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Campaign to Protect
Rural England
Standing up for your countryside

Annual Review

Working for a beautiful
and living countryside

2011/12

Message from the President



Filmed by the BBC making the case for the countryside

Standing up for green spaces

My first year as President of CPRE has given me the chance to become a campaigner and climb the barricades for a cause I believe in deeply. At no time in recent history has there been such an urgent need for a campaign to stand up for our green spaces, large and small, famous and little-known, and I am delighted to be part of it.

In the last year we have seen the impact of Government policies which have made Green Belt and open countryside increasingly vulnerable to housing developments. Of course we must have more housing – but we have to do it in the right way. Building housing estates on our irreplaceable countryside puts people further away from jobs and services and makes them dependent on cars. And the housing itself is rarely genuinely affordable.



Speaking to CPRE's inspirational volunteers

Working for local democracy

Local people must be more involved in decisions about what happens in their area. CPRE Branches have done a great job in holding workshops and training events to show community groups how they can improve their areas through the planning system. But that is no good if the reality is a return to top-down government, with Whitehall and unelected Planning Inspectors overruling local decisions.

I also have serious questions about whether giving developers more freedom is really going to stimulate the economy in the way the Government seems to believe it will. Our countryside is vital for mitigating the costly effects of climate change, as well as meeting the growing global demand for food. It makes far more sense to build on derelict sites to regenerate our towns and cities.



Supporting an extension to the Lake District National Park

Securing our landscape legacy

Despite these challenges, this Annual Review will show that CPRE continues to achieve a huge amount on behalf of everyone who cares about our great collective masterpiece – the countryside. But we need many more members to ensure that the next generation will be able to value and enjoy what has been so carefully bequeathed to us.

As a CPRE member, you will help ensure that every local landscape gets the recognition it deserves, and that our dedicated staff and volunteers have the best possible chance to defend it.

Thank you
Andrew Motion

About CPRE

We're an environmental charity campaigning for a beautiful and living countryside that everyone can value and enjoy.

Our aims

- To influence the use of land in town and country in order to protect our beautiful, tranquil, diverse and productive countryside.
- To increase public and political support for the intrinsic value of the countryside as fundamental to quality of life.

How we work

- We influence decisions that affect the countryside and rural communities at local and national levels, promoting solutions as well as fighting threats.

- We have more than 200 local groups, a branch in every county and 64,000 members and supporters. Our dedicated volunteers campaign on behalf of local communities, improving local environments and influencing local planning decisions.
- Our national office gives the countryside a voice in Westminster, in Europe and in the media, influencing government and public opinion with strong evidence and constructive solutions.

Standing up for your countryside in 2012/13

Peter Waine, Chairman

One of the biggest challenges facing CPRE over the last year has been the planning guidance and political rhetoric that urban regeneration is not 'economically viable', but that new roads and housing estates on green fields are. We responded by calling on the Government to prioritise the redevelopment of brownfield sites which could deliver 1.5 million new homes, and force house-builders to build the 400,000 homes for which they already have planning permission.

We believe that future development must be through such *smart growth*, saving our countryside for its intrinsic beauty. Despite the 'growth at all costs' agenda, the quotes opposite show that CPRE has succeeded in making the case that the regeneration of our cities and regions is the best way to boost the economy while protecting the countryside.

Stratford's Olympic Park –
a regeneration success of 2012



▶ OCTOBER 2012

"We feel, along with the CPRE, that there are enough brownfield sites in Cheshire and the Wirral. Building on the Green Belt when there are brownfield sites available simply drains urban areas of the people and the vitality they need to survive and thrive."

Natalie Bennett, Green Party leader

▶ FEBRUARY 2013

"Building on green fields is the lazy way to sacrifice our future. Let's concentrate on recycling already-used land. There are more than sufficient sites for the housing we need. It only requires imagination, energy, and Government drive to unlock them."

Lord Deben, former Environment Secretary, in support of CPRE's *Smart Growth* coalition

▶ MARCH 2013

"We should be giving our existing cities a shot in the arm. They can be developed thoughtfully to manage future economic growth and immigration, while our countryside can be conserved and nurtured for the sake of local economies, agriculture, solace, beauty and nature."

Jonathan Glancey, architecture writer, in CPRE's *Countryside Voice* magazine

▶ MAY 2013

"I'm very sympathetic to the CPRE comment that the best way to protect the countryside is to make cities the best possible place to live. If you stand on the top of Canary Wharf tower and look east, well before you get to the Thames Gateway, it's empty. There are vast areas of undeveloped land."

Sir Terry Farrell, 'Planning Contribution of the Decade', London Planning Awards

Countryside Promises, Planning Realities

On the anniversary of the Government's National Planning Policy Framework in March 2013, CPRE launched a major report providing solid evidence that the effects of this reform would be disastrous for landscapes and local democracy. Our arguments received national media coverage and backing from other campaigning organisations:

"The CPRE calculated that, in the current rush of permissions, 80,000 houses are planned in Green Belts alone...this constitutes by far the most serious assault on the countryside since the Victorian age."

Sir Simon Jenkins, Chairman, National Trust

We hope political support for our report will lead to clear guidance that economic growth cannot be the main factor influencing development and that the needs of the economy must be balanced by those of the environment, and society:

"I absolutely share and admire your commitment to the countryside, and wholeheartedly agree that we need to plan development in the interests of the economy and the environment."

Rt Hon David Cameron, Prime Minister, in a letter to CPRE Chief Executive Shaun Spiers, April 2013

Better planning

CPRE's vision for the countryside uses a democratic planning system to deliver affordable housing, regenerate derelict sites and protect green spaces. Better planning will make best use of our land, revitalise our towns and cities and save precious countryside.

As a CPRE branch at the frontline of urban sprawl, our Surrey campaigners' advocacy helped secure a commitment from the County Council to defend the Green Belt. Despite this, CPRE Surrey has found that the Government's National Planning Policy Framework has allowed developers to force district councils into giving up Green Belt to meet unrealistic housing targets – the very antithesis of localism.

Defending our Green Belts

The branch is fighting a proposal to sell 32 acres of land on the edge of Leatherhead for a retail park. Campaigner Andy Smith explains: **'It is vital that CPRE takes a stand in defence of this precious green space, especially when spurious claims about 'economic growth' are put ahead of the need to protect the environment.'** More than half of the threatened site is classed as Green Belt, and it includes 103 fully-used and vibrant allotment plots. **'The allotment is a vital community facility so we would be loathe to lose it,'** says Andy.

