



Welcome to CPRE

Who we are, what we do, how we
work and ways to get involved!





It's great to have you with us!

Hello, and a very warm welcome to CPRE.

It's an exciting time to join us – our countryside is facing more challenges than ever before, but we're doing lots of important work to help promote, protect and enhance our rural communities and precious green spaces.

We'll tell you a little bit more about some of our ambitious projects and our network in a second, but with a local CPRE group in every county in England combined with National CPRE, we all come together to protect our countryside for the future.

Wherever you volunteer, and whatever you do, volunteers are our superpower when it comes to making our countryside a better place for everyone to live, work and enjoy.

So, a huge thank you for joining our movement, it's really great to have you on board!

Roger Mortlock, Chief Executive National CPRE



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NATIONAL CPRE – WHO WE ARE

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.

The problem – Our countryside is under unprecedented pressure – from a changing climate, changing lifestyles and changing agricultural practices, to the demand of economic growth and an urgent need for affordable housing.

Our vision – 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.

A countryside for all

To achieve our vision of a countryside which is inclusive and diverse, whether you live there or whether you visit, we strive to ensure that our organisation and all we do is open to all and that we actively address any barriers to participation for any group.

[Read our Equality, Diversity and Inclusivity statement here.](#)



WHAT WE DO



Policy, Campaigns & Public Affairs

We develop research-led, joined-up policy solutions and reports on the issues we care about.

We lead national campaigns, send stories to the media and run lobbying events to influence policy makers.

Planning

We lead the work of the Better Planning Coalition - a coalition of 34 organisations across the environment, housing, planning, heritage and transport sectors advocating for a planning system fit for climate, nature and people. What gets built where plays a big part in our work.

Communications

We utilise a range of communications to raise awareness and drive engagement with our brand and campaigns, including engaging with national and local media.

We also publish lots of helpful explainers and articles on our website.

Communities & Participation

We expand how people can take action for the countryside through volunteering, participation and through the CPRE network. We work to amplify younger and more diverse voices within our movement. We support the CPRE network and how we work together. We manage and coordinate our Hedgerow Heroes project with local groups.

Fundraising & Supporters

We generate income to support our work and we develop CPRE membership, as well as delivering customer care for CPRE's members, supporters and network.



WHAT WE'RE WORKING ON

Our key work is organised into eight programmes under three themes.

Within our programmes, we're working to find positive solutions for the issues facing our countryside and the environment.

Future countryside



Programmes

- **Strategic land use**

Better use of finite land for people, planet and nature.

- **Housing**

Right home, right place - sustainable, affordable, well designed homes and communities.

- **Energy**

Support transition to clean energy with community consent and minimal impact on the countryside.

Countryside next door



Programmes

- **Green belt and urban fringe**

Ordinary countryside close to where people live should be valued and not sacrificed for inappropriate development.

- **Hedgerow heroes**

Hedgerows are a vital part of our countryside - and hedgerow heroes makes sure they are restored and expanded.

Build our movement



Programmes

- **Grow and diversify our income**

We want to increase members and supporters and diversify where our support comes from.

- **Build to our centenary**

Develop a programme of projects, events and funding to support our centenary in 2026.

- **Develop our people and**

Develop a new 10 year strategy and support staff and volunteers to deliver it.

Recent Campaigns

Click below to find out more

[Brownfield First](#)

[Solar Rooftop Revolution](#)

[Realistic definition of Affordable Housing](#)



OUR VALUES

Open

We are inclusive and respectful of everybody, no matter who they are or where they live. We are open-minded, considerate of others and use language that everyone can understand.



Connected

We value lasting and effective relationships and encourage collaboration. We are good at listening, unite over common ground and celebrate shared successes.



Trusted

We use evidence, knowledge and experience to influence positive change. We show this by acting with integrity, being rigorous and holistic in finding solutions, and being confident.



Inspirational

We are ambitious and determined in everything we do. We channel our passion to motivate others and encourage them to act. We keep the goal in mind, are innovative and have a positive attitude.



Find our full Volunteering Commitments [here](#)

WHERE WE WORK

National CPRE is an independent charity made up of around 50 members of staff in five different teams. Our office is in London and we also have home-based staff across the country.

