

# CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2011

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CPRE Norfolk  
Cardinal House, 86 St Benedict's Street,  
Norwich, NR2 4AB  
01603 761660  
[info@cprenorfolk.org.uk](mailto:info@cprenorfolk.org.uk)  
[www.cprenorfolk.org.uk](http://www.cprenorfolk.org.uk)

Registered charity no. 210706



# CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2011

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# CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2011

## Reference and Administrative Information

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**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](mailto:info@cprenorfolk.org.uk)

Web: [www.cprenorfolk.org.uk](http://www.cprenorfolk.org.uk)

**Trustees of the Executive Committee during 2011:**

Professor Tim O'Riordan (President)

James Parry (Chairman)

John Davies (Treasurer)

Dr Keith Bacon

Rosemary Bryan (until July 2011)

Peter Forbes

David Hook

Debbie Hyslop

David Mawson

Greg Peck

Barry Porter

John Salisbury

John Sansby

Dr Ian Shepherd

Martin Walton

**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 2011

## Structure, Governance and Management

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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.

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, but is a separate registered charity. It is a membership organisation with approximately 1,700 members and supporters who subscribe or give regular donations. They include individuals, families, parish and town councils and other local amenity bodies.

The charity has an Executive Committee of Trustees with a wide range of expertise, including conservation, farming and landscape, as well as management and charity governance. Vacancies are advertised through regular e-bulletins and newsletters, 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 and the Norfolk Town and Village of the Year (Pride in Norfolk) competition.

CPRE Norfolk has an office in Norwich and employs three part-time members of staff: a Planning and Campaigns Manager, a Membership and Events Manager and a Finance and Administration Officer. The branch also has local committees that monitor planning and other countryside issues in their respective local authority areas.

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

Report of the Executive Committee - Year ended 31 December 2011

## Objectives and activities

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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](http://www.cprenorfolk.org.uk)

# CPRE Norfolk

## Report of the Executive Committee - Year ended 31 December 2011

### Achievements and performance

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#### Introduction

2011 was a challenging year for the branch, as a precarious financial situation made for uncertainty and required urgent and decisive action. As Chairman, my top priority was to ensure the survival of the branch office and its repositioning onto a sound and sustainable basis. This required an immediate fundraising effort (see below) and a review of our staffing levels. As far as the latter were concerned, we undertook a restructuring exercise to cut costs whilst continuing to maintain an effective operation. James Frost stood down from the post of Director in August with Dinah Berry leaving her post as Finance & Administration Officer the following month, both in order to pursue other interests. We decided not to retain the Director post, instead creating the new part-time position of Planning & Campaigns Manager, to which Caroline Davison was recruited in September. Liz Edwards took over as Finance & Administration Officer in October.

#### Planning

Much of our work in 2011 was focused on the Joint Core Strategy for the Greater Norwich Area and on the National Planning Policy Framework. The JCS was deemed 'sound' by the Government Inspector in late February and was formally adopted by the relevant local councils in March. Although we won some minor concessions in the adopted plan, there were no great changes to the draft – a very disappointing result. However, we continued to campaign particularly against the housing targets contained within the JCS and sent letters to all Norfolk MPs, councillors and the local press making the case for a rethink of the numbers involved in the light of the housing recession and economic downturn. On the NPPF, CPRE made a full and detailed submission outlining our concerns at draft stage and we were pleased to see some welcome changes in the final document. We also expressed our concern over the impact of the proposed waste incinerator near Kings Lynn, specifically in terms of road congestion and increased carbon emissions.

#### Campaigning

Our Litter Campaign received a huge boost with funding from Breckland Council and a grant from the Geoffrey Watling Trust. This enabled us to expand and develop our litter warden campaign and we finished the year with 42 wardens in place, all equipped with litter-picking kits. 3,000 hours were spent litter picking by individual wardens during the year. A letter of thanks signed by Bill Bryson was sent to all wardens and the campaign was featured on BBC's *Countryfile* programme in February. Our thanks go to Mark Kenney, who continued as Litter Warden Co-ordinator throughout 2011.

