

# Our year

A review of 2019-20





# Our year

# Crispin Truman reflects on the past 12 months and looks to our future

CPRE, the countryside charity, has worked to enhance, promote and protect rural landscapes and communities since 1926, but the past year has seen us revitalise our purpose and aims with a new, people-focused plan. We're approaching our centenary with a rallying cry of 'a countryside for all', because we know that the more people enjoy, understand and value its inspirational, health-giving qualities, the more support we'll have for the sort of campaigns featured in this Annual Review.

As well as helping people discover the countryside for the first time, we're also striving to improve the lives of those who live there, by increasing support for rural economies and essential services. But whether you live in city, town or country, CPRE wants to empower communities to shape their local environments as places to connect to nature and find time to unwind.

Coronavirus has highlighted the disparity in people's ability to access green open spaces, making all of us at CPRE even more determined to challenge that inequality. The pandemic has also shown the strength of public feeling for the countryside and its importance as our 'natural health service' - confirming the need for an organisation like ours to champion it. With huge pressure on the government to prioritise economic recovery, we are making the case for reforms that put people and the planet first.

We must avoid a return to the 'old normal' of unsustainable development fuelling runaway air pollution and carbon emissions. Instead, as the impact shown within these pages confirms, by putting local people at the heart of decision-making we can work towards a beautiful and thriving countryside that enriches all our lives and plays a crucial role in tackling the climate emergency.



Crispin Truman OBE Chief Executive

# Highlights of 2019-20

The past year saw us engaging many more people with our mission to enhance, promote and protect the countryside that enriches all our lives



#### ■ Putting a stop to fracking

We celebrated the November 2019 moratorium on all new shale gas extraction as 'a victory for communities, climate and common sense', having warned that fracking would increase carbon emissions and industrialise the countryside.

Our campaigning supported threatened communities like Kirby Misperton (left) and mobilised the public against plans to fast-track fracking – an influential national petition signed by 307,720 people included over 200,000 CPRE supporters.

### Responding to coronavirus ▶

Using social media and photo competitions to share beautiful landscape imagery, our county CPREs gave everyone an uplifting lockdown diversion and a way to express pride in their local countryside.

Our network of groups also led our work towards a greener, fairer society post-coronavirus. CPRE London's early call for the creation of new cycle lanes soon became government policy, while CPRE Herefordshire helped set up a rural delivery scheme that will become a community minibus service.





#### ◆ Promoting good design

CPRE helped coordinate the firstever National Housing Design Audit, rating 140 schemes across England on design quality and sustainability. We concluded that developers must do much more to comply with design standards and energy efficiency targets, while avoiding sprawling, car-dependent communities.

The government's Building Better, Building Beautiful Commission took on board our recommendations that new developments must protect and enhance our built and natural environments – as with the CPRE Norfolk award-winning Goldsmith Street in Norwich (left). Meanwhile, the housing secretary Robert Jenrick MP announced plans for a 'green revolution in housebuilding' based on good design, higher densities and lower carbon emissions.

## Our first national apprentice ►

We were hugely impressed by the achievements of Ketsia Tampo as part of our new scheme to give young people from urban areas the chance to learn about countryside campaigning.

As a fundraising assistant Ketsia became a valued colleague and qualified business administrator – with training provider Middleton Murray making her their Apprentice of the Month for June 2019! Ketsia is now a confident and knowledgeable advocate for CPRE and we were delighted that her experience helped her win a university place.



# Connecting people and countryside

We're promoting the importance of green space, beautiful landscapes and inspirational dark skies



#### A countryside for all

We were delighted that our submissions helped to influence the independent Landscapes Review's report to government – which agreed that Areas of Outstanding Natural Beauty should be given more funding and a greater say over development.

The report also agreed that a more diverse range of people should be helped to access awe-inspiring countryside, prompted by CPRE research showing that National Parks and AONBs are not within easy reach of almost half of England's most deprived areas. We particularly welcomed the recommendation that every child should experience a 'night under the stars' in these landscapes, having demanded that the government make such life-changing trips part of the national curriculum.



#### Space to breathe

Providing space to unwind and engage with nature, the Green Belt is the countryside next door for 30 million people. Yet our research uncovered plans to build 266,000 homes on Green Belt, and found that these homes typically use twice as much land as those built elsewhere. We also demolished the myth that building on the Green Belt can solve the affordability crisis, revealing that just 13% of homes built on land removed from its protection in the past decade have been affordable.

