



Members of the Chilterns Conservation Board for the Chilterns Area of Outstanding Natural Beauty are hereby summoned to a meeting of the Chilterns Conservation Board Executive Committee on

**22<sup>nd</sup> May 2019 at 10.00am**

**Chilterns Conservation Board  
The Lodge, Station Road, Chinnor OX39 4HA**

**Agenda**

1. Apologies
2. Declaration of Interest
3. Minutes
4. Matters Arising
5. Public Question Time
6. Finance Report
7. Budget 2019-20
8. Recruitment Update
9. Review of Governance Documents
10. AONB Management Plan Communications
11. Future partnership working (presentation)
12. Functional Review – People and Society
13. A.O.B.

Future Meetings:

Full Board	26 <sup>th</sup> June 2019 (and AGM)
	16 <sup>th</sup> October 2019
Executive Committee	18 <sup>th</sup> September 2019



**MINUTES OF THE ORDINARY MEETING OF THE EXECUTIVE COMMITTEE HELD ON  
Tuesday 22<sup>nd</sup> January 2019 at the offices of the Board, The Lodge, 90 Station Road,  
Chinnor OX39 4HA commencing at 10.00AM**

Present:

Cllr David Collins	Board Member
Cllr. John Griffin	Board Member
Cllr. Charles Hussey	Board Member
John Nicholls	Board Member
Prof. Ray Payne	Board Member
Cllr Ian Reay	Board Member, Chairman
Cllr Nick Rose	Board Member
Helen Tuffs	Board Member

In attendance:

Sue Holden	CCB Chief Officer
Graham Hurst	CCB Finance Officer

Deirdre Hansen	Clerk to the Board
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**18/19.11 Apologies for absence.**

Apologies for absence were received and accepted from Alison Doggett

**18/19.12 Declarations of interest**

No declarations of interest were made.

**18/19.13 Minutes of the previous meeting**

The minutes of the meeting of 19<sup>th</sup> September 2018 were approved and signed by the Chairman as a true record after Cllr Charles Hussey was included as having attended the meeting.

**18/19.14 Matters arising**

None.

**18/19.15 Public Question Time**

No public present.

**18/19.16 Finance Report**

The Finance Officer had circulated a financial report to the Committee on the financial position to the end of November 2018. He went through the figures and explained the now anticipated surplus rather than the budgeted deficit.

1. Major project income and expenditure is more irregular regarding certainty and timing than anticipated.
2. Some of this year's budgeted expenditure will now take place next year.
3. More efficient use of existing office space has meant cost savings.
4. Core income is under budget for the year.
5. Core expenditure is expected to be below budget for the year.

The Committee discussed the financial report and the CCB's liabilities.

- 1. The Committee NOTED the financial position based upon the original budget and the projected outturn for the financial year.**

### **18/19.17 Business Plan 2019-20**

The Chief Officer presented the draft business plan 2019-20 setting out the priorities for the staff team. There are a significant number of external factors which could well have implications for the CCB, providing both opportunities and threats. As yet is it not possible to assess the situation.

The Business Plan will be presented to DEFRA as part of the claim for the core grant.

The initial priority for 2019-20 is the launch of the New Chilterns AONB Management Plan 2019-24 and then the new design of partnership working. The CCB's impact is scaled up significantly by the great number of projects which it continues to lead on.

The Chief Officer announced that the People and Society Officer has received in principle agreement from the HS2 Business and Local Economy Fund for a Tourism and Visitor Project. Although the funding, £120k, is only for half the requested funding.

The Committee discussed the Business Plan, made a number of suggestions and asked to see a Communications Plan and Partnership Plan for the Management Plan at the May meeting.

- 1. The Committee DISCUSSED and APPROVED the Business Plan and asked to see a Communication Plan and a Partnership Plan for the Management Plan.**

### **18/19.18 Draft Budget 2019-20**

The Finance Officer presented a detailed budget for 2019-20 and a projection for 2020-21.

He took the members through the detailed proposed budget, which will be presented for approval by the CCB at its February Board meeting.

Total income and expenditure in 2019-20 are expected to rise to £1.3 million due to additional funded project work. Core income 2019-20 is anticipated to be £547,515 and core expenditure is budgeted at £550,070. The expenditure increase vs. 2018-19 of £524,493 is mainly due to increased employment costs and the delay of 2018-19 expenditure.

