



The countryside charity  
Peak District and  
South Yorkshire

# Our Strategic Plan for 2020 – 2025



# Introduction

We believe the countryside is for everyone.

We want a thriving, beautiful countryside which is rich in nature, plays a crucial role in our region's response to the climate emergency and which is valued, enjoyed and accessible to everyone, wherever they live.

Our work from 2020 to 2025 will see us build a stronger voice and movement for the enhancement, promotion and protection of our countryside.

# Our history

Our charity has had an extraordinarily important role in protecting the landscapes of the Peak District National Park and South Yorkshire. Founded in 1924 as 'The Sheffield Association for the Protection of Local Scenery', we have played a key role in saving and protecting these landscapes for nearly a century. We were influential in establishing the Peak District as Britain's first National Park in 1951, and in creating the Sheffield Green Belt in 1938. For over 95 years this organisation has maintained a well-deserved reputation for its principled and tenacious defence of the tenets of strong countryside protection and good planning.

We are an independent body, part of the CPRE network and a member of the Campaign for National Parks (CNP). We are also a registered charity and a company limited by guarantee; our registered name is The Peak District and South Yorkshire Branch of the



Campaign to Protect Rural England. The organisation is managed by an elected board of (currently eight) trustees who meet four times a year.

# Our changing world

This strategy articulates our response to the outside world. From a changing climate, changing lifestyles, and changing agricultural practises to the demands of economic growth, and an urgent need for housing, the countryside in our region is under pressure. But we know that people are increasingly passionate about nature and the environment, concerned about its future and its relationship to us, and increasingly aware of the health and wellbeing benefits of being outdoors. Brexit, climate change, the hugely competitive fundraising environment – all of these are challenges which we will need to navigate over the next five years. However we see opportunities as well as challenges. We've written this strategy in the context of these and the many other external factors affecting our charity and our work.

# Our mission

We work hard to enhance, promote, and protect the countryside including the communities within it. We know we can't do it alone and we believe that there are significant numbers of people in the region who can help and support us in our work.

In the years leading up to our centenary (Spring 2024) we will engage with individuals, communities, groups and organisations across the region to improve and expand our work. We will continue to deliver targeted policy and campaign work to local decision makers, and reinforce the essential importance of the countryside.

This strategy is our call to action: we can all play our part in caring for and celebrating the countryside of the Peak District and South Yorkshire.

# Our values

Open – we are inclusive and respectful of everybody, no matter who they are or where they live. Our countryside is for everyone and so are we.

Connected – we value lasting and effective relationships. We invite and encourage collaboration to find what is best for the countryside we love.

Trusted – we use evidence, knowledge, and experience to effect positive change.

Inspirational – we bring ambition and determination to everything we do. We channel our passion to collaborate with and encourage others to act.



# Our strategic aims and objectives for 2020 – 2025

## Tackling the climate emergency – at the centre of everything

The climate emergency is the biggest threat facing us, our countryside, and the planet. We need to reduce our greenhouse gas emissions drastically. But there's good news: the countryside can provide many of the solutions.

Tackling the climate emergency will be placed at the centre of everything that the organisation does. It has to be. It sits at the centre of our four aims (see below).

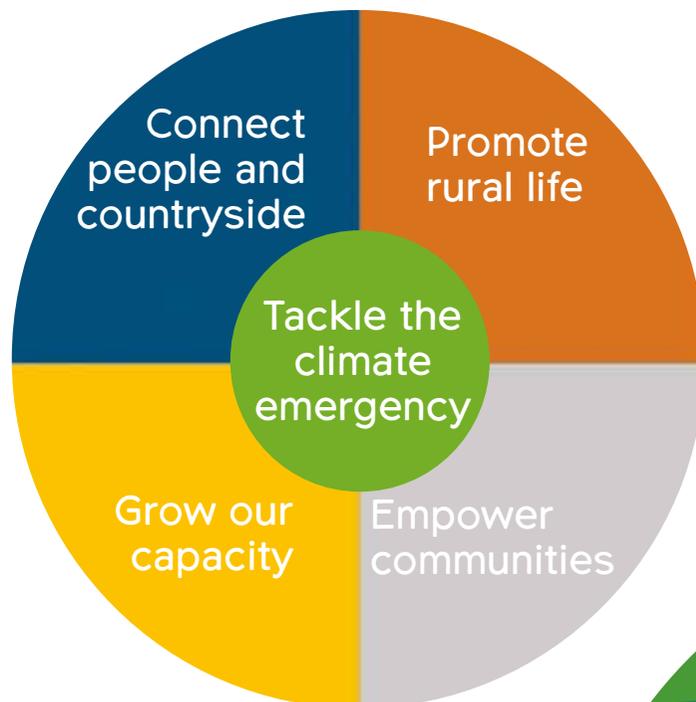
Where necessary, and within our capacity to do so, we will choose activities, causes, actions, partners, and processes which work actively to tackle the emergency over options that do not. We are already deeply involved in working for sustainable development, renewable energy, and a low carbon countryside at a local level, and also through contributions to the CPRE and CNP national effort.