One thing Surrey doesn't need more of is golf courses, and the branch is

fighting plans for what would be the county's 142nd. The course would destroy the historic Green Belt landscape of Cherkley Court – admired by millions of viewers worldwide as part of the 2012 Olympics cycling route. Despite Sir Andrew Motion's public warning that a golf course would **'diminish a cherished landscape'**, developers moved the dairy herd to allow diggers to scrape away top soil. Andy says this will devastate the area's character. **'For the first time in years, Cherkley will see no cows, no cowslips, no bees, no butterflies, no orchids, and no oxeye daisies this summer.'**

CPRE joined local campaigners at the High Court in April 2013, calling for a review of the District Council's decision to approve the plans. **'We were relieved the judge agreed the case should be brought to Judicial Review – this will give us a chance to establish the full facts and show the golf course proposal is fundamentally flawed,'** says Andy. **'It is not the end of the battle, but we believe we can stop the irreparable damage golf course herbicides would do to the**

unique character and biodiversity of these cherished wild flower meadows.'

Putting brownfield first

While services in Surrey and the South East are overburdened, other regions could benefit from investment in regeneration to utilise their existing infrastructure. After a successful decade-long campaign to prevent Alconbury airfield becoming a commercial airport, CPRE Cambridgeshire are campaigning to turn it into a sustainable new development. Volunteers have been closely involved in plans for 5,000 homes which would regenerate the town of Huntingdon, while reducing demands to build on green fields. The branch is lobbying to ensure the development provides 'green infrastructure' like community orchards, allotments and green space.

80,000 HOUSES

Research by our local campaigners found 80,000 plots planned for Green Belts across England

“The Green Belt was a great idea when it was introduced and a lot of my life has been spent exploring it. These sites are the breathing spaces of our world, for people and for animals, and it is vital that we do not lose them.”

Chris Packham, presenter and naturalist (in support of CPRE Surrey’s campaign)

Highlights of 2012/13

Giving power to people

After a number of local authorities considered reviewing Green Belt boundaries for housing during the summer of 2012, CPRE helped 6,000 activists write to the Secretary of State, Eric Pickles, who responded at the Conservative Party conference by pledging that **‘the Green Belt plays a vital role in stopping urban sprawl – and we will protect it’**.



Providing the tools for action

We produced a series of campaign briefings explaining the Government’s planning policy changes in more detail which have been downloaded by 4,500 CPRE volunteers and members of the public. The briefings give an analysis of recent law and policy changes and campaign tips on how to influence local planning decisions to protect the countryside.

Saving York’s Green Belt

Research from local CPRE volunteers combined with ministerial lobbying from national staff ensured that Green Belt policies for York were retained when the rest of the regional strategy was revoked in February 2013. CPRE had warned that the abolition of the strategy risked development being approved on land that would otherwise have been incorporated into the York Green Belt.

Presenting clear evidence

Research collated by CPRE’s network of local volunteers formed the basis of our *Countryside Promises, Planning Realities* report assessing the impact

of the Government’s planning policy framework. We showed that the changes meant 20 major housing schemes had been allowed in open countryside, against the will of local people; Green Belt land was to be sacrificed near Salford when suitable brownfield sites for 10,000 homes were deemed ‘economically unviable’; and 10,000 fewer new affordable homes would be built than originally agreed by local authorities.

4,500 GUIDES

Our briefings on planning policy changes helped 4,500 people campaign for their countryside

10,000 HOMES

We highlighted 10,000 fewer affordable homes will be built due to planning reforms

Empowering communities

CPRE's vision for the countryside will revitalise rural communities by giving people a voice to challenge damaging development and propose positive solutions. We want everyone to have the power to improve their neighbourhoods and protect green spaces.

CPRE's neighbourhood planning training has helped local people around the country get involved in protecting and enhancing where they live. For those communities who don't yet have a neighbourhood plan, CPRE branches continue to work on their behalf, ensuring that the views of local people can still influence local decisions. Fortunately for the people of Witney, a dedicated group of CPRE Oxfordshire volunteers have spent more than 25 years spearheading local opposition to the building of a new link road on the edge of town.

'The road would have cut across a designated flood plain and much-loved country park frequented by otters and kingfishers, simply moving traffic from one side of the town to the other,' says CPRE volunteer Gill Salway. The CPRE response was not just to block the proposal, but to argue that there was a better option to ease congestion – a simple new junction east of Witney. Following a protracted public inquiry the then Secretary of State for Transport, Justine Greening, ruled against the road in summer 2012, endorsing CPRE's case that it was the

most expensive and environmentally damaging option and would increase the risk of flooding in the town.

Standing up for local people

The CPRE campaigners linked up with local campaign groups, and engaged with everyone they thought could help the fight. Building contacts in the local print and broadcast media raised the profile of the campaign and established vital facts. Wyn Devonauld's painstaking research into the flood risk even forced the Environment Agency to admit they'd got their facts wrong. His mapping helped the team to persuade hundreds of local people whose homes might be affected to lend their support.

Fellow volunteer John Aldous spent many hours diligently researching figures on traffic modelling, while Gill's enthusiasm and diplomacy kept the campaign going through any difficult moments. **'There were numerous points when we might have admitted defeat in the face of the attitude of the councils, all of whom continued to back the link road despite the advice of Inspectors at two previous Local Plan inquiries,'** says Gill, who

played a vital role in making sure CPRE's campaign dovetailed with others. **'The other objectors were vital allies; there were a wide range of reasons for objecting and we were able to co-ordinate and share information to good effect.'**

'The demise of the scheme means that the river Windrush water meadows and the country park will remain unspoiled for the enjoyment of the people of Witney and its wildlife for years to come,' says Gill. Although the council has accused the objectors of not having the interests of the town at heart, Gill feels the fact that local people can continue to enjoy their much-loved green spaces is ample vindication.

237 COUNCILS

Over 100 CPRE events have given 237 councils the tools to create a neighbourhood plan

“27 years ago, the then chairman of Witney CPRE, Mr Colin Fowler, began the long campaign to have the Cogges Link Road stopped. The announcement of its demise marks one of the finest days for the people of Witney, and sends a strong message to any councillor to listen to and converse with their electorate, or face the consequences.”

Witney First community group

Highlights of 2012/13

Engaging people in planning

CPRE's work to support communities in local planning delivered over 110 planning events in 33 counties, enabling 237 town and parish councils to initiate a neighbourhood plan. We also distributed over 77,000 guides to the planning system while 260,000 visits were made to CPRE's Planning Help website to access neighbourhood planning advice.

Helping communities help themselves

Thanks to our support over 30 community groups have made a start on producing Neighbourhood plans to protect and enhance their areas. Rendlesham's Neighbourhood Plan commented that **'we would be struggling it if were not for the help and advice we have received from CPRE.'** Yardley Gobion's plan acknowledged **'the support and in-depth technical knowledge from CPRE has been vital to the progress of our plan'.**

Standing up for nature

CPRE Sussex represented the concerns of local residents' groups in helping defeat plans for 50 acres of glasshouses on the Manhood Peninsula – an oasis of tranquillity in the South East and a stronghold for Britain's most endangered mammal, the water vole. The Planning Inspector agreed with the branch's public inquiry evidence that the harm to the environment would not be outweighed by any economic benefits of the scheme.



