



**CAMPAIGN FOR NATIONAL PARKS  
(A CHARITABLE COMPANY LIMITED BY GUARANTEE)**

**ANNUAL REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDING 31 MARCH 2021**

**REGISTERED CHARITY NUMBER 295336 (ENGLAND AND WALES)  
COMPANY NUMBER 2045556 (ENGLAND AND WALES)**

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For the year ended 31 March 2021**

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**DETAILS OF THE CHARITY, ITS TRUSTEES AND ADVISERS**

**Registered Charity number** 295336, registered in England and Wales  
**Company number** 2045556, registered in England and Wales  
**Registered office** 7–14 Great Dover Street, London SE1 4YR

**Our charitable objectives**

- To promote the protection, conservation and enhancement of National Parks for public benefit
- To promote the quiet enjoyment of National Parks and the appreciation of their natural beauty by the public in an informed and understanding manner
- To advance public education in, and understanding of, National Parks through the provision of educational material and by other means
- To promote and undertake research into issues affecting the conservation and enjoyment of National Parks and to make public the useful results of any such research.

**Our vision**

National Parks are beautiful and inspirational places enjoyed and valued by all.

**Our mission**

To inspire everyone to enjoy and look after National Parks.

**Our strategic aims**

In April 2018 we adopted our new Strategic Plan for the period April 2018 to March 2023. This sets out two strategic aims:

1. National Parks in England and Wales are protected and enhanced to sustain their special qualities now and in the future.
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.

These ambitions are underpinned by four goals which will provide the framework for achieving them:

1. National Parks are thriving in terms of their natural beauty, the quality of their landscapes, wildlife, cultural heritage and the rural communities that live within them.
2. The National Parks are defended from threats that diminish their beauty and the ecosystem services they provide.
3. Everyone can access the National Parks and benefit in terms of their health and wellbeing.

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4. More people are inspired and committed to looking after the National Parks.

Specific actions, outputs and outcomes are identified in our annual business to support the delivery of each goal.

**Head office and registered office**

Campaign for National Parks  
7–14 Great Dover Street  
London  
SE1 4YR

Telephone: 020 3096 7714  
Website [www.cnp.org.uk](http://www.cnp.org.uk)

**President**

*Role vacant*

**Trustees**

Anna Bedford  
Catherine Broomfield  
Judith Cooke  
Nick Holliday  
Rosie MacIver  
Susie Rabin  
Ian Rowat (vice chair)  
Bill Swan (honorary treasurer)  
Richard Stones  
Janette Ward (chair)  
Simon Winch

**Bankers**

Barclays Bank plc  
7 St John's Hill  
London SW11 1TR

Lloyds TSB plc  
22 Southampton Street  
London WC2E 7JB

CCLA Investment  
Management Ltd  
80 Cheapside  
London EC2V 6DZ

**Independent Examiner**

Gavin Williams BFP BSc FCA DChA  
Premier FD Limited  
87, The Parklands  
Bedfordshire, LU5 4GW

**Standing Counsel**

Ned Westaway  
Barrister  
Francis Taylor Building  
Inner Temple  
London EC4Y 7BY

## **CHAIR'S INTRODUCTION**

This has been a year of achievement and progress for us. Not only have we coped well with a very difficult time since the onset of the pandemic, but we have, more than this, continued fighting for the National Parks. We have made the case for more rigorous protection, more urgent action to address the dual emergencies of climate change and the loss of nature, and a more ambitious approach to enabling all of society to benefit and take joy from these special places. The significant upswell in public connection with nature during the pandemic, and millions more visitors to National Parks as soon as restrictions lifted, has shown how critical our mission is. I am very pleased to report that we ended the year having made tangible progress in many areas, but there is still much more to do.

We ended this year with significant successes from our policy and campaigning as both the English and Welsh Governments' considered and took forward major legislative changes. We also made positive improvements to our operational arrangements which puts the organisation in strong position for our charitable work and delivery in the coming years.

I am very pleased to report that we ended the year in a positive financial position, and much is due to the generous support of our friends and supporters and some especially generous bequests, for which I wish to extend our heartfelt thanks. This has enabled us to continue the fight for our most beautiful landscapes, and to develop for example new research to support National Parks in addressing the climate emergency and develop new outreach and engagement approaches to encourage people from all parts of society to enjoy these special places.

We will also be able to invest in our organisational capacity, and to increase our capability in order to fulfil our mission to protect, enhance and promote National Parks – a task which is as urgent today as it was when the first were created seventy years ago.

I am very grateful to all the staff team at Campaign for National Parks, who continued to work with such dedication and fortitude throughout this period. I wish to thank the team and the Board who worked well together to respond quickly in these difficult times, and especially our interim CEO Anita Konrad, who ably led the organisation through the upheavals and uncertainties of a fast-evolving pandemic. She leaves Campaign for National Parks better equipped to continue its important work in the "new normal" era and we wish her all the best for the future.

I would like to conclude by thanking the many individuals and organisations that have enabled us to continue our work over the last year. In particular, I would like to thank the Trustee Board and all the members of the team for their energy and dedication. I would also like to thank the National Park Societies, the individuals that volunteer their time and expertise to advise and support us, and all our donors for their generosity, without whom our work would not be possible.

This year has more than ever underlined how critical our mission is, to campaign for National Parks, so they are safeguarded, enhanced and secure, and more than ever in a changing world, able to provide a multitude of benefits for people and the environment. At CNP we aim to be bold and clear in our vision, to speak out to secure the 'National Parks for the Future'. Our cause has never been more relevant.

**Janette Ward, Chair**

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**TRUSTEES' REPORT (INCORPORATING THE DIRECTORS' REPORT)**

**PUBLIC BENEFIT**

The Trustees present their Report and Financial Statements for Campaign for National Parks, for the year ending 31 March 2021. The Financial Statements have been prepared in accordance with the Charities SORP (FRS 102) and all other applicable accounting and reporting standards.

