

# CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2012

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CPRE Norfolk  
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Norwich, NR2 4AB  
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[www.cprenorfolk.org.uk](http://www.cprenorfolk.org.uk)

Registered charity no. 210706



# CPRE Norfolk

Trustees' Annual Report - Year ended 31 December 2012

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# CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2012

## 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 2012:**

Professor Tim O'Riordan (President)

James Parry (Chairman)

John Davies (Treasurer)

Bryan Robinson (Secretary)

Keith Bacon

Judith Cantell

Chris Dady

Peter Forbes

David Hook

Debbie Hyslop

David Mawson

Rosalie Monbiot

Greg Peck

Barry Porter

John Salisbury

Dr Ian Shepherd

Martin Walton

**Vice Presidents**

Maurice de Soissons

David Mawson

Lady Walpole

**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 NR2 1DZ

# CPRE Norfolk

## Report of the Executive Committee - Year ended 31 December 2012

### 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 until November 2012 employed three part-time members of staff: a Planning and Campaigns Manager, a Membership and Events Manager and a Finance and Administration Officer. Following the Executive Committee meeting in October 2012, these posts were made redundant. The branch has since been staffed by a part-time Branch Manager with freelance financial support.

The branch has a Volunteers Policy and actively encourages the contribution and involvement of volunteers of all ages and backgrounds. A network of volunteers, supported by the Branch Manager and trustees, monitors planning matters across the county. There are also active campaigning teams, run by volunteers, on litter, renewable energy and light pollution.

# CPRE Norfolk

Report of the Executive Committee - Year ended 31 December 2012

## 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 monitor 'the big picture' of how the land, coast, skies and communities of Norfolk are being affected by development and we engage with decision-makers on an ongoing basis. In particular we encourage Norfolk MPs, councillors, planning departments and other decision makers to support the countryside, safeguard precious and protected area, promote urban renewal, restrict development on greenfield sites, protect country lanes and preserve rural tranquillity. We focus on promoting positive solutions that will support the long-term future of Norfolk and its precious countryside.

We provide independent 'on the ground' expertise on planning issues, and every year our members and volunteers screen hundreds of planning applications and raise the alarm whenever the countryside is threatened. Backed by in-depth research and many years of collective experience, 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 across the county and run seminars and conferences on planning and other issues affecting the countryside. 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 2012

### Achievements and performance

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#### Introduction

2012 was another challenging year for the branch, as despite an active year of campaigning and events, our continued precarious financial situation made for long-term uncertainty. As Chairman, my top priority was to ensure the survival of the branch office and its repositioning onto a sound and sustainable basis. Despite strenuous fundraising efforts in the first half of the year, by late summer our finances had not improved to a significant level and so in November 2012 we made the difficult decision to restructure the staffing situation (again), closing the part-time posts of Planning & Campaigns Manager, Membership & Events Manager and Finance & Admin Officer, and creating a new part-time (17 hours) Branch Manager post. This restructuring reduced our wage bill by over 50% and helped ensure the financial viability of the branch. Happily the Branch Manager post was taken by Katy Jones, our former Membership & Events Manager, which enabled us to enter 2103 with welcome continuity. Liz Edwards, our former Finance & Admin Officer, continues to provide financial support on a freelance basis for approximately three hours per week.

#### Planning

The main focus of our planning work during 2012 was responding to proposals for, and then the implementation of, the government's new National Planning Policy Framework. We also continued our campaign against the Joint Core Strategy for Norwich, developing an Alliance on Housing, garnering support from parish councils and local campaign groups who share our concerns about the excessive and unsustainable housing growth proposed for the Greater Norwich Development area. Almost 30 groups signed up to the Alliance during 2102 and we are continuing to challenge the JCS housing targets at every opportunity, both through the planning process and via the media.

Throughout 2012 we continued to respond to applications for wind farms, and to an increasing number of solar farms, or solar industrial parks as they perhaps should be more accurately called.