We saved vital water vole habitats

Protecting local amenity

CPRE Leicestershire helped local residents defeat proposal for nine wind turbines at Asfordby which would have damaged the tranquillity and character of the Wreake Valley, intruding on the historic landscape setting of a number of listed church spires. CPRE's Peter Finch used the strength of community feeling to successfully argue that national planning policy should protect 'locally valued landscapes'.

260,000 VISITS

Our new Planning Help website helped over a quarter of a million people looking for advice

50 ACRES

We protected 50 acres of the Manhood Peninsula, an oasis of peace in the South East

Food and farming

CPRE's vision for the countryside connects communities to landscapes through local food webs. We want strong rural economies where farmers are fairly rewarded for their produce and stewardship of the countryside.

Our landmark *From field to fork* report is helping CPRE make the case to protect local food webs. Our research showed these vital links – between growers, retailers and consumers within a 30 mile radius – could contribute £6.75 billion a year to local economies. We found support from local retailers allowed farmers to increase conservation projects like tree planting and dry stone wall renovation. In Darlington, our volunteers found the town's local food web supports 2,250 local jobs and 125 businesses, prompting local MP Jenny Chapman to **'thank the Campaign to Protect Rural England for their research into this important, but often overlooked, part of our community life.'**

In October 2012 we launched a toolkit to help community groups to map and promote their food webs. The Transition Chichester food group helped develop a pilot version to survey local retailers and producers, leading to a County Council grant of £75,000 to support local food initiatives in the town. **'It is an invaluable resource for local people campaigning for farmers' markets or against supermarkets,'**

says Chichester volunteer Rosemary Moon, who hopes it will be used around the country. **'CPRE's toolkit will help people gather evidence which will engage councils and communities,'** she says. **'Mapping food webs will gather real momentum behind local food.'**

Fighting for our high streets

Spending in independent shops supports three times as many jobs as equivalent spending in national chains, but CPRE's research found that 77% of shopping trips were to supermarkets. The future of local food webs is under threat from applications for 35 million square feet of new out-of-town supermarket development in England – or 457 football fields of retail space competing with struggling high streets. CPRE Dorset have been helping local people in Sherborne in their attempts to stop an edge-of-town Tesco replacing a hotel the historic town relies on.

Volunteer Peter Neal rallied opposition by chairing the Keep Sherborne Viable campaign group. **'Even in difficult trading times, there are no boarded up shops in our high street,'** says

Peter. **'But the vibrancy of the town centre would be damaged irretrievably by the arrival of such a huge store.'** An action day in February 2013 received national press coverage, making the campaign a test case for the survival of traditional market towns and high streets.

A petition with the backing of high street campaigner Mary Portas reached 11,000 names – the largest ever received by the district council – before being handed in by Peter alongside local MP and Government Policy Minister Oliver Letwin. Peter hopes the strength of local feeling it represents will persuade Tesco to decide against a formal planning application and allow Sherborne to remain what food writer and campaign patron Joanna Blythman calls **'one of the jewels in the crown of Britain'**.

£6.75 BILLION

Money spent in local food webs could be contributing £6.75bn a year to local economies

“Local food webs keep alive links to the recognisable places and landscapes where food is grown. The businesses they support keep towns and nearby countryside diverse and distinctive.”

Monty Don, from CPRE’s *From field to fork* report



Highlights of 2012/13

Farming futures

We raised awareness of CPRE’s farming work with a younger audience, organising a joint seminar and parliamentary event with the National Federation of Young Farmers’ Clubs. Our *Vision for the future of farming* report was joined by five new publications on the future of individual farming sectors. The guides raised concerns with local farmers, informed consumers, and helped our branches and volunteers campaign on farming issues in their areas.



Fighting for Sherborne’s high streets

Improving consumer choice

Our online activists sent 7,000 emails to supermarket chief executives backing CPRE’s calls for their stores to stock more locally produced and countryside-friendly food.

A watchdog with teeth

After our six year campaign for a regulator to monitor relationships between supermarkets and producers, we welcomed the introduction of a Bill which will allow a Groceries Code Adjudicator to fine retailers who exploit the producers and businesses who are crucial for thriving local food webs.

Fair pay for farmers

In July 2012, CPRE joined the World Society for the Protection of Animals to campaign for action to tackle the failure of the UK milk market to pay dairy farmers fair prices for milk. Our pressure helped convince many dairies to abandon price cuts, but we will be lobbying to ensure supermarkets and dairies recognise the increasing cost of producing milk.

“If you do a fair day’s work you deserve fair pay for what you produce. But for too long dairy farmers have been at the mercy of opportunistic price cuts that have driven more and more of them out of business.”

Bill Bryson, CPRE Vice President

11,000 NAMES

The petition to save Sherborne from a supermarket was backed by a record 11,000 people

7,000 EMAILS

CPRE supporters sent 7,000 emails asking supermarkets to support farmers and countryside



Defending landscapes

Our vision for the countryside will see our diverse natural landscapes protected and enhanced for the quality of life they give to all – from our National Parks to the intrinsic beauty and character of ‘ordinary’ countryside.

2012 saw the emergence of a huge new threat to the English landscape in ash dieback disease. As the second most common tree in our hedgerows, we highlighted the importance of this iconic species to the character of the English countryside. CPRE's Vice Presidents Jonathan Dimbleby and Bill Bryson joined Sir Andrew Motion in leading our call for a rapid response, urging the Government to use the UK's contingency fund to deal with the emergency and tackle other diseases like acute oak decline. CPRE attended the Government's ash dieback summit in November, leading to the publication of an action plan. We continue to monitor the situation closely.

Living landscapes

Bill Bryson has said that ‘hedgerows don't merely enhance the countryside – they make it, giving the landscape form and distinction.’ A farmer's plans to remove hedgerows near Chirbury in Shropshire threatened 11.4 kilometres of these beautiful wildlife corridors which are part of living history in the Vale of Montgomery. Thanks to the

efforts of CPRE Shropshire in tandem with local campaigners, public opinion forced the farmer to withdraw the application.

The hedgerows marked the boundaries of a medieval estate and part of a pre-Parliamentary enclosure field system. **‘They form part of an intricate mosaic of fields that give this part of the Marches its quintessential character,’** said CPRE campaigner and archaeologist, Andy Boddington. Historian, Professor Oliver Rackham, added that the **‘destruction of the historic hedges appears both unnecessary and irresponsible ... most of Chirbury has been made into a patch of industrial arable farming and already lost most of its hedges.’**

Strengthening protection for hedgerows

The proposal would have allowed 37 separate fields to be turned into one large site, potentially for an industrial ‘mega-dairy’ development. The timing of the application made it harder to argue the age and biodiversity of the hedgerows due to the lack of foliage, and CPRE is now calling for a ‘closed

season’ for hedgerow removal applications during winter months. On this occasion campaigners were able to show their age and habitats made the hedgerows ‘important’, according to the 1997 Hedgerows Regulations. But with a CPRE survey finding that only 42% of threatened English hedgerows are currently protected by the regulations, the case highlighted the need for their contribution to the beauty and character of local landscapes to be taken into account.