#### Fundraising

Much of our energies during the year were devoted to trying to plug the £30,000 deficit we faced in our budget for the year. We managed to turn the situation round by cutting costs, securing financial support from a range of different sources and by holding fundraising events. The most successful of these were two concerts, one at Holkham Hall in February and one at Houghton Hall in July. A combined total of £4,600 was raised and we were very grateful to our patrons, Viscount Coke and the Marquess of Cholmondeley, for hosting these events.

#### Events

Our *Green Buildings in Norfolk – Open Days* event was the focus of a national summit on exemplar homes, co-ordinated by the Energy Saving Trust. The Open Days event itself in September went very well, with over 900 individual tours taking place and much positive feedback. However, this event is extremely demanding on staff time and with our more streamlined office structure it will not be repeated in 2012, or indeed in future years, unless further funding can be found.

The annual CPRE Norfolk Awards ceremony took place in November, with awards going to 18 diverse and innovative projects. Following the loss of our sponsor, this event was run on a much tighter budget, but was still very well received and we were delighted that Bill Bryson was able to attend and say a few words at what continues to be a highlight in the CPRE Norfolk year.

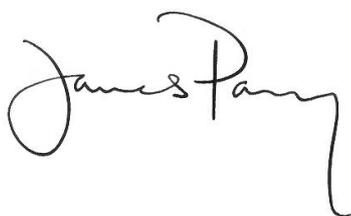
In September we launched the inaugural Nicolas Corbin Prize, in honour of Nicolas Corbin, who was one of the founders of CPRE Norfolk and sat for many years on our Executive Committee. This photography prize for school children, which we intend to be an annual event, was organised through the Education Department of Norfolk County Council and with prizes sponsored by Wex Photographic. The presentation ceremony for the 2011 winners took place in February 2012.

### **Membership**

Fundamental changes were made to the charity's membership structure at the National Office AGM in July 2011. Regular givers (also known as supporters) have been encouraged to convert to full membership, with National Office retaining 95% of the income for the first year, and 90% in the second. The Norfolk branch voted against this arrangement but the motion was passed at the AGM. Other changes include the allocation of the total value of the subscription going to the part of the organisation that recruited the member for the first three years. This was also voted through, despite our objection that it favours National Office and larger branches over smaller branches such as ours.

According to National Office figures, the Norfolk branch reached 1,742 members by the end of 2011. Branch recruitment of members is now more important than ever and so we are increasing our efforts to encourage membership through a presence at local shows and events, and by maintaining a high media profile. During 2011 CPRE Norfolk was featured in the *Eastern Daily Press*, *Evening News*, *Advertiser Series*, *Norfolk* magazine and on national BBC TV and BBC Radio Norfolk.

Finally, we were delighted to receive two prizes in the national CPRE Marsh Awards. The Green Buildings Open Days event won first prize in the group volunteering award and David Compton-Kemp won second prize in the individual volunteering award for his work on the litter campaign. The awards were collected from CPRE President Bill Bryson at the national AGM, together with a cheque for £1000.

A handwritten signature in black ink that reads "James Parry". The signature is written in a cursive style with a long, sweeping tail on the letter 'y'.

**James Parry, Chairman, June 2012**

# CPRE Norfolk

## Report of the Executive Committee - Year ended 31 December 2011

### Financial Review

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The financial situation in June 2011 was such that the future of the Norfolk Branch of the CPRE was seriously in doubt. The decisions of James Frost and Dinah Berry to pursue other careers provided the opportunity for the Trustees under the leadership of James Parry to create a structure for the Norwich branch of the CPRE which not only fulfilled the needs of the members but at a cost which was reasonably within its income. Coupled with a simplified, but effective, Excel-based accounting system and an enthusiastic staff, the CPRE Norfolk branch is working efficiently on behalf of the members as well as being able to fulfil its objectives. It is therefore with some pleasure that I can report that there was a surplus for the year to the 31<sup>st</sup> December 2011 of £5,808.

#### Summary

Income received amounted to £69,848, arising largely from subscriptions, legacies, donations and fundraising activities. After deducting expenditure of £64,040, the surplus for the year amounted to £5,808. The members of the Executive Committee consider the year-end financial position to be very satisfactory and confirm that the charity can meet all known financial obligations.

