



Campaign to Protect
Rural England
Standing up for your countryside

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The Drift
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Working locally and
nationally for a beautiful
and living countryside

Dear Members

Back in spring last year, I used my column in CPRE's Countryside Voice magazine to announce the start of a project to clarify CPRE's purpose and to broaden our appeal. The project was in response to a decline in membership and to existing members urging me to be more ambitious in our scope - to achieve a countryside for everyone. We also wanted to grasp the opportunity provided by clear evidence of growing public concern for the environment, the impact of climate breakdown and awareness of the benefits countryside brings to our mental and physical wellbeing.

A multitude of surveys show that most people feel the countryside is an important national asset, including our own YouGov polling, which found that 53% of the public say they love it. Yet, just 22% of adults in England have heard of CPRE. It's clear that making people more aware of CPRE's work will help the whole CPRE network to increase support, widen our volunteer network and increase our impact.

Extensive consultation over the past 18 months has shown that CPRE can be perceived as negative, and this puts many potential supporters off, even if they love the countryside. Which is why we have returned to the principles of CPRE's founders. They knew that promoting a greater understanding and appreciation of the countryside - its benefits and fragility - increase people's emotional connection and desire to protect it and see it improved in ways that benefit people and nature. So we've realised that we must rebalance our original mission and give equal emphasis to promoting, enhancing and of course, protecting the countryside.

As a result, you will begin to notice a change in tone from CPRE, focusing more on the positive solutions that we have always tried to create. This is underpinned by our new strategic aims to 'Connect people and countryside', 'Promote rural life' and 'Empower communities'. A new Strategic Plan 2020-26 has been devised, in partnership with volunteers across the country, to help CPRE pursue this new direction in the run-up to our centenary. It was also influenced by more than 5,000 responses I received to the survey I sent you in January and which I will talk more about in the forthcoming issue of Countryside Voice. You will also start to see a change in how we present and explain ourselves to the public and potential supporters. In order to make our messages resonate with

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Emma Bridgewater CBE
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Crispin Truman OBE

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more people, we've developed a really eye-catching new look, inspired by the colours and shapes of our countryside. Our new logo not only stands out visually but how we will refer to the organisation - as 'CPRE, the countryside charity', will also make it immediately clear what we focus on and that we're a charity.



I've been hugely encouraged by the positive reaction we've had to the new strategy, tone and look, so far. Taken together, they portray a modern and inspirational organisation that has a clear vision of a beautiful and thriving countryside that we can all connect with and benefit from, no matter where we live. I am confident that we have built the foundations needed for our next chapter and the work we must do to increase support for our countryside and communities. I am truly grateful for your ongoing support and hope that you will feel as excited as I do about the future for CPRE and our growing voice for the countryside.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Crispin Truman'.

Crispin Truman
CEO
CPRE The Countryside Charity