

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales · Charity number 1089685

Details

Other names	CPRE, THE CAMPAIGN TO PROTECT RURAL ENGLAND
Status	Registered
Legal form	Charitable company
Company number	04302973
Registered	2001-12-07
Register	View on the Charity Commission register

Contact

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Activities

Objects: TO PROMOTE AND ENCOURAGE FOR THE BENEFIT OF THE NATION THE IMPROVEMENT AND PROTECTION OF THE ENGLISH COUNTRYSIDE AND ITS TOWNS AND VILLAGES AND THE BETTER DEVELOPMENT OF THE RURAL ENVIRONMENT

Activities: TO CAMPAIGN TO PROMOTE THE IMPROVEMENT AND PROTECTION OF THE ENGLISH COUNTRYSIDE

Classification

- **How:** Provides Advocacy/advice/information
- **What:** Environment/conservation/heritage
- **Who:** The General Public/mankind

Geography

- **Area of benefit:** ENGLAND
- Throughout England

Finances

Period end	Income	Expenditure	Assets	Employees
2024-12-31	£6,837,000	£4,432,000	£8,640,000	45
2023-12-31	£6,198,000	£4,556,000	£6,160,000	41
2022-12-31	£5,051,000	£4,202,000	£4,466,000	46
2021-12-31	£3,311,000	£5,764,000	£3,632,000	59
2020-12-31	£4,352,000	£5,145,000	£6,039,000	55

Trustees

Name	Role	Appointed
Simon Charles Stuart Murray	Chair	2020-06-24
ANTHONY JAMES HARRIS BURTON		2023-07-04
Emily Sarah Tate		2025-07-03
Hayley Simone Tocknell		2025-07-03
Janette Rose Ward		2025-07-03
Lucy Annabel Turvill		2024-07-02
Martin Collett		2025-07-03
Matthew OConnell		2024-07-02
Reema Stephenson		2021-06-23

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales - Charity number 1089685

Accounts

CHARITY NUMBER: 01089685
COMPANY NUMBER: 04302973

CPRE The countryside charity

(Registered as Campaign to Protect Rural England)

Company Limited by Guarantee

REPORT AND FINANCIAL STATEMENTS

31 December 2024



The
countryside
charity

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1. A MESSAGE FROM OUR CHAIR

2024 has been a year when the need for a strong voice for the countryside has been more vital than ever. It was a year when so many of the issues we campaign on, from housing energy infrastructure in the right place to nature's restoration and tackling the climate crisis, were at the heart of public debate. The new government has provided us with plenty of challenge and some opportunity in the year, and the pace of change on issues impacting the countryside has been intense. Yet throughout the year, the energy and enthusiasm of our members, supporters and funders has remained solid. Without them, so many of our campaigns for the countryside will have fallen on stony ground.

We ran a spirited campaign in the run up to the 2024 General Election, organising hustings, engaging with politicians across the political spectrum, and making sure that we communicated the value of the countryside to incoming Members of Parliament. With the new government prioritising housebuilding and planning reform in the first few months, we quickly mobilised with campaigns on the importance of affordable rural housing, the value of the green belt, and marshalling evidence from across the CPRE network to inform the revisions of the National Planning Policy Framework (NPPF).

In 2024 we revived some old partnerships and fostered some new ones to help deliver our work. We collaborated with the Federation of Master Builders on a new report highlighting the important role of small and medium size builders and developers in tackling the housing crisis. We worked with fellow travellers in the Better Planning Coalition to consider the challenges for people and the environment around proposed planning reforms in the NPPF. We reformed links with the King's Foundation and collaborated with them on a roundtable and report exploring the important role of countryside around our towns and cities, including the Green Belt, for food, nature, health and wellbeing. We embarked on a new partnership with the Aldersgate Group and industry body RenewableUK to define some shared principles for developing energy infrastructure that properly engaged communities and considered landscape impact.

Organisationally, it has been a year of consolidation and focus. We are incredibly grateful for extremely generous legacy gifts that provided further financial stability and allowed us to invest in the build up to our centenary, one-off General Election support, and in diversifying our funding base. We tested several new approaches to growing our membership. We invested in trials of digital and face-to-face recruitment through county shows, with positive results for digital membership acquisition which we will continue in 2025 and beyond.

Our current strategy runs to 2026, our centenary year, but in 2024 we began implementation of a 'refocus' of our strategy for the three years 2024-6, concentrating on three themes: future countryside, the countryside next door, and building our movement. We know this will be an important three years for CPRE, bookended by the General Election in 2024 and closing with our centenary celebrations in 2026. As this report reveals, we have made good progress across each of the three themes, thanks in large part to support from our partners, members, supporters and of course the network of CPRE branches. They continue to bring CPRE's work alive in communities across the country and this report is testament to the power of working together.

Our centenary in 2026 already looms large, with work done in 2024 having set important foundations. I am delighted that we have established a Development Board to help power the centenary chaired by Sir Nicholas Bacon and that as we closed the year, a draft Centenary programme is already emerging. I am sure that 2026 will be an extraordinary opportunity to celebrate 100 years of CPRE safeguarding our countryside, but as important is the chance to articulate a new vision for rural England and a countryside facing unprecedented challenges.

TRUSTEES' REPORT

Year ended 31 December 2024

Finally, in 2024 we were honoured that His Majesty, The King announced his patronage of CPRE, the second monarch to serve as patron following his mother, Queen Elizabeth II. He is a natural and lifelong champion for the countryside. We also welcomed a new President to CPRE in Mary-Ann Ochota – a talented broadcaster, writer and anthropologist who has already strengthened our advocacy and campaigning and brought a freshness to our communications. We look forward to working with her in the critical years ahead.

Simon Murray

Chair of the Board of Trustees

2. TRUSTEES' REPORT

The Trustees of CPRE present their annual report for the year ended 31 December 2024, together with the audited financial statements for that year. The financial statements comply with current statutory requirements, and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

The Campaign to Protect Rural England uses the operating name: CPRE The countryside charity. The legal name remains unchanged.

a) Objects and activities

The Trustees have referred to the guidance from the Charity Commission on public benefit in producing this report, and when reviewing our aims and objectives and planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Our charitable objects are 'to promote and encourage for the benefit of the nation the improvement and protection of the English countryside and its towns and villages and the better development of the rural environment'.

b) Our vision and mission

At CPRE we want to see a beautiful, thriving countryside which is valued and enjoyed by all and which is enhanced and protected for this and future generations. It is vital for our wellbeing, it is the home of nature and it is a critical part of this nation's response to the climate emergency.

CPRE's vision is of 'a beautiful and thriving countryside that enriches all our lives'. Our mission to take us there is to 'promote, enhance and protect a thriving countryside'.

c) Our Strategy 2020-26

Our mission is delivered through the strategic plan which aims to broaden our appeal, increase our impact and renew our countrywide network. We had four key aims designed to guide us to achieve this mission:

1. Connect people and countryside

We will promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited from it before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes;

2. Promote rural life

With communities and partners, we'll develop and promote a sustainable vision for living in the countryside and bring together solutions for the rural economy, housing, farming, transport and the natural environment;

3. Empower communities

We will empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action;

4. Grow our capacity

We will bring together a larger and more diverse group of people who share our belief in a countryside for all.