#### Income

No new legacies were received in the calendar year, however, income from Trusts and grant-making bodies amounted to £32,500 including substantial amounts from Martin Wills Wildlife Maintenance Trust, Philip & Elizabeth Rackham Charitable Trust, Michael Marks Charitable Trust, The Lady Hind Trust, Morgan Blake Trust, Linley Shaw Foundation and Holkham Country Fair. £5,000 was received from the Martin Laing Foundation for our CPRE Norfolk Awards 2011. The Geoffrey Watling Charity donated £4,000 to establish our Litter Warden scheme.

We are extremely grateful to all organisations and individuals who have donated to the CPRE and I take this opportunity to record our thanks to them.

We are grateful to Sarah Grieveson for her work as an independent fundraiser and expect further success from her efforts.

Around £2,500 has been raised from personal donations, a reduction of £1,000 from last year, perhaps reflecting the economic downturn.

Our Patrons and Vice Patrons continue to support us; their contribution is greatly valued and important.

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.

Currently we do not receive sponsorship from any corporate organisations.

#### Expenditure

Expenditure has been kept under strict control and is under-budget in most areas. As referred to above, the office was restructured in September resulting in the closure of the Director's post and a reduction in hours for the Membership & Events Manager. The office is now staffed by three part-time posts, significantly reducing the salary cost. I would like to place on record my thanks to Liz Edwards for her hard work and enthusiasm shown in grasping the record keeping.

#### 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 but it is impossible to predict our income from other sources. The expectation is that income will be approximately the same for 2012 as last year. The branch is reducing some of its activity, such as the Green Buildings project, unless future funding is received. Fundraising events in 2012 include a Patrons Reception at Houghton Hall. A planned fundraising concert at Holkham Hall has been postponed until 2013. Whilst the Green Buildings Tours produced a surplus in 2011, the staff time required to organise this event is not possible under the new, streamlined office structure. However, the campaign itself continues with a volunteer-led activity to produce specification sheets for green buildings in the county.

### **Accountants**

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 flourish at the end and two small dots below the final stroke.

J Davies (Honorary Treasurer)

6<sup>th</sup> June 2012

# CPRE Norfolk

## Independent Examiner's Report to the members - Year ended 31 December 2011

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We report on the accounts for the year ended 31<sup>st</sup> December 2011 set out on pages 11 to 14.

### **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

June 2012

# CPRE Norfolk

## Receipt and Payments Accounts - Year ended 31 December 2011

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	Notes	Total 2011 £	Total 2010 £
<b>Incoming Receipts</b>			
Voluntary income	1	56964.72	70017.91
Activities for generating funds:			
Fund-raising	2	12856.75	5361.06
Investment income		26.90	26.27
Total receipts		<u>69848.37</u>	<u>75405.24</u>
<b>Resources Expended</b>			
Direct charitable expenditure	3	52463.06	53942.79
Other expenditure			
Fund-raising and publicity costs	4	10589.45	18829.06
Governance costs	5	987.04	2114.89
Other payments			
Purchase of equipment	6	0.00	600.00
Total payments		<u>64039.55</u>	<u>75486.74</u>
Net (payments)/receipts for the year		5808.82	-81.50
Cash and bank balances			
At 31 <sup>st</sup> December 2010		22434.98	22516.48
<b>Cash and bank balances At 31st December 2011</b>		28243.80	22434.98

# CPRE Norfolk

## Statement of Assets and Liabilities - Year ended 31 December 2011

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	Total 2011 £	Total 2010 £
<b>Monetary Assets</b>		
<b>Cash Funds</b>		
General Fund	<u>28243.80</u>	<u>22434.98</u>
<b>Investment Assets</b>		
Premium Bonds	<u>50.00</u>	<u>50.00</u>
<b>Debtors</b>		
Donations receivable	0.00	0.00
Prepayments	467.50	481.58
	<u>467.50</u>	<u>481.58</u>
<b>Creditors</b>		
Independent examination fees	-310.00	-269.00
Other accruals	0.00	0.00
	<u>-310.00</u>	<u>-269.00</u>
<b>Total Monetary Assets</b>	<u><u>28451.30</u></u>	<u><u>22697.56</u></u>
<b>Non Monetary Assets</b>		
<b>Assets retained for the charity's own use</b>		
Office equipment	622.44	1094.90

These accounts were approved by John Davies, Honourary Treasurer, on behalf of the Executive Committee on 9<sup>th</sup> July 2012.

