

## RAPC 466-21

### NEW FOREST NATIONAL PARK AUTHORITY

### RESOURCES, AUDIT AND PERFORMANCE COMMITTEE – 1 NOVEMBER 2021

#### Funding Approach

**Report by:** Hilary Makin, Communications Manager

#### **Summary:**

The New Forest National Park Authority has seen its core grant from Defra decrease over time and so we have been successfully seeking other sources of income to deliver projects both by the NPA and our partners to fulfil our joint Partnership Plan commitments.

With a new draft Partnership Plan due to go before Members, we need to review our fundraising approach to enable us to take forward the Plan's five themes with our partners.

This paper suggests how the Authority will continue to seek funding and in-kind support for its work during 2021/22 and proposes how our future funding strategy might be developed.

#### **1. Existing Funding Strategy**

- 1.1 In 2008, the Authority prepared a funding strategy as a framework for fundraising activities to support our work. It considered the most likely options for fundraising open to the Authority including grants, corporate sponsorship, donations, legacies, and sales. The strategy was reviewed in 2015 and further discussed with members in 2017.
- 1.2 In 2019, the Authority set up an internal funding group focused on making strategic decisions about where our time and effort is best spent. A process was developed to bring forward potential projects suggested by staff and a prospectus of over 100 potential projects was compiled. A priority scoring system was developed (based on the current Partnership Plan, Government's 25 Year Environment Plan, and the Glover Review of protected landscapes) and as a result around 30 projects have been prioritised for funding bids.
- 1.3 A number of these priority projects have now been successfully funded and income of over £1 million generated in the past 12 months.
- 1.4 As well as a focus on grants we have looked at other forms of fundraising - working more closely with the New Forest Trust, trialling crowdfunding, small amounts of sponsorship and community fundraising.
- 1.5 A Members' Day on fundraising was held in July to update and hear from the Board, which was well attended and helpful input was received.

- 1.6 For the rest of this financial year we need to assess our options for seeking further income which would require a feasibility study into the best fundraising mix for the NPA:
- Assessing the current funding landscape and potential for fundraising
  - Researching how comparable organisations are successfully raising income
  - Identifying the most cost-effective and least risky opportunities for earned and voluntary income
  - Proposing an implementation plan (having looked at the people, processes and skills needed).

**Recommendation:**

**That the Committee approves allocating £10,000 of underspend from this year's budget into a feasibility study to look at potential income streams and the costs and returns on investment of different aspects of the fundraising mix.**

**Contact:** Hilary Makin

**Papers:**

**RAPC 466/21:** Cover Paper

**RAPC 466/21 Annex 1:** Draft Fundraising Strategy