
- to set up employment procedures and respect the roles of staff/volunteers
- to support the operational management of the organisation
- to draw up and monitor the implementation of internal policies, which must include equality and diversity as well as health and safety policies and grievance and disciplinary procedures
- to ensure that risk assessments for all aspects of the business are carried out
- to safeguard the good name and values of the Campaign for National Parks
- to maintain effective board performance and ensure the effective and efficient administration of the charity including funding, insurance and premises
- to promote the Campaign for National Parks
- to act in the best interests of the charity, never in the interests of yourself or another organisation.

In addition to the above statutory duties, each Trustee should use any specific skills, knowledge or experience s/he has to help the Board reach sound decisions. These may involve scrutinising Board and focus group papers, leading discussions, focusing on key issues, providing advice and guidance on new initiatives and other issues in which the Trustee has special expertise.

A Trustee is required to act reasonably and prudently in all matters relating to the charity and must always bear the interests of the Campaign for National Parks in mind.

Section 72(1) of the Charities Act 1993 disqualifies anyone who:

- has been convicted of an offence involving deception or dishonesty, unless the conviction is spent
- is an undischarged bankrupt

- has previously been removed from trusteeship of a charity by the court or the Charity Commissioners
- is under a disqualification order under the Company Directors Disqualification Act 1986.

It is an offence to act as a charity Trustee while disqualified unless the Charity Commission has given a waiver under section 72(4) of the Charities Act 1993.

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### **Person specification**

A person specification sets out the qualities, skills and experience needed to fill a particular role. All Campaign for National Parks Trustees need certain qualities such as integrity and commitment. Individual Trustees contribute to the full range of skills and experience required by the Campaign for National Parks Board.

### **Each Trustee must have:**

- A commitment to National Parks and the work of the charity
- A willingness to devote the necessary time and effort
- An ability to think strategically
- Good, independent judgement
- An ability to think creatively
- A willingness to speak their mind
- An understanding and acceptance of the legal duties, responsibilities and liabilities of Trusteeship
- An ability to work effectively as member of a team
- A commitment to Nolan's seven principles of public life; selflessness, integrity, objectivity, accountability, openness, honesty and leadership.