Our Shropshire volunteers argued that the Chirbury hedgerows were bisected by two popular footpaths and were only 2.5 miles from the Offa's Dyke Path, making the survival of the area's patchwork landscape essential for the tourism the local economy relies upon. CPRE continues to press the Government to add landscape considerations to the regulations.

11.4 KILOMETRES

We defended 11.4km of beautiful, historic and wildlife-rich hedgerows in Shropshire

“Our landscape manifesto is a clear challenge to those who hold the future of England’s beautiful countryside in their hands. They must do much more to safeguard our matchless landscape legacy.”

Sir Andrew Motion, CPRE President

Highlights of 2012/13

Lessening landscape impact

We achieved a major success in securing Ofgem’s agreement to allow the National Grid to spend up to £500 million on reducing the visual intrusion of electricity transmission on National Parks and Areas of Outstanding Natural Beauty. CPRE’s lobbying also led to a design panel for HS2 to reduce its impact on the landscape, announced by Transport Secretary, Patrick McLoughlin, who said, ‘**I welcome the CPRE’s constructive, but challenging, input to High Speed 2.**’ We influenced the draft code of construction practice for HS2 to ensure it takes account of a wide range of issues from preventing churning up of country lanes to contractors littering.

Protecting our finest countryside

Our Parliamentary lobbying – and 5,000 emails from our activists – ensured that National Parks were not damaged by inappropriate requirements to promote economic growth, and defeated clauses in the Growth & Infrastructure Act which would have weakened their historic protection for natural beauty.

Outstanding ambitions

We launched a *Manifesto for the landscape* in March 2013, challenging the Government to create new Areas of Outstanding Natural Beauty in the Forest of Dean and Yorkshire Wolds, and support communities in designating areas as protected Local Green Spaces.



Influencing onshore wind

Our research and lobbying on the landscape impact of wind farms bore fruit with a Government announcement that communities would have more of a say in planning their location and should receive greater benefits. A Ministerial Statement indicated that CPRE recommendations would be adopted, including **‘that decisions should take into account the cumulative impact of wind turbines and properly reflect the increasing impact on the landscape and local amenity.’**

£500 MILLION

We helped secure £500m of funding to bury electricity cabling in our finest landscapes

5,000 EMAILS

Our online supporters sent 5,000 emails to defend special protections for National Parks

A living countryside

CPRE's vision for the countryside encourages people to visit the countryside for pleasure and engage with the natural world. We want rural communities to thrive with access to affordable housing, transport and services.

Taking exercise in green space has proven physical and mental health benefits, and for many people walking is their main contact with countryside. Unfortunately, council cuts have meant many footpaths are now less accessible, particularly for older people and wheelchair users. CPRE Norfolk launched their *Protect our Paths* campaign in 2012, aiming to prevent paths becoming blocked or even permanently lost to walkers.

'The branch has produced a leaflet setting out how local people can report public right of way problems and build evidence to show that the council needs to reinstate funding for footpaths,' says campaigner Katy Jones. 'We're also developing and supporting a network of footpath wardens across the county, who will help monitor and maintain paths in their parish.'

With the county council now restricting funding to Norfolk's 400 miles of long-distance trails, the remaining 2,000 miles of ordinary paths risk becoming overgrown or ploughed up. **'These everyday paths are so important for linking villages and**

places of interest, through copses and fields, and along centuries-old hedgerows,' says volunteer James Parry. 'Thousands of Norfolk residents and visitors use these rights of way every day. They are a central component of our enjoyment of the countryside and many date back several centuries.'

Since the campaign started complaints to the County Council about disappearing paths have increased five-fold, though the branch welcomed the council's decision to make maps of all 320 of Norfolk's footpaths available online. **'This will make it far easier to know exactly where local footpaths are – or should be,' says Katy. The campaign received a grant to help four parishes research, celebrate and publicise their local footpaths. 'We initially proposed to support three parishes, but after so many excellent proposals the Heritage Lottery fund allowed us to widen the project,' Katy explains. 'The groups will build a living archive of the stories of their paths, unlocking the clues they have left on the landscape.'**

Helping keep villages alive

Affordable rural housing is another vital component of a living countryside and a huge concern for CPRE. Our Leicestershire branch part-funds a project addressing the affordable housing needs of the county's villages and market towns. At a time when average house prices in parts of the county are more than ten times local incomes, CPRE Leicestershire's campaigning has encouraged villages to accept that affordable housing can help keep communities alive and sustain local facilities.

With support from the branch, a Rural Housing Enabler has been able to make the most of rural sites which provide affordable homes in perpetuity for people with strong local connections. CPRE lobbying has encouraged the County Council to allocate their New Homes Bonus money to the scheme, meaning the delivery of permanently affordable rural housing for local people is at its highest level ever in Leicestershire.

“Transport is something that affects us all and the challenges of getting about are often greater in rural areas. By giving them more choice and new ideas on how to travel around, this new initiative from CPRE will make a real difference to the everyday lives of people across the country.”

**Rt Hon Patrick McLoughlin MP, Transport Secretary,
on CPRE’s Transport Toolkit**

Highlights of 2012/13

Safer country lanes

We succeeded in securing a change in speed limit rules to support the roll out of 40mph zones on minor rural roads, something CPRE has campaigned on since the 1990s. Our lobbying also secured funding for the building of safe paths along busier rural roads. Both ideas will encourage more people to enjoy safer cycling and walking in tranquil countryside and were backed by the Parliamentary Cycling Group’s *Get Britain Cycling* report in spring 2013.

Improving transport options

We launched a Transport Toolkit website in spring 2013 giving practical ideas to help communities promote walking and cycling, increase car sharing or improve public transport where they live. This built on a ministerial commitment to improving opportunities for walking and cycling in the Government’s Rural Statement in September 2012, something we lobbied for and want to see backed with real action and investment.

Extending protection for beauty

Thanks to campaigning by CPRE and Friends of the Lake District – including 3,000 consultation responses by activists – the Government announced a public inquiry to look at extending the Lake District and Yorkshire Dales National Parks. The move would extend the conservation and economic benefits of National Park status to Borrowdale and the Howgill Fells, originally omitted

from the boundaries for administrative reasons but equally deserving of protection for their natural beauty.

Housing solutions

CPRE continued to participate in the Rural Housing Advisory Group which advises the Homes and Communities Agency on ways to improve the delivery of affordable rural housing. We also launched a new housing policy, developed with input from our local volunteers, which sets out how we can get the housing we need without damaging the countryside.



**Olympian Alex Coomber
backed our toolkit**

2,000 MILES

Our Norfolk campaigners are fighting to save 2,000 miles of footpaths from funding cuts

3,000 RESPONSES

3,000 consultation responses helped argue the benefits of extending National Parks

Changing attitudes

CPRE's vision for the countryside is for landscapes that people value, care for and enjoy. We want to see people take pride in shared green spaces and understand their contribution to quality of life.