**Delivering public benefit**

The Trustees have paid due regard to the Charity Commission for England and Wales' guidance on public benefit in deciding what activities Campaign for National Parks should undertake. The Trustees consider that the charity's mission, aims and objectives, and the strategic plan set to deliver those objectives, comply fully with the public benefit guidance set out by the Charity Commission for England and Wales.

The charity's work delivers the strategic aims of protecting and enhancing the National Parks and promoting the value and purpose of National Parks so they are understood by everyone. We aim to reach the widest possible public audiences in England and Wales in order that as wide a range of people as possible are able to benefit from the extensive benefits the National Parks provide to the nation. We have achieved this by undertaking research, contributing to the policy making process, campaigning for change nationally and locally, and engaging with new audiences through a wide range of media.

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**ACHIEVEMENTS AND PERFORMANCE: principal achievements for the year**

The organisation approved its new Strategic Plan for 2018-2023 in April 2018 and we continued to work towards its delivery. The plan sets out where we want to be in 2023 with 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.
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.

To achieve these aims, the plan sets out the following four **strategic goals** which are underpinned by **strategic objectives** and an annual business plan:

1. National Parks are thriving in terms of their natural beauty, the quality of their landscapes, wildlife, cultural heritage and the rural communities that live within them.
2. The National Parks are defended from threats that diminish their beauty and the ecosystem services they provide.
3. Everyone can access the National Parks and benefit in terms of their health and wellbeing.
4. More people are inspired and committed to looking after the National Parks.

The past year has been one of extraordinary challenges with all parts of society deeply affected by the global COVID-19 pandemic. In this context, Campaign for National Parks' messages have never been more relevant. The pandemic has prompted a renewed interest in engaging with nature, which attracted many new first-time visitors to National Parks and re-launched a public conversation about the benefits that healthy and thriving protected landscapes bring to society.

This has allowed us to rekindle the vision of the pioneers of the National Parks movement who considered beautiful landscapes as essential for a civilised, more equitable society. It has also given us an even stronger platform to campaign for putting National Parks at the heart of the nation's green recovery and ensuring that they have the right resources, skills and support to face and meet these challenges.

**Campaigning and Policy, Advocacy and Influencing**

Our policy work has continued to span a wide range of themes and issues relevant to National Parks across England and Wales.

The Glover Landscapes Review has remained a key element of our campaigning and influencing work. Having seen many of our recommendations included in the Review, which was published in September 2019, the past year's focus has been on ensuring that the initial momentum was not lost.

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We were invited by government to join Defra's National Landscapes Stakeholder Reference Group (NLSRG), which was tasked with obtaining key stakeholders' input on shaping the implementation of a selection of Glover's proposals. We also continued to lead and chair the Glover Coalition, an alliance, brought together by CNP, of environmental NGOs with an interest in National Parks. About half of the members of the Coalition are members of the NLSRG, and as a result we were able to co-ordinate and amplify our responses to Defra's agenda.

Working with our Coalition partners, we have advised and commented on a number of proposals for a new National Landscapes Service and have written to the Secretary of State to mark the first anniversary of Glover and strongly urging the Government to publish its plans for the Review's implementation. Our letter was also at the centre of a joint social media campaign.

The NLSRG concluded its initial 12-month work programme in December 2020. We are (at the time of writing) still awaiting the Government's response to the Glover Review. In its absence, we have through our networks seen much debate over potential structural changes to the National Parks Authorities, which we continue to monitor carefully with our partners, and to be prepared for further advocacy to achieve the benefits from Glover which we have highlighted.

We have publicly welcomed the Government's commitment to creating new National Parks which was announced as part of the Prime Minister's *10-Point Plan for a Green Industrial Revolution*, published in November 2020. and reiterated our key principles for the creation of new National Parks, which are set out in our revised Policy Position Paper on this topic (published in August 2020), and which aims to be bold and clear in our vision for protected landscapes.

A key focus has been our response to the Government's draft proposals for major changes to the planning system in England. This set out our concerns that the proposals appear disconnected from the Government's environmental ambitions and do not provide sufficient protection for National Parks and other protected landscapes. Our advocacy and response to the Planning White Paper emphasised the need for planning protections for National Parks to be strengthened through the implementation of key Glover proposals, such as the strengthened duty 'of regard' to National Park purposes. We also objected to plans to introduce further Permitted Development rights as a threat to the integrity of these special places

Transport has also remained a high priority theme for us particularly in respect of sustainable solutions and public transport. Examples include our responses to the Future of Transport: Rural Transport Review and Llwybr Newydd: a new Wales Transport Strategy, which highlighted the urgent need to identify greater security of funding for existing and support for new public transport services in National Parks. Both are essential to meet the travel needs of a wide range of visitors as well as helping reduce the negative impacts of excessive car use on the Parks.

Our representations to the Agriculture (Wales) Bill White Paper made the case for including landscape enhancement as one of the areas to be funded through the new Sustainable Farming System. As part of the initial consultation on the new England Tree Strategy, we emphasised the need for integration with other relevant Government initiatives such as the forthcoming Peatland Strategy and the new Environmental Land Management Scheme (ELMs) and that special consideration should be given to where



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tree planting was appropriate in National Parks, its scale and the principle of selecting 'the right tree in the right place'.

As part of our engagement with key decision-makers and other stakeholders, we worked with the Alliance for Welsh Designated Landscapes to produce a short and pithy manifesto to send to candidates ahead of the Senedd elections in Spring 2021. Our initial series of meetings with new MPs in England had to be paused due to Covid-19 ( now scheduled to re-start). We have however maintained our ongoing engagement and advocacy with Westminster MPs and Senedd Members, in particular, though not only, those with constituencies covering National Parks, through our publications and social media.

We have continued to participate and advise as a member of the National Grid Visual Impact Provision (VIP) Advisory Group and have welcomed Ofgem's announcements on future funding frameworks which will ensure that electricity companies are able to continue their activities to remove unsightly electricity infrastructure in designated landscapes.

Our advocacy and campaigning support for local issues in National Parks in England and Wales included a consultation response as part of the review of the Yorkshire Dales Local Plan and on the business plan for Western Power Distribution (which resulted in an increased target for their undergrounding activity in National Parks); and objecting to a planning application for a new car park in open countryside in the Lake District. We have actively supported the Peak District National Park Society's campaign against the proposed A57 road scheme with a detailed response and a blog on our website.

