



Trustee prospectus

March 2019



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1. Welcome from the Chair and Project Manager

Thank you for your interest in joining the Board of MyParkScotland.

Launched in May 2015, MyParkScotland is a young organisation working to provide a new way for people to discover, enjoy and support parks and greenspaces. MyParkScotland offers a novel way of funding park improvements and building endowment funds to support long term investment in parks and greenspaces.

Initially piloted in Edinburgh and Glasgow and subsequently extended to Falkirk, Fife, and SNH's National Nature Reserves, we are seeking new Board members to continue this progress and help grow MyParkScotland further to work more extensively across Scotland.

As a registered Scottish Charity and a Company Limited by Guarantee, board members are both charity trustees and company directors.

We have a strong, active and engaged board who provide governance and strategic leadership for the organisation. Trustees can serve up to two 3 year terms of office.

As we look to take MyParkScotland to the next level, in terms of coverage across Scotland and public awareness, we are seeking new trustees who will broaden the Board's skills, expertise and networks.

This prospectus will help you find out more about the opportunity of joining us as a trustee.

If you share our passion for parks and greenspaces and our goal of helping people discover and support them then we would love to hear from you.

We would like to thank you for your interest in MyParkScotland and for wishing to support parks and greenspaces across Scotland.

Sheila Beck
Chair

Ian Goodman
Project Manager

2. Introduction to MyParkScotland

Launched in May 2015 MyParkScotland is an exciting organisation working to help people discover and support their local parks.

Background

MyParkScotland was initially developed by greenspace scotland with funding from Nesta and Heritage Lottery Fund through the Rethinking Parks programme.

Currently operating in partnership with the City of Edinburgh, Falkirk Council, Falkirk Community Trust, Glasgow City Councils, Scottish Natural Heritage and a range of Friends and community groups. Longer term, the intention is to extend it across Scotland and we've already had positive interest from a number of other regions in Scotland.

To date over £50,000 new income has been generated for parks and greenspaces through donations to over 60 park projects that have been listed on the MyParkScotland crowdfunding platform.

What does MyParkScotland do?

Parks and greenspaces are really important as amazing local spaces on your doorstep for play, relaxation and exercise. They make a huge contribution to our health, our quality of life and our community spirit. And we really love them: annually Scots make over 160 million visits to local parks and greenspaces. Since 2004 they've topped the list of locations visited in the Scottish Recreation Survey – well ahead of woodland, beaches and hills.

MyParkScotland helps people discover, explore and support their local parks. The web-based platform combines elements of crowdfunding, for individual and business giving to support parks and parks projects, with an investment strategy to develop longer term sustainability and endowment funds. It will also be your first port of call if you're looking to find your local park and what's on through the interactive hub which provides information about park events, facilities and activities.

Current priorities include:

- promoting parks and greenspaces across Scotland
- supporting community and Friends of Parks groups to raise funds through crowdfunding for park improvement projects
- developing park endowment funds for parks and greenspaces for future generations
- supporting communities through community placemaking and Bags of Help (community grant programme working with Tesco and Groundwork)
- raising public awareness of the MyParkScotland brand and its aims and goals

Governance

MyParkScotland is governed by a board of directors which is responsible for the overall determination of the company's strategy, business plan and organisational policy. Directors are unpaid volunteers from a range of different backgrounds and sectors. We currently have four Directors and under the terms of our Articles of Association can have a maximum of twelve directors. As a recognised Scottish Charity, our directors are also trustees.

- View our **Articles of Association** - <https://www.mypark.scot/about>
- You can read about our **current trustees** here <https://www.mypark.scot/about>
- Our **Annual accounts** for 2017/18 are available at <https://www.mypark.scot/about>

The staff team

Employed by greenspace scotland, the MyParkScotland Project Manager is the sole dedicated staff member working on MyParkScotland.

Area of operation

MyParkScotland currently actively works in the following areas through partnership with Councils and other bodies:

- Edinburgh
- Glasgow
- Falkirk
- Fife
- Nationally – through Scottish Natural Heritage National Nature Reserves

MyParkScotland is looking to expand its work across Scotland to provide a comprehensive listing of parks and greenspaces, alongside supporting a larger cohort of Friends and community groups.

