

...Community...Sustainability...Biodiversity...Access...



Founded 1966

**THE VOICE OF COUNTRYSIDE PROFESSIONALS  
FOR OVER 40 YEARS**

**ANNUAL REPORT AND FINANCIAL STATEMENTS  
FOR THE YEAR ENDED  
31st MARCH 2006**

...Recreation...Well-being...Awareness...Landscape...

## **Chairman's Report**

This year is of course the 40 th Anniversary of the CMA and it is a privilege to have served as Chairman during this important year. It has certainly been challenging and there have been many achievements some of which are set out in the accompanying reports.

One year ago at Losehill Hall we had a successful Conference and AGM and my personal thanks go to Malcolm Busby and his team for their hard work in achieving this.

Also during the year a great effort was put into co-hosting and organisation of the IRF Congress which took place in Stirling in June 2006. Whilst many CMA members volunteered their time and effort both prior and during the week if I was pick out one individual it must be Roger Cole who gave of his time and expertise and without whom the CMA would not have been so well represented.

My thanks also go to Ceri Daugherty who is standing down as Vice Chair at the AGM and without whom the organisation would not be what it is today, she has helped to further professionalise it, raise its profile and national standing.

My thanks also go to Ian Bamforth and whilst not a member of the National Executive has put enormous effort into re-writing the administrative contract, arranging expressions of interest, going out to contract and finally negotiating with the successful organisation.

We are mid-way through our Three Year Plan, see appendices, helping to deliver an organisation even more business like in its approach, it is stronger, has a greater sense of purpose and is ready for the new challenges facing it.

I commend the report to you.

Mike Woods  
Chair

Formed in 1966, the Countryside Management Association is involved in sustainable countryside and urban greenspace management throughout England and Wales.

The aims of the organisation are:

- To advance sustainable management practices for the conservation and public enjoyment of the countryside: by maintaining and enhancing biodiversity, landscape enhancement and conservation, environmental interpretation and countryside access and recreation - collectively described as countryside management.
- To provide education and exchanges of ideas and information that will advance practical countryside management and so improve the quality of the countryside experience for all sections of the community.
- To establish and maintain the status and standards of practice of those engaged in countryside management and to promote greater public benefit from their work.

The CMA links professionals working in a diverse range of environments from Urban and Country Parks to National Parks, Local and National Nature Reserves and other protected areas. They are employed in a variety of different roles from Rangers and Wardens to Project Officers, Rights of Way Officers and Ecologists and for a variety of organisations including Local Authorities, National Park Authorities, the Forestry Commission, National Trust, Wildlife Trusts, Water Authorities and English Nature.

CMA's business is governed by its memorandum and articles of association and is conducted by a National Council consisting of elected Executive, Regional chairs and co-opted officers from a number of working groups. This report summarises the business of National Council and its working groups during the period September 2005 - August 2006.

**National Executive:**

**Chair**

Mike Woods

**Vice-chair**

Ceri Daugherty

**Treasurer**

Paul Thompson

**Secretary**

Mike Anderson

**National Council Members:**

**Regional Chairs**

Wales Chair	Tom Woodall
SW Chair	Richard Eales
HC & EA Chair	
Midlands Chair	Phil Armshaw
SE Chair	
N Chair	Kevin Vigers

**Sub-Groups and Advisors:**

Marketing Group	Roger Cole
International Adviser	Colin Dilcock
Review Panel	David Solly
Training Adviser	<i>vacant</i>
Corporate Members and Senior Officers Working Group	Ian Bamforth
Conference Organiser	Ian Bamforth
Administration	Heather Tarrant

**CMA Administration Office:**

The Countryside Management Association  
Writtle College, Lordship Road, Writtle,  
CHELMSFORD, Essex. CM1 3RR

Telephone:

01245 424116

Website:

[www.countryside-management.org.uk](http://www.countryside-management.org.uk)

Email: [cma@writtle.ac.uk](mailto:cma@writtle.ac.uk)

**Publications:**

Ranger Co-Editor	Andy Thwaites
Ranger Co-Editor	<i>vacant</i>
Members' News Editor	Ian Barnes

**Bankers:**

National Westminster Bank

**Auditors:**

TBC at AGM

## Principal Sponsors and Supporters

During the year, The Countryside Management Association has received support, both financially and in kind, from many individuals and organisations. We are immensely grateful for their help:

Bristol City Council	Ealing Borough Council
Buckinghamshire County Council	East Riding of Yorkshire Council
Cannock Chase Council	Fareham Borough Council
Countryside Council for Wales	Gosport Borough Council
Coventry City Council	Hampshire County Council
Defence Estates	Herefordshire Council
Herefordshire Council	Ipswich Borough Council
North York Moors National Park Authority	Kent County Council
Northamptonshire County Council	Lee Valley Park
South Cambridgeshire District Council	Leicester City Council
South Tyneside Council	Losehill Hall
The Countryside Agency	Macclesfield Borough Council
Worcestershire County Council	Malvern Hill Conservators
	Milton Country Park
	Milton Keynes Parks Trust
Birbeck College	Norfolk County Council
Countryside jobs Service	North East Community Forest
Filcris Ltd	North Wiltshire District Council
Fitzpatrick Woolmer Design	Oldham Countryside Service
Hadlow College	Peak District NPA
Hi Peak Leisure	Pembrokeshire Coast NPA
Hy Tex	Powys County Council
Lazy Dog Tool Co Ltd	Sefton Borough Council
The Environment Post	Sevenoaks District Council
Tracmaster Ltd	Solihull Metropolitan Borough Council
Wild Scape	South Cambridge District Council
Writtle College	South Somerset District Council
	Sparsholt College
	The Greensand Trust
Ashfield District Council	Warwickshire County Council
Berkshire College of Agriculture	Warwickshire College
Brecon Beacons NPA	West Lancashire District Council
	West Sussex County Council
Buckinghamshire County Council	Wolverhampton Metropolitan Borough Council
Capel Manor College	Worcestershire County Council
Carmarthenshire County Council	Wycombe District Council Ranger Service
Cheltenham Borough Council	
Cheshire County Council	
Chiltern Conservation Board	
Corporation of London	
Dartmoor NPA	
Derbyshire County Council	
Dorset Wildlife Trust	
Dudley Metropolitan Borough Council	

All our individual members who have helped over the past year

**Statement of Financial Activities  
For the year ended 31st March 2006**

**Financial Summary:**

	2006 Main Business Account £	2006 Conference Account £	2006 Reserve Business Account £	2006 Reserve Conference Account £	2006 Total £	2005 Total £
Net (Incoming)/Outgoing Resources before transfers	620.00	1,266.00	(20.00)	Closed	1,866.00	
Transfers between accounts				Closed		
Net Resources	620.00	1,266.00	(20.00)	Closed	1,866.00	
(Surplus)/Deficit brought forward at 1st April 2005	(14,349.00)	(4,160.00)	(2,540.00)	Closed	(21,049.00)	
<b>(Surplus)/Deficit Carried Forward at 31st March 2006</b>	<b>(13,729.00)</b>	<b>(2,894.00)</b>	<b>(2,560.00)</b>	Closed	<b>(19,183.00)</b>	(21,049.00)

Main Business Account

Income:

Membership	(19,282.50)				
Training	(0.00)				
Ranger/Members News Advertising	(5,196.65)				
Marketing	(346.60)				
International	(270.00)				
Conference	(2,314.00)				
Interest	(53.28)				
CJS Endorsement	(2,291.75)				
					(29,754.78)

Expenditure:

Administration Expenses	16,119.23				
Officers Expenses	226.70				
Exec/National Council International	1,616.90				
Membership/Review Panel	337.30				
Training	75.00				
Ranger/Members News	8,030.88				
Marketing	1,167.21				
Regions	16.52				
Conference	1046.00				
Other	572.79				
					29,208.53

**Net Amount**

(546.25)

There were no other gains or losses during the year.

## MEMBERSHIP

The table below outlines membership of the CMA in the various categories as at 31<sup>st</sup> March 2006.