With the cost of cleaning up litter and fly-tipping estimated at £1 billion a year, CPRE continues to fight to clean up our countryside and towns with the Stop the Drop campaign founded by our Vice President Bill Bryson. Our Litteraction website now supports almost 600 volunteer groups who are building community pride, educating young people and enhancing enjoyment of their local parks and countryside – together they have collected 108,000 sacks of litter.

CPRE and our volunteers believe all green spaces are important, from village greens to rural roadsides. The litter on our verges is damaging to landscapes and dangerous to wildlife, and we're lobbying to close a legal loophole which would stop people getting away with throwing litter from cars. As well as helping to clear this litter, many of our branches are involved in tree planting and hedge laying schemes to improve countryside and create new habitats. As our finest landscapes, attracting 90 million visitors a year, it is vital that our National Parks receive the same care and attention.

Promoting landscape benefits

Friends of the Lake District – who represent CPRE in Cumbria – took a lead in maintaining the National Park in 2012 by holding autumn *Fell Care Days* at Ullswater and Windermere. The two events were part of the Friends' project to increase understanding, awareness and enjoyment of Cumbria's uplands and promote their importance to the health and wellbeing of people and ecosystems. 360 volunteers (including 210 school children) joined in what campaigner Sue Manson called a 'conservation Glastonbury', getting their hands dirty maintaining 40 kilometres of footpaths and planting 120 hazel and juniper trees and 1,000 native daffodil bulbs.

'The turn out and hard work was overwhelming,' says Sue. 'People's commitment to the events just goes to show how much people value the natural environment and the Lakeland Fells.' In total, the volunteers put in the equivalent of 267 days conservation work and even found time to remove 28 sacks of rubbish from the shores of Ullswater. TV presenter and new Friends' President Paul Rose led divers

in collecting a tonne of rubbish from the bed of Lake Windermere. **'It is a beautiful lake and our clean-up is part of raising awareness of the impact that we have on our environment,'** says Paul. **'It's great that divers can do our bit to look after Windermere.'**

Education Officer, Annie Mason, stressed the importance of these events for instilling young people with a real sense that as well as the perfect outdoor playground, our landscapes provide a much wider range of benefits. **'Children love being in the outdoors when you give them the opportunity,'** says Annie. **'They learned a lot about the link between wildlife habitats and protecting the land against flooding damage and soil erosion.'**

108,000 SACKS

Our Litteraction volunteers removed 108,000 sacks of litter from communities and countryside

“I want to congratulate Friends of the Lake District for their Fell Care days, which saw volunteers help restore rare upland woodland by planting over 1,000 oak and birch trees, rebuilding 25 metres of sheepfold walling and repairing 50 metres of footpath on a red squirrel trail. And I have been impressed with CPRE’s substantial number of volunteers that continue to take action to reduce litter on our streets.”

Richard Benyon MP, Environment Minister

Highlights of 2012/13

Breaking the bag habit

CPRE headed a coalition of charities campaigning for the introduction of a 5p charge on the eight billion single-use bags given away each year in England. We organised a debate in Westminster Hall and held meetings with retailers and parliamentarians to further the agenda. Zac Goldsmith MP put forward a parliamentary motion to, in his words, ‘support the excellent CPRE (and co) plastic bag-free campaign’, while the 1,400 letters sent to local papers showed strong public backing.

A cosmic census

Our *Star Count 2013* online survey drew public attention to the need to protect our dark skies from the light pollution which is so damaging to wildlife. The survey gathered important data for areas looking to create Dark Sky Reserves and showed that while participants able to see large numbers of stars rose from two to five per cent, more than half of us suffer from severe light pollution.



Drawing attention to plastic waste

Cutting waste and pollution

After giving a talk at De Montfort University, CPRE Norfolk’s David Hook was consulted by the Highways Agency on techniques to restrict light spill in the countryside. David also convinced Norfolk County Council to install the most efficient streetlights in rural areas, and then to make the policy part of its general streetlight replacement programme.

Enjoying tranquillity

Government agency Natural England used CPRE data to assess the quality of experience for visitors to England’s 159 ‘character areas’. For the first time, their comprehensive profiles recognise tranquillity and visual intrusion – defined and mapped by CPRE – as having a key influence on landscape character and our enjoyment of it.

1,875 HOURS

Fell care volunteers in Cumbria gave the equivalent of 1,875 hours for conservation work

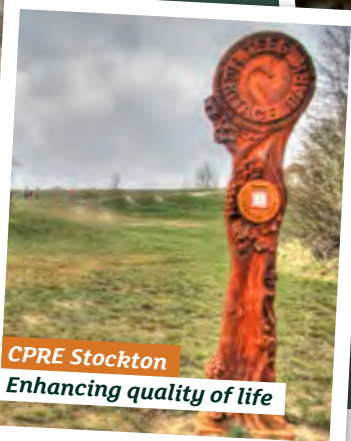
1,400 LETTERS

Our activists helped promote our bag charge campaign by sending 1,400 letters to newspapers

Working with communities

CPRE Cheshire
Leading family farm walks

CPRE Wharfedale
Highlighting empty homes

CPRE Stockton
Enhancing quality of life

CPRE Northamptonshire
Saving local landscapes


North West

CPRE Cheshire organised a series of popular farm walks to get families into the countryside to learn about the work of farmers in shaping Cheshire's landscapes and providing fresh produce for local food webs.

In their 80th anniversary year, **CPRE Lancashire** joined up with local NGOs to challenge the case for the A6 relief road which would damage Green Belt countryside hugely valued by communities along the route. CPRE's Jackie Copley pointed out the importance of the threatened land for the enjoyment of the natural environment and the health and wellbeing benefits it offers local people.

North East

Campaigners played a key role in the creation of Tees Heritage Park between Stockton and Yarm, working closely with a local community group set up by **CPRE Stockton**. The project means this beautiful stretch of the river and the tranquillity of its bankside green spaces will enhance the quality of life of Tees Valley residents for generations.

New footpaths and rest areas have opened up 2,000 acres of this vital 'green wedge' which CPRE fought to save for over a decade, stressing its potential to help regenerate Teesside and attract inward investment.

Yorkshire and Humber

CPRE Wharfedale organised a major housing conference with a coalition of community groups to look at alternatives to building on green fields, calling for 28,500 empty homes and 37,500 plots with planning permission in Leeds and Bradford to be used first.

Following an inspiring visit to Askham Bryan agricultural college, members of **CPRE York & Selby** decided to offer an annual bursary to reward the outstanding scholar studying sustainable land management, promoting CPRE's work among young people who will be the country's future land managers.

East Midlands

CPRE's **Friends of the Peak District** group helped convince planning inspectors to throw out plans for a water bottling plant at Cowdale Quarry, near

Buxton. Campaigners had fought two previous applications for the factory, working with the local community to have them rejected as 'harmful to character and visual appearance of the countryside.'