To enable a consistent and efficient response on planning matters, we developed local branch Policy Position Statements on matters of greatest concern, including The Greater Norwich Development Partnership's Joint Core Strategy, Housing Targets, Wind Turbines, Pylons, Water Resources and Solar Farms.

We also held a series of workshops on Neighbourhood Planning in the spring of 2012, jointly organised with the Norfolk Association of Local Councils and funded by the Department for Communities and Local Government. The three workshops were attended by over 240 people in total and provided expert guidance and support on how communities can influence development in their parishes.

#### Campaigning

In May we launched a new campaign, "Protect our Paths", in response to Norfolk County Council's decision to significantly reduce its footpaths maintenance budget, thereby reducing public access and enjoyment of the countryside. We ran two well-attended workshops in the autumn, with excellent speakers from legal experts Birketts and The Ramblers. We also started an initiative to recruit footpath wardens who would monitor the footpaths in their parishes, supporting them through shared contacts and information. Ten such wardens have signed up in 6 months.

As part of the Protect our Paths Campaign, we submitted a successful bid to the Heritage Lottery Fund to enable three parishes to research, record and celebrate the footpaths in their parish. We had an overwhelming response to our invitation for parishes to take part and consequently were pleased to be able to widen the project to enable four communities to take part: Beachamwell, Horning, Reepham and Thompson.

Our Litter Campaign continues steadily, with over 40 litter wardens regularly picking litter in their respective parishes, and making a significant collective contribution to the tidiness of our county. We supported many community litter-picks and continued to lend out litter equipment to groups and individuals. We also worked with McDonalds to identify litter trouble spots which they were keen to address.

## **Fundraising**

Much of our energies during the year were devoted to trying to plug the £15,000 deficit we faced in our budget for the year. Despite cutting costs and holding fundraising events, the situation did not dramatically improve, which is why we were forced to take dramatic action on staffing levels. Meanwhile, we retained the services of a professional fundraiser, who takes 15% of all that she raises, but the economic climate meant that income from that direction was substantially down on previous years.

## **Events**

In June we held a Drinks Reception for 40 Patrons and guests in the Walled Garden at Houghton Hall, with the aim of reconnecting them with our latest work and encouraging them to offer financial or other forms of support.

We had a stand at the Wild About the Wensum event at Pensthorpe in May and also at the Norfolk Show on June 27/8, with the main aim of launching the Protect our Paths campaign, but also to inform the public of our wider work.

We also held a Volunteers Day in June to recognise and give thanks to the work of our volunteers. Over 50 CPRE Norfolk volunteers came to the event, held at Glaven Farm in North Norfolk, the home of long-standing CPRE Norfolk Trustee Ian Shepherd. Here the volunteers enjoyed some beautiful watermeadows, some rare sunshine and the sight of an even rarer red kite.

We were pleased to be able to run the Corbin Prize for a second year, thanks to continued sponsorship from Wex Photographic. This photography prize for school children was organised in conjunction with the Education Department of Norfolk County Council and culminated in a well-attended presentation ceremony and exhibition at The Fairhurst Gallery in Norwich.

The annual CPRE Norfolk Awards ceremony took place in November, with awards going to 15 diverse and innovative projects. We were pleased to recruit two new judges during 2012: James Montgomery and Prue Smith. Following the loss of our sponsor, the ceremony was run on a much tighter budget, but was still very well attended and attracted excellent media coverage. We also gave two new Awards this year, in memory of two long-standing CPRE supporters who had died in the preceding 12 months. The Boldero Award, given for improving and promoting public access to the countryside was given in recognition of Charles Boldero who with his wife Joy was well-known as a promoter of walking in the countryside. The Askham Award meanwhile recognises an exceptional, holistically designed and creatively-built, eco-building. It was created in memory of Roger Askham who was one of the founding volunteers of CPRE Norfolk's popular Open Days scheme, as well as being the designer of our newsletter for many years. Sadly, Martin Walton, who has been chair the CPRE Norfolk Awards Judging Panel for over 30 years, decided to step down from this role, and I would like to take this opportunity to thank both Martin and his partner, Nancy Legg, for their contribution to the Awards scheme over so many years. It will be hard to imagine it without them!