	Member Affiliate	Member Associate	Honorary Member	Member Accredited (Applying)	Member Accredited	Magazine sub only	TOTAL EXC. CORPS	Corporate 1	Corporate 2	Corporate 3	TOTAL INC. CORPS
Unspecified	0	0	0	0	0	16	0	0	0	0	16
Home Counties and E.A.	10	37	0	19	19	0	9	2	0	9	96
Midlands	6	33	1	19	17	0	8	2	1	8	87
North	11	24	1	11	8	0	4	2	0	4	61
Northern Ireland & Isle of Man	0	1	0	0	0	0	0	0	0	0	1
Scotland	2	2	0	5	1	1	0	0	0	0	11
South East	13	24	0	12	7	1	6	3	1	6	67
South West	20	68	2	28	21	0	8	1	1	8	149
Wales	1	15	1	5	15	0	3	1	0	3	41
<b>TOTAL</b>	<b>63</b>	<b>204</b>	<b>5</b>	<b>99</b>	<b>88</b>	<b>18</b>	<b>38</b>	<b>11</b>	<b>3</b>	<b>38</b>	<b>529</b>

## REGIONAL AND WORKING GROUPS

England and Wales is divided into six areas and each has a regionally elected committee drawn from local members who voluntarily give their time, effort and enthusiasm. The committee are responsible for organising its own activities, including training courses, study days and social events. They are also responsible for supporting members, liaison with external organisations and raising the profile of the CMA within their area.

In order to further the aims of the CMA a number of working groups have been formed and a representative of each group is co-opted onto the National Council as necessary. Their feedback is also included in this annual report.

Clearly there are lots of opportunities to get involved and a warm welcome awaits members who'd like to help.

## REVIEW OF ACTIVITIES 2005-06

### MARKETING

The CMA has benefited from a variety of low/nil cost marketing exercises which have raised the profile of the association. This has included:

- a “pop-up” promotional panel, which is available for members to borrow when promoting the CMA at events
- a run of embroidered polo shirts were produced to coincide with the CMA’s 40<sup>th</sup> Anniversary. “Profits” raised from sales of these shirts went towards the IRF attendance subsidies (qv)
- collaboration with the Countryside Jobs Service offering discounted membership promotions which resulted in new members joining (welcome to you all)

For the first time, the CMA gave official endorsement of an externally organised event; the Countryside Recreation Network’s Volunteering: Strategies and Practice for Engaging Volunteers in Countryside Recreation and Management Workshop.

The CMA has continued to be promoted by, and receive financial donations from, the Countryside Jobs Service ([www.countryside-jobs.com](http://www.countryside-jobs.com)) for which we are grateful.

### MEMBER COMMUNICATION

Members were kept informed and updated through 4 copies of Ranger magazine (now 20 pages in full colour) and the production of 4 copies of Members’ News newsletter. A move towards reducing paper waste and postage costs also saw the introduction of Members’ News in an electronic format. If members aren’t receiving this then they should email the CMA Administration Office.

### CONFERENCES

The CMA continued to forge links with similar institutes. In the last year representatives of the CMA attended the annual seminars for the Northern Ireland Countryside Staff Association (NICSA), Scottish Countryside Rangers Association (SCRA) and National Association of Areas of Outstanding Natural Beauty (NAAONB).

It also played a large part in the organisation/co-hosting of the 5th IRF Congress in Stirling, Scotland which went ahead in June 2006.

The CMA’s own annual seminar “The Haskins Report and You” was held at Losehill Hall and was attended by over 60 members. One of the benefits of the CMA’s concordat with Losehill was that they were willing to be conference secretariat.

## CONTINUING PROFESSIONAL DEVELOPMENT

*“CPD is the means by which members of professional associations maintain, improve and broaden their knowledge and skills and develop the personal qualities required in their professional lives.”*

The CMA continued to provide a Continuing Professional Development (CPD) programme for its members and there were 88 accredited members for the 2005-06 period.

In the absence of a training officer, the Review Panel have generated a certificate of attendance for CMA training/study days to support applicants and other members, and also allocate CPD points for these events.

The Members Handbook has been updated and put on the website to assist members with their CPD

## INDUSTRY LIAISON

The CMA has continued to represent the views of its members at a national level and has responded to 6 consultations:-

Registers of definitive map modifications

WAG Welsh NPAs

Defra, ROW diversions

Defra, Byelaws

Defra, Local Access Forums

DfES, Education OUtside the Classroom.

A spreadsheet has been created to help manage these consultations.

## FORWARD PLANNING

The second year of the CMA's current Three Year Plan and the 2005-06 Annual Work Programme are now complete. Copies of these are in the Appendices.

The CMA undertook a 'Member Survey' to help determine membership needs and future targets. The results from this survey were published to members and the relevant working groups/lead officers have been tasked with using this information to improve services. Some of this work has already been implemented - see the Activities Since the Year End for improvements undertaken so far.

The administration contract was reviewed and re-tendered following its expiry. New services were added (qv) for only a minimal increase in fees providing better value for money service for our members.

