

Our strategy

A summary of our strategic plan 2020-26

CPRE, the countryside charity, believes that the countryside is for everyone, wherever they live.

CPRE, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live.

With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

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CPRE is a company limited by guarantee,
registered in England, number 4302973
Registered charity number 1089685

Image credit: Tim Crocker/RHM

What we do

We connect people with the countryside so that everyone can benefit from and value it.

We promote rural life to ensure the countryside and its communities can thrive.

We empower communities to improve and protect their local environment.

Through all our work we look at the role of our countryside in tackling the climate emergency, including seeking ways to increase resilience and reduce impact.



Working together, our new strategy 2020-26 will ensure everyone can benefit from a thriving countryside now and for generations to come.

Our vision:

A beautiful and thriving countryside that enriches all our lives.

Our mission:

To promote, enhance and protect a thriving countryside.

Connect people and countryside

AIMS

We'll promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes.

OBJECTIVES

- More locally-valued landscapes and green spaces are enhanced and protected.
- More people having a better experience of and benefiting from countryside near to them, particularly those not benefiting now.
- Efficient use of land, particularly in urban and suburban areas, and more land dedicated to green space and nature.
- A planning system and legislation that delivers the right development in the right place.

E.G. PROGRAMMES

- Planning for people
- Better brownfield
- Great Green Belt
- Countryside experience
- Health and wellbeing

Promote rural life

We'll develop and promote a sustainable vision for living in the countryside in the 21st century. We'll bring together solutions for the rural economy, housing, farming, transport and the natural environment to achieve positive progress for our countryside and those who live in it.

- A shared vision for a sustainable rural economy in which all communities can thrive.
- Rural infrastructure and services – including housing, transport and public spaces – that meet the needs of their communities and secure a healthy environment.
- New and sustainable models of farming and better environmental land management.
- A low carbon countryside that mitigates and adapts to the impacts of the climate emergency.

- Homes that people can afford
- Low carbon countryside
- Sustainable farming
- Sustainable rural transport
- Enhanced landscapes

Empower communities

We'll empower our network to engage with communities - to involve more people in improving their local environment through volunteering and local action.

- A collaborative, effective national and local countryside campaigning network.
- A more diverse volunteer base to local CPREs through a comprehensive volunteering programme.
- Practical and innovative ways for people to enjoy, promote, enhance and protect their countryside.
- Stronger, skilled communities and local partners having a greater say in and securing better results for their environment.

- Public engagement
- Community-led participation
- Supported volunteering
- Connected, supported networks

Grow our capacity

We'll bring together a larger and more diverse group of people who share our belief in a countryside for all. This will increase our resilience, income and capacity.

- A greater number of supporters who better represent the country as a whole.
- Long-term growth and diversification of income.
- A high-performing, cost - effective and flexible organisation that best supports our work.
- New and creative ways of communicating that increase our profile and engagement with our cause.

- Membership and other ways to give
- Marketing 'moments'
- Digital programme
- High-performing teams and systems

OBJECTIVES

E.G. PROGRAMMES