

National Park City Foundation Annual Report and Accounts 2018

This is the first annual report by the National Park City Foundation (NPCF) for the year to 5 June 2018. During the year the Foundation's focus has been threefold:

- Working to make London the world's first National Park City in 2019;
- Developing relations with decision makers, communities, business and others; and,
- Extending the National Park City idea to other cities in the UK and internationally.

The year's highlights include:

- Securing majority elected official support for London to become a National Park City;
- Building contact and working with the Mayor of London and the Greater London Authority;
- Initiating plans for an international charter for National Park City status; and,
- Adopting a new visual identity - the 'Aster' and wordmark - in support of our communications, promotion and engagement with new and existing contacts and audiences.

Network, supporters and volunteers - The idea and the energy behind National Park City and London National Park City comes from London's grassroots communities reflecting the considerable and growing interest of people and organisations from all walks of life in helping to improve life in London through more and better everyday contact with nature and the great outdoors because of better planning, design, access and opportunities.

Our work is sustained and brought to life by a growing network of 220 supporting groups and organisations and dedicated individual volunteers from across London who feed in their ideas, feedback on ours and make our events a success.

Advancing National Park City status in London - In January 2018, a majority of locally-elected ward councillors in London had expressed their support for London to be a National Park City. Over 70% of London Assembly members also supported London as a National Park City, complementing the manifesto commitment of Mayor of London, Sadiq Khan, to support London National Park City.

The Foundation held regular meetings with officials to discuss ways to incorporate National Park City thinking into strategic plans for London, and to prepare for an inaugural National Park City Week in London in July 2018 (see Events below).

Promoting National Park City status elsewhere - As guardians of the National Park City idea, and of the spirit of the London National Park City idea, the Foundation also sought to extend it to other cities in the UK and internationally. During the year, the Foundation worked with contacts in other cities on a draft charter for National Park City status globally. This led to the planning of a series of

sessions, kindly hosted by the City of London Corporation, where international delegates met to plan joint work on a common charter.

Events - For much of the year the Foundation worked with the staff at the Greater London Authority on plans to run the inaugural National Park City Week in July 2018 with the aims of featuring over 300 events throughout London and a day-long National Park City Fair with over 26 speakers and with over 50 organisations represented. These will be reported on in the next annual report.

Visual identity and promotion - An important development during the year was the adoption of a new visual identity devised by the creative agency *North*, with insight and support from *Kate Brown* and *Simon Saville*, to help the Foundation communicate its aims and approach to new and existing audiences.

The resulting *Aster* and visual identity and approach capture the essence of the Foundation's work and will be used to support promotion, funding and engagement of its work in London, the UK and internationally.

The *Aster* identity and work with *Visit London* enabled the re-launch of the London National Park City website, reflecting the transition of the Foundation's work from a campaigning stance to promoting and communicating National Park City status.

In June 2017, the winners were announced for Imagine London, the Foundation's art and design challenge for London as a National Park City. The winning entries from over 50 submitted from London and around the world were: *Green Bus Network*, a new bus service linking green spaces in and beyond the capital; *Re-wild my Street*, a way to bring nature back into London's residential streets; *The Trail*, a city centre garden path linking up parks and spaces; and, *The Living Network*, a new single green infrastructure network combining all of London's existing environmental 'layers' into one giving Londoners a clearer network to better discover and learn from www.nationalparkcity.london/imagine

The Foundation also worked with *SeedBall* to launch a *Wildflowers for London* crowdfund campaign to get Londoners supporting native wildflower species in the city. For every seed ball sold, *SeedBall* donated another to the London National Park City *SeedBank for Schools* for distribution free of charge to schools in early spring 2019, ahead of the formal launch of London as the world's first National Park City.

Also during the year London National Park City continued to receive important support from the media especially *Time Out London*, which has promoted London National Park City as part of features addressing the public's increased desire to connect with nature and the great outdoors in urban settings. The *National Trust* also funded 10,000 copies of the *Urban Good* National Park City map for free distribution to every London school, and to Londoners during and after National Park City Week.

Influence - Throughout the year, the Foundation responded to London mayoral strategy consultations relevant to London National Park City including on culture, housing, environment and spatial development (the New London Plan).

In May 2018, the Mayor of London approved £3m of further funding for GLA-led activities related to delivering on his manifesto commitment to London being a National Park City, in addition to the £9m previously approved for use in practical urban greening projects. Additional spending of £519,000 between 2018-21 was also approved to deliver on the GLA's National Park City policy and advocacy work.

Governance - Trustees met six times during the year to June 2018 to plan the Foundation's work against the Business Plan adopted in March 2018. Trustees also held weekly tele-conferences to expedite work.

During the year, three trustees stepped down: founding chair, *Stephen Head*, *Edward Truch* and *Judy Ling Wong*. The Foundation is grateful to Stephen, Edward and Judy for their vital work in establishing the Foundation and is especially pleased that they have agreed to continue their commitment to the National Park Cities by serving as Special Advisers.

Finances - The Foundation's financial report for the year is below on page 4.

Thanks:

- *North agency, Kate Brown* and *Simon Saville* for insights and creativity with our new identity.
- Members of our Advisory group and all volunteers throughout the year and at events, with particular thanks to *Angela Rouse, Lesley Wertheimer, Simon Saville, Alison Archer, Alona Sheridan, Stephen Watts, Jasmine Kamal-Pasha* and *Chessie Shirley*.
- Steve Pocock who has been at the heart of all the Foundation has done.
- Locally elected ward councillors and London Assembly Members who have supported us to make London a National Park City.
- London Mayor Sadiq Khan, Deputy Mayor *Shirley Rodrigues* and *Andrew Jones, Peter Massini* and *Ben Connor* at the GLA for enthusiasm, advice and backing.
- Elected members of London local authorities and of the London Assembly.
- *Imagine London* judges *Will Self, Andrew Grant, Gemma Ginty, Alison Prendiville, Steve Head, Pat Fitzsimons, Ben Smith, Judy Ling Wong* and *Melissa Sterry*.
- *Time Out, National Trust, UrbanGood* (Charlie Peel), venue partners *Conway Hall*, and *SeedBall*.
- Our growing list of international contacts including World Urban Parks, Salzburg Global Seminar and the IUCN. The *City of London Corporation* for support in hosting international colleagues.
- All London National Park City volunteers who have brought ideas, responded to requests for input.

Greater London National Park City Foundation
Accounts for the financial year ending 21 June 2018

Receipts

Project income (Wildflowers for London)	£6,362.00
PayPal refund	£ 0.01
Total receipts	<u>£6,362.01</u>

Payments

Project costs (Wildflowers for London)	£5,613.50
Design fees	£ 250.00
Event costs	£ 298.77
Bank fees	£ 50.00
Total payments	<u>£6,212.27</u>

Surplus (deficit) for the year **£ 149.74**

Funds brought forward **£ 1,000.00**

Funds carried forward at 21 June 2018 **£ 1,149.74**

STATEMENT OF ASSETS AND LIABILITIES AS AT 21 JUNE 2018

Assets: Total cash at bank **£1,149.74**

Liabilities: None