CPRE Northamptonshire joined two communities in celebrating the decision of a judge to overturn a planned wind farm that would have a damaging visual impact on the local area. Volunteer Brian Skittrall helped villagers in Greatworth and Helmdon set up a campaign group and provided planning advice which helped convince the judge that protecting local landscapes, heritage and residential amenity hadn't been given enough weight in the decision.

West Midlands

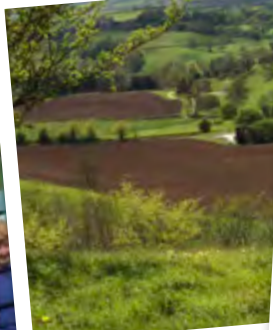
CPRE Herefordshire made the case for the creation of a new Area of Outstanding Natural Beauty in the Herefordshire Marches. Their report emphasised the benefits for local economies from increased tourism and access to special funding for local communities, while advocating that parish councils should play a key role in the designation process.

CPRE's network of grassroots campaigners and experts are building connections with community campaigns around the country to fight for cherished local landscapes. Here are just a few regional highlights.

CPRE Worcestershire
Rewarding young gardeners



CPRE Gloucestershire
Defending natural beauty



CPRE Buckinghamshire
Recognising Brill ideas



CPRE Essex
Restoring community assets



CPRE Worcestershire sponsored a school gardening competition at the RHS Malvern Spring Gardening Show, providing awards for the best of the 15 participating schools. The pupils' use of edible plants in their designs will inform CPRE's work with the Malvern Hills Food Alliance to improve local food choices in the area.

South West

CPRE Dorset helped local people reduce a proposed 800 home scheme on farmland outside Sherborne to a less damaging 286 homes. Volunteers addressed a packed meeting in the town and raised the concerns of local people with councillors, planners and the local MP, helping ensure 500 homes were removed from the local plan.

CPRE Gloucestershire's campaign against four 120 metre wind turbines in the Berkeley Vale helped defend the beauty of the Cotswolds Area of Outstanding Natural Beauty. The Planning Inspector agreed with their evidence to the appeal inquiry, that the damage to tourism and local amenity meant energy benefits didn't balance the impact on the community.

South East

CPRE Runnymede ran a successful campaign against a damaging scheme for a Magna Carta 'interpretation centre' on Runnymede Common, highlighting the risk of spending £8 million of public money on a flood-prone site. The group worked with community activists to stop the project and is now working with Surrey County Council to organise greener celebrations for the Magna Carta's 800th anniversary in 2015.

CPRE London helped the public get green-fingered in London's allotments and community gardens. Their guide explored the social and health benefits of community growing and promoted local opportunities to get involved, including tips on how to lobby for new allotments and protect existing ones.

CPRE Buckinghamshire recognised an innovative community project with a CPRE Mark award for enhancing countryside through volunteering. The village of Brill had formed a 360-strong co-operative to buy a herd of traditional Dexter cows to restore a neglected common and improve the character and biodiversity of the village.

East of England

CPRE Hertfordshire helped prevent the relocation of two schools to Green Belt farmland near Bishops Stortford. Communities Secretary Eric Pickles ruled the development would **'conflict with the Green Belt purpose of assisting in safeguarding the countryside from encroachment.'** The branch worked closely with local organisations, including Bishop's Stortford Civic Federation who said **'we are particularly grateful for the help we received from CPRE Hertfordshire who were able to suggest ways in which the schools' needs could be met without encroaching on the Green Belt.'**

CPRE Essex made a vital donation to the restoration of the Grade 2 listed John Webb windmill in Thaxted. Volunteers hope that by using the mill as a community focal point for exhibitions, events and picnics, local people will learn about the area's food heritage and the village will attract more visitors.

CPRE people



Jacqueline enjoying the fruits of her volunteering



Chris and his telescope have transformed a village



Becca's work spreads her passion for local food

Jacqueline Veater

CPRE Hertfordshire volunteer

'I started volunteering for CPRE last year, just before I took redundancy from my job with a Local Authority. I'd recently become a member and saw an advert in the local newsletter for a planning volunteer, and CPRE's branch structure meant the Hertfordshire office was only a few miles away.

Having been trusted with representing the branch at local plan hearings, I learned how to present a good case to balance the zealous aspirations of developers for housing land in the Green Belt. I have also run workshops at training days and supported a local community group's campaign; helping people understand planning can help them achieve what they want for their countryside.

Campaigning to protect the countryside is something I feel passionate about and I love the chance to spend time foraging in our county's beautiful hedgerows and woodlands. Our newsletter even promoted my foraged fruit preserves which help raise funds for the branch. I would recommend volunteering with CPRE for personal satisfaction and because we make a real difference in our area of influence.'

Chris Grayson

Sussex star counter

'I took part in CPRE's Star Count having read Sir Andrew Motion's Telegraph article, and it inspired me to host a telescope party in my village which attracted 12 locals and a number of children. We were able to see Jupiter with moons, and M81/M82 – two fantastic galaxies in the Plough, over 15 million light years away.

CPRE published an article about my Star Count experience on their website, and I've followed that with a piece in a local magazine raising awareness of light pollution and security lights. Far from being antagonised, the neighbours responded by adjusting their lights and turning up at the party!

The local photography society spotted my astro photos on CPRE's website and commissioned a stand dedicated to the village's view of the heavens, resulting in two more telescope parties. Thanks to the Star Count, my community is starting to see the connection between their actions with security lights and their enjoyment of heavenly wonders.'

Becca Nelson

CPRE Cheshire Press & Membership Officer

'I have strong family links to Cheshire and became a web volunteer for the local branch in 2007. I felt that getting actively involved was the best way to protect the countryside I love.

I now work part-time for CPRE Cheshire and it's part of my role to inspire youngsters to be the next generation of CPRE members and volunteers, through projects like our countryside writing competition and our family farm walks. Supporting our farmers is vital for village economies and landscape protection, and getting children along on our farm walks helps us raise the profile of farming with future consumers and decision makers!

I'd advise anyone who cares about the countryside to roll up your sleeves and get involved with your local CPRE Branch. There is plenty of support available to new members who want to protect their local area, and if we work together our voices will be much stronger.'

CPRE relies on the dedicated people who stand up for local landscapes or get involved in supporting our work. Here, we focus on some of the individuals who helped CPRE achieve so much in 2012/13.



Milton found his internship full of opportunities



Pam (in orange) is making a real difference



Ash gives the thumbs up to his fellow climbers

Milton Brown

CPRE National Office intern

'After being made redundant and not having much success in securing a paid position in my chosen field of website management, I thought CPRE's web internship could be a good learning experience. Working two days a week, I had the opportunity to attend a training session for volunteers in Peterborough and worked with a number of the branches in preparing their websites to go live.

