



The
countryside
charity

Countryside for All: our equality, inclusivity and diversity leadership statement

Purpose

At CPRE we believe it is our responsibility to strive for a society where all of us can be ourselves and feel able to reach our full potential, whatever our identity and background.

Our vision is of a countryside for all. A thriving, beautiful countryside to which everyone has access and from which all can benefit, for their wellbeing and in order to participate fully in the enjoyment, enhancement and protection of nature. A countryside which is inclusive and diverse whether you live there or whether you visit.

In order to achieve this vision, we at CPRE will ensure that our organisation and all we do is open to all and that we actively address any barriers to participation for any group.

We believe and do this because our case for the countryside depends upon having the broadest and most diverse and inclusive public support possible and because the countryside will benefit from the engagement and attention of people from all backgrounds.

We believe and do this because all the evidence shows that CPRE as an inclusive organisation, comprising people from diverse backgrounds will consistently perform better, that we will make better decisions and because we will benefit from the full capability of all those who want to support us.

Our values and strategy

We put these beliefs into practice across all we do at CPRE through our values, which are to be Open, Connected, Trusted and Inspirational. These values underpin our strategy for 2020-26 which is the means by which we will implement this leadership statement.

Equality, diversity and inclusion

We value all the people who work, volunteer for and who join CPRE and we want everyone to be able to reach their potential with us. This means listening to and understanding people's views, creating a working environment where everyone is treated with respect and able to contribute fully. And it means making sure everyone feels included and valued for the talent, knowledge and experience they bring to the organisation.

We are equal

Equality means:

- being valued for who and what we are
- achieving our professional goals and personal development
- counting on our collective diversity, social background and experience to enrich what we do and how we do it
- not being held back in our development by anyone's preconceptions about our abilities
- placing equality at the core of our employment and management practice



The
countryside
charity

- knowing that CPRE is a fair and just place to work and volunteer

We are diverse

Diversity means:

- understanding that everyone is unique
- celebrating the fact that our staff, volunteers and beneficiaries are from a wide range of social and ethnic backgrounds
- recognising that teams are stronger and more effective when we acknowledge and embrace the different views, skills and experiences around the table
- consulting whenever possible and listening to different viewpoints to improve how we work as a team
- explaining the rationale for who we work with, how and why

We are inclusive

Inclusion means:

- embracing all people and welcoming the rich diversity of ages, genders and sexualities; faiths, cultures, ethnicities and disabilities; life experiences, personal circumstances and social backgrounds
- giving equal access to opportunities and not tolerating discrimination or intolerance
- encouraging collaborative decision making and enabling staff and volunteers to talk honestly and openly
- empowering staff and volunteers to contribute to a positive working environment that is enjoyed by all
- ensuring that equality of opportunity is transparent and available to all staff and volunteers

How we will achieve this

We will create a practical action plan, reviewed and renewed each year, to turn this statement into reality. The plan will put in place the requisite training and support and will:

- promote equality, diversity and inclusion as professional, practical and positive issues which enrich our work
- make sure all staff and volunteers understand the implications of this statement for their day-to-day work and for how they treat and support colleagues
- embed these principles in all our policies, processes and project plans
- recruit people who have the skills to put these principles into practice
- help us to work with a wide range of people and communities particularly those not well represented in CPRE or who are not benefitting from the countryside, specifically those with less resources, black and minority ethnic, young, and disabled people
- champion our principles in all our communications and publications
- support our partners and stakeholders to do likewise

Our approach to equality, diversity and inclusion means that we value our differences. This statement should be read in conjunction with our Dignity at Work policy and other relevant policies and procedures.



The
countryside
charity

Board of Trustees and Senior Leadership Team
June 2020