We continued as active and influential members of various ad hoc and permanent coalitions to broaden our impact and reach, including Wildlife and Countryside Link, Welsh Environment Link and the Alliance for Welsh Designated Landscapes. Examples include Wildlife & Countryside Link's national *State of Nature* campaign, which attracted over 208,000 signatures for its petition and resulted in the inclusion of a legally binding target to halt the decline of nature in the Environment Bill.

In addition to submitting our own consultation response, we were part of a TCPA-led coalition demanding much greater action from government on planning for climate change in the context of proposed changes to the National Planning Policy Framework (NPPF) and National Model Design.

**Campaigning and Communications**

Campaigning and communications are critical for ensuring that we retain strong credibility, influence and authority as the only independent voice speaking on behalf of National Parks. We have engaged with a wide range of audiences via a significantly expanded social media presence, an e-newsletter, a membership magazine and well-regarded initiatives including the annual photo competition. These both compliment and add to our technical policy and advocacy work.

A particular focus for this year was to refresh a number of our existing products, and launch new ones to increase our impact and reach. We have also placed a much more explicit emphasis on using our campaign and communications activities to build new partnerships and, where appropriate, income generation opportunities.

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We expanded our blog series, written in-house or by guest contributors, and have been marking, in a National Parks context, specific occasions such as World Book Day and International Women's Day, alongside a wide range of other topics such as engaging with first-time visitors, ensuring equal access and strategies for reducing littering in National Parks. In addition, we have published a series of exciting and informative blogs on external websites, for example for our corporate partners. We were particularly proud to be chosen as the 2021 Charity of the Year for Countryside Jobs Service, which has opened up new positioning opportunities including free fundraising appeals.

We started tracking the number of our social media followers more systematically to understand better who our audiences are and how best we can engage with them, and have seen month-on-month growth of 5-10% across all channels over the year. Our monthly eNews reached 3,200 subscribers in 2020/21.

The 2020 Park Protector Awards and associated annual in-person ceremony was cancelled due to coinciding with the first Coronavirus lock down. Following this, we developed a new, digital awards offer, securing new partnerships to help promote the awards and recognise and reward winners.

This digital focus and development of our digital capacity has given us a very strong foundation for introducing a more proactive communications strategy in the coming year and has already resulted in more wide-ranging coverage online.

**Fundraising and Supporter Engagement**

We were pleased to exceed our income generation target in 2020/21. We were fortunate to have had an increase in legacy income, and to have secured a number of major donations in addition to the hugely welcome and important ongoing support from the Esmée Fairbairn Foundation.

Despite the years unprecedented challenges, we maintained our normal cycle of multi-source fundraising, but the medium to longer term financial situation is not yet clear. There is evidence that existing trends in mainstream grant-funding, such as increased competition and relatively fewer opportunities, have become more pronounced. We have therefore used the past year to refresh our fundraising strategy, including with greater focus on our digital engagement with donors and supporters.

Early successes of this new approach included our first ever digital Christmas Appeal, the #13DaysofChristmas, which returned a record level of donations and reached around 75,000 people. We also secured a place on the Big Give Green Match Fund challenge, an online one-week public fundraising appeal, which matched every pound donated with the same amount generously granted by the John Spedan Lewis Foundation. We re-launched our corporate offer with a choice of one-off and tailored longer term opportunities for collaboration, which was well received. Our individual and organisational membership fees have continued to be a relatively stable source of funding based on a high member retention rate of ca. 90%.

**Working with our Council and the National Park Societies**

The pandemic has meant that regular events for our Council and the National Park Societies moved online. However, we were pleased that we were able to maintain our regular cycle of meetings during such a challenging year. Our members embraced this new way of working, with many welcoming it as a more environmentally friendly, cost-

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effective and accessible alternative to traditional face-to-face meetings. Exploring additional interactive formats will be one of the priorities for the coming year. We held an online AGM and Council meeting in November 2020 and a number of thematic events with the Park Societies, for example on the proposed planning reforms in England and the Senedd elections in Wales and invited Council's and the Societies' feedback on our priorities for 2021/22.

**Staff Capacity and Operational Effectiveness**

The past year has seen staff changes for Campaign for National Parks, which were not related to Covid including the departure of the CEO early in the period. This created additional pressure for the remaining team. An Interim CEO was appointed in June 2020 with a brief to ensure that the organisation could deliver its priorities, recover staff capacity and improve its financial sustainability.

The entire team responded to these challenges with impressive resilience and commitment. We decided to pause recruitment to fill some vacancies until the immediate impact of the pandemic had become clearer and we had identified, which skills and expertise were most needed for the future.

We welcomed our new Campaigns & Communications Manager in November 2020, which gave us much-needed capacity and expertise and enabled successful expansion of our communications activities.

Lockdown highlighted a number of areas where our operational resilience needed to be improved, for example in terms of our remote working connectivity. In response, we comprehensively reviewed our operational arrangements including IT and associated overheads and planned our move to a new and more suitable office premises (which was completed in June 2021). We are continuing to transition from remote working as an emergency response to a new, hybrid operating model.

**Plans for 2021/22**

The past year has laid the foundations for an ambitious Business Plan for 2021/22, which builds on a healthy budget.

Looking immediately ahead, we will focus on the role of National Parks in tackling the climate and nature emergencies and enabling inclusive access for all. In 2021/22, our work will have a strong focus on advocacy to ensure National Parks have the powers and resources to take the leadership in tackling the Climate Emergency, as the world looks on at the UK as it hosts the COP26. We will also seek to bring new perspectives on National Parks and the value they bring across society, engaging with younger people in particular. This in turn will further develop our strategic campaigning function, backed up by evidence, experience and the knowledge that comes from our close relationship with other partners and stakeholders.

Our transition to an even more cost-effective and flexible operating model is well underway, and this will provide the financial stability to invest in expanding our organisational capacity and capability under the leadership the organisation's new, permanent CEO Dr Rose O'Neill.