In the report below we detail the work we have done during the year to further our mission.

Last year we refocused our strategy on three key aims to guide us to our centenary in 2026:

Future Countryside

We will build a new, collective vision for the future of our countryside, in a time when it faces unprecedented challenges.

We believe in a climate friendly, nature rich, and beautiful future countryside – with changes in land use underpinned by a spatial plan that helps local people and decision makers balance the value and functions of the countryside for us all.

Countryside Next Door

We will protect and enhance locally valued landscapes and green spaces and advocate for greater access for everyone to their countryside next door.

For most of us, the most valuable countryside is that on our doorstep – the countryside next door. It might not benefit from a special designation or protection, but these are the 'ordinary' countryside and green spaces close to home.

Build our movement

We will inspire, equip and grow a movement of citizens taking action for positive change – powered by our network, rooted in people's love of place, nature and the countryside.

We believe that empowering local people is key to good decision making in communities. We want to widen and diversify our reach and drive a movement for positive change in the countryside, supporting more people to take action to secure a future for our countryside.

d) Activities and services provided

Our campaigning is evidence-based, reasoned, but passionate. We are experts in the planning system and landscape character, locally and nationally. We are independent of any interest group and defend the countryside in the public interest.

The three principal ways in which we achieve our objectives are:

1. Initiating and supporting activities that directly improve the countryside and rural communities.
2. Influencing national policies to maximise the benefit and minimise the damage to the countryside.
3. Supporting and developing our network of independent local CPREs and through them influencing local plans, supporting appropriate developments and preventing developments that would unnecessarily damage the countryside.

We provide an overview of our activities through this Annual Report; CPRE's Annual Review; Countryside Voices, our magazine for members; tailored communications for donors and high-value supporters; and regular campaigns update email bulletins. Our website www.cpre.org.uk and activity through all the main social media channels promotes the value of the countryside and our work to enhance and protect it, providing advice and access to comprehensive information on our aims, activities and services.

The 39 independent county CPREs run campaigns and provide local information via their websites, publications and events. They have a very small staff and mainly rely on increasing numbers of volunteers to help them enhance and protect their local countryside.

The work of national CPRE is organised into four main departments, each of which comprises a number of teams:

1. Policy and Advocacy: Policy, Public Affairs and Communications.
2. Fundraising & Supporters: Members & Supporters, Philanthropy & Partnerships.
3. Communities & Participation: Volunteering Development, Network Support and Engagement.

4. Finance, People & Performance: Finance, Knowledge & Data, HR and IT.

The departments work very closely together and much of our work is carried out jointly by cross-team groups of staff. We also work with volunteers from across our network. Responsibility for delivering our strategic aims brings their work together and highlights from 2024 are reported accordingly below.

3. OUR ACHIEVEMENTS IN 2024

2024 was a year of intense change externally, with a new government moving at speed on issues impacting the countryside, from housing and energy infrastructure to climate change and restoration of nature. Much of the external challenge was new and could not be planned for, so the year needed a more flexible approach to campaigning, responding to new proposals from the government to build new homes and quicken the decarbonisation of our energy infrastructure.

Internally, it has been a year of consolidation and focus. Legacy gifts provided some financial stability and allowed us to invest in our centenary, General Election support, and in diversifying our funding base and growing our membership. 2024 began implementation of a 'refocus' of our strategy for the three years 2024-6, concentrating on three themes: future countryside, the countryside next door, and building our movement.

Against these three headline areas of activity, the reports below demonstrate the scale and ambition of our work, not just in our public campaigns, but also in demonstration projects like Hedgerow Heroes, extending our reach through communications, and mobilising volunteers across the country to take action for the countryside.

a) Future Countryside

General Election

2024 was dominated by anticipating and responding to the General Election and new government. In the lead-up to the election, we called on all parties to recognise the value of the countryside and the role it can play in tackling the many crises we face through promoting our manifesto. We urged the government to tackle the rural affordable housing crisis, reform our planning system for people and planet, kickstart a rooftop solar revolution and protect the countryside around our towns and cities. For two of those issues we ran public campaigns in the lead-in and across the year. For local CPREs in the Network, the change of government led to a number of casework successes, including the scrapping of the Stonehenge tunnel and the Arundel bypass following local group campaigns.

Rural Affordable Housing Campaign

Following the launch of our “State of Rural Affordable Housing” report in November 2023, in the first half of 2024, we inspired over eight thousand supporters to sign our pre-General Election pledge for a countryside everyone can afford to live in. We published a number of case studies telling the emotional stories of those who have fallen victim to the housing crisis, as well as those who are working towards solutions. Our survey with YouGov showed that opposition to new developments halves if houses are affordable, showing that delivering the right homes for communities is not only the right thing to do – but can pass through the planning system more smoothly.

After the election, we attended all three main political party conferences with a focus on Labour. At the Labour Conference, we joined forces with the Federation of Master Builders to host a panel discussion and produced a policy paper calling on the government to diversify the market of housebuilders as a key part of the solution to getting more affordable homes built quickly. Policy change could level the playing field for small and medium-sized housebuilders (SMEs) who have a better track record of building homes in sustainable places more quickly than volume housebuilders.

Rooftop Solar campaign

We continued to urge the government to unlock the power of rooftop solar as a common-sense solution to provide cheap, clean energy while protecting our countryside. The year started with a survey of over 2,600 CPRE supporters. This showed widespread support for rooftop solar on warehouses, industrial buildings and new homes. Further CPRE analysis showed that the countryside is leading the way on rooftop solar generation, with rural areas having the highest levels of domestic rooftop solar generation. Our accompanying report gave examples of how countries around the globe have made rooftop solar a reality. We closed the year by starting to mobilise our supporters to contact their MPs about a new Bill in parliament that would mandate rooftop solar on all new build homes, and we'll be taking this call forward into 2025.

Net zero energy transition

Beyond solar, throughout 2024 we worked with the Aldersgate Group and Renewable UK to explore how our planning system can better support the delivery of clean energy infrastructure while protecting nature and landscapes and ensuring communities get a voice. The resulting report launched in November made practical recommendations to government and we continue to jointly advocate on the back of this.

Shaping changes to national planning policy

Planning reform is a major focus for the new government and this has already offered CPRE new opportunities to influence and raise our profile. We submitted a whole CPRE response to the government's consultation on the 'planning rule book' - the National Planning Policy Framework (NPPF). As part of this we consulted and engaged with a wide range of stakeholders in advance to build alignment on key principles for the reforms, including through a round table event involving policy makers in September. At the Labour Party annual conference we hosted a panel event in partnership with several nature organisations and Progressive Britain on the issue of how to build homes whilst delivering for our countryside and natural environment.

The subsequent revised guidance published in December 2024 included a number of positive elements; including retention of the 'local green space' designation following CPRE demonstrating its popularity with local communities. There have also been moves to put a brake on speculative planning appeals; again, following CPRE research in 2023 highlighting the problems these were causing. Developers will now be under greater expectations to comply either with local plans or with national policies on 'directing development to

sustainable locations, making effective use of land, securing well-designed places and providing affordable homes'. Some other changes were more disappointing and to date there has been a lack of action on rural affordable housing. We are continuing our advocacy on those points and into the further planning reform agenda due across 2025.