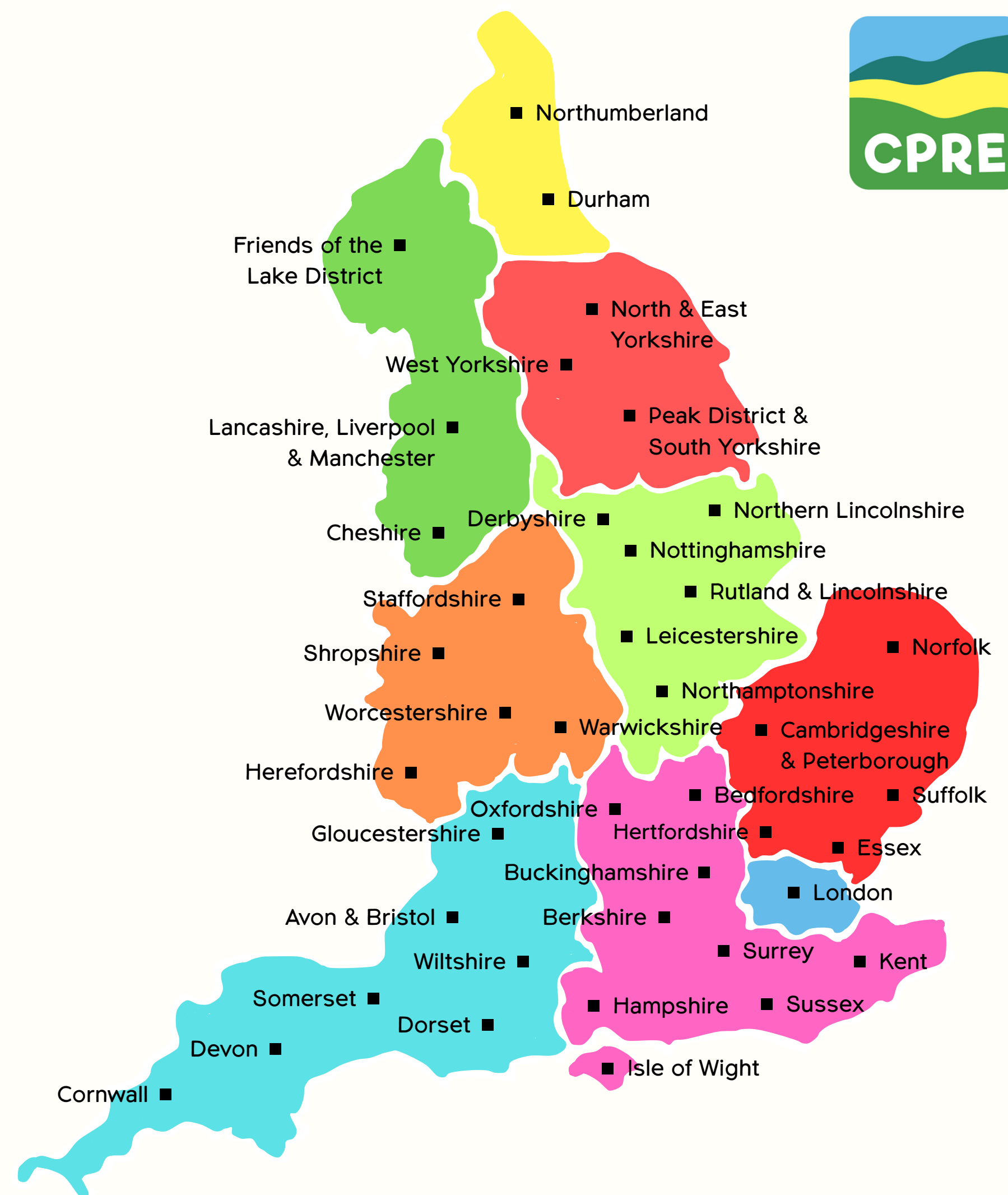
We are a federated charity - the CPRE network consists of around 40 local groups at county level across England. Nearly all are independent charities with their own Trustee boards.

At national CPRE we undertake policy, campaigning, recruitment, fundraising, marketing and media work. We also help develop and advise the network of local CPREs and provide services to members.