It was noted that the current DEFRA arrangement ends 31 March 2020.

The Committee discussed the proposed budget, the timing differences and made some suggestions, which the Finance Officer will incorporate in the Board presentation of the budget.

- 1. The Committee CONSIDERED the budget for 2019-20 and RECOMMENDED its adoption to the Board.**

#### **18/19.19 Review of Risk Register.**

The Chief Officer brought the amended Risk Register to the Committee for review and approval. The Members discussed the Risk Register extensively.

- 1. The Committee REVIEWED and APPROVED this version of the Risk Register.**

#### **18/19.20 Safeguarding Policy**

The Chief Officer informed the Committee that the CCB should have a Safeguarding Policy in place. She presented a draft of the CCB's first Safeguarding Policy for the Committee to review and approve.

The members discussed the draft policy and recommended some minor alterations. The Chief Officer will make the minor adjustments to the paper and take it to the Board to note.

- 1. The Committee REVIEWED and APPROVED the Safeguarding Policy with some minor amendments.**

#### **18/19.21 Landscapes Review and Review of Status**

The Chief Officer reported on:

1. Landscapes Review:

The Chief Officer gave an update on the Glover Review. The call for evidence is now closed.

The CCB had made its submission. She had also worked with other AONB's and National Parks on group submissions. She had had a meeting with the Chair of the Glover review and a second meeting with him and Cheryl Gillan MP.

Julian Glover, Chair of the Review, will visit the Chilterns AONB on 2<sup>nd</sup> May 2019.

2. National Park Status:

The response received from Natural England to the request for National Park Status was to wait and see what emerges from the Landscape Review.

The Chief Officer acknowledged that to make a bid for National Park Status a considerable quantity of evidence is required.

The likely outcome of the Landscape Review, new environmental legislation and possible options were discussed.

3. Management Plan Consultation: this closed 31/12/18. There were not a great many responses. The plan is to finish the work on the Management Plan to seek approval at the February Board meeting.
1. **The Committee NOTED the update on the Landscapes Review and the Review Status.**

#### **18/19.22 Update on Chief Officer Recruitment.**

The Chairman reported that:

1. The Recruitment Panel (the Chairman, Helen Tuffs and Ray Payne) had met twice.
2. The Panel has recruited Berwick Partners, a recruitment consultancy, to undertake an advertising campaign and candidate search. They will present to the Recruitment Panel a proposed long list of candidates with whom they will do a preliminary interview. They will propose from this list, a short list for the Panel to agree. The short list will be interviewed by the Recruitment Panel, who will then make the final selection.
3. Timescales
  - a. Campaign launch: 28<sup>th</sup> January
  - b. Long list meeting with Berwick Partners: 11<sup>th</sup> March
  - c. Short list meeting with Berwick Partners: 25<sup>th</sup> March
  - d. Interviews with Recruitment Panel: 10<sup>th</sup> April (with 11<sup>th</sup> April held in reserve if necessary)
4. The actual start date cannot yet be determined. Sue Holden has offered to be flexible about handover arrangements.

#### **18/19.23 Functional Review: Countryside and Conservation**

The Countryside Officer gave a comprehensive presentation with slides of the overview of the current CCB activity and priorities in relation to the natural environment.

The Committee recognised that she was the first to take on this task as part of a scrutiny exercise.

The Committee acknowledged the Countryside Officer's role in leading the successful Chalk Cherries and Trees Landscape Partnership Scheme bid along with the Development Team. This project is the largest for the CCB to date, a £2.8m 5-year scheme with long term ambitions.

She was thanked for her presentation, which showed the scale of work and the focus of activities the CCB is involved in.

Members commented that the scale was much wider than anticipated and that the exercise had been of value to them. There was a suggestion to make a presentation to the full Board.

#### **18/19.24 Any Other Business**

The Chairman informed the Committee that:

1. The Governance document is in need of review which will be done in the next few months.
2. Helen Tuffs will not seek to renew her appointment as Secretary of State appointee to the Board in April. This is her last Executive Committee meeting. The Chairman noted her valuable contributions to the CCB.