Further information is available on our website www.mypark.scot

3. Roles and responsibilities of the Board

The role of the Board of Directors/Trustees is to provide effective governance and strategic leadership of MyParkScotland.

Directors hold a position of responsibility and trust, and also one of legal liability should anything go wrong*. It is important that people appointed to serve on the Board are aware of what the position involves and are adequately informed to do the job properly. Induction and training for Directors is provided.

The MyParkScotland Project Manager handles the day-to-day management and work of the organisation.

Collectively the role of the Board is to:

- safeguard the good name and values of MyParkScotland
- provide strategic leadership
- ensure that MyParkScotland complies with company, charity, employment, health & safety and other legislation
- ensure that it pursues its charitable objectives as defined in the Articles of Association
- ensure that its resources are applied exclusively in pursuance of its objectives
- ensure the continuing relevance of its mission and objectives
- approve policies, plans and budgets to achieve those objectives, and monitor performance against them
- set and maintain frameworks of delegation, internal control and risk management
- ensure the effective and efficient administration and management of the organisation
- ensure the financial viability of the charity, its stability and good performance
- protect and manage MyParkScotland's assets

More about Roles and Responsibilities:

- Charity Trustees
<https://www.oscr.org.uk/guidance-and-forms/managing-a-charity-guidance/guidance-and-good-practice-for-charity-trustees/>
- Company Director
<https://www.gov.uk/guidance/being-a-company-director>

*MyParkScotland holds indemnity insurance for trustees, as well as public liability and products liability insurance. Professional indemnity insurance cover for the Project Manager is provided under the greenspace scotland's insurance.

4. Board member expectations

What should you expect of MyParkScotland?

- a comprehensive induction process on joining the Board to understand the organisation, its objectives and to gain insight into the operating environment and likely future issues and opportunities
- Board papers to be circulated at least a week in advance of Board meetings – papers include information on operational progress, financial results, major new developments, projects and risk management
- a participative and open style of Board meeting in which all are encouraged to contribute and are listened to
- free access to the Chair and Project Manager to deal with any matters relating to Board membership or the organisation
- opportunities to become involved in the organisation through attendance at MyParkScotland conferences, seminars and study tours
- a commitment to continuously seek to improve and positively evolve the organisation as a whole, as well as the Board and its operation

What will MyParkScotland expect of you?

- a reasonable time commitment – the Board meets four times per year. Occasional Board working groups or sub-groups are established from time to time to deal with specific issues and it is expected that Directors will be prepared to serve on these
- read the Board papers and other materials sent to you to enable you to make effective contributions at Board meetings and to the work of MyParkScotland
- be an ambassador for MyParkScotland
- understanding of what MyParkScotland does and why – to be an effective ambassador you need to know who we work with and what we do
- network with your professional community and contacts – as part of being an ambassador ensure that people you know are aware of MyParkScotland and informed about its work
- a commitment to the aims and work of MyParkScotland
- a personal commitment to taking the responsibilities of corporate governance seriously
- a willingness to positively represent the organisation at internal and external events

5. Roles and responsibilities of Directors/Trustees

Role purpose: *provide effective governance and leadership of MyParkScotland*

1. Governance role

Directors contribute to the effective governance of MyParkScotland by

- attending regular board meetings and making effective contributions
- using any specific knowledge or experience to help the Board reach sound decisions; this involves scrutinising board papers, leading discussions, focusing on key issues and providing advice and guidance
- monitoring and reviewing progress of MyParkScotland
- agreeing budgets and monitoring the financial position
- ensuring that company and board complies with law and good practice and that all regulatory and statutory requirements are met
- respecting boundaries between executive and governance functions

2. Leadership role

Collectively the Directors provide strategic leadership for MyParkScotland by

- contributing to reviewing the values and mission of MyParkScotland
- bringing insight, inspiration, judgement and perspective to contribute to the development of long-term strategy and business plans
- ensuring that the board monitors and responds to changes in the operating environment
- understanding the importance of managing risk and limiting the organisation's exposure to significant risks

