

**Financial Scrutiny and Audit
Committee**

7 July 2015

Agenda Item No. 12

UK National Parks Partnerships Ltd

Report by Chief Executive

Summary: This report updates the Committee on the establishment of the new Company with the aim of raising commercial sponsorship for the UKs National Parks.

Recommendation: To note the progress made in the establishment of the Company Board and its composition.

1 Appointment of the Board

- 1.1 The Board for the new Company has been appointed and consists of six non-executive directors appointed from within the National Park Authorities, both members and officers, and from external applicants. The biographies of the Board are appended and include Sir Peter Dixon from the Broads Authority. The first meeting of the Board took place on 8 June and Sir Peter Dixon will be able to update the Committee on the initial discussions.

2 Tax Liability and Advice

- 2.1 Dartmoor National Park Authority, the current owners of the Britain's Breathing Spaces Brand on behalf of the rest of the family, is seeking tax advice on the structure of the company, before final decisions are made on the model to be used.

Background papers: None

Author: John Packman
Date of report: 24 June 2015

Broads Plan Objectives: None

Appendices: APPENDIX 1 – National Parks Partnerships Ltd – Board – Biography Listing

National Parks Partnerships Ltd – Board – Biography Listing

Tim Barclay – Chief Operating Officer, BT Global Government & Health

Tim is accountable for the business operations for this c£1.5bn market unit and has responsibility for winning >£1bn of new contract value, including delivering the expected profitability and service levels. He is also accountable for the unit's transformation strategy as well as improving the relationships and effectiveness of the supply chain

Tim took on this new role at the beginning of the financial year, after 6 years as Managing Director of Sales & Customer Engagement for Openreach, where he was responsible for the £5billion of revenue which Openreach generates from installing and maintaining the fibres and connections which link tens of millions of homes and businesses in Britain to their Communications Providers' networks. In this role he was also the business lead for Organisational Health for the company, as Openreach strive to improve the engagement and effectiveness of their 32,000 employees.

Previously Tim has helped drive growth and customer satisfaction in a career that spans 30 years, through very different economic cycles, giving him very extensive experience of leading teams in changing times for companies both large and small.

Catherine Hawkins, Founder, Think!Sponsorship

Catherine is a commercial specialist with over 15 years experience in the sales and sponsorship sector. She started her career in advertising sales, quickly rising to Sales Director at publishing house Cabbell Publishing before moving to online advertising network ad pepper, where she was responsible for driving inventory sales throughout Europe as Business Development Director. After a successful period as Group Sales Manager for Sport Business International, she launched Think!Sponsorship in October 2002. Catherine specialises in working with sponsorship-seekers to identify assets and opportunities within organisations with the goal of converting these into revenue-generating & sustainable commercial programmes. Under Catherine's guidance, Think!Sponsorship has developed & created a number of tools for the sponsorship industry including the largest one-day sponsorship conference in the UK, industry-acclaimed research tool Find!Sponsorship, the Talk!Sponsorship networking series and the Sell!Your Sponsorship workshop series. Catherine works with a broad range of organisations and recent projects have included a naming rights sale for a city council, commercialisation of a large-scale national visitor attraction, development of a sponsorship strategy for a trade association, a pricing project for an arts festival & management of the sponsors for one of the longest running sporting events in the world.

Catherine is a keen walker, a devoted – and long-suffering - Ipswich Town FC fan and also enjoys cooking, music and art. She is married and lives in Stratford, London.

John Kennedy, Chief Operating Officer, MOO.com

John started his career in the food industry, initially with Quorn and then was one of the team that grew Green & Black's chocolate into a global brand. More recently he has been the UK MD of an online retailer, Wayfair, and now is the COO of MOO, a multinational online print and design company. He has a Manufacturing Degree from Cambridge University and an MBA from INSEAD. He's had a love affair with the bicycle, thankfully shared by his wife, so they spent a year on a tandem heading to Australia. They currently live in London, though spend as much time as they can on the Yorkshire Moors.

Kristine Olson-Chapman, Commercial Director, Talk Talk Group

Kristine is an accomplished senior executive with 8 years' extensive experience operating internationally at board level, with significant P&L responsibility across a wide range of business disciplines, geographies and industries—including Telecommunications, Financial Services, and Fast Moving Consumer Goods. She is a customer centric general manager with particular emphasis in marketing, product management and sales.

Kristine is currently the B2B Commercial Director at TalkTalk Group PLC where she has held various senior positions over the last 6 years. Prior to joining TalkTalk Kristine spent ten years at American Express—both in the US and in the UK—and Kristine began her career at Unilever in brand and product management holding both US and global roles. She holds an M.B.A. from New York University.

In her spare time, Kristine enjoys photography, travelling and walking with her husband.