3. Cllr David Collins informed the Committee that he will not seek re-appointment to the Board from Dacorum Borough Council next year and therefore this is also his last Executive Committee meeting.
4. It was noted that the upcoming Buckinghamshire Local Council elections have been delayed by the Secretary of State till May 2020 due to the unitary decision.

**Next meeting: Wednesday 22<sup>nd</sup> May 2019 at 10.00 am at the offices of the Board in Chinnor.**

**Future meetings: Wednesday 18<sup>th</sup> September 2019**

The Chairman.....

Date.....

**Item 6** **Finance Report**

**Author:** Graham Hurst, Finance Officer

**Summary:** The accounts for year to 31 March 2019 show a deficit of £8,967 which is less than expected.

**Purpose of Report:** To advise members of the Board's financial position to the end of the 2018/19 financial year.

**Background**

1. The year to 31 March 2019 shows a net deficit of £8,967 compared to that budgeted at the start of the financial year of £25,753.
2. Core income was £554,660, which was within £1000 of that budgeted.
3. Core expenditure was £550,757 which was within £700 of budget.
4. The CCB's core activities resulted in a surplus of £3,903. This surplus is added to reserves and enables the Board to make a financial contribution to projects.
5. Project Income and expenditure, as previously reported, is more irregular regarding certainty and timing.
  - a. Chalk Streams made a small deficit before taking into account the CCB contribution of £2,500. It benefited from Thames Water funding of a new Education and Engagement position, this funding is being allocated over the 18 months term of engagement
  - b. All other projects were in line with their budgets
  - c. The Board should note that where the CCB have agreed to contribute to any shortfall in project funding the accounts provide on the basis that the maximum agreed funding will be necessary and allocated over the period of the project.
6. The financial accounts are subject to both internal and external audit.

**Recommendation**

- 1. To note the CCB financial results for the year ended 31 March 2019**

Chiltern Conservation Board  Finance Report Year to 31 March 2019	2018-19	
	Annual Budget 2018/19	12 Months to March 2019
	£	£
<b>Income</b>		
<b>Public Sector</b>		
Defra	434541	434541
Local Authorities	106000	109958
	540541	544499
<b>External income</b>	15075	10161
<b>Core Income</b>	<b>555616</b>	<b>554660</b>
<b>Expenditure</b>		
Employment	362842	371676
Members' Allowances	16482	11882
Premises	29423	33815
Office Costs	16699	12199
IT	15500	12002
Finance	12030	11039
Engagement	5000	5000
Management Plan review	25000	24631
Special Projects	5000	5000
Planning Consultancy	9200	8875
Monitoring and Evidence	2000	8
Outstanding Chilterns mag.	6000	5686
Website	20000	25874
Insurance	4000	4362
Travel	4000	3152
Personnel	3500	1760
National AONB	3000	2568
Other costs centres < £3000 budget	11710	11228
<b>Core Expenditure</b>	<b>551386</b>	<b>550757</b>
<b>Core Net income / (expenditure)</b>	<b>4230</b>	<b>3903</b>
<b>Major Projects</b>		
<b>Chalk Streams</b>		
Income	32500	41028
Expenditure	35000	41729
<b>Net</b>	<b>-2500</b>	<b>-701</b>
<b>Chilterns Woodlands contribution</b>	<b>-5000</b>	<b>-5000</b>
<b>Hillforts Delivery</b>		
Income	256600	111486
Expenditure	262850	111486
<b>Net</b>	<b>-6250</b>	<b>0</b>
<b>Landscape Partnership Development</b>		
Income	107430	99463
Expenditure	114930	106963
<b>Net</b>	<b>-7500</b>	<b>-7500</b>
<b>HS2</b>		
Income	31267	34836
Expenditure	40000	34836
<b>Net</b>	<b>-8733</b>	<b>0</b>
<b>Chiltern Walking / Food Festival</b>		
Income	11665	17061
Expenditure	11665	14878
<b>Net</b>	<b>0</b>	<b>2184</b>
<b>North Chilterns</b>		
Income	11000	0
Expenditure	11000	1853
<b>Net</b>	<b>0</b>	<b>-1853</b>
<b>Project Net income / (expenditure)</b>	<b>-29983</b>	<b>-11017</b>
<b>Total Net Income (Expenditure)</b>	<b>-25753</b>	<b>-7114</b>
<b>Grand total income</b>	<b>1006078</b>	<b>858534</b>
<b>Grand total expenditure</b>	<b>1031831</b>	<b>867502</b>
<b>Grand total net</b>	<b>-25753</b>	<b>-8967</b>



