



The countryside charity
Gloucestershire

BUSINESS PLAN FOR 2020

YEAR 1

This Business Plan for CPRE Gloucestershire is informed by the National CPRE Strategic Plan 2020 – 2026. Our work on a local level mirrors that of the work happening at National and across the UK network and we are inspired by the new direction CPRE National wants to take, which is to involve and empower people, communities and partners in protecting and enhancing our countryside.

We write this plan in the midst of huge environmental concern. The climate crisis agenda, driven by the voices of young people, is now on our doorstep to address and amend. Our attention has been drawn to the concept of consumerism and its impact on our environment namely plastic, pollution and deforestation. We are also amid a housing shortage, with housing development being driven by central government where local authorities are desperately finding land to build upon and meet their quota. Despite this, CPRE exists to continue our campaign to make sure that the countryside is retained, protected and enhanced not trampled upon and ignored.

Our Business Plan is ambitious and asks for us to be brave in our plans for growth and expansion. CPRE National has a hugely respected history of ensuring our green spaces stay just that – now is our opportunity to build upon this foundation and raise our profile locally so we are known as The Countryside Charity. We will empower communities in protecting their own rural spaces and involve people in understanding how to access the countryside around them for their own health and emotional wellbeing. This in turn will increase our members and volunteers and contribute to our continued sustainability.

Our Vision

For a beautiful and thriving countryside that enriches all our lives

Our Mission

To work hard with local partners to enhance, promote and protect the countryside. To engage with communities to experience rural areas in a variety of ways; to continue our policy and campaign work [unfinished – needs work]

Our Values

Our values guide our decisions and principles in our work through this strategy. They define our culture and our behaviours.

1. To be open and inclusive
2. To connect and collaborate as broadly as we can
3. To act with integrity and back up action with evidence, knowledge and experience
4. To be inspirational in our activity and approach

Our Strategic Aims

1. Connect People and Countryside

- a. Promote the value and benefits of the countryside so more people engage with understand and enjoy it

2. Promote Rural Life

- a. With communities and partners, we'll develop and promote a sustainable vision for living in the countryside, bringing together solutions for the rural economy and the natural environment

3. Empower Communities

- a. Empower our network and communities to improve their local environment through volunteering and local action

4. Grow our capacity

- a. Bringing together a larger and more diverse group of people who share our belief in countryside for all

Strategic Aim 1: Connect People and Countryside

National Objectives

- 1.1 More locally-valued landscapes and green spaces are enhanced and protected
- 1.2 More people having a better experience of and benefiting from countryside near to them particularly those not benefiting now
- 1.3 Efficient use of land, particularly in urban and suburban areas, and more land dedicated to green space and nature
- 1.4 A planning system and legislation that delivers the right development in the right place

Areas of Work	Activity	Lead	Status and comments
PLANNING	Scrutinise planning applications against our checklist for involvement and for those that have significant impact on our interests, respond accordingly	DISTRICT	HIGH
	Work across the districts with kindred organisations who share our concerns on planning, including furthering our links with Parish and Town Councils	ALL	HIGH
	Continue to review and update our Policy Statements to ensure consistency in planning responses		HIGH
	Scrutinise Local Plans: -Input to the Review of the Stroud Local Plan -Input to the Review of the Forest of Dean Local Plan -Input to the final stages in the preparation of the county Minerals Local Plan		HIGH
	Input to the Review of the JCS		HIGH
	Provide a CPRE Gloucestershire input to follow up Gloucestershire 2050 discussions		

Strategic Aim 2: Promote Rural Life

National Objectives

2.1 A shared vision for a sustainable rural economy in which all communities can thrive

2.2 Rural infrastructure and services – including housing, transport and public spaces – that meet the needs of their communities and secure a healthy environment

2.3 New and sustainable models of farming and better environment land management

2.4 A low carbon countryside that mitigates and adapts to the impacts of the climate emergency

Areas of Work	Activity	Cost	Lead	Status and comments
AFFORDABLE HOMES	Plan a joint event with the Gloucestershire Rural Community Council to promote the work of a county-wide community-led housing enabler hub		LW	HIGH
SUSTAINABLE RURAL ECONOMIES	Continue to work with the GFirst Local Enterprise Partnership (LEP) to refine and promote the emerging Local Industrial Strategy Work with GAPTC and the local Rural Coalition to promote sustainable rural economies To review and promote our policy on quiet Lanes and seek inclusion in the next version of the Gloucestershire Local Transport Plan		RL/ND/PB	HIGH
SUSTAINABLE FARMING	To ensure that the concept of sustainable farming is reflected in our advocacy Respond if appropriate to emerging work from CPRE National		ALL NATIONAL	
CLIMATE CRISIS	Reflect CPRE National Climate Change policy positions (in preparation) in our advocacy With GRCC, produce a guide for communities and individuals on actions they could take to play their part in responding to the climate crisis		NATIONAL	HIGH
TRANSPORT POLICY AND PRACTICE	Input to the debate and any emerging proposals to address congestion on the A46 through		DNB	