Internal Appointments (UK National Park Family)**Julian Atkins, Director of Countryside and Land Management, Brecon Beacons NPA**

Julian joined the Brecon Beacons National Park Authority in 2009 as Director of Countryside and Land Management and has responsibility for the Authority's property portfolio, commercial and visitor services operations, recreation and conservation functions, community development/sustainable tourism activity, and an education service. He spent 16 years in Canada and holds an MA in Community & Regional Planning from the University of British Columbia, but returned to the UK in 1990 to pursue a career in countryside, recreation and built heritage management. Julian currently represents Fforest Fawr Geopark in the European Geoparks Network and is Vice-Chair of the UK Global Geoparks Forum. He also sits on the South Wales and Severn Waterways Partnership of the Canal and River Trust. Prior to joining the National Park Authority, Julian was Environment and Conservation Manager with the City & County of Swansea and participated as a Change Leader in the Council-wide e-government transformation programme in 2005/6.

Stephen Curl, Member Lake District National Park Authority

Steve lives in the Lake District National Park. He was appointed as a Member of the Park Authority this April following a period advising them on a range of commercial matters. Following early years in the energy sector, he has more than 25 years experience as an executive in international technology companies. Since 2006 he has been chairman of a portfolio of UK private equity backed businesses. Today these include an oil and gas exploration company, a data analytics consultancy and two software companies. He is Deputy Chair of the Board of Directors and Chair of Finance at the University of Cumbria. Steve enjoys adventure in high places and looks forward to helping the UK National Parks raise funds in a challenging environment.

Sir Peter Dixon, Vice Chair Broads Authority

Peter is vice-chair of the Broads Authority and was chairman of the Housing Corporation until 2008 and of University College London Hospitals NHS Foundation Trust until 2009. In recent years he has chaired three challenged hospital trusts while they grappled with financial and service issues. He currently chairs Diabetes UK, Imperial College Health Partners and the Anglia Ruskin Health Partnership. His previous career included running a variety of manufacturing businesses as well as experience in banking and corporate finance. He also works as a non-executive director in the private sector and does occasional advisory work in various parts of the health service as well as being a trustee of health and housing related charities.

Earlier in his career he was a member of a local authority and chaired its planning committee. His knighthood was for services to housing.

Peter Harper, Chairman Dartmoor NPA

Peter is currently Director and Owner of HL Land Ventures - a venture capital company specialising in land based investments, at present forestry, renewal energy projects, hydro, biomass and wind. The company also has land ventures in North America including natural gas/oil well restoration, farming and bio-ethanol production.

Peter has been a Secretary of State elected Member of Dartmoor NPA since 2008 and became Chairman in 2014. He was appointed to the Environment Agency SW Regional Flooding Committee in 2009 whose role is to advise on the effect national policy has at a regional level, giving feedback to national directors on the budget plans/future spend. Over the last year SWRFC has been involved in putting together a 6yr plan worth £300M

From 1997 to 2012 Peter was Owner and Director of Blue Egg Productions - a company set up with an army officer friend who was injured in the first Gulf War. It was a digital media platform to provide visual special effects to the advertising industry, later providing the visual effects for the last 3 Bond films. When the company was sold to Virgin Media it employed over 160 people and had a turnover of £94 million per annum. Peter's role was as an owner and contracts director - to provide the company with new work and also to look after existing clients.

Peter served as an Army Officer in the Army Air Corps between 1988 and 1996. After passing out from RMA Sandhurst Peter's first role was a flight commander in Northern Ireland, then moving to Germany and then the first Gulf war on return he was promoted to captain and squadron second in command, a role which took him to Bosnia on peace keeping duties. Peter's last year was spent with the MOD procurement team assessing the suitability of the new Apache helicopter for the UK armed forces.

Peter is also a Partner in the family farming business (1986 – present) which included him taking his HND in agriculture.

Mark Holroyd, Transport & Tourism Manager, New Forest NPA

Mark is the Transport & Tourism Manager for the New Forest National Park Authority. He currently oversees two major programmes to transform the way visitors and residents travel to and around the National Park by sustainable transport. This includes a strong focus on developing commercially viable bus services and working closely with the tourism sector. Originally from south Cumbria, Mark was previously a Tourism Officer in the Western Lake District developing community based tourism projects and working with businesses. Prior to this he held various roles in hospitality and tourism sector in the Lake District. Mark has a degree in geography from Newcastle University, a postgraduate certificate in Destination Management and recently started working towards an MBA.

Tony McInnes, Head of Commercial Development, Loch Lomond and the Trossachs NPA – since being elected Tony has tendered his resignation at Loch Lomond and the Trossachs NPA. Grant Moir, CEO of Cairngorms NPA has agreed to represent Scotland on a temporary basis.