Chiltern Conservation Board  Budget 2019-20	2018-19	2019-2021	
	12 Months to March 2019	2019-20 Annual Budget	2020-21 Annual Budget
	£	£	£
<b>Income</b>			
Public Sector	544499	542015	542000
External income	10161	23500	18500
<b>Core Income</b>	<b>554660</b>	<b>565515</b>	<b>560500</b>
<b>Expenditure</b>			
Employment and staff costs	371676	390960	375000
Members' Allowances	11882	12100	12200
Premises	33815	35000	31000
Office Costs	12199	13000	14000
IT	12002	13500	18500
Finance	11039	13000	13500
Engagement budget	5000	5000	5000
Management Plan review	24631	0	0
Farm Projects	5000	5000	5000
Planning Consultancy	8875	9600	9700
Monitoring and Evidence	2003	10000	2000
Outstanding Chilterns mag.	5686	7000	7500
Website	25874	5000	3000
Insurance	4362	5750	6000
Travel	3152	3500	3500
Personnel	1760	3525	3550
National AONB	2568	3000	3000
Other costs centres < £3000 budget	9233	14600	14670
<b>Core Expenditure</b>	<b>550757</b>	<b>549535</b>	<b>527120</b>
<b>Core Net income / (expenditure)</b>	<b>3903</b>	<b>15980</b>	<b>33380</b>
<b>Project Net income / (expenditure)</b>	<b>-12870</b>	<b>-16750</b>	<b>-18750</b>
<b>Total Net Income (Expenditure)</b>	<b>-8968</b>	<b>-770</b>	<b>14630</b>
<b>Grand total income</b>	858534	2085465	2162950
<b>Grand total expenditure</b>	867502	2086235	2148320
<b>Grand total net</b>	<b>-8967</b>	<b>-770</b>	<b>14630</b>
<b>Cumulative Budget surplus/(deficit)</b>		<b>-9738</b>	<b>4892</b>





# Chilterns AONB Management Plan 2019-24 Communication Plan

## Rationale

The purpose of this strategy is to outline the main communication tasks and actions to publicise and distribute the AONB Management Plan 2019-2024 as widely as possible.

For the press and public we will focus on “the future of the Chilterns” and “how you can care for the AONB” rather than the detail of the Plan.

## Objectives

1. Galvanise interest in and understanding of the AONB (and the Plan) and increase readership of the Plan
2. To engage current partners and seek more partners who wish to work collaboratively on Management Plan delivery
3. Increase the number of people who act on the Plan, for example, by helping with conservation work, lead a guided walk, sponsor a hillfort or volunteer for a project or partner organisation such as the Chiltern Society

## Audiences

- Agencies (Environment Agency, Forestry Commission, Historic England, Natural England) & government departments
- Partners (Chiltern Society, Chiltern Rangers, National Trust etc.)
- Board Members
- County, Parish, Town and District Councils
- Parishes councils on the boundary of the AONB
- MPs
- “Friends” of the Chilterns i.e. volunteers, mail subscribers, social media followers
- Those who attended Management Plan workshops and responded to surveys and consultations
- Special interest groups e.g. history societies, walking groups, dementia groups
- The general public living in or close to the Chilterns

## Actions / Timetable

<b>SOFT LAUNCH ACTIVITY (1 week before launch)</b>	<b>ACTION</b>
WEBPAGE	Create webpage with links to the Plan and summary document (do not place in navigation)
EMAIL	Email close Partners and board members who have been involved in the Plan. Ask them to back the Plan and help share with their networks and on their social channels. Include a link to a digital version of the Plan and ask them to share on an agreed "Launch Day"
POST	Distribute summary document to close partners and board members. Ask board members to put the summary document in pigeon holes.
PRESS RELEASE	Distribute a press release about the Plan under embargo (until agreed Launch day) to local press contacts. Include links to the full plan, summary and ways you can help infographic

<b>HARD LAUNCH ACTIVITY (week 1 campaign)</b>	<b>ACTION</b>
WEBSITE	Add link to main navigation, include slider on homepage and write news item
EMAIL	Personalised emails with links to the Plan and recommended ways to help, to be sent to: <ul style="list-style-type: none"> <li>• Parish Councils (chairs and clerks)</li> <li>• Key partners and organisations</li> <li>• Local Authorities</li> <li>• Chief Executives &amp; Leaders of Councils</li> <li>• MPs</li> </ul>
SOCIAL MEDIA	A series of social posts throughout the week (with links to the Plan) including photos and graphics to grab attention and inspire people to read. Messages should highlight key messages in the Plan and ways people can help to care for the area.