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**REVIEW OF THE FINANCIAL POSITION**

We are sincerely grateful to all the individuals and organisations that support us, both financially and through other gifts such as their time and expertise. Their contributions enable us to continue our work to protect, enhance and promote the National Parks.

The overall result in 2020/21 was a surplus of £93,133 (compared to a deficit of £57,646 in 2020). This positive change was due in the main to some very generous legacy income, alongside a broader portfolio of income from membership subscriptions, donations, appeals, trusts and grants. This puts us in a much better position to invest in organisational development including diversifying and innovating our fundraising model to enable us to sustain such positive results in the longer term.

**Valuing volunteers**

Campaign for National Parks receives volunteer support in several different ways, including as trustees, ad hoc advisers and by contributing on specific projects. We are immensely grateful to all of them for their commitment to our cause, their expert insight and their time, all of which are invaluable. In line with SORP 2015, the contribution of volunteers has not been included in the Statement of Financial Activities, because the value of their contribution to the organisation cannot easily be quantified in financial terms.

**Reserves policy**

Campaign for National Parks' reserves policy is that unrestricted funds not committed or invested in tangible fixed assets should be maintained at a level equivalent to between six and twelve months' operational expenditure (excluding restricted funds).

At the end of March 2021, unrestricted funds stood at £249,774 (2020 £156,641). Our reserves have exceeded our target range as they are equivalent to 15 months' operational expenditure. We are looking to expand organisational capacity in the coming year in order to strengthen our impact and reach. We anticipate making use of reserves in subsequent years to further our objectives.

**Investment policy**

Between one and two months' expenditure should be held in directly accessible cash up to a maximum of £75,000. Money owned above that amount should be invested in ethical, low risk instruments in order to maximise income.

Our investments are currently managed by CCLA, one of the UK's largest charity fund managers which only manages money for charities, religious organisations and the public sector. In addition to offering products and services having a strong, long-term performance record and being fairly priced, CCLA commits to managing investments responsibly.

## **STRUCTURE, GOVERNANCE AND MANAGEMENT**

### **Governing document**

Campaign for National Parks is a Registered Charity (registered on 5 October 1986) and a Company Limited by Guarantee (incorporated on 11 August 1986). Campaign for National Parks has no share capital and the liability of its members is limited to £1. The governing document is the Memorandum and Articles of Association adopted in 2010.

The members of the charity are:

- local and national environmental, amenity and recreational organisations; and
- co-opted members (individuals with particular skills and experience of National Park issues).

Organisational members of the charity pay an annual subscription based on their turnover. All members are entitled to receive meeting papers and other communications (including advice on National Park issues), attend meetings, vote, and, at the Annual General Meeting (AGM), to receive the annual accounts, receive the trustees' report, accept the retirement of trustees and elect new trustees, appoint the auditors and appoint the President and Vice Presidents. Observers are not members of the charity and not entitled to vote.

The trustees of the charity are the directors of the company. The trustees have no interest in the company's assets and receive no remuneration. There are between seven and eleven trustees.

### **Organisation**

The trustees determine the policy direction of the charity. They meet quarterly, and have additional meetings as required, either face to face, by telephone or online. A five-year strategic plan, which covers 2018-23, was developed in 2017/18 and adopted in April 2018.

A Management Sub-committee comprising the three Honorary Officers (Chair, Vice-Chair and Treasurer) considers matters relating to financial management and the employment of staff. The Management Sub-committee makes recommendations to the full Board of Trustees. Trustees carry out annual reviews of their policies on investments and levels of reserves held.

The Nominations Committee is a sub-committee of the board of trustees. It comprises up to five members, up to three of which will be existing trustees and include the chair, and up to two voting members who are not trustees, one of which should be a member of the organisation as a representative of a National Park Society. The committee leads the recruitment process for new trustees and make recommendations to the full board of trustees. New trustees will continue to be elected by the voting members as set out in the 'appointment of trustees' section below.

Meetings of the members of the charity take place twice a year. As of the Annual General Meeting in November 2020 there were 49 voting members. Members' meetings are informally referred to as meetings of Campaign for National Parks' Council. Members discuss and advise on policy which informs the Trustees in their determinations.

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Campaign for National Parks has a supporter scheme for the public, the Friends of Campaign for National Parks, and a corporate supporter scheme. Neither the Friends nor the corporate supporters form part of the charity's governance.

**Appointment of trustees**

Trustees are elected at the Annual General Meeting. All the Trustees must be members of the charity. The normal term of office for a trustee is three calendar years. A trustee is eligible for re-election for two further terms of three years, after which the trustee is eligible for re-election only after one year has elapsed.

Given the unprecedented challenges posed by the Covid-19 pandemic, the Trustees recommended that the term of office for Nick Holliday, who was due to complete his third three-year term in October 2020, should be extended by an additional year (to October 2021). This was to ensure continuity provided by a well-functioning, high-performing Board with a sound balance of skills and expertise. Members voted unanimously in support of this recommendation at the November 2020 AGM.

The Trustees may choose to co-opt individuals during the year to fill a vacancy. Co-opted Trustees must stand down at the next AGM but are eligible to stand for election. Trustees appoint Honorary Officers including chair, vice chair and treasurer.

**Trustee induction and training**

All members of the Board take part in induction programmes, training and development as appropriate. From time to time, the Trustees carry out reviews of their skills base to ensure a good balance of skills and experience.

**Management and staffing**

Day-to-day management of Campaign for National Parks is delegated to the Chief Executive who reports regularly to the chair and to the other Trustees. The Chief Executive and staff team work to deliver the priorities set in the annual business plan, which in turn delivers the five-year strategic plan. Trustees review performance quarterly, against the annual budget and the business plan.

**Risk management**

Trustees have considered the risks to which Campaign for National Parks is exposed and have established systems for mitigating those risks. As a small charity, sustainable funding and loss of organisational credibility and influence continued to be the main risks identified in 2020/21, and all risks have been addressed rigorously. Campaign for National Parks' risk management strategy comprises:

- quarterly review of and updates on the risks the charity may face through a 'live' risk register;
- the establishment of systems and procedures to mitigate those risks identified in the register; and
- the implementation of procedures designed to minimise any potential impact on the charity should those risks materialise.