	<p>Ashchurch and a potential wider upgrade of the A46 as part of a new strategic road link from M5 junction 9 to the East Midlands (involving CPRE Worcestershire)</p> <p>Complete our input into the planning for the A417 Missing Link</p> <p>Respond to the emerging report 'Transport deserts' from National (Chris Hinchcliffe) and promote/campaign to reinstate public transport routes in rural areas</p>		<p>ND & RL</p> <p>National</p>	
LOCAL PLACEMAKING	Will be picked up in neighbourhood plans		ALL	LOW
LOCAL LANDSCAPE ENHANCEMENT ACTIVITIES	<p>Define and agree a plan for a programme for local landscape activity to carry out over forthcoming years</p> <p>Contribute to the work of the Cotswolds and Vale Ash Dieback Forum – N.O. funding confirmed for planting of trees in rural communities in 2019/20</p>		<p>LW</p> <p>RL</p>	<p>HIGH</p> <p>HIGH</p>

Strategic Aim 3: Empower Communities

National Objectives

- 3.1 A collaborative, effective national and local countryside campaigning network
- 3.2 A more diverse volunteer base for local CPREs through a comprehensive volunteering programme
- 3.3 Practical and innovative ways for people to enjoy, promote, enhance and protect their countryside
- 3.4 Stronger, skilled communities and local partners having a greater say in and securing better results for their environment

Areas of Work	Activity	Cost	Lead	Status and comments
PUBLIC ENGAGEMENT	Plan for a programme of activity including: -a possible best kept graveyard competition -Forgotten footpaths (with the Ramblers and GAPTC) -Litter pick -Presence at local shows and fetes -presentations at local groups e.g. rotary, garden groups, W.I. -Continue successful Awards scheme		Office & DISTRICT	HIGH
COMMUNITY LED PARTICIPATION	Covered in Aim 1			LOW
SUPPORTED VOLUNTEERING	With national: 1. Define role(s) 2. Recruit new volunteers 3. Establish induction and training programme		LW & office & NATIONAL	HIGH
ESTABLISHING AND NURTURING PARTNERSHIPS	Be an active and constructive member of the LNP Board Continue to make a professional contribution to CPRE SW Support Gloucestershire Wildlife Trust in promoting the 'Building with Nature' benchmark as opportunity arises		RL PB/LW/RL ALL RL	

	Continue partnership working with the Royal Agricultural University (RAU)		PB & LW	
	identify opportunities to work with the University of Gloucestershire		LW	
	Play an active, constructive and cohesive role in the County Branch Forum		PB	
	Work with adjacent branches on planning policies and applications of mutual concern		ALL	
	Be an active and constructive member of the Local Enterprise Partnership Agri Food and Rural group		ND	
	Develop new partnerships and networks from outside the green organisations		LW	
	Develop links with neighbouring CPRE outside of the SW region		LW	

Strategic Aim 4: Grow our Capacity

National Objectives

- 4.1 A greater number of supporters who better represent the country as a whole
- 4.2 Long-term growth and diversification of income
- 4.3 A high-performing, cost-effective and flexible organization that best supports our work
- 4.4 New and creative ways of communicating that increase our profile and engagement with our cause

Areas of Work	Activity	Cost	Lead	Status and comments
INCREASE MEMBERSHIP	<p>Raise area profile in line with the new business plan and logo</p> <p>-Develop and maintain a new website</p> <p>-Increase our social media presence</p> <p>To maintain a database of existing members</p> <p>Enhance and promote membership benefits</p> <p>To recruit new members</p> <p>-Take forward the Branch 'Love Rural Life' concept</p> <p>Create a children's membership</p> <p><u>MARKETING</u></p> <p>-Publish regular e-newsletters for members and supporters</p> <p>-Continue to publish the twice yearly "Gloucestershire Views" newsletter</p> <p>-To develop a new leaflet to help recruit members, volunteers and donation support.</p> <p>-Develop support and capacity for Districts to undertake their own PR activity to recruit new members</p>		<p>LW</p> <p>Office</p> <p>Office</p> <p>EB & Office</p> <p>LW</p> <p>LW +Districts + Office</p> <p>LW</p> <p>Editor needed LW</p> <p>LW</p>	
CAMPAIGNS AND EVENTS TO RAISE OUR PROFILE	<p>Investigate the development of a competitive small grants scheme to encourage community projects (finances depending)</p>		LW	

	Hold a fundraising event e.g. auction, dinner/dance		LW	
INCREASE INCOME	<p>Develop a fundraising strategy to increase income from varied platforms:</p> <ul style="list-style-type: none"> -Individual giving -corporate -trusts and grants -legacies -events 		LW	
ENGAGE WITH NATIONAL AND THEIR SUPPORT MECHANISMS FOR GROWTH	<p>We will access training and support provided by national office</p> <p>Serve on the National Office Policy Committee until Jan 2021</p> <p>Continue to serve as a trustee on the national board</p> <p>Input, selectively to further 'One CPRE' exercises as they arise</p>			