# CPRE Norfolk

## Notes to the Accounts - Year ended 31 December 2011

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	<b>Total 2011 £</b>	<b>Total 2010 £</b>
<b>1 Voluntary income</b>		
Membership		
CPRE subscription	14416.33	13994.92
Friends	0.00	0.00
Donations	35904.16	41991.26
Appeal	1257.73	0.00
Grants	4850.00	13800.00
Miscellaneous	536.50	231.73
	<u>56964.72</u>	<u>70017.91</u>
<b>2 Fund-raising and publicity income</b>		
Sale of goods	797.00	0.00
Events	11053.75	4379.06
100 Club	1006.00	982.00
	<u>12856.75</u>	<u>5361.06</u>
<b>3 Direct charitable expenditure</b>		
Salaries	36755.07	39693.14
Rent and rates	4000.00	4206.66
Insurance	635.10	492.29
Equipment repairs and renewals	207.14	485.78
Stationery	1176.97	1263.71
Postage	463.27	702.46
Telephone	492.14	1350.67
Bank charges	32.00	34.50
Employee expenses	2187.18	1390.34
Volunteer expenses	1778.94	3614.06
Recruitment advertising	703.25	0.00
Fundraiser commission	1251.00	434.18
Small Grants	2400.00	
Subscriptions/regional levy	381.00	275.00
	<u>52463.06</u>	<u>53942.79</u>

Continued overleaf

# CPRE Norfolk

Notes to the Accounts - Year ended 31 December 2011

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	Total 2011 £	Total 2010 £
<b>4 Fund-raising and publicity costs</b>		
Miscellaneous	270.70	199.91
100 Club prizes	985.95	655.61
Printing (including Countryside Review)	4199.60	9539.33
Awards	1709.20	3200.00
Events	3424.00	5234.21
	<u>10589.45</u>	<u>18829.06</u>

<b>5 Governance costs</b>		
Committee expenses	563.24	1409.99
AGM	155.00	254.00
Accountancy	268.80	450.90
	<u>987.04</u>	<u>2114.89</u>

# CPRE Norfolk

## Acknowledgement of Donors - Year ended 31 December 2011

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CPRE Norfolk would like to thank all of our members, friends, supporters and volunteers for their invaluable contribution to the charity's success in 2011. We also thank the following donors for their generous support:

Holkham Country Fair  
The Geoffrey Watling Charity  
Philip & Elizabeth Rackham Charitable Trust  
Paul Bassham Charitable Trust  
Lady Hind Trust  
Martin Wills Wildlife Maintenance Trust  
Michael Marks Charitable Trust  
Fitzmaurice Charitable Trust  
Morgan Blake Charitable Trust  
Linley Shaw Foundation  
Robert Kiln Charitable Trust  
Barbara Barlow Charitable Trust  
Martin Laing Foundation  
Pat Robinson  
Philip Curl  
Neil W D Foster  
Henry Cator  
Fiona Jolliffe  
Sir Rupert Mann  
CJ Gillett  
Edward Raber  
In memory of Cecil Ray Waters  
Rowan Hamilton  
Henry Birkbeck

### Legacies

The estate of the late Miss B J Lamport Smith

### Patrons

Sir Nicholas Bacon  
Sir Jeremy Bagge  
Charles Barratt  
The Bishop of Norwich  
The Marquess of Cholmondeley  
Jonathon Peel  
Viscount Coke  
Thomas Cook

The Lord Craig of Radley  
Major Anthony Gurney  
Caroline Jarrold  
The Earl of Leicester  
Professor Timothy O'Riordan  
Lord Walpole  
Terence Wright