It is the delegated responsibility of the Chief Executive to ensure that the risk register is maintained and up to date. Trustees will consider all risks that have a major impact and a

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probable or highly probable likelihood of occurring. The risk register is reviewed at each Trustee Board meeting, ensuring that new risks are addressed as they arise.

Risks are also addressed through additional measures which include:

- dedicated sustainability objectives in the 2018-23 strategic plan and annual business plan;
- quarterly financial reviews through management accounts; and
- succession planning with the Trustees.

Special Note: As a response to the continuing COVID-19 situation, the Trustees are working with the Chief Executive to assess the risks for the organisation and in particular for the staff team on an ongoing basis. In order to minimise personal risks in line with government guidance, adjustments to working arrangements included working from home, ensuring all systems could be accessed remotely, providing regular updates for staff and Trustees, and closely monitoring the financial impact of the pandemic.

**Equalities and other core policies**

As responsible employers, the Trustees have approved policies relating to equalities and diversity, health and safety, and other matters affecting the workforce. All of Campaign for National Parks' policies are updated in line with changes to legislation and best practice guidance and reviewed bi-annually.

**Statement of Trustees' responsibilities**

The Trustees (who are also directors of Campaign for National Parks for the purposes of company law) are responsible for preparing the Annual Report and Financial Statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

The financial statements must give a true and fair view of the state of affairs of the charitable company and of the incoming resources and application of resources of the charitable company for the year. In preparing these financial statements, the trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles in the Charities SORP;
- make judgements and estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in operation.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the *Companies Act 2006*. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as the trustees are aware:

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- there is no relevant independent examination information of which the charitable company's independent examiner is unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant independent examination information and to establish that the independent examiner is aware of that information.

**Going concern –**

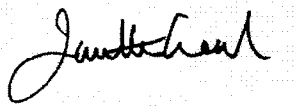
The charity has ended this year with a surplus. Trustees believe they have set an achievable budget for 2021/22, which would see our reserves maintained or increased at the end of 2020/21.

After reviewing the charity's forecasts and projections, the Trustees have reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

**Fundraising activities**

The Trustees are fully responsible for the activities of the charity including fundraising. At each trustee meeting both fundraising practices and performance are reviewed. The charity employs a fundraising and partnerships officer and undertakes all fundraising activities in-house. Campaign for National Parks adheres to the Fundraising Regulator's Code of Fundraising Practice.

Approved and signed by the Trustees on 21 October 2021 by:



**Janette Ward**  
Chair



**Bill Swan**  
Honorary Treasurer



## **INDEPENDENT EXAMINER'S REPORT TO THE MEMBERS OF CAMPAIGN FOR NATIONAL PARKS**

I report on the financial statements of the company for the year ended 31 March 2021 as set out on pages 17 to 28.

### **Responsibilities and basis of report**

As the charity's trustees of the Company (who are also the directors of the company for the purposes of company law), you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ("the 2006 Act").

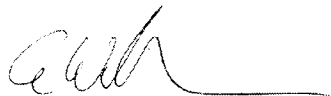
Having satisfied myself that the accounts of the Company are not required to be audited for this year under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of your charity's accounts as carried out under section 145 of the Charities Act 2011 ("the 2011 Act"). In carrying out my examination, I have followed the Directions given by the Charity Commission (under section 145(5)(b) of the 2011 Act).

### **Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention (other than that disclosed below) which gives me cause to believe that:

- accounting records were not kept in accordance with section 386 of the Companies Act 2006; or
- the accounts do not accord with such records; or
- the accounts do not comply with relevant accounting requirements under section 396 of the Companies Act 2006 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
- the accounts have not been prepared in accordance with the Charities SORP (FRS102).

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



**Gavin Williams BSc FCA DChA**

Premier FD Limited  
87, The Parklands  
Bedfordshire, LU5 4GW

22<sup>nd</sup> October 2021



**Campaign for National Parks  
Annual Report and Financial Statements  
For the year ended 31 March 2021**

**Statement of Financial Activities for the year ended 31 March 2021**  
(Incorporating the Income and Expenditure Account)

|   |   | Unrestricted<br>funds<br>£ | Restricted<br>funds<br>£ | 2021<br>Total<br>funds<br>£ | 2020<br>Total<br>funds<br>£ |
|---|---|----------------------------|--------------------------|-----------------------------|-----------------------------|
| <b>INCOME AND ENDOWMENTS FROM:</b>  |   |                            |                          |                             |                             |
|   | <b>Notes</b>  |                            |                          |                             |                             |
| A   | <b>Donations and legacies</b>                                     | 213,102                    | 15,000                   | 228,102                     | 177,137                     |
| <b>Charitable activities</b>  |   |                            |                          |                             |                             |
| B   | Grants and contracts receivable                                   | 52,500                     | -                        | 52,500                      | 35,000                      |
| D   | Investments   | 2,165                      | -                        | 2,165                       | 6,395                       |
| E   | Other   | 8,541                      | -                        | 8,541                       | 7,202                       |
|   | <b>Total income and endowments</b>                                | <b>276,308</b>             | <b>15,000</b>            | <b>291,308</b>              | <b>225,734</b>              |
| <b>EXPENDITURE ON:</b>  |   |                            |                          |                             |                             |
| F   | Raising funds -<br><i>Esmée Fairbairn Fundraising Foundations</i> | (20,097)                   |                          | (20,097)                    | (45,032)                    |
|   |   |                            | (300)                    | (300)                       | (225)                       |
| G   | Charitable activities<br><i>The Oral History project</i>          |                            | -                        |                             | (5,042)                     |
|   | <i>Campaigning activities</i>                                     | (162,778)                  | (15,000)                 | (177,778)                   | (233,081)                   |
|   | <b>Total resources expended</b>                                   | <b>(182,875)</b>           | <b>(15,300)</b>          | <b>(198,175)</b>            | <b>(283,380)</b>            |
| <b>Net (outgoing)/incoming resources for the year before reallocation between funds</b> |   |                            |                          |                             |                             |
|   |   | <b>93,433</b>              | <b>(300)</b>             | <b>93,133</b>               | <b>(57,646)</b>             |
|   | Transfers between funds   | 3,356                      | (3,356)                  | -                           | -                           |
|   | <b>Net movement in funds</b>                                      | <b>96,789</b>              | <b>(3,656)</b>           | <b>93,133</b>               | <b>(57,646)</b>             |
| <b>Reconciliation of funds;</b>   |   |                            |                          |                             |                             |
|   | Total funds brought forward                                       | 152,985                    | 3,656                    | 156,641                     | 214,287                     |
|   | <b>Total funds carried forward</b>                                | <b>249,774</b>             | <b>-</b>                 | <b>249,774</b>              | <b>156,641</b>              |

