

Date: 12th December 2018
Report: Surrey Hills Family Collaboration
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Purpose of Report

To agree the basic principles of collaboration and the creation of the Collaboration Group.

Summary

Having considered the need for closer collaboration within the Family, the Chairman's Group has decided to set up a Collaboration Group which will subsume the excellent work already undertaken by the Communications Group. This sets out the principles of collaboration and support that underlie the creation of the new Group.

Basic Principles

The spirit of collaboration is an essential element in the ethos of the Surrey Hills Family. It is the natural consequence of working together to ensure that the Family maximises its operational capacity. The Family was set up as a group of independently managed organisations working in unison to achieve the common goals enshrined in the AONB Management Plan. Each organisation with its separate but complimentary objectives is working towards a common goal and as far as is practical inspiring and supporting each other's work.

Setting out the ground rules of this collaboration will create a strong foundation of mutual understanding that will help avoid duplication of effort, tripping over each other's initiatives and ensuring that we take full advantage of the natural synergies that exist in the four organisations. Clarity of purpose will reinforce our strong sense of 'Family' and help avoid any confusion that may exist about the different roles and connections within the Family. We know very well that resources within the Family are scarce and every effort we can make to share resources and support each other's work will ultimately allow more to be achieved. The key elements of collaboration that all Family Members accept are:

- A well defined sense of the overall direction of the Surrey Hills

- Each member of the Family has been allocated a distinct and individual role within the Family structure; each role making its unique contribution to the overall aims of Surrey Hills under the broad guidance of the Surrey Hills Board which provides locus and legitimacy for each Family member
- Collaboration implicitly assumes trust between members and an understanding and respect of the unique role of each family member and their contribution to the overall aims of the Surrey Hills
- Each family member will actively seek ways to support each other for the overall benefit of Surrey Hills

The creation of the Collaboration Group

To help embed the principles of this Memorandum in the respective business plans of each Family member, it is proposed to set up a Collaboration Group which will meet regularly to exchange ideas and update each other on current work and future plans. It will operate in a similar way to the Communications Group whose work it will subsume. The AONB Unit will be responsible for convening and administering the Group. The AONB Unit Director will chair meetings to ensure that the Group's focus is aligned with the delivery of the Surrey Hills AONB Management Plan policies and programmes. The Group will be accountable to the Surrey Hills Chairmen's Group that will provide appropriate guidance and direction to its work.

Recomendation

The AONB Board agrees the establishment of the Collaboration Group

Appendix

This offers some illustrative examples of the types of collaborative work that the new Group will aim to deliver.

Communications

Family Communications - to ensure that Family Members take every appropriate opportunity to explain and promote the concept of the 'Surrey Hills Family' at events and meetings to demonstrate that we are working as a strong supportive team, each with different and valuable roles. Many Surrey Hills events will be of interest to a wider audience of Surrey Hills Society Members, Board Members and Enterprises Members. We need to unlock the potential of such events to add value to the offer to each family Member. The events themselves will benefit from increased footfall and the opportunity for cross promotion will make best use of the limited resources we have available.

Programme of joint media promotion – to ensure that consideration is always given to the potential for promoting the work of all the Family in magazine articles, radio interviews, leaflets and other literature produced by each Family member, e.g. details of other family members can be included as regular features in Surrey Hills newsletters and e-bulletins.

Events

To ensure that in organising events, due consideration is given to promoting the interests of all Family Members, e.g. Enterprises can offer a package of visits, experiences and tastings for Surrey Hills Society Members plus product discounts. This could both enrich the visits programme of the Society and help profile Enterprises Members (vineyards, pubs and cafes, glass studios, artisan workshops) to a wider network.

Talks – Enterprises Members are a potential source of presentations for the Society's talks programme.

Discounts to Surrey Hills Family Members can be offered at family events – eg. Surrey Hills Wood Fair.

Surrey Hills Society Members periodically volunteer to support Surrey Hills events. This excellent collaboration should be encouraged further. Such involvement enriches the sense of Family and mutual involvement.

Fundraising

Any joint bids to key corporates should be able to offer a full Surrey Hills package. This would be a stronger proposition and be more likely to succeed. A common prospectus could include funding and volunteering opportunities.

The use of Surrey Hills Enterprises 'Contra' Memberships can encourage businesses to help with major promotions i.e. Compass Travel's bus poster campaign.

It is recognised that each Family member needs its own secure funding – whether annual sponsorship or sponsorship of an individual event, a grant or a donation to the Surrey Hills Trust Fund. Each Family member will want to develop its own fund-raising strategy that is specific and appropriate to its needs. A central sponsorship / grant spreadsheet will help prevent 2 family members approaching the same sponsor simultaneously. It may be appropriate on occasion to agree a joint approach when this presents a stronger case.