Increasing our profile

2024 was a very strong year for media coverage of CPRE and its campaigns. Highlights included spokespeople appearing on BBC News bulletins, in a live debate on Channel 4 News and twice on the front page of the Times. BBC Countryfile, the Telegraph and the Sun ran stories that focused on our rural affordable housing campaign; the Sunday Times, Daily Mail and the Guardian featured our work as advocates for the Green Belt and other protected landscapes; and the Telegraph, BBC Radio 4 Rare Earth and ITV News covered our rooftop solar campaign.

Of particular note this year was the very extensive coverage of our response to the new National Planning Policy Framework. This included stories on BBC News, BBC Radio 4, BBC Radio 5 Live, Channel 4 News and Channel 5 News, as well as in the Guardian, the Times, the Telegraph and the Daily Mail.

CPRE was mentioned 3,826 times across print, broadcast and digital media. Although this represents a modest increase from 3,795 mentions in 2023, our 2024 media appearances were significantly higher profile than those the previous year.

b) Countryside Next Door

Hedgerow Heroes

Hedgerow Heroes concluded its third year in April 2024 and started its fourth later in July thanks to generous funding from a corporate donor. During the 2023/4 planting and restoring season nine projects across the country planted or gapped up 19 miles, bringing the total figure to 47 miles since Phase 1. As well as the improvement to hedgerows, the project also delivers a number of other benefits. There were 350 events hosted by local CPREs during Phase 3, attracting over 2,000 people from the local community, including colleges and companies. Twenty-seven schools also took part on engagement or planting days and 23km of hedgerow were surveyed to help assess their health.

Phase 4 (2024/5) is currently underway and eight local CPREs are participating with a target of approximately 12 miles of planting, laying or coppicing. Yet again, the local CPREs are leading diverse, interesting and inspiring projects to engage people in hedgerows as well as ensuring the restoration work continues. Alongside this, we published further research on areas of England that would particularly benefit from new hedgerow planting, which we plan to use with the new government as it produces its Land Use Framework and updated environmental improvement plan.

Making the case for the Green Belt

We were pleased to see commitment to a brownfield first approach to development in the Labour manifesto. This should result in less greenfield development, including in peri-urban and Green Belt areas that tend be under most pressure. However, previous government commitments to the same have not resulted in a significant increase in delivery on brownfield so we have had and continue to have a focus on putting pressure on government to make that a reality and forwarding solutions to enable it.

Seeking to influence the quality of public debate relating to the Green Belt, we collaborated with the King's Foundation to publish a series of essays celebrating what the Green Belt has to offer. This '[Perspectives on the Urban Edge](#)' collection featured many influential voices, from Baroness Barbara Young to Dieter Helm, professor of economic policy at Oxford University.

As part of work to influence planning reforms in the autumn, we collaborated with Wildlife and Countryside Link to get widespread agreement in the sector on policy matters relating to the Green Belt. The joint briefing sets out widely supported ideas for how we can maximise the potential of the Green Belt for people, nature and climate and we continue to use this in our advocacy. We also carried out further research into the value of Green Belt land for farming, with the headline results being reported in The Times newspaper in December.

c) Grow Build our movement

Broadening CPRE's appeal and increasing the amount and diversity of our membership and income continue to be one of our major priorities.

Supporter Engagement

Our brand and digital marketing activity is central to reaching and engaging larger audiences, broadening our appeal and ensuring supporters return to CPRE with purpose:

Brand awareness

Prompted brand awareness averaged 17.5%, meaning that when specifically asked whether they know a number of charity brand, this proportion of public survey respondents agree they have heard of CPRE. This represents a stable picture against previous years. Across 2025 we will plan to maximise the opportunity of our centenary year in 2026 to start steadily and significantly increasing brand awareness.

Website performance

The website performance was a mixed picture compared to 2023. The number of views increased by 15% and overall sessions remained strong, 10% ahead of our target for the year. However, average engagement time fell by 65% and there were 61% fewer downloads. However, we have been transitioning to a digital first route with all content which will correlate to lower downloads over time. The Board has allocated resource for a website refresh in 2025 to enable developments to maximise the opportunity of the centenary for digital engagement.

Social media reach and engagement

This year, our social media presence saw significant growth, with impressions reaching 6.3 million, up 50% from last year, driven by a peak in July from our Facebook Ad membership campaign. Engagements increased by 16% to 195,935, maintaining a strong engagement rate of 3.1%, which aligns with the industry standard of 2-5% and reflects our audience's active interaction with our organic content. We also saw 27,629 clicks through to our website and to read more of our content and a follower growth of 2,296, with 70% of new followers coming from Instagram. We also saw a decline of 859 followers on X, primarily toward the end of the year, reflecting broader trends affecting the platform under Elon Musk's ownership.

Income

2024 has been a very positive year in terms of income for CPRE, largely driven by strength in Legacy income and that from our supporters and members. Overall our income was £0.6m higher than 2023. Legacy income continued to be a major driver, in our financial success in 2023, as it delivered £1.1m in excess of the prior year income.

Membership and Income Generation

Our appeal income from Individual supporters, saw a £47k decline compared to the previous year. People across the UK continue to be affected by the cost-of-living crisis with many charities experiencing dips in their voluntary income and increased loss of supporter numbers. We were not exempt from this with membership numbers declining to 16,808. We are grateful for all the support that our supporters and members have been able to provide, especially in these continuing difficult times.

During the year we ran both face to face and digital membership recruitment campaigns. These campaigns were a mixed success. We have been reviewing the lessons learned from both these campaigns and are looking at a way to improve the offer to members, whilst also looking at way to reduce the costs of servicing the membership.

Philanthropy and Partnerships

As mentioned earlier we continued with our important work on hedgerows and started phase 5 of our Hedgerow Heroes project, thanks to the generous support of our corporate partner MW Tops Wildlife Conservation Fund, who gave £375k funding towards projects to plant and restore hedgerows across the country and support our communications work promoting the value of hedgerows to the countryside.

In 2024 we launched our first ever President's Circle, securing 7 members, who have committed to support us into our Centenary year and beyond. We also set up our first ever Development Board, which will steer us towards increasing fundraising opportunities through our Centenary year in 2026.

We also received an additional generous grant of £100,000 from the Trustees of the Nancy Bateman Charitable Trust. This donation was awarded to help fund a number of projects including the centenary digital Domesday Book and the writing and launch of a report on the Green Belt in partnership with The King's Foundation. We are grateful to the many individuals and trusts and foundations who fund our work across a variety of our core areas including planning, Green Belt and general advocacy.

Our strategy remains to diversify and increase other income sources to reduce the impact of fluctuations in various income streams although this remains a slow process, highly influenced by changes in the economy, with our Centenary in 2026 being a strong opportunity to accelerate this further.

Volunteers

For the first time, over 2,000 volunteers are active across the movement. We've been focusing on attracting a higher number of young volunteers by offering more flexible, short term roles and advertising more widely. A pilot of a new online campaign activist (OCA) role saw 117 people take part, the vast majority of which were under 35 years of age. The OCAs undertook micro-volunteering tasks in the run up to the General Election to support our campaign activity.

