

CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2010

**CPRE Norfolk
Cardinal House, 86 St Benedict's Street,
Norwich, NR2 4AB
01603 761660
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www.cprenorfolk.org.uk**

Registered charity no. 210706

CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2010

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CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2010

Reference and Administrative Information

Charity Name:

CPRE Norfolk

Charity Registration Number:

210706

Address of Charity:

Cardinal House, 86 St Benedict's Street
Norwich
Norfolk NR2 4AB

Further Contact Details of Charity:

Tel: (01603) 761660

Email: info@cprenorfolk.org.uk

Web: www.cprenorfolk.org.uk

Trustees of the Executive Committee:

Professor Tim O'Riordan (President)

James Parry (Chairman)

John Davies (Treasurer)

Dr Keith Bacon

Rosemary Bryan

Peter Forbes

David Hook

Debbie Hyslop

Greg Peck

Barry Porter

John Salisbury

John Sansby

Dr Ian Shepherd

Martin Walton

Retirees: Paul Wiley, Neil Woodruff

Bankers:

CAF Bank Ltd
25 Kings Hill Avenue, Kings Hill
West Malling
Kent
ME19 4JQ

Barclays Bank Plc
5-7 Red Lion Street
Norwich
Norfolk
NR1 3QH

Reporting Accountants:

Voluntary Norfolk
83-87 Pottergate
Norwich
Norfolk
NR2 1DZ

CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2010

Structure, Governance and Management

CPRE Norfolk is governed by its Constitution and Rules which were adopted in 1933 and registered with the Charity Commission (registration number 210706) on 5 August 1964. The Constitution and Rules were last updated in 2004.

CPRE Norfolk is a county tier of the national environmental organisation Campaign to Protect Rural England. CPRE Norfolk is part of and works alongside CPRE nationally and regionally, although is a separate registered charity.

The charity continues to appoint Trustees with a wide range of expertise - including that of conservation, farming and landscape, as well as management and charity governance. Vacancies are advertised through our newsletter, in the press and through the online recruitment service REACH.

Trustees also play an active part in the management committees of the Norfolk Historic Buildings Trust, the Norfolk Town and Village of the Year (Pride in Norfolk) competition and more recently, the Mapping Local Food Webs project for the East of England.

The branch has five local area committees that monitor planning in their respective local authority: Breckland, Broadland, North Norfolk, South Norfolk and King's Lynn and West Norfolk.

CPRE Norfolk has an office in Norwich and employs three part-time members of staff, a Director, a Membership and Events Manager and a Finance and Administration Officer.

The charity has a Volunteers Policy and actively encourages the work of volunteers of all ages and backgrounds. There are active campaigning teams that are run by volunteers from the branch office, including those on planning policy, litter, renewable energy and light pollution.

CPRE Norfolk is a membership organisation and has near to 1500 members and supporters who subscribe or give regular donations. These include individuals, families, parish and town councils and other local amenity bodies.

CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2010

Objectives and activities

The Norfolk branch of the Campaign to Protect Rural England (CPRE Norfolk) exists to promote the beauty, tranquillity and diversity of rural Norfolk by encouraging the sustainable use of land and other natural resources in town and country. As an independent voice for the landscape, we engage with local and regional planning systems to ensure that our views are heard by decision makers. We campaign locally for positive solutions that will support the long-term future of Norfolk - one of England's most rural areas.

CPRE Norfolk provides independent 'on the ground' expertise on planning issues. Every year our local committees screen hundreds of planning applications and raise the alarm whenever the countryside is threatened. With in-depth research, we give evidence at Public Inquiries into complex and long-running Norfolk planning debates and are fully consulted on changes to the planning policies of local and regional government. We have appointed independent consultants to investigate the sustainability of proposed road schemes and put forward alternatives. We also provide planning support to parish councils, conservation groups and individuals in the countryside and run seminars and conferences on planning topics.

CPRE Norfolk monitors 'the big picture' of how the land, coast, skies and communities of Norfolk are developing and engages with decision-makers on an ongoing basis. Our team responds to a wide range of high level planning policy consultations every year and seeks to protect the landscape and influence the shape of Norfolk in the years to come. We press Norfolk MPs, councillors, planning departments and other decision makers to support the countryside, safeguard precious and protected areas of Norfolk, promote urban renewal, restrict development on greenfield sites, protect country lanes and preserve rural tranquillity.

We also actively campaign for positive measures that will enhance the countryside, support adaptation to climate change, provide affordable housing and services, and improve public transport. We reward excellence in local authorities, schools, architectural practices and conservation bodies and work to highlight and improve public understanding of exemplar environmental projects.

Further information on the charity's history, objectives and current activities are available from our website www.cprenorfolk.org.uk

CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2010

Achievements and performance

The charity has a long history of engaging with the planning system and the past year has tested our resources to the maximum, with particular regard to two high profile cases.