Movements in funds are explained in the notes on pages 20 to 29, which form part of these financial statements. All income and expenditure is derived from continuing activities.

**Campaign for National Parks  
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**Balance Sheet**  
As at 31 March 2021

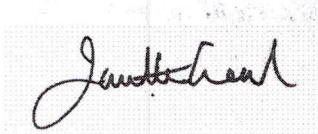
|  | Notes | 2021<br>£      | 2020<br>£      |
|--|-------|----------------|----------------|
| <b>Fixed assets:</b>                                   |       |                |                |
| Tangible assets  | 8     | -              | -              |
| Investments  | 9     | 65,717         | 66,634         |
| <b>Total fixed assets</b>                              |       | <u>65,717</u>  | <u>66,634</u>  |
| <b>Current assets:</b>                                 |       |                |                |
| Stocks   |       | -              | -              |
| Debtors  | 10    | 20,935         | 16,639         |
| Accrued Income   |       | 375            | 1,540          |
| Cash at bank and in hand                               |       | 236,263        | 77,277         |
| <b>Total current assets</b>                            |       | <u>257,573</u> | <u>95,456</u>  |
| <b>Liabilities :</b>                                   |       |                |                |
| <b>Creditors : Amounts falling due within one year</b> | 11    | (3,516)        | (5,449)        |
| Deferred Liability                                     |       | (70,000)       | -              |
| <b>Net current assets or liabilities</b>               |       | <u>184,057</u> | <u>90,007</u>  |
| <b>Total assets less current liabilities</b>           |       | <u>249,774</u> | <u>156,641</u> |
| <b>The fund of the charity:</b>                        |       |                |                |
| Restricted income funds                                |       | -              | 3,656          |
| Unrestricted funds                                     | 13    | 249,774        | 152,985        |
| <b>Total charity funds</b>                             |       | <u>249,774</u> | <u>156,641</u> |

The notes on the following pages 19 to 28 to form part of these Financial Statements.

The directors are satisfied that the company is entitled to exemption from the requirement to obtain an audit under section 477 of the Companies Act 2006 and that members have not required the company to obtain an audit in accordance with section 476 of the Act.

The directors acknowledge their responsibilities for complying with the requirements of the Companies Act 2006 with respect to accounting records and the preparation of accounts. The accounts have been prepared in accordance with the provisions in Part 15 of the Companies Act 2006 applicable to companies subject to the small companies' regime.

These financial statements were approved and authorised for issue by the Board of Trustees on 21 October 2021 and signed on their behalf by:



**Janette Ward**



**William Swan**

**Campaign for National Parks  
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**Registered company number 2045556 (England and Wales)  
Notes to the Financial Statements**

**1 Accounting policies**

**(a) Accounting convention**

The financial statements of the charitable company, which is a public benefit entity, are prepared in accordance with the *Statement of Recommended Practice: Accounting and Reporting by Charities* (SORP 2015 – FRS 102 version), applicable accounting standards and the *Companies Act 2006*. The charity has taken advantage of the Small Entity provisions of FRS 102. The financial statements are presented in sterling (£).

**Statement on going concern**

After reviewing the charity's forecasts and projections, the directors have reasonable expectation that the charity has adequate resources to continue in operational existence for the foreseeable future. The charity therefore continues to adopt the going concern basis in preparing its financial statements.

**(b) Fund accounting**

Unrestricted funds are available for the use at the discretion of the Trustees in furtherance of the charitable objectives of Campaign for National Parks.

Restricted funds are funds subject to specific restrictions imposed by donors. The purpose and use of the restricted funds is set out in the notes to the Financial Statements.

**(c) Incoming resources**

Income from all sources is accounted for on a receivable basis.

Income received during one financial year which relates to specific activities to be carried out in the following financial year is treated as a creditor.

Gifts in kind represent services or goods provided free of charge and are included in income at an estimated cost where appropriate.

**(d) Resources expended**

All expenditure is accounted for on an accruals basis and has been listed under headings that aggregate all the costs directly attributable to that activity. Where costs (including overheads and irrecoverable VAT) cannot be directly attributed they have been allocated to activities on a basis consistent with the use of resources and the time spent on those activities.

Direct costs, including directly attributable salaries, are allocated on an actual basis to the areas of activity.

Governance costs are those incurred with the governance arrangements of the Charity which relate to the general running of the Charity as opposed to those costs associated with generating funds or charitable activities. In the case of Campaign for National Parks, governance costs are the costs of the audit of the Financial Statements, the costs of meetings of the Trustees, the costs of preparation of the statutory Financial Statements and any costs associated with constitutional and statutory requirements.

**(e) Tangible fixed assets and depreciation**

Tangible fixed assets are included at cost. Depreciation is provided to write off the cost of fixed assets over their estimated useful lives on a straight line basis as follows:

- Furniture and equipment: 25% on cost (straight line).
- Computer equipment is not capitalised.

**(f) Pension costs**

Until 31 October 2016 the Charity had no occupational pension scheme, but made monthly contributions of 5% of gross salary to the pension schemes of those employees who make at least 2.5% of gross salary contributions to their schemes.

Campaign for National Parks was legally required to offer a workplace pension scheme as of November 2016. Under auto-enrolment, staff now have to contribute (unless they opt-out entirely) 1% from 1 November until April 2018. This will then increase to 3% and, in time, 5%. The legislation limits the employer maximum contribution of 3%.