The Volunteering and Participation team also support local CPRE charities to develop new initiatives in their area, for example the dark skies project (18 people) and the water pollution citizen science (473 people) project with CPRE Herefordshire. CPRE Hampshire launched a new meadows project in Winchester which attracted 34 volunteers in just 3 weeks. Our Hedgerow Heroes project continues to attract new volunteers, as mentioned above.

The online induction continues to provide a valuable opportunity to meet and support new volunteers at the start of their journey with CPRE. Over five events in 2024, 104 new volunteers and staff members attended, giving them a chance to meet the CEO and Policy and Advocacy Director, as well as find out about support available to them. The online induction triggers the start of an onboarding journey for volunteers that continues into a variety of networking, communications and support resources that we will continue to develop and improve. A survey of volunteers in autumn 2024 helped identify areas of improvement which will drive our plans for 2025.

Network engagement

Ways to bring local and national CPREs together continue to be a priority. Last year we launched the network intranet to make shared information and support more accessible on demand. We are pleased that 537 network volunteers and staff now have access to it, increasing by over 400 since 2023. We have recently carried out an accessibility audit on the network intranet that is proving helpful in guiding further developments. There have been 49 packed editions of our weekly e-newsletter Network News to network staff and volunteers sharing news, opportunities to join in and sources of support. The informal networking and webinars remain popular, with over 140 people taking part through the year. The framework for network engagement was updated and shared at the Network Assembly.

Governance

The regular cycles of meetings continued, for the most part hybrid. The National Assembly met four times in 2024 and has been a valuable forum for debate and decisions about matters of shared concern across the network.

In July we held our Annual General Meeting at which our new President, Mary-Ann Ochota, was elected.

Diversity & Inclusion

We have continued our journey to ensure our national office is a diverse and inclusive work environment. Actions are captured in a refreshed Staff ED&I plan and include improving reporting on diversity for staff and volunteers and setting targets for recruiting staff and volunteers from backgrounds under-represented by CPRE (identified in our leadership statement). We continued to build awareness of diversity and inclusion in 2024 with training provided for all managers and the launch of our ED&I Toolkit. We were pleased to be able to launch an Allyship Resource Group to better hear staff experience and work with the Senior Leadership Team to deliver the ED&I plan. The Allyship Group is now also engaging with colleagues in the Network.

We continue to participate with other environmental charities in contributing to the annual RACE report and as part of our ED&I plan have taken steps to implement some of the actions recommended in the RACE Report Transparency card.

For the first time in 2024, we included a diversity section in our annual staff survey, which has both informed goals for representation and encouraged us to broaden the focus of the ED&I plan, and in particular to build understanding of neurodiversity.

IT Upgrade

By the end of Q2 the CRM was operational and branches had access to their membership data. Work continues to integrate it with our other key systems. The roll out to our local CPRE's is expected in 2025. This will allow better access to data by local CPRE's and for members and supporters to manage their own data on line.

Our Staff

We have seen 12 months of significantly improved staff retention as the new leadership beds in. Constructive negotiations with Community trade union enabled a pay agreement to be reached meeting the needs of both staff and the Charity in a timely manner. Our benefits offer and focus on wellbeing was further improved by the introduction of volunteering leave. The annual staff survey as ever highlighted areas for improvement and as a result we have focused on improving cross-team working and further supporting staff development. We have commenced work to capture the above positive developments in an employee value proposition that will support staff attraction and retention and articulate what it means to work for CPRE.

Commitment to Fossil Free

CPRE continued its process of becoming fossil free. With the office move in 2022 we gained control over our supply of electricity. Our electricity contract is now 100% renewable from wind and hydro assets.

CPRE does not have direct investments in oil extraction companies.

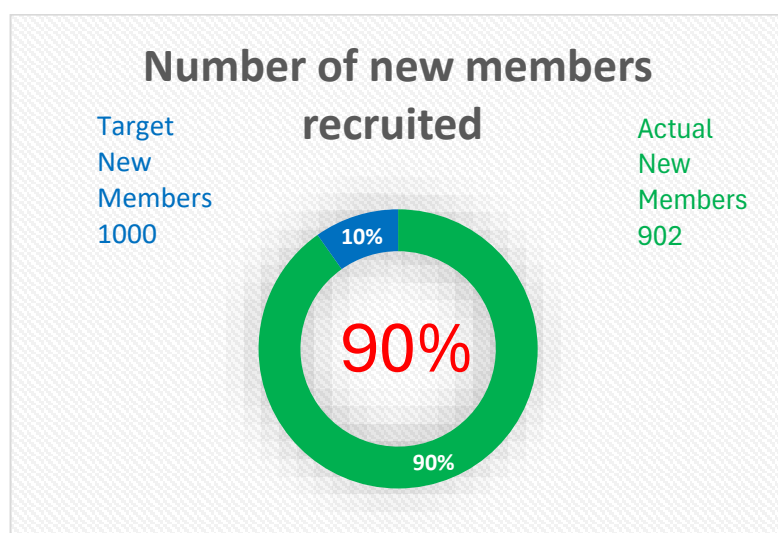
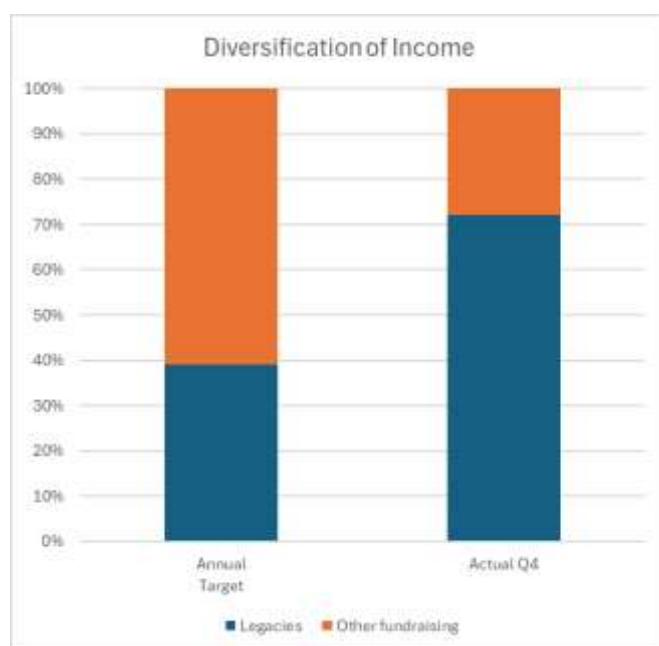
Strategic Performance Results 2024

The Strategic performance measures, summarised below, gives a top-level view of progress on the most important measures of progress against the plan. They need to be taken together with the qualitative reports above to see a full picture of what's going well and where challenges remain.

These indicators are used throughout the year by the Board of Trustees to keep abreast of progress and provide early warning of any areas which requires attention.