The proposal by Tesco to build an edge-of-town supermarket in the coastal town of Sheringham came back to the table once more in March. CPRE has successfully fought the plans for over ten years, through a number of planning applications and a Public Inquiry, winning many supporters. However on this occasion, with a change to the make-up of North Norfolk District Council's planning committee and an amended planning application from Tesco, we were not able to stop it going forward. Once again, we made a full representation to the planning officers and to the planning committee on the day of the hearing, and had produced a lengthy report on the applications interaction with the new government planning guidance PPS3. The vote by the councillors, in the end, was tied 7-7, and the Chairman of the Committee had a second and casting vote in favour of the plans. An alternative supermarket proposal for Sheringham, put forward by a local businessman, was swept aside in the process.

The Joint Core Strategy for Greater Norwich is the planning framework which will determine levels and locations of housing, jobs and infrastructure in the area to 2026. CPRE Norfolk have tracked the process for a numbers of years, making full responses to the public and technical consultations. The process reached an Examination-in-Public by an independent Inspector during the course of the year. CPRE Norfolk made full representations to the Inspector's initial Questions, then Hearing Matters and then put forward views during hearing sessions in the Examination. Much staff and volunteer resource was employed in this effort, but it allowed our voice to be heard at the highest strategic levels and all involved felt that a comprehensive campaign had been fought. The outcome is awaited early next year.

Earlier in the year the charity organised its first Hustings event, in line with May's General Election, targeting the new Broadland constituency in Norfolk and inviting all prospective parliamentary candidates to take questions from the public at Aylsham Town Hall. Neil Sinden, CPRE's national Policy Director, gave an introductory briefing on the key election issues for the countryside, before the candidates took a range of questions chaired by our President, Professor Tim O'Riordan. Over 120 people attended and the event received prime-time news coverage on Anglia TV.

Aside from our planning and lobbying work, our other annual activities have continued apace. The CPRE Norfolk Awards scheme received a record number of entries and over 30 awards were given on merit to a wide range of environmental, architectural and educational projects in the county, spanning all walks of life. Over 200 people attended the Awards Ceremony in November which is becoming an established event on the Norfolk social calendar. A number of other social occasions were held during the year, including a Film Show in Hunstanton and a walk on the Raveningham Estate.

Similarly, our Green Building Open Days were once again well attended, with over 500 people visiting private eco-homes around the county, receiving first-hand advice on energy efficiency from knowledgeable homeowners. Evaluation done on the event showed that the conversion rate to action is high among attendees, with over 80% of people taking action to improve the energy-efficiency of their own homes after attending tours - an impressive statistic. With fuel poverty and fuel bills on the rise, this is an important area to continue to engage with.

CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2010

Financial Review

Summary

Income received amounted to £75,405, arising largely from subscriptions, legacies, donations and fundraising activities. After deducting expenditure of £75,487, the deficit for the year amounted to -£82. The members of the Executive Committee consider the year-end financial position to be satisfactory and confirm that the charity can meet all known obligations.

Income

Legacies from three different estates (the estates of the late Sheila Geddes, Patricia Bawden and Barbara Jill Lampport Smith) totalling over £21,000 were received in the calendar year. Two of these benefactors were non-CPRE members and unknown to the charity, showing that our reputation and name is well known in the county and spreads beyond our immediate influence. This income has played a large part in the charity ending the year in a satisfactory financial position, although the Trustees are aware that the payments were one-offs and no more legacies are known at the current time.

Almost £3,500 has been raised from personal donations, proving that even in a time of economic downturn individuals still want to give to the charity. In 2010 we received many small donations, in response to an appeal letter from the Honorary Treasurer, and in person at our Green Buildings tours. Other individuals have raised money through Open Garden events, art/craft sales and raffles. Alongside receiving money from donations, the charity has been active in recent years in claiming the tax back through the Gift Aid process.

Membership subscriptions are the most reliable part of our income and contribute around £14,000 per annum. Many members also take part in our 100 Club bi-annual prize draw, which raises further funds for the charity. We encourage members to make their money work as hard as possible, by signing up to Direct Debit to reduce our administration costs and by signing up to Gift Aid where the member is a UK taxpayer.

Although we lobby developers, businesses and landowners to revise their development plans for the countryside, we also receive sponsorship from them. This is a tricky area and one in which we exercise caution and due diligence. Generally, if we accept sponsorship from a corporate donor, we make it clear that we will not back down on our principles and will still oppose them in the planning arena, if appropriate. Nevertheless, their support is invaluable. Corporate sponsors from 2010 included the brownfield development company Targetfollow Group and local business RG Carter Construction Ltd.