However, the Trustee board agreed at its July 2016 meeting to continue to offer an enhanced pension contribution as an employee benefit meaning that if staff contribute at least 2.5% of gross salary, Campaign for National Parks will make a contribution of 5% of gross salary to the pension scheme.

Pension costs are charged to the income and expenditure account as they become due.

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**(g) Operating leases**

Operating lease rentals are charged to the income and expenditure account as they become due.

**(h) Expenditure categories**

Expenditure is allocated to one of two functional categories:

- (i) Costs of generating funds
  - Costs of generating voluntary income (fundraising, administration of the Friends of Campaign for National Parks, production of newsletters for the Friends)
- (ii) Charitable activities
  - 1) The Oral History Project
  - 2) Fighting Fund
  - 3) Campaigning activities

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**2 Sources of Income**

|                              | Unrestricted<br>£ | Restricted<br>£ | Total 2021<br>£ | Total 2020<br>£ |
|------------------------------|-------------------|-----------------|-----------------|-----------------|
| <b>Donation and Legacies</b> |                   |                 |                 |                 |
| Donations                    | 145,439           | 15,000          | <b>160,439</b>  | 164,978         |
| Legacies                     | 67,663            |                 | <b>67,663</b>   | 12,159          |
| <b>Charitable activities</b> |                   |                 |                 |                 |
| Grants                       | 52,500            |                 | <b>52,500</b>   | 35,000          |
| Investment                   | 2,165             |                 | <b>2,165</b>    | 6,394           |
| Other                        | 8,541             |                 | <b>8,541</b>    | 7,202           |
| <b>Total</b>                 | <b>276,307</b>    | <b>15,000</b>   | <b>291,308</b>  | <b>225,734</b>  |

**3 Resources Expended**

|                                 | Staff<br>(direct)<br>costs<br>£ | Other<br>(direct)<br>costs<br>£ | Total 2021<br>£ | Total 2020<br>£ |
|---------------------------------|---------------------------------|---------------------------------|-----------------|-----------------|
| Raising funds                   | 6,449                           | 13,948                          | <b>20,397</b>   | 45,257          |
| Charitable activities           |                                 |                                 |                 |                 |
| <i>The Oral History project</i> | -                               | -                               | -               | 5,042           |
| <i>Campaigning Activities</i>   |                                 | <b>177,778</b>                  | <b>177,778</b>  | 233,081         |
|                                 | <b>6,449</b>                    | <b>191,726</b>                  | <b>198,175</b>  | <b>283,380</b>  |

**Campaign for National Parks  
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**4 Analysis of Resources Expended**

| Resources Expended      | Total 2021     | Total 2020     |
|-------------------------|----------------|----------------|
|                         | £              | £              |
| Rent                    | 24,000         | 24,000         |
| Premises costs          | 862            | 860            |
| Travel and subsistence  | 37             | 5,087          |
| Printing and stationary | 10,038         | 9,483          |
| IT & Equipment costs    | 8,871          | 6,708          |
| Communications          | 6,711          | 22,496         |
| Financial charges       | 1,742          | 4,799          |
| Staff costs             | 135,567        | 189,828        |
| Professional fees       | 6,064          | 2,727          |
| Meetings & Events       | 2,000          | 15,459         |
| General Expenses        | 2,283          | 1,933          |
|                         | <b>198,175</b> | <b>283,380</b> |

**5 Analysis of governance costs**

| Governance costs            | 2021         | 2020         |
|-----------------------------|--------------|--------------|
|                             | £            | £            |
| Independent examination fee | 1,500        | 1,500        |
| Trustees expenses           | -            | 3,539        |
| Trustees Other              | -            | 2,312        |
|                             | <b>1,500</b> | <b>7,351</b> |

**6 Net incoming (outgoing) resources**

These are stated after charging:

|   | 2021  | 2020  |
|---|-------|-------|
|   | £     | £     |
| Independent examination fee                           | 1,500 | 1,500 |
| Depreciation (all fixed assets are fully depreciated) | -     | -     |
| Operating leases                                      | -     | 2,517 |



**Campaign for National Parks**  
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**7 Trustee and employee information**

(a) Trustee information

No Trustees received any remuneration (none in 2020/21). During the year, Trustees received reimbursements of travelling expenses of £nil (£3,539 in 2019/20).

(b) Employee information

Employee costs during the year (excluding recruitment, training and development) were:

|                       | 2021<br>£      | 2020<br>£      |
|-----------------------|----------------|----------------|
| Salaries              | 109,860        | 160,520        |
| Social security costs | 11,076         | 12,937         |
| Pension costs         | 1,027          | 3,463          |
|                       | <b>121,963</b> | <b>176,920</b> |

|  | 2021 | 2020 |
|--|------|------|
| Approximate average number of staff during the year (full time equivalent) | 3    | 5    |

There was one member of Senior Management Personnel, who received remuneration of £51,000 (2019: £50,000). No members of staff received emoluments over £60,000.

**8 Tangible fixed assets**

|                         | Computer equipment £ | Furniture and equipment £ | Total £ |
|-------------------------|----------------------|---------------------------|---------|
| <b>Cost</b>             |                      |                           |         |
| At 1 April 2020         | 11,420               | 11,671                    | 23,091  |
| Additions               | -                    | -                         | -       |
| Disposals               | -                    | -                         | -       |
| At 31 March 2021        | 11,420               | 11,671                    | 23,091  |
| <b>Depreciation</b>     |                      |                           |         |
| At 1 April 2020         | 11,420               | 11,671                    | 23,091  |
| Charge for period       | -                    | -                         | -       |
| Disposals               | -                    | -                         | -       |
| At 31 March 2021        | 11,420               | 11,671                    | 23,091  |
| <b>Net book values</b>  |                      |                           |         |
| At 31 March 2020 & 2021 | -                    | -                         | -       |

All assets are used in direct furtherance of the Charity's objectives.