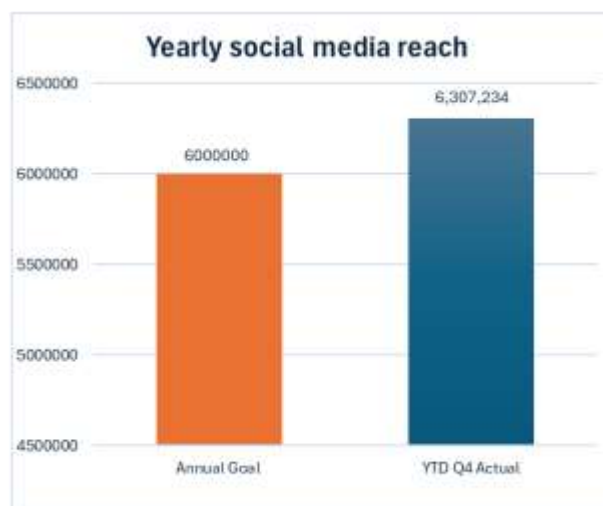
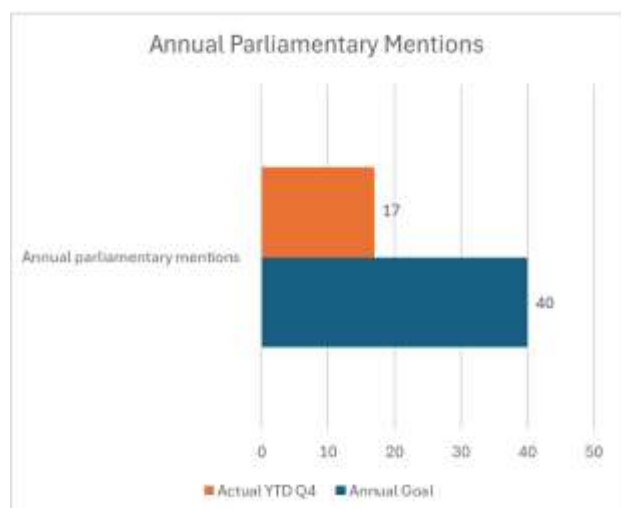
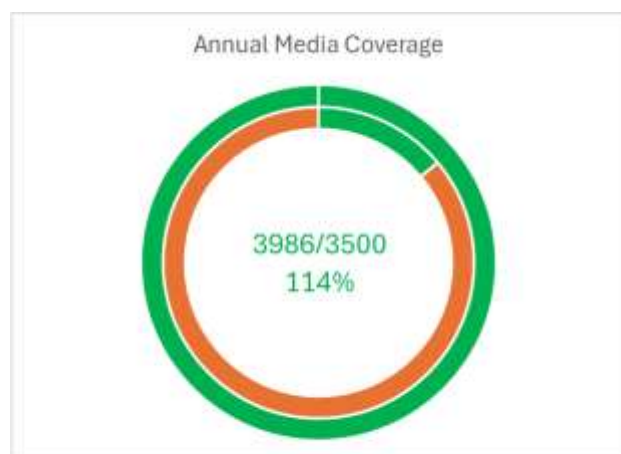
Diversity of income and membership

These monitor our strategy of growing & diversifying our income. One of our key income streams is membership which is determined in part by the number of members we recruit.



Influence and Reach

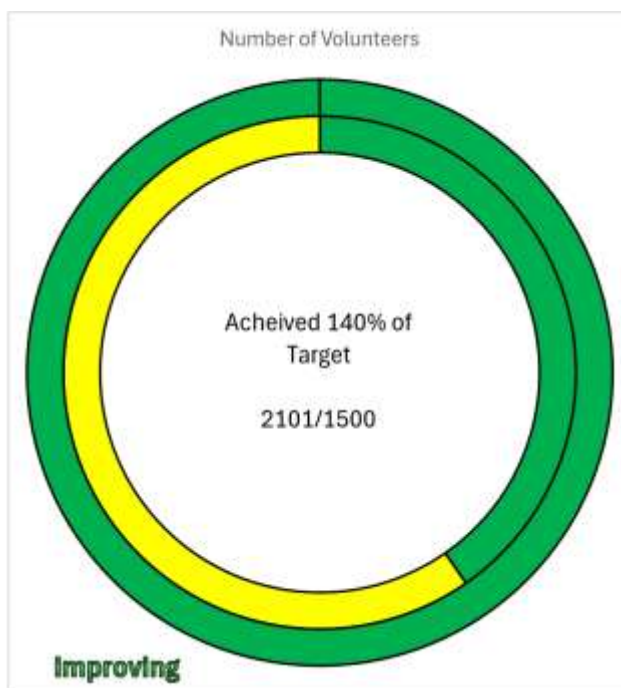
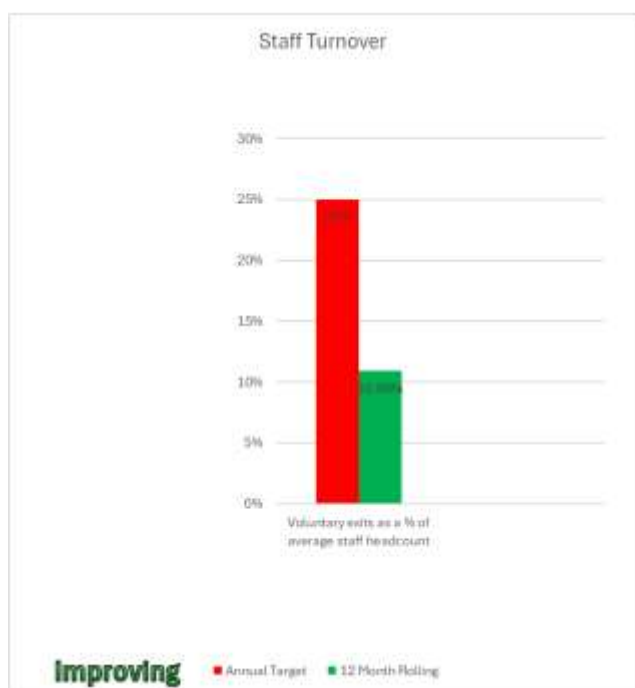
These measures give a basic indication of how effective our digital and non-digital means of communications are in conveying our messages to people. Media coverage includes all forms of media. Parliamentary mentions is the number of times CPRE's name is mentioned in parliament. We aim to improve on these year on year.



People

People, both in terms of staff and volunteers are a key asset to CPRE. High staff turnover is a hidden cost for CPRE as it takes resources to recruit and train new staff, but we are aware that as a relatively small organisation there is limited scope for career progression particularly for junior staff. With our new People Lead we have implemented policies and procedures to improve staff retention particularly around career development.

The Volunteer team at CPRE are mainly working with our network of local CPRE's to help them recruit additional people to support our work at a local level. The higher number of volunteers represents a larger volume of people who want to be involved with CPRE.



4. FINANCIAL REVIEW

The financial results of the charity's activities for the year to 31 December 2024 are set out in the Statement of Financial Activities and supporting notes.

Income and Fundraising Performance

This year total income increased compared to 2023 by £0.6m – mainly due to an increase in legacies. Membership, (net of the local share) and Committed Giving income was maintained at £1m and we are thankful for those loyal supporters. Funding from charitable trusts and companies was lower to the previous year despite ongoing funding for our Hedgerow work and a generous donation from the Nancy Bateman Charitable Trust for our work on planning.