<b>MID LAUNCH ACTIVITY (week 2-6 of the campaign)</b>	<b>ACTION</b>
OUTSTANDING MAGAZINE	Section in Outstanding Chilterns magazine to promote the Plan
NEWSLETTER	Conservation Board e-newsletter article
POST	Hard copies of summary document to libraries within the AONB
SOCIAL MEDIA	Continue to push the Plan and focus on ways to help care for the area – "break up" the ways to care infographic and post one or two a week into a series that makes up all the ways to care.

<b>END OF LAUNCH ACTIVITY</b>	<b>ACTION</b>
PARTNERSHIP EVENT	An Autumn event to celebrate the Plan, and discuss with willing partners how we will collectively deliver it

## **Item 12** **Functional Review – People and Society**

**Author:** Annette Venters, People and Society Officer

**Summary:** Current activity and priorities for the People and Society area of work includes scaling up public engagement activity especially in urban areas, and developing a pipeline of new projects to expand volunteering, health and wellbeing initiatives and the visitor economy.

**Purpose of Report:** This paper provides an overview of current CCB activity and priorities in relation to People and Society. Executive Committee are asked to consider and provide feedback.

### **Background**

#### **External factors and key issues**

- Need to increase and broaden our engagement (e.g. more diverse/ urban) and demonstrate the value of the AONB to society (projects which deliver volunteering, health and well-being).
- Decline in health and wellbeing as people lead less active lives and a sharp rise in mental health issues and dementia. There are opportunities for CCB in this area.
- Increasing disconnect between people and the natural world.
- HS2 will have a major impact on access, rights of way, leisure and the visitor economy in the central Chilterns (including the CCB's own promoted routes, the Chilterns Cycleway and Chilterns Country Walks). On the plus side there will be significant new access opportunities (e.g. the Misbourne Greenway) and funding.
- Significant population growth surrounding the Chilterns will increase visitor numbers to the Chilterns countryside. The Chilterns will be more important than ever as a recreational resource for these communities. However it will create additional pressures especially at the honeypot sites. There is a need for a Chilterns visitor management strategy (strong support for this in the MP consultation).
- The funding landscape is changing. Leader funding has ceased but there will be post-Brexit Land Management schemes and new opportunities (e.g. developer contributions).
- Recent surge of interest in communities wanting to take green action fuelled by climate change emergency awareness.

**Staff resources** - see chart Appendix 1

### **Key areas of activity**

#### **1. Chilterns Walking Festival**

We are now in the third year of a 3-year Leader funded programme, the 5<sup>th</sup> Festival starts 18<sup>th</sup> May. The Festivals are now successfully established. They have reached new audiences (20% new to walking) and provided a platform for piloting new activity and partnerships targeting urban audiences. The focus now is on expansion, development and sustainability of the Festivals beyond 2019.

**Priorities 2019 – 2020.** Secure funding to build up a Festival walks programme in areas where there is lack of provision. We have recently secured a grant from the Wixamtree Trust to develop new walks in Bedfordshire and recruit/train volunteer walk leaders to ensure future sustainability. We need more and bigger grants of this type to scale up activity significantly and to engage many more people. Increase community involvement in the Festivals and seek funding (e.g. National Lottery Community Fund) to facilitate this.

## **2. Open for Business – promoting the visitor economy in the central Chilterns**

The CCB submitted a bid to the HS2 Business and Local Economy Fund for a 3 year programme to promote the visitor economy in the HS2 corridor and generate visitor footfall through a programme of Festivals and campaigns. CCB has been offered a £120,000 grant, half the amount requested and subject to approval of a revised project plan which has been submitted. We are waiting to hear back from Groundwork.