### Aim 1: Connect people and countryside

### Aim 2: Promote rural life

### Aim 3: Empower communities

### Aim 4: Grow our capacity



## Aim 1: Connecting people and countryside

We want more people to access the amazing countryside that this part of England has to offer. We will work to help connect people to the countryside, particularly those who haven't benefitted from the countryside before.

### Objectives

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

## Aim 2: Promoting rural life

With local communities and partners we will develop and promote a sustainable vision for living in the countryside in the 21st century. We will help bring together solutions for the rural economy, housing, farming, transport and the natural environment to achieve positive progress for our local countryside and its residents.

### Objectives

- 2.1 A shared vision of a sustainable rural economy in which all communities can thrive
- 2.2 Rural infrastructure and services – including housing, transport and public spaces – which meet the needs of their communities and secure a healthy environment
- 2.3 New and sustainable models of farming and better environmental land management
- 2.4 A low carbon countryside that mitigates and adapts to the impacts of the climate emergency





## Aim 3: Empowering communities

We will engage with local communities to involve more people in improving their local environment through volunteering and local action.

### Objectives

- 3.1 A collaborative and effective local countryside campaigning network
- 3.2 A more diverse volunteer base
- 3.3 More innovative ways for local people to enjoy, enhance and protect their countryside

## Aim 4: Growing our capacity

We will strive to bring together a larger and more diverse group of supporters, volunteers, donors, advocates, staff and partners - people who share our belief in a countryside for all. This will increase our resilience, income and capacity.

### Objectives

- 4.1 A greater number of supporters
- 4.2 Long term growth and diversification of income
- 4.3 A cost-effective and flexible organisation that best supports our work
- 4.4 New and creative ways to fundraise and communicate which increase our profile and engagement with our causes

# How we will deliver this strategy

## Money

This is a strategy for growth and diversification that requires our organisation to be financially sustainable in the long term in order to deliver it. To achieve this we will:

- Work to increase our income significantly
- Develop a more diverse mix of funding sources (by formulating a dedicated fundraising strategy)
- Work to generate a modest reserve in order to make us better able to tolerate future or unexpected changes in income or spending

Each year's annual plan will outline the specific actions to be taken to achieve the annual financial targets.

## People

Our people are fundamental to the delivery of our strategy. We will make sure that our staff and volunteers are supported and trained so they can achieve to the best of their ability and remain our strongest asset. We will continue to invest in IT and support more flexible ways of working

## The CPRE Network

We have always been very closely aligned with National CPRE, and will continue to be so. We have deliberately developed a 5 year strategy that seeks to achieve the same things, albeit locally, and speaks the same language as the wider charity. This will help us become as effective as possible through, for example, shared office space, shared services, professional training, and greater collaboration.

## Partners

We cannot hope to achieve everything in support of the countryside in this strategy on our own. We have been collaborating with a broad range of partners, alliances, and advocates since 1924, and will continue to do so.

## Conclusion

This is the plan for our organisation as we approach the end of our first century. We have come an extraordinarily long way in protecting the countryside and landscapes of the Peak district and South Yorkshire since that 'small and select gathering' met in Sheffield on the 7th May 1924. This plan will re-energise us and make our voice louder.



## CPRE Peak District and South Yorkshire

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