3. Representative role

Directors act as ambassadors and champions for MyParkScotland

- accompany the Chair and/or Project Manager in meetings with national agencies and other organisations
- attend or represent MyParkScotland at meetings, events, conferences and tours involving members, partners and funders

4. Responsibilities

See also the role and responsibilities of the Board

- be committed to the purpose, objectives and values of MyParkScotland
- act in a manner consistent with MyParkScotland's values and mission
- fulfil all legal responsibilities as a Director of MyParkScotland
- act in the best interest of MyParkScotland at all times
- comply with the Directors' Code of Corporate Governance

6. Knowledge, skills, experience and other qualities

We are looking for Directors/Trustees who will bring their own individual range of knowledge, skills and experience to contribute to the overall richness of the Board. It is unlikely that any individual Director will have all of the skills and experiences that the Board collectively requires.

Clearly specific **professional skills** are valuable on the Board and MyParkScotland has identified the following list of essential skills required by the Board as a whole:

- strategic planning
- charitable and corporate governance
- fundraising
- PR/marketing/communications/advocacy
- technology developments
- partnership working
- financial management
- project management
- performance management & evaluation

Across the Board we are looking for **professional or voluntary experience** in:

- involvement in public campaigns
- greenspace, parks, leisure and land management
- crowdfunding for social good
- communication and marketing
- social media promotion and profile raising
- regeneration (economic, physical or community)
- health and wellbeing
- sustainable development
- green infrastructure, natural capital and biodiversity community engagement/development /learning
- community/social enterprise
- skills/employment training and education
- children, young people and play
- arts and culture

and for experience of working in:

- public sector (national or local)
- private sector
- social enterprise
- community enterprise
- third sector

As well as specific skills, a Director should also have certain **qualities** that make them suitable for holding the position of MyParkScotland Director. The Nolan Committee identified seven principles of public life that should guide public figures:

selflessness | openness | integrity | honesty | objectivity | leadership | accountability

These are embedded in our code of corporate governance.

Directors must also have qualities that enable to Board to work as a team in a consensual way:

sense of leadership | sense of duty | ability to exercise judgement | prepared to work collectively

ability to be open minded when seeking solutions | ability to balance tact with candour

7. Terms and conditions of appointment

Directors shall hold office for a period not exceeding three years, unless a further invitation is made by the Board.

This is an unsalaried position. Expenses are paid in accordance with MyParkScotland's travel and subsistence policy.

Requirements of Directors:

- be committed to the purpose, objectives and values of MyParkScotland
- willingness to devote necessary time and effort
- strategic vision
- good independent judgement
- willingness to speak your mind
- willingness to listen to other views and perspectives
- understand and accept legal duties, responsibilities and liabilities of being and trustee and company director
- be eligible for service as a charity trustee
- be eligible for service as a company director
- be able to maintain confidentiality on sensitive and confidential information
- understand the importance of purpose of meetings, and be committed to preparing for them adequately and attending regularly
- be able to analyse information and, when necessary, challenge constructively
- be able to respect the boundaries between executive and governance functions
- be able to work in a team

The time commitment for the role is around six days per year.

9. How to apply

Please download and complete the application form, to download visit www.mypark.scot/myparkscotland-board

A CV can be accepted as part of your application, but not as a substitute.

Your application form should be sent by email to Ian Goodman, Project Manager ian.goodman@mypark.scot and will be acknowledged.

10. Recruitment table

Closing date: 5pm on **Wednesday 17 April**

We will be in touch with all applicants by **Monday 22 April**.

We will review applications and invite a number of applicants to meet with us for an informal interview and discussion on **Monday 29 April**.

For information, the dates of the next two 2019 board meetings are:

Thursday 2 May

Tuesday 25 June

11. Find out more

For more information about our work:

Website: www.mypark.scot

Twitter: @myparkscot

Facebook: www.facebook.com/myparkscot

If you would like to arrange an informal discussion about these positions please email ian.goodman@mypark.scot

MyParkScotland, Jubilee House, Forthside Way, Stirling FK8 1QZ
www.mypark.scot | info@mypark.scot | @myparkscot

MyParkScotland is a registered Scottish Charity (No. SC045424) and a Company Limited by Guarantee registered in Scotland (No. 497289)