Following CPRE campaigning ahead of December's General Election we were pleased to see the Conservative Party manifesto not only commit to protecting the Green Belt, but pledge to enhance it by increasing accessibility and biodiversity.



Dark skies matter

Our 2020 Star Count helped people connect with one of the most magical sights in the natural world while drawing attention to the wasteful lighting that detracts from it. Almost 2,500 'citizen scientists' took part, with 99% of those surveyed agreeing that every child should be able to experience the wonder of a star-filled night sky.

The count found that 61% of participants saw only ten stars or fewer within the constellation of Orion, meaning they were in an area with severe light pollution. We're using our updated Star Count map to encourage councils to consult with communities and take action to restore our view of the heavens.



85%

Proportion of parents who agree that every schoolchild should experience the countryside as part of the curriculum.

# 10,000km

Length of public rights of way in London's Green Belt, according to CPRE's research for a crossparliamentary report. 82%

Proportion of our Star Count 2020 participants who say their local council should do more to tackle light pollution.

# Promoting rural life

We're working towards a sustainable vision for rural communities built on accessible services, affordable housing and thriving businesses



#### Supporting green growers

January's new Agriculture
Bill was based on the kind
of 'new model farming' CPRE
has championed since 2016.
Our lobbying helped ensure
that the Bill incorporates the
principle of 'public money for
public goods', with funding for
farmers based on the benefits
they offer us all: whether
producing environmentally
sustainable food, maintaining
public access or increasing
biodiversity.

The Bill also adopted CPRE's specific demand that farmers should be rewarded for protecting or improving the soil that mitigates the impact of the climate crisis by absorbing floodwater and storing carbon. As the new payment schemes are developed, CPRE will be working to ensure smaller farmers, and those pioneering nature-friendly techniques, receive all the help they need to thrive.



#### Tackling transport deserts

CPRE commissioned new research in the first attempt to score and rank the public transport options that are so vital for rural communities. We found that nearly one million people in the north east and south west struggle to access buses and trains, while 56% of 160 country towns surveyed risk becoming 'transport deserts' cut off from basic services.

The project helped influence the government's plans to spend £5bn on bus and cycling schemes 'to make sure every community has the foundations it needs to thrive.' We're now calling for the creation of a dedicated rural transport fund, so that future investment has a real impact in connecting the countryside.



#### Creating vibrant villages

Our analysis revealed that homelessness in the countryside increased by 85% between 2018 and 2019 (almost double the average national increase), with little more than 1,000 social homes delivered across England's 91 rural local authorities. At that rate of building, it would take 154 years to clear just the current backlog, a trend that is pushing young people and key workers out of rural areas.

We used the findings to call for a major increase in the social housing that supports local shops and services, while proposing a change to the definition of 'affordable' rents that would save struggling rural families an average of £936 per year.



40%

The increase in hedgerow cover we argued should be a focus of the government's £640m Nature for Climate Fund.

975,227

The number of people at risk of being cut off from basic services in just two regions studied for our Transport Deserts report.

58%

The growth in rural local authorities' waiting lists for social housing between 2018 and 2019.

# **Empowering communities**

We're encouraging communities to get involved with our work to enhance their local environment through volunteering and democratic planning



#### Planning for the future

A March 2020 announcement set out government plans to encourage better use of previously developed land for housing through new funding and the creation of a national brownfield map. Both are the result of CPRE campaigns and vindicate our research showing that recycling suitable brownfield sites can create a million new homes.

While welcoming the government's intentions, we urged it to back local authorities in making sure builders prioritise urban areas for rejuvenation, instead of targeting profits from greenfield development. And with coronavirus legislation meaning planning decisions could be made in closed meetings, we called on the government to ensure that local people retain a democratic role in shaping their neighbourhoods.



#### Reviving county farms

County farms are local authority landholdings that give new tenant farmers a route into agriculture – but they're being sold off at an alarming rate. BBC One's Countryfile featured a special report on the CPRE research showing their area has fallen from 426,000 to 209,000 acres since the late 1970s; since 2016 we've been losing over 5,000 acres a year.

We're calling for legislation to stop the sell-off of our county farms and maximise this public land's potential to benefit local people. New powers and funding could help councils expand their county farm estates and use them to increase on-site education opportunities; supply fresh food to local schools and hospitals; and involve communities in tree and hedgerow planting.



