

Suffolk

PRESERVATION SOCIETY



AGM 3rd June 2010

The SPS Vision

The Suffolk Preservation Society

Charitable aims:

“To ensure that the distinctive character of Suffolk’s built environment, coastline and landscape is protected. Where change is proposed, the Society will use its expertise and resources to play a proactive role in all relevant processes so as to ensure that change is undertaken sympathetically and to the highest standards of design and sustainability.”



The Vision

Three areas that require a consensus:

- What do we want to be? **Corporate objectives**
- How do we get there? **Corporate strategy**
- How can this be sustained? **Resilience & governance**



The membership

The issues

- Gradual decline in numbers
- The rise of the single interest group
- How do we grow and retain our membership?



- A cash rich and time poor society
- Ever increasing range of competing demands on time

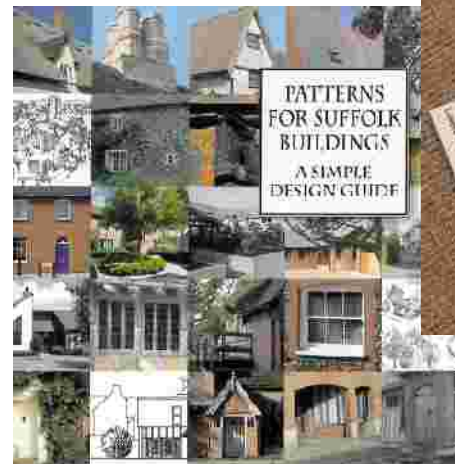
Membership

- The lifeblood of SPS
- Needs to be inspired, energetic and to campaign tirelessly
- Needs to feel part of a dynamic force for positive change
- Needs to benefit from an exciting range of events



What do we do?

- There are three strands to the work of the Society:
- **Campaigning** in response to strategic policy and local development issues – our core function;
- **Participation** in strategic partnerships such as the AONB Partnership, Suffolk The Greenest County initiative;
- **Leading** by example through proactive exemplary projects (e.g. Elmswell sustainable housing) design awards, conferences and publications.



We campaign



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Planning in Suffolk

- The East of England Plan 2031 – RIP!
- 64,300 Houses 2010-2031 in Suffolk!
- The Planning & Compulsory Purchase Act 2004 s.38(6) – Lack of discretion!
- What is the new localism?
- The Local Development Frameworks and the emerging Government planning Agenda – What next?

Planning decisions are not an inevitability

Great Cornard – A significant cultural landscape or a housing allocation?



How is the SPS Different?

- We campaign locally, regionally, nationally
- We provide guidance (seminars & publications)
- We reward excellence (awards scheme)
- We promote understanding through events, seminars, publications and position statements
- We work in partnership to influence outcomes

Keeping Suffolk Special



What do we want to be – a vision for the future of the SPS

- A highly influential, respected charity that is able to shape outcomes;
- An independent, non-political, campaigning organisation that has a large and energetic membership with a mandate to speak with authority for the wider community;
- A well resourced organisation that has the capacity to campaign effectively;
- The principal NGO campaigning to protect the countryside, coast, towns and villages from harmful development;
- An organisation that leads by example through proactive projects.

How do we achieve our corporate objectives?

- By enhancing the County profile of the SPS through the media but primarily via the core work of the Society;
- By increasing membership through improving the 'dividend' provided by the Society to members;
- By increasing capacity through collaborative working in partnership with the state and charitable sectors e.g. AONB Partnerships - Suffolk Coast and Heath and Dedham Vale;
- Primarily by ensuring that the SPS is outward looking and focused on its charitable aims and membership.



Our priorities

- Grow capacity at District level by inviting representatives from member organisations to join committees with the support of the Director;
- Secure finances by seeking external funding streams for project work and income generation from events and initiatives;
- Review existing committee structures and committee cycles to see whether capacity can be freed for District support and campaigning;
- Continue award schemes but substitute plaque for financial reward;
- Seek to enhance dividend for members by extending range of events and opening these to non-members (higher charges);
- Appoint district membership secretaries to take ownership of promoting membership and helping with volunteers;
- Appoint planning co-ordinators in each district;
- Seek incorporation of Society to shelter assets and protect trustees from claims/litigation.

Making a difference



Realism

- Seek to achieve maximum impact within resources;
- Use volunteer's expertise intelligently;
- Respond to member concerns;
- Maximise income from events;
- Grow capacity within Districts;
- Ensure that we remain focused on our charitable aims; and
- Maintain the highest professional standards.



The Annual Plan

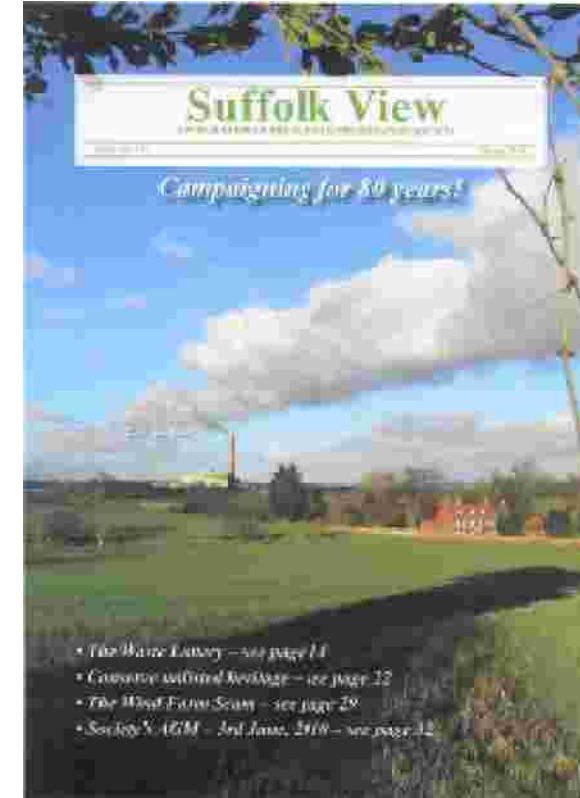
A realistic work programme that balances proactive initiatives with responsive casework and agrees:

- Details of the annual conference;
- Areas of strategic policy (principally regional and District policy) that will be delivered;
- Strategic position statements to guide District responses and robustly provide a Suffolk dialect to issues of strategic importance;
- Identify large scale developments of a countywide significance that are too complex to be managed at District level;
- Seminars and training events especially those designed to boost District capacity in planning matters.



80 Years of campaigning!

- Well done SPS!
- An independent conscience and steward of the county
- Loyal and committed membership
- Sincere gratitude to benefactors
- Hardworking District Committees
- Knowledgeable and dedicated trustees



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