

General Election Campaign Pack

Introduction: About CPRE

We are CPRE, the countryside charity. We want a thriving, beautiful countryside for everyone.

We believe in countryside and green spaces that are accessible to all, rich in nature and playing a crucial role in responding to the climate emergency.

With a local CPRE group in every county in England, we're advocating nationwide for the kind of countryside we all want: one with sustainable, healthy communities and available to more people than ever, including those who haven't benefited before.

We stand for a countryside that enriches all our lives, regenerating our wellbeing, and that we in turn regenerate, protect and celebrate.

Some people might remember us as 'The Campaign to Protect Rural England' – our previous name, and one of several in our long history. We've worked for almost a century to support and promote the countryside, and we'll be doing this for generations to come. That's why we call ourselves 'the countryside charity'.

Our manifesto asks for the next government

We want to see political parties commit to support common-sense and practical policies that would help secure a thriving countryside for generations to come. We created a [manifesto](#) that outlines our key asks.

1. Fix the [broken housing market](#) in rural communities
2. Recognise the importance of [the countryside next door](#)
3. Start the [rooftop renewables revolution](#)
 - a. Backed by evidence from our recent ['Lighting the Way'](#) report
 - b. See our list of current [Parliamentary Rooftop Solar Champions](#)
4. [Reform the planning system](#) to serve both people and place

CPRE resources: [climate change and energy](#), [farming](#), [sustainable transport](#), [nature and landscapes](#), [litter and recycling](#)

CPRE has also contributed to the EFRA soil health enquiry and the EAC on food security – please get in touch if you would like to know more.

General Election 2024

The upcoming General Election will be taking place on Thursday 4 July 2024.

There are some key dates to bear in mind in the coming weeks:

- **Friday 24 May 2024** - The last day of Parliament sitting. Parliament will be prorogued until after the election.
- **Thursday 30 May 2024** - The formal dissolution of Parliament.
- **Friday 7 June 2024** - Deadline for candidate nomination papers to be submitted by 4pm, followed by publication of statement of all persons nominated at 5pm.
- **Between 10 and 16 June** - Manifestos will be launched by the major parties
- **Tuesday 18 June 2024** - Deadline to register to vote.
- **Thursday 20 June 2024** - The Bank of England's Monetary Policy Committee will announce the Bank Rate, a key economic moment in the campaign.
- **Thursday 4 July 2024** - Polling Day.
- **Tuesday 9 July 2024** - New Parliament will be summoned to meet, the speaker will be elected, and members sworn in.
- **Wednesday 17 July 2024** - State opening of Parliament

Useful information on the election:

- Input your postcode to find out [here](#) more about who is standing, where your station is and local council contact details.
- You can register to vote [here](#)
 - [UK Youth offer guidance](#) for encouraging young people to vote
- Remember voters in England now need to show photo ID to vote!
- [CPRE General Election Frequently Asked Questions](#)

Get involved!

Important – Election Engagement Rules

Charities are allowed to campaign during the election period. However, it is important the charities remain independent and must not give support to any one specific party.

It is worth familiarising yourself with the Charity Commission for England and Wales' [Campaigning and Political Activity Guidance for Charities](#). The NCVO guidance on [Political Campaigning as a Charity](#) is also recommended.

In short, when engaging with candidates on behalf of CPRE, whether it be for events, quotes or visits, we recommend contacting candidates from all major parties to ensure impartiality.

Actions

- Reaching out to your future MP.

Take action and write to your electoral candidates today. To find out more about the candidates in your area and their contact details, use [Who Can I Vote For?](#)

- We have an [Affordable Housing Pledge](#) which we are encouraging parliamentary candidates to sign up to. You can get in touch with parliamentary candidates in your area (and incumbent MPs) to let them know about it and ask them to back the pledge.
- CPRE also has a growing collective of [Rooftop Solar Champions](#) who are MPs and Peers that have agreed to be a voice for 'common-sense solar' in parliament. We will need the new wave of incoming MPs to sign up.

Media

Increasing CPRE's media presence will be hugely impactful in the coming weeks. There are a number of ways this can be done.

- Social media

CPRE will be posting on social media outlets (Instagram, Twitter, Facebook etc) throughout the campaign. It would be very beneficial to share and engage with our posts as well as creating your own and tagging us.

Local Actions and Events

As well as getting in touch with your parliamentary candidates and the local press, there are many other ways you can make an impact on a local level.

- Sign up for our [campaigns newsletter](#) to keep track of updates
- Get involved with your local CPRE – you can find yours [here](#)
- Make a [donation](#) to help secure a better future for our countryside
- Get involved in a hustings in your local area
 - An election husting is a meeting where candidates and parties answer questions and debate policies. It is an opportunity to raise awareness of critical issues, and provides a platform to hold candidates accountable.
- Engaging with parliamentary candidates
 - Engaging and meeting your candidates can help build relationships and understand their priorities. Building conversations can draw candidates' attention to critical countryside issues and help secure their commitments to action. Remember to prepare in advance, stay focused on your key asks, and follow up and thank them afterwards.
- Get involved with CPRE's [volunteering opportunities](#)
 - As well as our ongoing volunteering opportunities, we are now recruiting for General Election specific activities – become an [Online Campaigns Activist](#) and commit to taking up to 6 actions in the run up to the General Election

This document will be updated regularly during pre-election period.