Local CPRE groups undertake their own work, for example on planning issues locally, and there are lots of exciting projects going on across the network.

Together, we've been campaigning for the countryside for almost a century. The local knowledge and expertise of CPRE groups combined with the influence national CPRE can exert on decision-makers, gives us a strong and respected voice for the countryside.

Contact your local group to find out about current opportunities to get involved in your area, or navigate to their website via our map



Campaigns & Policy

We rely on your support to advocate for the countryside on a local and national level. Use your knowledge and experience to make an impact on local planning, or develop your advocacy skills by becoming an online campaigns activist.



Communications

Help us to spread the word by writing articles and newsletters, contributing photo and video content, or creating posts for social media.



Practical Projects

Get involved on a one-off or regular basis, contributing to the landscapes in your local area, learning practical skills such as hedge-laying, hay-making and data collection. Find out more about our projects on the next page.



HOW TO GET INVOLVED

Local Governance

Bring your skills and passion for the countryside to contribute to decision-making around strategy and policy. Volunteer roles include trustee, chair, treasurer and secretary.



We have lots more volunteering opportunities. Search [here](#) to find the right role for you or reach out to your local group

GET HANDS ON

Hedgerow Heroes

Help us to plant and restore 100 miles of hedgerows across the country by the end of 2026, and support our campaign to extend the UK hedgerows network by 40% by 2050.



Magnificent Meadows

Carry out traditional management such as scything, making hay by hand and gathering seed to restore and enhance local meadows.



Litter Picking

Carry out litter picks on a regular basis in the green spaces close to where you live, helping your local community and making it safer for wildlife.



Citizen Science

Collect data and contribute to the bigger picture by monitoring water quality or mapping light pollution



Search all volunteering opportunities [here](#)

WHY WE VOLUNTEER

Learn new skills

“It's helped me to push myself more out of my comfort zone and learn more things.

Molly, PR and Comms Volunteer, CPRE Cheshire



“One of the most enjoyable parts of the role is being able to go out and talk to people as a representative of the charity – to be a champion for that in different spaces.

Rahoul, Trustee, CPRE Leicestershire



Join a community

“By campaigning on a wide range of issues: climate change, environment, and rural communities, we can make a difference.

John Ydlibi, Local Group Chair, CPRE Derbyshire



Make a difference

“What I enjoy most is feeling more connected to things happening in my local area. I have met a lot of new people through volunteering with CPRE, from a range of backgrounds and life experiences.

Fran, Website and Social Media Volunteer, CPRE Northamptonshire



Meet new people

RESOURCES & SUPPORT

Provided by National CPRE

Volunteering & Participation Team



Jill Vaughan

Volunteering and
Participation
Manager



Nicola Render

Volunteering
Development
Officer



Anna Hayward

Volunteering
Development
Assistant

Please get in touch with us at
volunteeringteam@cpre.org.uk

National Online Induction

Two-hour online, interactive session
Overview of the wider CPRE
organisation, history, vision and strategy,
current campaigns, and the support we
offer to volunteers.

Plus a Q&A with our CEO!
To book your place please email
volunteeringteam@cpre.org.uk

Campaigns Update

[Click here](#) and scroll to the bottom to
receive all our latest updates

Network Groups

Additional support groups:

- Planning Induction and Drop-ins
- Chair's Chat
- Volunteer Coordinators Group
- Staff Networking

Who to Email

For questions about...

Volunteering: volunteeringteam@cpre.org.uk

Local group support: networksupport@cpre.org.uk

Planning and policy: planning@cpre.org.uk

Campaigns: campaigns@cpre.org.uk

Communications and branding: comms@cpre.org.uk

General CPRE enquiries: info@cpre.org.uk

CPRE Intranet

Our online space for local
CPRE volunteers and staff.
Resources to support your
work; latest information on
key collaboration topics plus
events, reports and guidance.

For access please email
networksupport@cpre.org.uk

Network News

Weekly e-newsletter for all
volunteers and staff. It's full
of news about CPREs work,
from campaigning and
membership to volunteering
and governance.

To subscribe please email
networksupport@cpre.org.uk