#### Cleaning up the countryside

CPRE's Green Clean returned for a second year in 2019, supporting hundreds of volunteers in removing over 10,000 bottles and cans from our green spaces. Their efforts provided important evidence on the need for a comprehensive deposit return system (DRS) for drinks containers, with a quarter of bottles collected falling outside the scope of initial plans.

The following month saw the government publish an Environment Bill that includes the powers to create a DRS – a major win for CPRE following more than 10 years of campaigning. We're calling for an 'all-in' scheme that will cover every single drinks container and secure the benefits of reduced litter and increased recycling.



### £400m

New government funding pledged to help councils bring derelict land back into use, thanks to CPRE campaigning.

#### Three quarters

The proportion of the 53 landowning councils who have sold off farmland since 2010; nine have 0 farm tenants left.

## 1 in 10

Containers found in our Green Clean that were glass – endangering people and wildlife if excluded from DRS.

# Supporting local action

### Enhancing open spaces

#### Helping hedgerows



CPRE Oxfordshire is helping to transform Hogacre
Common Ecopark, a rural oasis less than a mile from central Oxford in the city's Green Belt. The group is providing funds for access improvements, information boards, the planting of a forest garden and training courses – starting with a successful hedgelaying course that has revitalised the park's boundary hedge.

# Restoring pride

**CPRE Northumberland** led the way with the first events of our nationwide Green Clean in September 2019. They helped local people retrieve 21 bags of litter in Newbiggin (above), where councillor Elaine Brown said 'it was wonderful to see so much cleared from our green spaces.' 15 bags were then cleared from Throckley. with praise from councillor Linda Wright: 'There was less rubbish than last year because Green Clean has raised the profile of recycling - this is a great initiative.'

#### Greener neighbourhoods

CPRE Sussex joined forces with Hove Civic Society in launching a tree planting initiative to transform the environment of the Greater Brighton area. The Plant Your Postcode project will see hundreds of trees planted in streets and parks, along with work to maintain the health of existing trees.



#### Seeing stars

CPRE Surrey hosted a special Star Count to mark the launch of their Dark Skies Matter partnership with the Surrey Hills AONB, Surrey Wildlife Trust and Guildford & District RSPB. Their joint Dark Skies Declaration is encouraging individuals and organisations to reduce light pollution and champion the health and wildlife benefits of dark skies We supported our local network in building positive partnerships to benefit their countryside and communities. Here are just some of the highlights from 2019-20.

#### Promoting the countryside



CPRE Dorset and Gloucestershire were celebrating when the government's independent Landscapes Review adopted their recommendations for new national parks. The September 2019 report backed CPRE Dorset's case for the county's AONB to be made a national park to help boost local economies and protect landscapes like the Jurassic Coast. Meanwhile, CPRE Gloucestershire welcomed the endorsement of their suggestion that the Cotswolds AONB be considered for national park status, which would allow development in this iconic rural area to be planned more strategically.



CPRE Lancashire started an online 'Meetup' group to reach people with a shared passion for exploring nearby green spaces. Around 40 people of all ages then gathered for a series of walks designed to help them discover the beauty and accessibility of Manchester's Green Belt, with CPRE volunteers on hand to talk about their work to protect and enhance it.

#### Celebrating landscapes

CPRE Shropshire unveiled the winners of their 70th anniversary photo competition at a special exhibition hosted by the National Trust's Attingham Park. The group received over 400 entries for their 'My Shropshire' landscape contest, including runner up Olwyn Wall's 'Misty Morning on the Severn'.



#### Protecting the countryside



**CPRE Kent** raised important health concerns in a successful Court of Appeal challenge to plans for 330 homes at Pond Farm in the village of Newington. In a landmark case, our campaigners proved that the development's location would encourage car use and exacerbate high levels of air pollution along the nearby A2. Campaigners hope that all future planning decisions must now take air quality's impact on health into account.

#### Keeping Test Valley beautiful

CPRE Hampshire worked with a local action group to encourage a developer to withdraw plans for a largescale incinerator in the Test Valley. Our volunteers carried out a detailed assessment of the negative impact on the area's rural character and water resources.



#### Saving farmland



CPRE Cambridgeshire &
Peterborough helped ensure
that agricultural land near
Hinxton will continue to provide
food and environmental
benefits after being saved from
plans for an 'AgriTech' business
park. The development
would have seen up to 4,000
employees travelling to this
rural landscape, with CPRE
campaigners arguing that
more suitable local sites could
accommodate their businesses.