A colour version of the Membership Application Form/Prospectus was published

## ACTIVITIES SINCE THE YEAR END

Work to improve member services further has also been undertaken and an updated Website to be introduced in September will include:

- A news-desk section in the CMA website, updated every two weeks with information and key issues from across the industry and other items of interest.
- An E-library of useful documents and information for members, updated on a regular basis.
- A training and good practice study days information section in the CMA website, detailing relevant training and study days across England and Wales (and/or links to relevant information), to be updated quarterly.
- A new 'Useful links and contacts' section for the CMA website, covering a wide variety of interesting topics and issues, to be updated regularly.

The IRF Congress is something the CMA is proud to be involved with. CMA members were on the Volunteer team and one of the Congress programme days was organized by CMA and chaired by CMA's patron, Professor Chris Baines. The CMA also financially supported both its own members and rangers from developing countries by providing some bursaries to meet half the IRF Congress fees for two CMA members and all the registration fees for the three rangers from Eastern Europe. Members are reminded that the CMA is affiliated to the IRF and can enjoy the benefits of the Federation. On the back of the Congress CMA members have already organized overseas visits to ranger services (including the U.S.A) and if this is something you'd like to do then get in contact with the CMA's International Adviser.

The June edition of Ranger (32 pages) was a special joint issue with the Scottish Countryside Rangers Association's (SCRA) newsletter, "SCRAMble" to coincide with the International Rangers Federation (IRF) Congress. The print run was 1,750 with all IRF Congress delegates & speakers getting a copy together with all CMA and SCRA members. Extra copies of the joint Ranger/Scramble edition will be distributed to key contacts in England & Wales for promotional purposes.

Talks have begun with the Countryside Agency to fund the development of the CMA. Political recognition of the role of Countryside managers and CMA as an association is an important element in the future development of the CMA. The CMA is working towards achieving this through a co-ordinated response to consultations and through appropriate, co-ordinated discussions across the industry. "Policy advisors", from experienced frontline staff to senior managers, are welcome to become involved and should contact the Vice Chair if they would like to volunteer their services.

CPD has continued to evolve and improve. The Review panel has engaged with the mentors to support their work with applicants and also are reviewing the CPD Returns process. Following a mandate from National Council, the Review Panel's remit has evolved to take a more pro-active/development role regarding membership issues alongside its core work of managing the accredited membership system. They are undertaking an analysis of the current membership categories to ensure they meet the needs of existing and potential members. This work has arisen from feedback in the Members Survey and as it has wide ranging impact on the Association further consultation with all members will be sought.

APPENDICES

# Three Year Forward Plan – 2004 to 2007

	Outturn		Lead or Lead Officer	Comments
1	We will have delivered an agreed three-year programme reporting to the AGM who will have received annual reports stating what has been achieved and what has not, they will have also endorsed twelve month draft work programmes. The membership will have felt engaged throughout the process.		National Executive/ National Council	
2	We will have gained greater recognition for our organization particularly amongst national employers and government agencies		Vice Chair/Chairman	
3	We will have doubled the membership proving that we are worthy of being representative of those working in the field We will have: -	a) Created a student information pack and fostered closer relations with universities and colleges	Chairman, Training Group	Review Panel will consider a student membership category in its membership review (development of info pack/college engagement beyond scope of review)

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	b) Endorsed course work which will have assisted our quest for greater professional status	Chairman, Training Group	
	c) Provided a mentor to students and ensured they are nurtured into full membership and created a register of CMA mentors	Chairman, Training Group	Incorporate into membership review
	d) Ensured that members feel that there is always something in it for them (cradle to grave ethos)	Secretary, National Executive and Chairman, Marketing Group	
	e) Retained members who have retired from full-time occupation.	Treasurer	
	f) Sought integration and partnership with organisations such as Greenspace and the Countryside Recreation Network.	Chairman/National Executive	
	g) Strengthened the organisation by partnership or amalgamation and consider development of a dedicated officer/role to reduce burden on volunteer activity	Chairman/ National Executive	
	h) Worked with and supported the Regional Chairs particularly in core delivery and training.	Chairman/ National Executive	Review role/expectations of regional chairs