## **Membership**

CPRE's National Office continues to develop and improve its membership package, including encouraging members to pay by direct debit rather than annual subscription. They have also recalculated our membership in line with other charities to give a more accurate reflection of the level of support for CPRE and our work. As such, we now have 1,205 members, of which over 100 are parish councils and other organisations.



**James Parry, Chairman, June 2013**

# CPRE Norfolk

## Report of the Executive Committee - Year ended 31 December 2012

### Financial Review

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Despite starting January 2012 with a small surplus and a tighter staff structure, the branch was confronted with a challenging financial situation by October 2012. This was due to an unprecedented drop in fundraising income, particularly from Trust Funds. Costs had been kept to a minimum but the future of the branch was again in doubt. The Executive Committee took the decision to make the three staffing posts redundant and to create a single, part time branch manager post, which was filled by Katy Jones. Caroline Davison and Liz Edwards resigned their positions.

This action should help secure the long term stability of the branch to ensure it continues to work effectively for members and to fulfil its objectives.

The year ended with a deficit of income over expenditure of £10,644, with our funds standing at £18,429.

#### Summary

Income received amounted to £31,447, less than half the income received during 2011, arising largely from subscriptions, legacies, donations and fundraising activities. After deducting expenditure of £42,090, the deficit for the year amounted to £10,644. Despite this disappointing performance, the members of the Executive Committee consider the year-end financial position to be satisfactory given the current economic situation and confirm that the charity can meet all known financial obligations.

#### Income

No new legacies were received in the calendar year, however, income from individuals, Trusts and grant-making bodies amounted to £13,428 including substantial amounts from Rowan Bentor Charitable Trust, Educational Foundation Alderman John Norman, Viscount Mackintosh Charitable Trust, CPRE Nat Office Hardship Fund, NALC (for the footpaths campaign), Fitzmaurice Trust, Frogmal Trust, Rosalie Monbiot and donations in memory of Roger Askham.

We are extremely grateful to all organisations and individuals who have donated to the CPRE, or raised funds on our behalf, and I take this opportunity to record our thanks to them.

We are grateful to Sarah Grieveson for her work as an independent fundraiser in what is a difficult economic climate and hope for further success from her efforts.

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 November resulting in the closure of the Planning & Campaigns Manager, Membership & Events Manager and Finance & Administration Officer posts. The office is now staffed by Katy Jones as part time Branch Manager with help from Liz Edwards on a freelance basis. 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 improve in 2013 following fundraising events, a new Patrons' programme and an appeal for donations. The branch has reduced some of its activity, such as the Awards, unless future funding is received. Fundraising events in 2013 include a fundraising concert at Holkham Hall, and an 80<sup>th</sup> Anniversary Event at Houghton Hall.

**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 stylized flourish at the end.

J Davies (Honorary Treasurer)  
6<sup>th</sup> June 2013

# CPRE Norfolk

## Independent Examiner's Report to the members - Year ended 31 December 2012

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We report on the accounts for the year ended 31<sup>st</sup> December 2012 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 2013

# CPRE Norfolk

## Receipt and Payments Accounts - Year ended 31 December 2012

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	Notes	Total 2012 £	Total 2011 £
<b>Incoming Receipts</b>			
Voluntary income	1	27841.95	56964.72
Activities for generating funds:			
Fund-raising	2	3584.12	12856.75
Investment income		20.59	26.90
<b>Total receipts</b>		<b>31446.66</b>	<b>69848.37</b>
<b>Resources Expended</b>			
Direct charitable expenditure	3	33162.02	52949.40
Other expenditure			
Fund-raising and publicity costs	4	7948.54	10589.45
Governance costs	5	979.88	1028.24
<b>Total payments</b>		<b>42090.44</b>	<b>64567.09</b>
<b>Net Incoming Resources + ( - )</b>		<b>(10,643.78)</b>	<b>5,281.28</b>
<b>Fund Balance as at 31st December 2011</b>		<b>29073.74</b>	<b>23792.46</b>
<b>Fund Balance as at 31st December 2012</b>		<b>18429.96</b>	<b>29073.74</b>