Expenditure

Total expenditure in 2024 was £4.4m (2023: £4.5m) of which £3.2m was spent on charitable activities (2023: £3.4m), this included our successful campaigning work on Future Countryside and Countryside Next door aims, as well as building our movement which includes continued support to the network.

Financial Policy

The Board recognises the need to keep unrestricted reserves at a level appropriate to the needs of the organisation. The Board reviewed its reserves policy in December 2024, maintaining the target range in line with the policy below and to set the context for the 2024 budget. CPRE's reserves policy is:

'The Board adopts a risk-based approach to reserves. Its policy is to hold unrestricted free reserves, in a range of £1.9m – £3.6m. This reflects the Trustees' current appraisal of working capital requirements, the risks in CPRE's sources of income, an allowance for unplanned expenditure, and a degree of funding for key investments during the next planning cycle'.

For the purpose of its policy, CPRE has defined its reserves as its unrestricted free reserves, which constitute total reserves less restricted, endowment reserves and designated funds.

Therefore, our policy focuses on our unrestricted free reserves. These were £5.5m at the year-end (£4.6m in 2023) and represent a strong base to provide resilience against the financial risks faced by the organisation.

Further information on CPRE's funds is contained in note 19 to the accounts.

Table: Unrestricted Free Reserves

	2024	2023
	£'000	£'000
Total Reserves	8,640	6,160
Less: Restricted Reserves	(800)	(618)
Less: Endowments Reserves	(151)	(147)
Less: Designated Reserves	(2,142)	(835)
Unrestricted Free Reserves	5,547	4,560

The year-end total of £5.5m is above our target range of £1.9m to £3.6m. The Trustees are aware that this comfortable position is due to generous one-off legacies and are conscious that the underlying position of the charity is still of an operating deficit. The Board have made a decision to bring reserves back towards the target range over the next two to three years and have approved a number of time bound initiatives, in particular around our upcoming centenary. In addition, the Board have signed an 18-month Knowledge Transfer Partnership with Bayes Business school to seek to generate additional income for the organisation. Whilst the outputs of this partnership are unknown at present, it is likely that further investment will be required to bring

TRUSTEES' REPORT

Year ended 31 December 2024

to market any ideas generated. The break clause of the office lease in 2026 offers the possibility of using the free unrestricted reserves to potentially make a capital purchase of the next office. The reserves will also be required to underwrite the underlying deficit until the change to the business model can be made.

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

Investment Policy and Performance

During 2024 all CPRE's investments were managed by CCLA.

For the year to 31 December 2024 the total portfolio has increased by 188% (2023: increased by 183%) as we added a net £1m (2023: added £500k). Investments made a gain on investment in 2024 amounting to £75k (2023: £52k gain).

The main fund remains with the CCLA Cash fund.

CPRE's prime ethical consideration is to identify any obvious conflicts of interest between its objectives and the objectives/activities of any company whose shares may be acquired directly for the purpose of investment. We had no direct investment in company shares at 31 December 2024.

Fundraising Approach

CPRE undertakes fundraising activity to its supporters via direct mail, telephone and email in line with the Fundraising Code of Practice set by the Fundraising Regulator. Our fundraising promise, which is available on our website to reassure supporters of our approach, is

'When you support us by becoming a member, campaigner or donor you can be sure of the following:

- We will never sell your contact details to anyone outside of CPRE
- We will only contact you if you have expressed an interest in our work
- If we phone you, we will always check you are happy to take the call
- If you ask us to change how we communicate with you, or stop, we will respect that
- We try hard to ensure no one ever feels pressurised to support our work
- We are registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice
- All our activities are open, fair, honest and legal.'

CPRE is registered with the Fundraising Regulator and adheres to the standards of the Fundraising Code of Practice. Thirteen complaints (2023: 27) about fundraising activity were received by CPRE national office in 2024 and they were promptly resolved without the need for escalation to the regulator.

Risk Management

The Board recognises its responsibilities in terms of managing risk and has systems in place to ensure that the risks faced by the charity are identified, assessed, managed and monitored.

The Senior Leadership Team and all staff assess risks as part of all significant project management. The Board review current material risks at each Board meeting during the year and a thorough review of potential risks annually. This was undertaken in December 2024.

The main categories of risk are:

- Governance
- Reputation

- Financial
- Regulatory
- External

The Board considers the gross risk before taking into account internal and external controls and the residual net risk after these internal and external controls are applied. The major net risks relate to external factors beyond CPRE's control; the most significant are considered to be:

- A downturn in the economy leading to a decrease in income and a reduced ability to diversify our income

The most significant internal risks **prior** to our internal controls are considered to be:

- Failure to diversify and grow income
- Failure to grow our ability to influence the new government's policy
- Operational delivery of the CRM system
- One or more parts of county network becoming effectively moribund, and therefore no local activity or member engagement

Our internal controls are intended to manage rather than eliminate risks and to give reasonable rather than absolute assurances.

There are only two significant residual internal net risks, all of which are assessed as acceptable:

- Failure to diversify and grow income. A knowledge transfer partnership has been established with Bayes Business School to help generate new ideas for sources of revenue.

The system of internal control includes:

- A multi-year strategic plan
- An annual delivery plan and budget, with actual performance being monitored regularly
- A range of policies (e.g. financial reserves policy) and procedures
- A Network Assembly for developing policies for working together with CPRE branches
- A regular risk assessment programme
- A staff structure and scheme of delegation that aids continuity of our work

The scheme of delegation sets out the delegated authority of the Finance Committee, the Policy and Campaigns Committee, the Nominations Committee and the principal officers. The day-to-day management is delegated to the Chief Executive, the principal officers and other CPRE staff.

5. FUTURE PLANS

Our strategic aims 2020-26 as set out in section 2 (c) on page 3 demonstrate what we are going to do at national CPRE in the remaining two years to move us towards our vision of a beautiful and thriving countryside for all. The strategic aims set our priorities and where we are going to allocate our resources during this period. All our plans and projects contribute towards the achievement of these aims.

In practice our strategy means developing new projects with partners from the CPRE network and externally, to develop, set out and promote solutions through research, policy, campaign and practical work. It means new programmes for volunteering, membership and supporter engagement and capacity-building for our network and their communities. It means presenting to the public and policymakers a vision of positive, sustainable progress for our countryside which can hold its own against the imperatives of growth.

2025 Priorities

Our operational plan and budget, which sets out the details of what we're going to do and how we will utilise our resources, have been agreed by the Board and is newly organised around eight programmes for the year:

Strategic Land Use - better use of our finite amount of 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.
- **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.

Grow and diversify our income - increase members and supporters and diversify where our support comes from.

Build to our centenary - develop a programme of projects, events and funding to build towards our centenary in 2026.

Develop our people and organisation - develop a new 10 year strategy and support staff and volunteers to deliver it.

Progress against the operational plan will be measured by management and programme teams and strategic performance measures reviewed by the Board every quarter. The budget with which we will deliver the plan has been agreed by the Board and is in line with our financial strategy and reserves policy. Progress against the budget is monitored alongside the performance measures by the Senior Leadership Team and the Board advised by the Finance sub-committee as described below.

