



The countryside charity  
Gloucestershire

**Change is inevitable: it should be for the better**

## **POLICY STATEMENT**

### **OUR APPROACH**

- We develop policy and look at proposals from the point of view of a member of the general public. We assess what will either promote or damage their enjoyment of the countryside. We do not normally become involved where just a few individuals will be affected.
- Our members are our most valuable asset. We will respond to their concerns. We will not however make representations in their individual interests which conflict with these principles.
- We seek to protect not preserve. We are not opposed to change per se. We seek to identify what is special and gives a sense of place and campaign hard to ensure that it is not damaged by change.
- We are independent. We will always be happy to give advice and work with local groups or parish councils or form alliances with other organisations. However we do not become part of those groups and will always form our own independent views and make our own independent representations.
- We are objective. What we have to say will be based on research and careful analysis of the facts or effects. We avoid subjective personal opinions or matters of taste. We do not rely without enquiry on what people outside the CPRE state as being the facts.
- We are selective and only get involved when there are good grounds, the potential effects are material and where we have the expertise to contribute.
- We believe that living and working communities care about the countryside and are its best protection.
- We believe that there is usually an alternative which meets the objectives of protecting what is important environmentally and generating other non environmental benefits eg social or economic. When what is proposed fails to meet both objectives we will seek to promote dialogue to find such an alternative. In those rare cases where the objectives are irreconcilable we will always stand for protecting the countryside.
- We will take care to understand the context of any situation be it financial, social or political so that what we propose is not impractical though it may be contrary to received wisdom.

**Updated October 2016**

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**CPRE Gloucestershire Policy Statements are regularly reviewed and updated as necessary. They should be read as a set**