# CPRE Norfolk

## Statement of Assets and Liabilities - Year ended 31 December 2012

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	2012		2011
<b>Fixed Assets</b>			
Property	0.00		0.00
Tanagible assets	<u>150.00</u>		<u>622.44</u>
		150.00	622.44
<b>Current Assets</b>			
Debtors & Prepayments	554.58		467.50
Cash at bank and in hand	26898.36		28243.80
Premium Bonds	50.00		50.00
		27502.94	28761.30
<b>Liabilities</b>			
Accrued Accounting Fees	322.00		310.00
Trade Creditors	998.48		0.00
Other Accruals	7902.50		<u>0.00</u>
		9222.98	310.00
<b>Net Assets</b>		<u><u>18429.96</u></u>	<u><u>29073.74</u></u>

### Represented by:

#### General Reserve

Balance brought forward	29,073.74		23792.46
	--		
Surplus/deficit for the year	<u>10,643.78</u>		<u>5281.28</u>
		18429.96	29073.74
		<u><u>18429.96</u></u>	<u><u>29073.74</u></u>

These accounts were proposed by John Davies, Honourary Treasurer, and approved by the Executive Committee on 21<sup>st</sup> October 2013.

# CPRE Norfolk

Notes to the Accounts - Year ended 31 December 2012

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	<b>Total 2012 £</b>	<b>Total 2011 £</b>
<b>1 Voluntary income</b>		
Membership		
CPRE subscription	14414.39	14416.33
Friends	0.00	0.00
Donations	11031.40	35904.16
Appeal	672.18	1257.73
Grants	1617.54	4850.00
Miscellaneous	106.44	536.50
	<u>27841.95</u>	<u>56964.72</u>
<b>2 Fund-raising and publicity income</b>		
Sale of goods	607.12	797.00
Events	2977.00	11053.75
100 Club	0.00	1006.00
	<u>3584.12</u>	<u>12856.75</u>
<b>3 Direct charitable expenditure</b>		
Salaries	20832.85	36755.07
Rent and rates	4000.00	4000.00
Insurance	613.94	648.98
Equipment repairs and renewals	444.05	207.14
Stationery	278.06	1176.97
Postage	596.37	463.27
Telephone	446.97	492.14
Bank charges	0.00	32.00
Employee expenses	426.22	2187.18
Volunteer expenses	1308.88	1778.94
Recruitment advertising	0.00	703.25
Fundraiser commission	1342.92	1251.00
Small Grants	2200.00	2400.00
Subscriptions/regional levy	199.32	381.00
Depreciation	472.44	472.46
	<u>33162.02</u>	<u>52949.40</u>

Continued overleaf



# CPRE Norfolk

## Acknowledgement of Donors - Year ended 31 December 2012

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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 2012. We also thank the following donors for their generous support:

Rowan Bentor Charitable Trust  
Educational Foundation Alderman John Norman  
Viscount Mackintosh Charitable Trust  
Birkbeck Westacre  
Goodman Trust  
Fitzmaurice Trust  
Frognal Trust  
Robert Kiln Charitable Trust  
Lady Hind Trust  
Sir Rupert Mann  
Charles Barratt  
Rosalie Monbiot  
Gregory Peck  
Julian Spicer  
Ian Salter  
Patrick Lines & Han Yap  
Peter Trudgill  
J Greenwood  
Horst Hofmeister  
J Freegard Architects  
Donations In Memory of Roger Askham

### Patrons 2012

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