Every week there was a new challenge or technical issues I had to solve, but I relished the chance to help staff update and create new web pages, prepare the Transport Toolkit website and create podcasts of CPRE events featuring Sir Andrew Motion and Nicholas Crane. The internship has been a positive and enjoyable experience and I feel I've been able to enhance my skills while helping to promote the countryside and the great work of CPRE.'

Pam Crankshaw

CPRE Leicestershire volunteer and Stop the Drop Parish Litter Warden

'At about the time I retired, CPRE were running their Stop the Drop campaign led by Bill Bryson and the Leicestershire branch had written to parish councils in the county to recruit volunteer litter wardens. I didn't hesitate to offer my services and I've been going out each week for over two years collecting rubbish from the roadsides with four other volunteers. Last year we received a Litter Buster Award from Charnwood Borough Council which was a real boost and helped attract eight more volunteers from neighbouring villages. Between us we've collected hundreds of sacks of rubbish, making a real difference to our area.

When I learned that CPRE Leicestershire were without a Secretary I volunteered to attend the branch meetings to take minutes. I'm pleased to support the branch's dedicated volunteers who help protect our lovely countryside for the enjoyment of everyone. I've also had the chance to visit CPRE's national office in London and was impressed by the enthusiasm staff and other volunteers had for looking after our uniquely beautiful landscapes.'

Ash Lydiate

Three Peaks Challenge fundraiser

'20 of us in the University of Hertfordshire Outdoor Society decided to climb Ben Nevis, Scafell and Snowdon in 24 hours to raise funds and awareness for CPRE. Four of us managed to complete all three climbs (raising over £1,150) with 15 minutes to spare! It was certainly the most intense 24 hours I have ever experienced.

Raising money and awareness for CPRE is about giving something back in support of this amazing, free resource – the countryside. We spend a lot of our time outdoors, climbing mountains and being in the rural area, so it just feels fitting to be giving money back to someone who's looking after it. CPRE did so much to help create the National Parks we were climbing in and make sure these inspirational landscapes are open to all. Once people get out and discover the countryside they will start understanding why it is important to give money to charities like CPRE.'

Financial summary

Statement of financial activities (incorporating an income and expenditure account) year ended 31 December 2012

	Unrestricted Funds £	Restricted Funds £	Endowment Fund £	2012 Total £	2011 Total £
INCOMING RESOURCES					
Voluntary income					
Subscriptions	964,704	-	-	964,704	805,409
Less: Branch share of subscriptions	(411,320)	-	-	(411,320)	(426,434)
	553,384	-	-	553,384	378,975
Branch income	220	-	-	220	2,017
Regional income	1,645	-	-	1,645	357
Donations, legacies and similar incoming resources	2,361,120	782,612	-	3,143,732	4,014,462
Total Voluntary Income	2,916,369	782,612	-	3,698,981	4,395,811
Activities for generating funds:					
Merchandise income	1,638	-	-	1,638	1,604
Investment income	16,199	-	-	16,199	19,329
Other incoming resources	68,799	-	-	68,799	44,228
Total incoming resources	3,003,005	782,612	-	3,785,617	4,460,972
RESOURCES EXPENDED					
Cost of generating funds	1,262,928	6,000	-	1,268,928	1,273,434
Merchandise costs	-	-	-	-	4,200
Net incoming resources available for charitable application	1,740,077	776,612	-	2,516,689	3,183,338
Charitable activities					
Influence land use in town and country for people and nature	744,148	653,959	-	1,398,107	907,123
Protect and enhance beauty, tranquillity and local distinctiveness	272,073	165,888	-	437,961	568,960
Increase and harness public and political support for the countryside	731,244	39,577	-	770,821	706,406
Build organisational capability to support our campaigning aims	322,212	15,328	-	337,540	507,636
Governance costs	49,390	-	-	49,390	103,405
Total resources expended	3,381,995	880,752	-	4,262,747	4,071,164
Net (outgoing)/incoming resources for the year = net (expenditure)/income	(378,990)	(98,140)	-	(477,130)	389,808
Unrealised gains/(losses) on investments	10,363	-	952	11,315	(18,923)
Net movement of resources in the year	(368,627)	(98,140)	952	(465,815)	370,885
Funds brought forward	2,051,563	212,281	87,642	2,351,486	1,980,601
Funds carried forward at 31 December 2012	1,682,936	114,141	88,594	1,885,671	2,351,486

The on-going economic uncertainty and our decision to invest in longer-term fundraising development meant we planned for a deficit budget in 2012. Unfortunately, a decline in income caused the actual deficit to be larger than planned. This was due partly to our funders and supporters giving so generously for our 2011 planning campaign that many were unable to give again in 2012, and partly to a decline in legacy income.

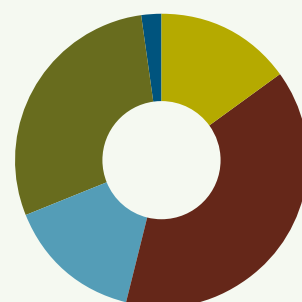
After a review of our priorities, we undertook a restructuring programme and made regrettable but necessary redundancies early in 2013. We are confident this will help us break even by 2014 and we will be in a position to fund all our expenditure from current income. The investment in a new fundraising database means we can now be more efficient and targeted with our fundraising initiatives, and the very encouraging and supportive response to our emergency appeal in February 2013 allows us to be cautiously optimistic.

Balance sheet

As at 31 December 2012

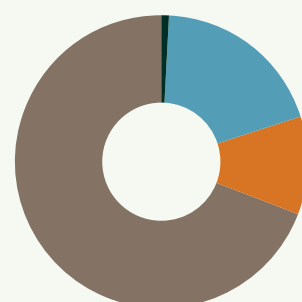
	2012 £	2011 £
FIXED ASSETS		
Tangible assets	628,422	116,637
Investments	615,019	1,041,345
	<u>1,243,441</u>	<u>1,157,982</u>
CURRENT ASSETS		
Debtors	412,009	388,312
Regional bank balances	149,013	130,241
Cash at bank and in hand	468,912	1,205,332
	<u>1,029,934</u>	<u>1,723,885</u>
CREDITORS:		
amounts falling due within one year	(244,274)	(375,381)
NET CURRENT ASSETS	<u>785,660</u>	<u>1,348,504</u>
TOTAL ASSETS LESS CURRENT LIABILITIES	<u>2,029,101</u>	<u>2,506,486</u>
CREDITORS:		
amounts falling due after more than one year	(143,430)	-
PROVISIONS FOR LIABILITIES AND CHARGES	-	(155,000)
NET ASSETS	<u>1,885,671</u>	<u>2,351,486</u>
FUNDS		
Unrestricted funds	1,682,936	2,051,563
Restricted funds	114,141	212,281
Endowment fund	88,594	87,642
	<u>1,885,671</u>	<u>2,351,486</u>

Income



- General donations 39%
- Legacies 28%
- Membership 15%
- Donor income 15%
- Merchandise & Other 2%
- Investment income <1%

Expenditure



- Charitable activities 69%
- Fundraising 19%
- Membership support 11%
- Governance 1%

Thank you

CPRE is hugely appreciative of the support which made the achievements featured in this Annual Review possible.