6. STRUCTURE, GOVERNANCE AND MANAGEMENT

a) Legal and Administrative Details

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). It was founded in 1926. It is registered in England and its registered office is 15-21 Provost Street, London, N1 7NH. It is governed by its Memorandum and Articles of Association adopted on 4 October 2001, which were most recently amended on 19 October 2023.

The members of the Trustee Board are Trustees under charity law and Directors under company law. They are also known as Board Members.

CPRE has a wholly owned trading subsidiary, CPRE Enterprises Limited (Company No 4287611), which has been dormant throughout the year.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP FRS102 – 2nd Edition, effective 1 January 2019) and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

b) Structure

The CPRE network operates as a network of 42 branches. There are 39 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right, with their own boards of trustees, their results do not form part of these financial statements. While 39 of the branches are separately registered charities, most use the name and branding of CPRE. All deliver broadly similar objectives and receive

TRUSTEES' REPORT

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a share of the membership subscriptions from CPRE's members. Following the revision of the Articles, the Chairs of our branches hold over 80% of the voting rights at our Annual General Meeting.

National CPRE comprises the national office in London and three county groups, Durham, Northumberland and Lincolnshire. These three branches are part of the main charity and their finances are incorporated into the charity financial statements at the end of each year.

The Board believes that the structure of the organisation is a huge strength that gives CPRE both a national presence and a strong and effective grassroots involvement.

General Council

The General Council comprises the voting members of CPRE. The voting members comprise: one person from each branch, one from each county association, Board members and the President.

The Board

The Board is made up of at least five and not more than ten Trustees including the Chair, the Chair of Policy and Campaigns Committee and the Treasurer (known as the "Officers"). It is composed of up to seven Elected Board Members (in addition to the Officers). All Elected Board Members serve a three-year term of office but may be eligible for re-election for a further three-year term. During the year one Board Member, James Lindsay, stepped down and one Board Member Will Rivers retired. Both were replaced at the AGM.

The Charity maintains third party indemnity insurance for the Trustees.

Recruitment of Trustees

Trustees are recruited in accordance with our Articles of Association and the process is undertaken by the Nominations Committee which make recommendations to the Board. All Trustee roles are advertised within the CPRE Network and externally. They are advertised on the basis of seeking to fill skills gaps and to improve the overall diversity on the Board.

All members of the Board have role descriptions and take part in induction programmes, training and development as appropriate.

c) Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the

Companies Act 2006 and the provisions of the charitable company's constitution. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The following statements have been affirmed by each of the Trustees of the charitable company:

- so far as each Trustee is aware, there is no relevant audit information, (that is, information needed by the company's auditors in connection with preparing their report), of which the company's auditors are unaware; and
- each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Sub-Committees

The Board has three sub-committees: the Policy and Campaigns Committee, Finance Committee and the Nominations Committee. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The purpose of the Policy and Campaigns Committee is to provide a body of expertise to advise the Board and assist staff and Trustees of CPRE in all aspects of its external policy.

The purpose of the Nominations Committee is to select suitable candidates to be nominated for the Board. It is chaired by a member of CPRE's General Council.

The purpose of the Finance Committee is to ensure CPRE has sufficient and appropriate financial and other resources available for delivery of its operational plan and budgets. It ensures that CPRE operates within the requirements of its constitution, relevant legislation and best practice. It also acts as a Remuneration Committee reviewing reward policies, cost of living wage awards and the remuneration levels of senior staff.

d) Health and Safety

The Board considers managing health and safety and wellbeing of our staff, volunteers, suppliers and visitors a key priority.

The Board is ultimately responsible for compliance with health and safety legislation. The day-to-day responsibility is delegated to the Chief Executive and Director of Finance, People & Performance, who are responsible for compliance, relevant policy development and performance. Health and Safety is a line-management responsibility throughout CPRE.

During the course of the year there were no significant accidents or incidents involving members of staff, volunteers, contractors or visitors to our office.

e) Employees and Volunteers

Our staff and volunteers continue to build CPRE's long-established reputation for professionalism, expertise and quality. They are the reason for our many lobbying and campaigning successes.

CPRE's volunteers are also highly valued and the Board is grateful for the huge amount of work they do. The work of volunteers in the branches and regional groups is supported by advice and other support from national office, including inductions, training seminars and our events programme.

We support equal opportunities, and recruit and promote employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

f) Reward Policy

The pay of the principal officers - see page 22 - is determined by the Board of Trustees. Salaries are benchmarked with those of charities of similar size in terms of income, staff numbers, sector and complexity. The same benefits, including pensions, and terms and conditions apply to the principal officers as all other staff.

All other staff salaries have also been benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. It is expected that the majority of staff will be paid at the median for their role, however there is flexibility of +/- 15% around the median.

All staff salaries will be benchmarked again on a triennial basis. This was last carried out in 2023. During the interim period the Board may approve an annual pay increase subject to an overall affordability criterion.

The Board includes Trustees appointed by our volunteer branch chairs and Trustees with significant pay expertise and knowledge, especially of the charity sector.

All nationally employed staff are paid at least the London Living Wage.

g) Reference and Administrative Details

Management

The Board delegates responsibility for the day-to-day management of CPRE to its Chief Executive. He is aided by the Senior Leadership Team and other senior colleagues.

The present office holders and any past office holders who served during the year, and to the date of signing this Report, are listed below.

Office Holders

President

Mary-Ann Ochota (from July 2024)

Vice Presidents

Fiona Reynolds

Ali Miraj

The Board (Trustees/Directors)

Simon Murray	Chair
Professor Patricia Broadfoot CBE	General Board Member (Vice Chair)
Martin Tyler FCCA	Treasurer
Tony Burton	Chair of Policy and Campaigns Committee
Will Rivers	General Board Member (to July 2024)
Reema Khan	General Board Member
William Donaldson	General Board Member
Lucy Turvill-Kunisch	General Board Member (from July 2024)
Matthew O'Connell	General Board Member (from July 2024)

Sub-Committees of the Board:

Policy and Campaigns Committee

Tony Burton	Trustee and committee Chair
Simon Murray	Trustee
Kaley Hart	
Rowena Swallow	
Madeleine Barr	(until June 2024)
Gavin Parker	(from June 2024)
Gemma Jerome	(from June 2024)
Holly McIntyre	(from June 2024)
Janette Ward	(from June 2024)
Jonathan Clarke	(from June 2024)

Finance Committee

Martin Tyler FCCA	Trustee and committee Chair
Simon Murray	Trustee
Reema Khan	Trustee
John Ydlibi FCA	Co-optee

Nominations Committee

Reema Khan	Trustee and committee Chair
Simon Murray	Trustee
Ron Simpson	Network Assembly appointee
Hugh Williams	Network Assembly appointee
Sally Learoyd	Network Assembly appointee (from September 2024)

Principal Officers

Roger Mortlock	Chief Executive
Mark Cornish FCA	Director of Finance, People & Performance and Company Secretary
Dr Crewenna Dymond	Director for Communities and Participation
Ruth Evans	Director of Fundraising & Supporters
Elli Moody	Director of Policy, Campaigns & Communications

Professional Advisers:

A list of CPRE's main professional advisers appears on page 55.