**Priorities 2019 – 2020** Secure the grant and commence with the project (aiming for Oct 2019). Recruit the project officer and oversee the delivery of the programme.

## **3. Volunteering and Green Action**

There are significant opportunities for the CCB to expand and coordinate volunteering in the Chilterns (the MP consultation revealed strong demand for CCB to lead on this) focusing on reaching a wider demographic, creating pathways for volunteer progression and maintaining volunteers from CCB projects that have ended. There is an opportunity for the CCB to harness the growing interest in communities taking green action and to build this into the project.

**Priorities 2019 – 2020** To work with key partners to build this up into a project bid which would employ a Chilterns Volunteer/Green Action coordinator.

## **4. The visitor economy and Chilterns Tourism Network (CTN)**

This is an area with great potential which encompasses community engagement too. We work closely with Visit Bucks and others to promote the Chilterns, manage the Visit Chilterns on-line content and engage with the visitor economy sector through the CTN (150+ businesses) organising networking meetings and workshops. The CCB has a worked-up project bid for an £80,000 programme to 'Promote Food, Drink and Crafts in the Chilterns' building on activity which was successfully piloted in 2007 with Defra funding.

**Priorities 2019 – 2020** To secure funding for the 'Food, Drink and Crafts' project, to ensure the successful integration of Visit Chilterns within the Chilterns AONB website, to commence delivery of the BLEF project (once confirmed) and to scope new projects.

## **5. People engagement project development**

The CCB delivers public engagement activities through the Chilterns Walking Festival, 'Wildlife on the Move' and through CCB Projects - Beacons of the Past, Chalk streams project, 'Chalk, Cherries and Chairs' and the Chalkscapes project if successful. In order to realise our ambitions of engaging much larger numbers we need to keep developing new projects. The CCB has a People engagement strategy to help guide and prioritise projects. There are many opportunities but we need to think carefully about the return on effort and whether CCB is best placed to develop and lead on particular projects (eg health and wellbeing) or let organisations already embedded in those sectors take the lead and partner with them.

**Priorities 2019 – 2020** To continue scoping and developing a pipeline of projects with the aim of submitting a National Lottery Fund community fund bid in 2019/20. Although the scoping stage is time-consuming, the contacts/partnerships/evidence gathering brings multiple benefits. There is the option of buying in some freelance help to assist with elements of the project scoping/development.

## **6. Chilterns Hillforts 'Beacons of the Past' (BoP)**

The BoP project has shown the extent of interest in Chilterns heritage and the potential for public engagement, volunteering (450 volunteers in first year!) and citizen science. Once the Lidar data is available, new opportunities will unfold.

**Priorities 2019 – 2020** will be to scope and start developing a project bid for a future Chilterns Heritage project, broader than Hillforts and encompassing wider heritage interest. This would serve to provide a legacy/continuation of the BoP.

### 7. Promoting and enhancing Access and Recreation

The CCB provides extensive on-line information and a range of publications to promote walks, rides and recreational activities in the Chilterns. But awareness is still low (except for the large countryside sites) and there is big job to do in reaching more people, new audiences and encouraging wider exploration. The CCB works with a wide range of partners to identify and support opportunities for improving or creating new access.

**Priorities 2019 – 2020:** To facilitate/coordinate new access/recreation opportunities in the HS2 corridor and in the Goring-Wallingford Thames corridor.

### 8. Chilterns Visitor Management Strategy

A key strategic action in the MP is the development of a Chilterns visitor management initiative, to accommodate increased leisure use without damaging the AONB. This will require CCB to lead, getting key stakeholders together and gathering the data needed. We also require data in order to carry out advocacy work demonstrating the value of the AONB to people (for recreation, health & wellbeing etc).

**Priorities 2019 – 2020:** To convene a stakeholder group to commence work on the data gathering for the Chilterns Visitor Management Strategy. Identify/gather data required for the advocacy work.

### Recommendation

1. **Executive Committee are asked to consider and provide feedback on the current activity and future priorities.**

### Appendix 1 :

#### **Staff resources for People & Society area of the Board's work**

Note: in addition to paid staff time below, I am assisted by a large number of volunteers in different areas of work from office work, to volunteers delivering walks, talks and public events (e.g. Wildlife on the Move), help with social media, route monitors, research.