#### Challenging airport expansion

Cha

**CPRE Avon & Bristol's** evidence showed that the case for expanding Bristol Airport had overestimated the benefits of increased tourism spending while failing to include the economic costs of the extra carbon emissions. This persuaded the local authority to reject the plans in a decision that will help maintain the rural character of North Somerset and protect the wider environment.

### Engaging young people



Learning in nature

CPRE Staffordshire worked with farmers Graham and Helen Ashford to create tree and hedgerow habitats on land outside the village of Ranton. The project supports local wildlife, including beehives on the site, while providing an environmental learning experience for young people with special educational needs. Braving wet weather, enthusiastic pupils from The Haven School, Stafford joined CPRE and the Ashfords in planting 60 native saplings in November 2019.



**CPRE London** kicked off 2020 at Forest Lane Park in Newham, launching their Growing Together initiative with the Magpie Project – which provides support to vulnerable mothers and their children who are at risk of homelessness. Volunteers planted fruit trees and bulbs at the families' regular meeting place, and are looking forward to growing food and flowers with them in newly constructed raised beds.



#### Inspiring creativity

CPRE Hertfordshire's children's art competition for 2019 saw over 800 entries on the theme of trees, many of which featured powerful environmental messages. As ever, the winning artists were the stars of the group's prestigious Rural Living Awards evening at Hertford's County Hall.

# Our year in numbers: Campaigning together



Our supporters and partners helped us campaign for the countryside in 2019-20. We'll let the numbers speak for themselves:

### £12.2bn 句

Government funding for affordable homes announced in the Budget of March 2020, after earlier CPRE calls for investment as part of a coalition with Crisis and the National Housing Federation.

### x120 ₫

The increase in agricultural land value that comes from receiving residential planning permission. We joined Shelter in calling for rising land values to be invested in green community facilities instead of taken as profit.

### £42bn ©

The annual public funding we demanded (alongside 17 leading NGOs including Amnesty International, the RSPB and WWF UK) for tackling climate change and enhancing the environment – representing a doubling of resources to around 5% of government spending.

## **90%** $\bigcirc$

The recycling rates we argue could be achieved with a comprehensive deposit return system (DRS), influencing the then Environment Secretary Michael Gove MP's speech of July 2019: 'an "all-in" model will give consumers the greatest possible incentive to recycle'.

**72%** [

The proportion of people who would support a DRS for all drinks containers, according to our July 2019 survey.

# **71%** P

The proportion of 25-34 year olds we surveyed who felt 'more likely to vote for a political party that wants to protect and enhance the countryside, including the Green Belt' – helping CPRE convince both main parties to pledge to protect the Green Belt in their election manifestos.

#### Over half

Proportion of the public (57%) who reported a newfound understanding of the importance of local green spaces for their mental health and wellbeing during the coronavirus 'lockdown'.

Our joint poll with the WI also found that nearly two-thirds (63%) felt that protecting these places should be a higher priority for the government when lockdown ends, adding weight to CPRE's calls for a greener recovery.

12,000 🖂

Number of letters CPRE activists wrote to their general election candidates asking them to back our manifesto for a thriving countryside – covering almost every constituency in England.

# Spaces for nature



#### 100 acres

The size of a plot adjacent to the Askham Bog Site of Special Scientific Interest spared from development after CPRE North Yorkshire's campaign in support of the Yorkshire Wildlife Trust.



#### 53 acres

The amount of valued Green Belt land at Lodge Farm, Holyport retained as an important local floodplain after CPRE Berkshire worked with Bray Parish Council to challenge a planning appeal.



#### 12 acres

The area of beautiful, unprotected countryside retained as a village asset rich in biodiversity after CPRE Bedfordshire spoke alongside the Harrold Village Action Group at a public inquiry.



#### 26 acres

The size of what CPRE Somerset described as 'the magnificent field sweeping down to Castle Cary railway station', which will continue to greet rail arrivals to Glastonbury Festival after campaigners helped protect it from urban sprawl.

# Research and advocacy

#### 75%

The proportion of housing developments built across England since 2001 that should have been refused planning permission due 'mediocre' or 'poor' design. The figure is a shocking 94% in rural areas, based on research commissioned from UCL for our audit of over 140 schemes.



#### £2 billion

The amount a comprehensive deposit return system (DRS) for drinks containers could raise for the economy over ten years, according to CPRE's analysis of government data. This is eight times greater than the £250 million from an 'on-the-go' system favoured by manufacturers.



#### £31m

The combined amount that low income families living in rural communities could save every year through CPRE's suggestion that affordable rents are set according to the net income of tenants, rather than market rates.



