



The
countryside
charity

Our strategy: positive progress for our countryside

2024 – 2026



Our ambition

We are CPRE, the countryside charity. A network of passionate people working in our communities, coming together to champion and campaign for positive progress for the countryside.

We want a thriving and beautiful countryside for all, that feels like 'home' for everyone, wherever they live and whoever they are. We want a countryside rich in nature and playing a crucial role in our response to the climate emergency.

We want thriving and sustainable rural communities. And we want more people to enjoy green spaces and the countryside, including those who have not benefitted before.

The next few years and the path to CPRE's centenary in 2026 are critical and we have focused our strategy to reflect this.

We will promote bold solutions for the countryside to a new government and think in a joined-up way about how to manage the multiple, competing demands on it. And as we approach our centenary, we will bring to life our vision for the future countryside in 2035.





Goal 1: Future countryside

We will build a new, collective vision for the future of our countryside, in a time when it faces unprecedented challenges.

We believe in a climate friendly, nature rich, and beautiful future countryside – enabled by dynamic land use change, underpinned by a spatial plan that helps local people and decision makers balance the value and functions of the countryside for us all.

We will:

- bring together different perspectives, experiences, evidence and insights to **inform how we can collectively plan a joined-up future for our countryside**, exploring topics from energy to access, transport to housing, and nature's restoration to the protection of landscapes.
- **work and campaign with communities to shape a vibrant future for rural communities**, through and with our network of local CPREs, including rural affordable housing, transport, and engaging more young people in taking action for the countryside.
- **spark a big conversation with rural communities, activists, thinkers, and CPRE volunteers** about the future of our countryside, grappling with the difficult choices that will shape our rural future as we balance the needs of people, nature, and climate.

Goal 2: Countryside next door

We will campaign to improve locally valued landscapes and green spaces and for greater access for everyone to their countryside next door.

For most of us the most valuable countryside is that on our doorstep – the countryside next door. It might not benefit from a special designation or protection but the 'ordinary' countryside and green spaces close to home are vital for our future.

We will:

- **bring to life how the countryside next door can deliver more** for people, for nature and to tackle the climate emergency.
- **increase access to the countryside**, linking inclusive green spaces in towns and cities with the wider countryside and secure a new generation of regional and country parks.
- **promote a new vision for farming and land use close to towns and cities**, celebrating best practice and promoting policy solutions that deliver a more sustainable future.



© S. Jameson

Goal 3: Build our movement

We will inspire, equip and grow a movement of people taking action for positive change – powered by our network, rooted in people’s love of place, nature and the countryside.

We believe that empowering local people is key to making good decisions. We want to widen and diversify our reach and drive a movement for positive change in the countryside, supporting more people to take action to secure a future for our countryside.

We will:

- **welcome more members and volunteers** to strengthen our network and a wider diversity of supporters. We believe in a countryside for all and together we can increase our impact.
- **increase affiliations with more local community groups** and organisations who share our ambition for positive progress for the countryside.
- **create tools to help build our movement** that inform and equip people to be effective champions for the countryside near where they live and beyond.

Goal 4: Countryside solutions

We will prove that the thriving, beautiful countryside we all want is possible by demonstrating and promoting solutions to deliver change.

We believe in the ingenuity and passion of our movement. We will continue to proudly protect our countryside and fight decisions that cause harm, whilst also demonstrating what works and promoting and extending ‘what good looks like’.

We will:

- **demonstrate and advocate for new ideas and approaches** that provide practical solutions to some of the big challenges for the countryside, in partnership with our Network of local CPREs.
- **celebrate and promote proven local solutions** to local challenges that galvanise our Network and help bring people together for change.
- **provide more opportunities for people to take practical action** for the future of our countryside, from hedge-planting to community energy.

Join in: 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.

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

Our vision:

a beautiful and thriving countryside that enriches all our lives

Our mission:

to promote, enhance and protect a thriving countryside

Our values:

open, trusted, connected, inspirational

Contact us:

21 Provost Street, London, N1 7NH

Telephone: 020 7981 2800

Email: supportercare@cpre.org.uk



@cprecountrysidecharity



@CPRE



@CPRE