Two years ago, CPRE Norfolk employed an independent fundraiser Sarah Grieveson on a commission basis. Using an extensive list of Trusts, Foundations and Livery Companies and working with our patrons, Sarah is actively targeting funds on our behalf. A £15,000 donation from a conservation-based foundation (that wishes to remain anonymous) was received in 2009, to be spread over three years, as a direct result of her work, with £5000 of this payment being received in 2010. A further £5,450 in new Trust donations was also received during the year. A £10,000 grant from the Big Lottery Fund was also received and spent during the year, for work on our Green Buildings campaign.

Expenditure

Expenditure has been kept under strict control and the charity has maintained expenditure under-budget in most areas. We moved office premises in 2010, reducing our rental payments by around £500 for the annum and a further £500 on the use of free meeting rooms at our new premises. In addition, we reduced the number of editions of our newsletter from 3 to 2, adopted a cash bar at all events and applied an inflationary-only rise on staff salaries.

Reserves Policy

The charity's general funds, excluding any designated funds, will be maintained at a level equivalent to six months to nine months expenditure. Staff and Trustees of the charity will engage in fundraising activities to

bring reserves back up to this level or will set annual budgets to maintain them at this level. If reserves fall to the minimum level required to fulfil all known contractual liabilities, Trustees will act accordingly. This reserves policy will be reviewed annually by the Trustee Board.

Plans for future periods

Income from membership subscriptions is fairly stable and a further £5,000 has been pledged from a conservation-based foundation (noted above), expected in April. However, this leaves a significant funding shortfall between expected income and projected expenditure. The reality is that if the charity wants to keep an office open, staff employed and continue with its current level of campaigning activity, then new donors must be found, as many costs cannot be reduced further.

Trustees are monitoring the situation closely and the charity is actively engaged in a number of fundraising ventures to close the funding gap. Two fundraising concerts are planned at stately homes in Norfolk, and we plan to maximise income from our popular Green Buildings Tours by introducing a pre-payment system and advertising revenue stream. Trustees are actively engaged in meeting with local Trusts and businesses to ask for support. A legacy campaign is being initiated, which will include a charity codicil form to be sent to members in May, and appointments with local solicitors will follow later in the year.

Accountants

Following agreement by the Trustees at the Quarterly meeting in January 2011, we have changed our Independent Accountant to Voluntary Norfolk. The reporting accountants, Voluntary Norfolk, are willing to continue in office and a resolution to reappoint them will be proposed at the Annual General Meeting.

By order of the Executive Committee

A handwritten signature in black ink, appearing to read 'J Davies', with a horizontal line and two dots below it.

J Davies (Honorary Treasurer)
5th April 2011

CPRE Norfolk

Independent Examiner's Report to the members - Year ended 31 December 2010

We report on the accounts for the year ended 31st December 2010 set out on pages 10 to 13.

Respective responsibilities of Trustees and Examiner

The charity's trustees are responsible for the preparation of the accounts. The charity's trustees consider that an audit is not required for this year (under section 43(2) of the Charities Act 1993 (the 1993 Act)) and that an independent examination is required.

It is our responsibility to:

- Examine the accounts under Section 43(3) (a) of the 1993 Act
- To follow the procedures laid down in the General directions given by the Charity Commission (under Section 43(7) (b) of the 1993 Act); and
- To state whether particular matters have come to our attention.

Basis of the Independent Examination

Our examination was carried out in accordance with the General Directions given by the Charity Commission. An examination which includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from you as trustees concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently we do not express an audit opinion on the view taken by the accounts.

Independent Examination statement

In connection with our examination, no matter has come to our attention:

- (1) which gives us reasonable cause to believe that in any material respect the requirements to keep accounting records in accordance with Section 41 of the 1993 Act and to prepare accounts which accord with the accounting records and to comply with the accounting requirements of the 1993 Act have not been met or
- (2) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Voluntary Norfolk

83-87 Pottergate
Norwich
NR2 1DZ

5th April 2011

CPRE Norfolk

Receipt and Payments Accounts - Year ended 31 December 2010

	Notes	Total 2010 £	Total 2009 £
Incoming Receipts			
Voluntary income	1	70017.91	54664.86
Activities for generating funds:			
Fund-raising	2	5361.06	6888.68
Investment income		26.27	93.05
<hr/>			
Total receipts		<u>75405.24</u>	<u>61646.59</u>
Resources Expended			
Direct charitable expenditure	3	53942.79	56388.52
Other expenditure			
Fund-raising and publicity costs	4	18829.06	10491.75
Governance costs	5	2114.89	2423.94
Other payments			
Purchase of equipment	6	600.00	0.00
<hr/>			
Total payments		75486.74	69304.21
Net (payments)/receipts for the year		-81.50	-7657.62
Cash and bank balances			
At 31st December 2009		<u>22516.48</u>	<u>30174.10</u>
Cash and bank balances At 31st December 2010		<u>22434.98</u>	<u>22516.48</u>

