

National Park Authority Board Meeting

Agenda Item: 10



UK National Parks – Commercialisation Update

Paper for noting

1. Purpose

- 1.1 This paper provides a summary and update of progress towards the creation and on-going management of a national commercial entity-National Parks Partnerships Ltd, designed to develop commercial activity and sponsorships, across all 15 of the UK's National Parks, with the private sector. It is intended that the main purpose of the new entity will be to maximise commercial revenues for the Parks in ways which are consistent with the Parks' objectives and their key roles in conservation and protection of the UK's iconic landscapes. Agreement was reached at the 2014 ANPA AGM in Tenby on the Articles of Association for the company and when signed these will be published on the Board micro-site. There was a unanimous recommendation to accept them by all Chairs present (or their representatives) at the meeting.

2. Progress

- 2.1 Agreement was reached in May 2015 by all Park CEOs to procure tax advice on the proposed structure of the new entity and its tax efficiency. This will allow a final decision to be made on the most beneficial tax structure for the entity. This is the final stage of the setting-up process.
- 2.2 The new entity has sought nominations through March/April 2015 from officers across all of the Parks, to sit on its Executive Board. Lesley Roberts, who is Chair of the Peak District, is coordinating this process. It is expected that appointments will be announced in June. Five Park CEOs are involved in this process-Peak District, North York Moors, Pembrokeshire Coast, Cairngorms and New Forest.
- 2.3 Additionally, non-executive directors from the private sector, with significant business credentials, are being sought and approached to sit on the Board. Their role will be to promote, introduce and assist with the development of commercial opportunities appropriate to the National Parks, in order that revenues being generated by the 'brand' can be maximised.
- 2.4 It is proposed that six Park nominated individuals (officer or member) will sit on the new Board as executive directors (4 from the English Parks, 1 from Scotland and 1 from Wales). 3 will be appointed from the business community as non-executive directors. The company is an independent legal entity, but the interests of the Parks are protected by virtue of the fact that the 6 Park executive directors hold the voting rights on the board and so control the company.

National Park Authority Board Meeting

Agenda Item: 10

UK National Parks – Commercialisation Update

3. Next steps

- 5.1 Agree final beneficial tax structure by 31st August 2015.
- 5.2 The final composition of the new board will be discussed and ratified at the ANPA AGM on the 8th of June 2015 in the New Forest National Park. We are being represented by Gordon Watson and Willie Nisbet.
- 5.3 An update will be provided at the September Board meeting.

Author: Tony McInnes, Head of Commercial Development
Executive Sponsor: Gordon Watson, Chief Executive Officer