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		<ul style="list-style-type: none"> <li>i) Appointed a conference organiser and held three successful annual conferences.</li> <li>j) We will have contributed to the organisation the 2006 International Ranger Congress thus strengthening our profile within our profession at a global level</li> <li>k) We will have developed a recruitment drive to develop membership</li> </ul>	<p>Chairman/ National Executive</p> <p>Chairman, Marketing Group</p>	
4	More information will have been made available on the website e.g. 3 year vision, 12 month progs, newsletter and regional news.		Chairman, Marketing Group	

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5	The Corporate and Senior Members Working Group (CSMWG) will have proved its worth:	<ul style="list-style-type: none"> <li>a) The CSMWG bring in new Corporate Members</li> <li>b) The CSMWG will have held at least three successful seminars,</li> <li>c) The Strategic E-Group will have proved to be worthwhile and goes on from strength to strength.</li> <li>d) There will be a strategic e-library resource</li> <li>e) There will be a network of policy advisers</li> </ul>	Chairman, Corporate and senior Members Working Group	
6	We will have developed training opportunities:	<ul style="list-style-type: none"> <li>a) Development of training profiles for generic posts</li> <li>b) Provision of a training information resource which identifies external and internal training schemes and facilitates placements and exchanges</li> <li>c) Accreditation of external training courses</li> </ul>		
7	We will have developed a National Contact Network for Countryside Managers			

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2005/06 Work Programme				
	Outturn	C/F = ACTIONS NOT COMPLETED	Lead or Lead Officer	Completed by
1	Create and agree Job Descriptions for the following:-	<ul style="list-style-type: none"> <li>• Editors of Ranger and Members News</li> <li>• Conference Organiser</li> <li>• Training Officer (c/f)</li> <li>• Review other positions as necessary</li> <li>• Create management structure (c/f)</li> </ul>	Chairman, Marketing Group Chairman, Marketing Group Chairman, Marketing Group Vice Chairman	May 2005 May 2005 May 2005 Sept' 2005
2	Organise and implement a conference for corporate members.		Chairman, Corp' and Senior Members Working Group	April 2005
3	Appoint Conference Organiser. Organise and implement an annual conference with suitable theme.		Chairman/ Conference Organiser	April 2005 Oct' 2005
4	Commence review of administration arrangements.		Chairman, Corp' and Senior Managers Group	March 2006

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5	Review website and carry out preliminary improvements. Gain NC approval for further improvements and subject to costs implement.		Chairman, Group	Marketing	March 2006
6	A member of the National Executive or Council attend the AGM's of the following organisations :-	<ul style="list-style-type: none"> <li>• Northern Ireland Countryside Staff Association (NICSA)</li> <li>• Scottish Countryside Rangers Association (SCRA)</li> <li>• Institute of Public Rights of Way (IPROW) (c/f)</li> <li>• Institute of Ecology and Environmental Management (IEEM) (c/f)</li> </ul>	Chairman  Chairman, Group  N/A  N/A	Marketing	March 2006
7	Commence discussions on how the organisations could work closer together.		Chairman		March 2006
8	Produce 3 copies of our professional magazine and 3 copies of Members News.	4 Copies RANGER and 4 Copies MEMBERS NEWS Published	Chairman, Group	Marketing	March 2006
9	Agree how training should be developed, hold preliminary meetings with partners and commence development.	C/F	Chairman, Group	Training	March 2006
10	Be at the forefront of working with and advising Government, take an active part in at least six formal consultations.		Vice Chairman		March 2006

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11	Report progress to the National Council and Annual General Meeting of the CMA.		Chairman	March 2006
12	Continue to work with SCRA in helping to organise/co-host the 5 <sup>th</sup> . IRF Congress in Stirling in June 2006.		Chairman, Marketing Group	March 2006
13	Undertake a Member Survey to help determine membership needs and future targets  Inform NC of preliminary findings  Inform Membership		NE/NC Secretary and Chairman, Marketing Group	May 2005  June 2005  March 2006
14	Develop an agreement with Losehill Hall which will further the aims of the CMA whilst ensuring a closer working relationship with this important education provider		Chairman, Marketing Group	April 2005
15	Organize regional training and study days		Regional Chairs	Mar 2006
16	Create an evidence base of good practice that demonstrates the breadth of work carried out by those working in the Countryside and Urban Greenspace Management industry		Vice Chair Chair of Review Panel	Mar 2006
17	Assessment of applications for accredited membership within benchmark standards set		Review Panel	On-going

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Mike Woods  
Chairman, CMA (07/12 04)

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