CPRE Norfolk

Statement of Assets and Liabilities - Year ended 31 December 2010

	Total 2010 £	Total 2009 £
Monetary Assets		
Cash Funds		
General Fund	22434.98	22516.48
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Investment Assets		
Premium Bonds	50.00	50.00
<hr/>		
Debtors		
Donations receivable	0.00	0.00
Prepayments	481.58	937.00
<hr/>		
	481.58	937.00
<hr/>		
Creditors		
Independent examination fees	-269.00	-250.00
Other accruals	0.00	0.00
<hr/>		
	-269.00	-250.00
<hr/>		
Total Monetary Assets	22697.56	23253.48
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Non Monetary Assets		
Office equipment	1094.90	1149.45
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These accounts were approved by John Davies, Honorary Treasurer, on behalf of the Executive Committee on 5th April 2011.

CPRE Norfolk

Notes to the Accounts - Year ended 31 December 2010

	Total 2010 £	Total 2009 £
1 Voluntary income		
Membership		
CPRE subscription	13994.92	15116.05
Friends	0.00	0.00
Donations	41991.26	37548.81
Appeal	0.00	2000.00
Grants	13800.00	
Miscellaneous	231.73	0.00
	<u>70017.91</u>	<u>54664.86</u>
2 Fund-raising and publicity income		
Sale of goods	0.00	406.46
Events	4379.06	5474.22
100 Club	982.00	1008.00
	<u>5361.06</u>	<u>6888.68</u>
3 Direct charitable expenditure		
Salaries	39693.14	40811.50
Rent and rates	4206.66	3105.00
Insurance	492.29	800.37
Equipment repairs and renewals	485.78	78.12
Stationery	1263.71	1459.63
Postage	702.46	1011.86
Telephone	1350.67	1238.38
Bank charges	34.50	77.92
Employee expenses	1390.34	1528.85
Volunteer expenses	3614.06	955.25
Recruitment advertising	0.00	0.00
Fundraiser commission	434.18	3109.64
Consultant fees	0.00	2000.00
Governmental planning literature	0.00	0.00
Subscriptions/regional levy	275.00	212.00
	<u>53942.79</u>	<u>56388.52</u>

Continued overleaf.

CPRE Norfolk

Notes to the Accounts - Year ended 31 December 2010

	Total 2010 £	Total 2009 £
4 Fund-raising and publicity costs		
Miscellaneous	199.91	55.00
100 Club prizes	655.61	335.00
Printing (including Countryside Review)	9539.33	3924.60
Awards	3200.00	2152.36
Events	5234.21	4024.79
	<hr/> <u>18829.06</u>	<hr/> <u>10491.75</u>
5 Governance costs		
Committee expenses	1409.99	1516.20
AGM	254.00	657.74
Accountancy	450.90	250.00
	<hr/> <u>2114.89</u>	<hr/> <u>2423.94</u>

CPRE Norfolk

Acknowledgement of Donors - Year ended 31 December 2010

CPRE Norfolk would like to thank all of our members, friends, supporters and volunteers for their invaluable contribution to the charity's success in 2010. We also thank the following donors for their generous support:

Ardwick Trust
Aylsham Agricultural Show Association Ltd
Big Lottery Fund Awards for All
Bill Bryson
Henry Birkbeck
The Lesley Mary Carter Charitable Trust
R G Carter Construction Ltd
Energy Saving Trust
Fitzmaurice Charitable Trust
Mr & Mrs Greenwood
The Lady Hind Trust
Holkham Estate, Viscount Coke
The John Jarrold Trust
Friends and family of the late Dr Martin Jolliffe
Loddon & Chedgrave District Society
Marsh Ltd
May Gurney Integrated Services PLC
Rowan Bentall Charitable Trust
Suffield Lodge Benevolent Fund
Targetfollow Estates Ltd
Peter Trudgill
Virgin Money Management
Waitrose Community Matters

Legacies

The estate of the late Patricia Bawden
The estate of the late Sheila M Geddes
The estate of the late Miss B J L Smith

Patrons

Sir Nicholas Bacon
Sir Jeremy Bagge
Charles Barratt
The Bishop of Norwich
The Marquess of Cholmondeley
Sir James Cleminson (deceased September 2010)
Viscount Tom Coke
Thomas Cook
The Lord Craig of Radley

Major Anthony Gurney
The Earl of Leicester
The Lord Oliver of Aylmerton
Professor Timothy O'Riordan
Jonathon Peel
The Marquess of Townshend (deceased April 2010)
Lord Walpole
Terence Wright