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**9 Investments**

|                              | 2021   | 2020     |
|------------------------------|--------|----------|
|                              | £      | £        |
| At 31 March 2019             | 66,634 | 91,971   |
| Additions                    | -      | -        |
| Disposal proceeds            | -      | (25,000) |
| Gain / (Loss) on revaluation | (917)  | (337)    |
| At 31 March 2020             | 65,717 | 66,634   |

Investments comprise COIF Charities Fixed Interest Fund – Income Units

**10 Debtors and prepayments**

|                               | 2021   | 2020   |
|-------------------------------|--------|--------|
|                               | £      | £      |
| Grants receivable             |        |        |
| Other debtors and prepayments | 20,935 | 16,639 |
|                               | 20,935 | 16,639 |

**11 Creditors**

Amounts falling due within one year.

|                 | 2021  | 2020  |
|-----------------|-------|-------|
|                 | £     | £     |
| Accruals        | 3,516 | 5,449 |
| Other creditors | -     | -     |
|                 | 3,516 | 5,449 |

**12 Operating lease commitments**

|  | 2021 | 2020  |
|--|------|-------|
|  | £    | £     |
| Annual operating commitments expiring: |      |       |
| Within one year                        |      |       |
| In the second to fifth years           | -    | 2,517 |
| After five years                       | -    | -     |

**Campaign for National Parks  
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**13 Analysis of movements between funds**

**Analysis of movements  
between funds 2021**

|  | Balance<br>at 1 April<br>2020 | Income         | Expenditure      | Recharges | Transfers      | Balance<br>at 31<br>March<br>2021 |
|--|-------------------------------|----------------|------------------|-----------|----------------|-----------------------------------|
| Esmée Fairbairn                          | 225                           | -              | (300)            | -         | 75             | -                                 |
| The Oral History<br>Project              | 3,431                         | -              | -                | -         | (3,431)        | -                                 |
| Donations and<br>Legacies                |                               | 15,000         | (15,000)         |           |                | -                                 |
| <b><u>Total Restricted<br/>Funds</u></b> | <b>3,656</b>                  | <b>15,000</b>  | <b>(15,300)</b>  | <b>-</b>  | <b>(3,356)</b> | <b>-</b>                          |
| <b><u>Unrestricted<br/>Funds</u></b>     | <b>152,985</b>                | <b>276,308</b> | <b>(182,874)</b> | <b>-</b>  | <b>3,356</b>   | <b>249,774</b>                    |
| <b><u>Total Funds</u></b>                | <b>156,641</b>                | <b>291,308</b> | <b>(198,174)</b> | <b>-</b>  | <b>-</b>       | <b>249,774</b>                    |

**Analysis of movements  
between funds 2020  
Comparative**

|  | Balance<br>at 1 April<br>2019 | Income         | Expenditure      | Recharges | Transfers | Balance<br>at 31<br>March<br>2020 |
|--|-------------------------------|----------------|------------------|-----------|-----------|-----------------------------------|
| Esmée Fairbairn                          | 450                           | -              | (225)            | -         | -         | 225                               |
| The Oral History<br>Project              | 8,473                         | -              | (5,042)          | -         | -         | 3,431                             |
| <b><u>Total Restricted<br/>Funds</u></b> | <b>8,923</b>                  | <b>-</b>       | <b>(5,267)</b>   | <b>-</b>  | <b>-</b>  | <b>3,656</b>                      |
| <b><u>Unrestricted Funds</u></b>         | <b>205,364</b>                | <b>225,734</b> | <b>(278,113)</b> | <b>-</b>  | <b>-</b>  | <b>152,985</b>                    |
| <b><u>Total Funds</u></b>                | <b>214,287</b>                | <b>225,734</b> | <b>(283,380)</b> | <b>-</b>  | <b>-</b>  | <b>156,641</b>                    |

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**Use of Restricted Funds**

**Esmee Fairbairn Foundation**

We received funding to invest in developing our fundraising function and updating our fundraising strategy to support the charity's future sustainability.

**The Oral History Project**

All funding received to support the Oral History Project were expensed.

**14 Analysis of net assets between funds 2021**

|                           | Unrestricted<br>funds | Restricted<br>funds | Total<br>funds |
|---------------------------|-----------------------|---------------------|----------------|
|                           | £                     | £                   | £              |
| Fixed assets              | -                     | -                   | -              |
| Debtors                   | 20,935                | -                   | 20,935         |
| Deposits and cash at bank | 236,263               | -                   | 236,263        |
| Creditors                 | (3,516)               | -                   | (3,516)        |
| Investment                | 65,717                | -                   | 65,717         |
|                           | <b>319,399</b>        | <b>-</b>            | <b>319,399</b> |

**Analysis of net assets between funds 2020 comparative**

|                           | Unrestricted<br>funds | Restricted<br>funds | Total<br>funds |
|---------------------------|-----------------------|---------------------|----------------|
|                           | £                     | £                   | £              |
| Fixed assets              | -                     | -                   | -              |
| Debtors                   | 16,639                | -                   | 16,639         |
| Deposits and cash at bank | 77,277                | -                   | 77,277         |
| Creditors                 | (5,449)               | -                   | (5,449)        |
| Investment                | 66,634                | -                   | 66,634         |
|                           | <b>155,101</b>        | <b>-</b>            | <b>155,101</b> |

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**15 Capital commitments**

At 31 March 2021 there were no capital commitments (none in 2020/21).

**16 Related party transactions**

There were no related party transactions during the year (none in 2020/21).

**17 Taxation**

No corporation tax has been allowed for in these Financial Statements because income of the Company, a registered Charity, is within the exemptions granted by Section 505 of the *Income and Corporation Taxes Act 1988*. The Charity has borne tax on its expenditure where appropriate.

**IMPACT OF COVID-19 PANDEMIC**

The COVID-19 outbreak in early 2020 and the subsequent events has the potential to have a long-term impact on the charity's incoming funds and resources expended in the coming years, as well as on the fair value of the charity's assets. However, the Trustees having considered the risks faced by the charity as well as the opportunities for growth the pandemic offered, are confident that it has sufficient plans, reserves and flexibility to ensure that it can continue to expand and deliver on its charitable objectives for the foreseeable future.