#### < One third

The number of local councils we found had an up-to-date local plan to guide decisions on planning applications. We want to see councils supported in getting plans in place, so that they're not forced to accept greenfield developments.



#### **x**5

The increase in the area of England impacted by aircraft noise when applying European noise pollution standards, according to research published by the CPRE South East region's aviation group. Their Flight Blight report calls for better monitoring of the noise pollution that shatters rural tranquillity and damages health, and greater powers to restrict it.



#### Double

The proportion of conservation areas in northern England at risk from development compared to the south – part of CPRE's evidence to the UK2070 Commission highlighting regional disparities in the care of the historic environment





# Funding and finance in 2019

#### £3.5m

Our total income, thanks to our loyal supporters and fantastically generous legacy donors.

£346,000

Amount reclaimed in tax thanks to our supporters completing Gift Aid forms. £49,513

Online donations from 1,929 kind visitors to our website.

£585,000

Funds shared with local groups to support their communities.

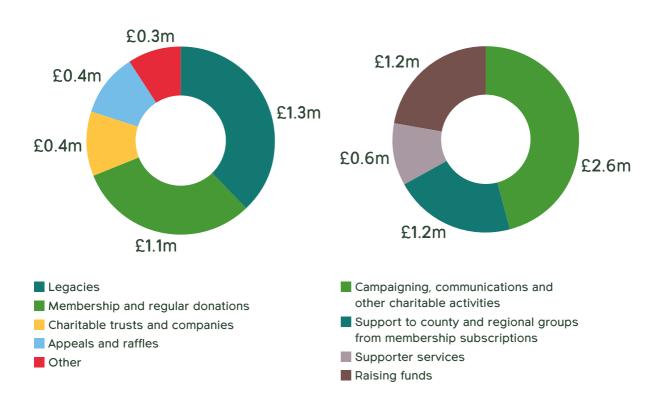
£3.8m

Unrestricted free reserves at the end of 2019. The overall level of reserves is slightly above the range set by the Trustees (currently £1.7m – £3.5m), and is set aside to cover risks in CPRE's sources of income and fund working capital requirements, an allowance for unplanned expenditure, and limited funding for key strategic investments.

# Financial summary 2019

# Our total income £3.5m

# Our total expenditure £5.6m



# Thank you

Our amazing supporters are essential for our work with people and the countryside. Your generosity means we'll continue to work to enhance, promote and protect the countryside now and for future generations. Thank you.

We're grateful to the CPRE supporters who remembered us in their Wills. Their contribution to CPRE is tremendous; we simply couldn't have achieved what we have without their help.

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Thanks to everyone who supported our campaign work this year, including our anonymous donors. We've been able to make incredible progress – and that's thanks to you.

Mrs Acloque
Mr & Mrs T Adburgham
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The Tolkien Trust
The Underwood Trust
Whitley Animal Protection Trust

# Looking forward

# With Emma Bridgewater CBE President of CPRE, the countryside charity

One of the unexpected silver linings to emerge from the challenges of 'lockdown' was surely the creation of new and deeper connections to the countryside. But if something of lasting value is to emerge, CPRE – as the countryside charity – must harness that awakened appreciation in support of the positive campaigns seen throughout this annual review.

Indeed, our belief that local people must have a say in planning decisions has never been more relevant, with the desire to stoke a rapid economic recovery threatening to erode the very green spaces we've come to rely on. So I offer a huge, heartfelt thank you to the CPRE volunteers who have worked

so tirelessly on behalf of those special places through an array of community partnerships.

Our volunteers' determination, breadth of knowledge and 'can do' spirit will be crucial in our work to support the regeneration of the postcoronavirus countryside with reliable public transport, affordable housing and comprehensive rural broadband. Which is why we have made significant investment in supporting our volunteer network during the past year, including new development officers in the north and midlands supporting a surge of grassroots CPRE activity.

I'm also proud that our volunteers have been leading

emergency: organising conferences, educational initiatives and tree planting projects to engage communities with practical responses to the greatest threat facing our countryside.

In the coming year, we will be promoting an even wider range of volunteering and training opportunities, so that more people can engage with our work in their parishes and neighbourhoods. Because although most people appreciate the countryside, and support us in principle, we need them to join us in action - in creating a countryside that can improve our physical and mental health, and the health of the planet. Join us today at cpre.org.uk



#### **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; today and for generations to come.

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.

#### 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.

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