Legacies

Legacy donations are essential to our work, and we were very grateful to the many generous people who remembered CPRE in their will in 2012.

Mrs H Adams	Miss D N Cole	Mrs B C Hewitt	Mr J E Pipes
Miss V A Allinson	Miss R A Cooper	Miss C G D Hingston	Miss M Potterton
Miss D M Arkwright	Mr G E Crabtree	Miss D Hingston	Miss B T Robinson
Miss W Austin	Miss M R Darby	Miss D J Hope-Wallace	Miss J E Round
Mr A T Bailey	Mr J J de G Delmege	Miss J Hughes	Mrs E M Russell
Mr G M N Baker	Mrs C L Downing	Mr P W Humphreys	Mrs H J Smallwood
Mrs G Biggs	Miss M M Durling	Mr P P Isacke	Miss F Tomlinson
Mrs V F Bolton	Miss G J Edwards	Mr E B Jenkins	Mr B Verdcourt
Mrs O M Burwell	Mrs J M Fewell	Miss P J Lane	Mr A E Walker
Miss J C Cartmell	Mrs R C B Firebrace	Dr M H Lloyd	Miss M E Ward
Miss G Carter	Mrs B K Forsyth	Miss A P Miles	Mr R V Watts
Miss W J W Charman	Miss M L Green	Miss O Newstead	
Mrs A S Clark	Mrs A A E Hartcup	Mr G W Osborne	

Countryside Ambassadors

We thank the individuals who gave £1,000 or more for their vital support for our campaigns.

Mr T Adburgham	F H Clarke	Mr B Hart	Mr E Symons
Mr J Barnard	Mr D Crook	Mrs FEH Hunkin	Miss E Taverner
Dr C Beels	Mr R Cross	Mr P Lambert	Mr J G Vessey
Ms A J Bell	Mr J Davey	Mr J M Langham	Mr H Webb
Mr and Mrs R Boulton	Ms M de Botton	Mr G A Oswald	Mrs M E Work
Dr H & Mrs M Cecil	The Hon Mrs G Fane	Mr N W Pearson	Mr J Wreford
Sir Charles Chadwyck-Healey	Mr E Golton	Miss E J Reis	
Sir Colin Chandler	Mrs E Greeves	Dr A Robinson	

CPRE gratefully acknowledges the generous donations from those who wish to remain anonymous.

For further information on our Countryside Ambassador programme or leaving a legacy to CPRE, please contact Alexandra McGill on 020 7981 2849, or email alexandram@cpre.org.uk

Charitable Trusts and Corporate Supporters

CPRE is grateful for the support of the following trusts and companies that donated £1,000 or more in 2012.

Alan Cadbury Trust	David Webster Charitable Trust	Kinsurdy Charitable Trust	Reginald and Ena Hill Charitable Trust
Amelia Chadwick Charitable Trust	Deo Gratias Charitable Trust	Leonard Chadwick Charitable Trust	Scouloudi Foundation
Barbour Trust	Dingwall Trust	Linley Shaw Foundation	Seven Helpers
B A Segal Charitable Trust	Ernest Kleinwort Charitable Trust	Loveday Charitable Trust	Tail Wind Advisory and Management Ltd
Bearrem Charitable Trust	E T Mowle Charitable Trust	Marsh Christian Trust	Tolkien Trust
Chapman Charitable Trust	Fine Art Society	Miss Hanson's Charitable Trust	Underwood Trust
CHK Charities Limited	Google	Muriel and Gus Coren Charitable Trust	Winton Capital Management
Constance Travis Charitable Trust	John Coates Charitable Trust	Charitable Trust	
David Fenton 1989 Charitable Trust	John Ellerman Foundation	NFU Mutual	
David and Claudia Harding Foundation	JTI	Peacock Charitable Trust	
	June Stevens Foundation	Plunkett Foundation	

We also thank the many trusts and individuals who supported our work with smaller donations.

In memoriam

We remember Tom Holme, Tony Kemmer, Lara Marsh and Nic Packwood for their invaluable contributions to the work of CPRE.

Save our countryside! Support CPRE's charter



Shaun Spiers, Chief Executive

Too much of England's countryside is being destroyed and degraded as a result of relaxed planning rules, weakened local democracy, and a focus on short-term economic growth at the expense of deeper values.

We need development, of course, not least more housing. CPRE has always been about shaping development and directing it to the best places, rather than just stopping things. But the sort of poor quality, badly sited development that is now becoming prevalent will make all our lives poorer.

It is time to stand up for the countryside, to replace the developers' charter with a people's charter. I hope everyone who loves England's beautiful, unique countryside – our great inheritance – will support CPRE's charter to save our countryside.

Please sign the charter, and persuade others to do so, at www.saveourcountryside.org.uk
We need to create a groundswell of support for our three simple demands, before it is too late.

CPRE's charter to save our countryside

England's countryside is beautiful, irreplaceable and finite. Yet increasingly it is being destroyed by badly planned developments, while local communities are left powerless to protect the places they love.

Stop the destruction of England's countryside.
Support our three demands for better development:

- **Don't sacrifice our countryside**
Our open spaces are being destroyed unnecessarily. Previously developed brownfield land should be re-used first to protect the beauty and tranquillity of our countryside and breathe new life into our towns and cities.
- **A fair say for local communities**
Local people are increasingly unable to stop the destruction of their towns and countryside. The cards are stacked in favour of powerful developers. We want a democratic planning system that gives communities a much stronger say in the future of their area.
- **More housing – in the right places**
The country urgently needs more affordable homes for our rising population, including in villages and market towns. But they must be sensitively located, with excellent environmental standards and high quality design that enhances local character.

**Please show your support for our
countryside by signing the charter at
www.saveourcountryside.org.uk**

CPRE fights for a better future for England's unique, essential and precious countryside. From giving parish councils expert advice on planning issues to influencing national and European policies, we work to protect and enhance the countryside.

We believe a beautiful, thriving countryside is important for everyone, no matter where they live. We don't own land or represent any special interests. Our members are united in their love for England's landscapes and rural communities, and stand up for the countryside, so it can continue to sustain, enchant and inspire future generations.

Our objectives

We campaign for a sustainable future for the English countryside, a vital but undervalued environmental, economic and social asset to the nation. We highlight threats and promote positive solutions. Our in-depth research supports active campaigning, and we seek to influence public opinion and decision-makers at every level.

Our values

- We believe that a beautiful, tranquil, diverse and productive countryside is fundamental to people's quality of life, wherever they live
- We believe the countryside should be valued for its own sake
- We believe the planning system should protect and enhance the countryside in the public interest



Campaign to Protect Rural England

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E info@cpre.org.uk

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Registered charity number: 1089685
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FOR THE COUNTRYSIDE

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