7. AUDITOR

During the year Sayer Vincent LLP were re-appointed as auditors.

The directors' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 20 March 2025 and signed on their behalf by:

Simon Murray
Chair

Martin Tyler FCCA
Treasurer

8. INDEPENDENT AUDITOR'S REPORT

to the members of Campaign to Protect Rural England

Opinion

We have audited the financial statements of the Campaign to Protect Rural England (the 'charitable company') for the year ended 31 December 2024 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2024 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Campaign to Protect Rural England's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other Information

The other information comprises the information included in the trustees' annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other

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information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our

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opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

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A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

21 March 2025

for and on behalf of Sayer Vincent LLP, Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

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9. STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2024

	Note	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Fund £'000	2024 Total £'000	2023 Total £'000 (Restated)
Income from						
Donations and legacies	3	6,048	698	-	6,746	6,149
Other trading activities	5	4	-	-	4	3
Investments	6	83	4	-	87	46
Total		6,135	702	-	6,837	6,198
Expenditure on						
Raising funds	7	1,231	-	-	1,231	1,155
Charitable activities	8	2,681	520	-	3,201	3,401
Total		3,912	520	-	4,432	4,556
Net Income/ (expenditure) before gains/ (losses) in investments		2,223	182	-	2,405	1,642
Net gains/ (losses) on investments		71	-	4	75	52
Net movement in funds (being net income /(expenditure)) for the year)		2,294	182	4	2,480	1,694
Reconciliation of funds:						
Total funds brought forward		5,395	618	147	6,160	4,466
Total funds carried forward		7,689	800	151	8,640	6,160

All of the charity's activities are continuing.

There are no gains and losses other than those shown above. The 2023 figures have been restated to reflect the resource allocation against the new strategic priorities.

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10. BALANCE SHEET

AS AT 31 DECEMBER 2024

	Notes	2024 £'000	2023 £'000
FIXED ASSETS			
Intangible assets	12	356	399
Tangible assets	13	31	40
Investments	14	2,290	1,215
Total fixed assets		2,677	1,654
CURRENT ASSETS			
Debtors	16	3,446	2,957
Cash at bank and in hand		2,940	1,973
Total current assets		6,386	4,930
Liabilities:			
Creditors: Amounts falling due within one year	17	(396)	(367)
Net current assets		5,990	4,563
Total assets less current liabilities		8,667	6,217
Creditors: Amounts falling due after one year	18	(27)	(57)
Total net assets		8,640	6,160
The funds of the charity:			
Unrestricted funds	20	7,689	5,395
Restricted funds	21	800	618
Endowment fund	22	151	147
Total charity funds		8,640	6,160

The financial statements were approved and authorised for issue by the Board and were signed on its behalf on 20 March 2025.

Simon Murray
Chair

Martin Tyler FCCA
Treasurer

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11. STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2024

	2024	2023
	£'000	£'000
Reconciliation of net income to net cash flow from operating activities		
Net income/ (expenditure) for the year	2,480	1,694
Adjustments for:		
Depreciation charges	63	39
(Gains)/ Losses on investments	(75)	(52)
Dividends and interest from investments	(87)	(46)
Increase in debtors	(489)	(1,509)
Decrease /(Increase) in regional cash balances	-	254
(Decrease) in creditors	-	(79)
Net cash provided by operating activities	1,892	301
 Cash flows from investing activities:		
Dividends and interest from investments	4	4
Bank and other interest received	83	42
Purchase of property, plant and equipment	(12)	(154)
Purchase of investments	(1,000)	(500)
Net cash used in investing activities	(925)	(608)
 Change in cash and cash equivalents in the year	967	(307)
 Cash and cash equivalents at 1 January 2024	1,973	2,280
 Cash and cash equivalents at 31 December 2024	2,940	1,973

The Charity has no debt, therefore the movements in net debt are all shown in the main cashflow statement.

12. NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2024

1. PRINCIPAL ACCOUNTING POLICIES

a) Charity Information

The Campaign to Protect Rural England is a company limited by guarantee (No. 04302973) and a registered charity (No 1089685) in England & Wales. The registered office is 15-21 Provost Street, London, N1 7NH.

b) Basis of Accounting and Statement of Compliance

The financial statements have been prepared under the historical cost convention, with the exception of fixed asset investments, which are included at their fair value at the balance sheet date. The financial statements have been prepared in accordance with the Statement of Recommended Practice for Charities (SORP 2015) (Second Edition, effective 1 January 2019), the Companies Act 2006 and Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees in developing the corporate strategy have also developed a multi-year financial model to underpin the corporate strategy. Whilst within the strategy there are risks associated with achieving the fundraising income, there are no material uncertainties related to events or conditions which would cast doubt on the charity's ability to continue as a going concern.

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was dormant in the year and the net assets were not material to CPRE at the balance sheet date.

The principal accounting policies and estimation techniques are as follows:

c) Local CPREs

Our partners in the CPRE network, the local CPRE organisations, receive a share of the membership subscription paid in respect of members assigned to them, which includes tax recovered from gift aid. The majority are autonomous, separately registered charities and produce their own financial statements, which are not consolidated. Three are part of national CPRE (Lincolnshire, County Durham and Northumberland). These are accounted for within these financial statements.

d) Income

Voluntary income and membership subscriptions are recorded when received at the national office.

Legacies are recognised when the conditions of entitlement, probability and measurement are met. Each bequest is recognised once a reasonable estimate of its value can be made and providing there is no evidence of any significant contentious claims against the deceased's estate. Where CPRE is left part of the residue of an estate, the deceased's Will, initial statements of assets and liabilities and draft estate accounts are used to

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

calculate the estimated value of the bequest. This estimate is only recognised as income once the executors have proved the Will (i.e. obtained probate). Probate values will normally be used to estimate value.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received, and the amount can be measured reliably.

Merchandise income are accounted for on an accruals basis.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the society would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

e) Intangible Fixed Assets

Items over £1,000 are capitalised. Intangible Fixed assets are stated at historical cost less accumulated amortisation.

Amortisation of Intangible fixed assets is provided at rates calculated to amortise the cost of the assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

CRM Database	10% straight line
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f) Tangible Fixed Assets

Items over £1,000 are capitalised. Fixed assets are stated at cost less accumulated depreciation. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value in use.

Depreciation of fixed assets is provided at rates calculated to write off the cost of fixed assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

Leasehold improvements	10% straight line
Furniture and equipment	25% or 33 1/3% straight line
Computer equipment	33 1/3% straight line

g) Fixed Asset Investments

Fixed asset investments are stated at fair value. Investment income is included in the Statement of Financial Activities on a receivable basis. Realised and unrealised gains and losses on investment assets are shown in the Statement of Financial Activities. Realised gains are based on disposal proceeds compared with either opening market value or cost if acquired during the year.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

h) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of 95 days or less from the date of acquisition or opening of the deposit or similar account.

i) Operating Leases

Operating lease rentals are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

j) Fund Accounting

Restricted funds are those the use of which is restricted by the conditions imposed by the donors.

Endowment funds are those where the income can be spent but the capital element retained.

General funds are those which are available for the general advancement of CPRE's objectives.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

k) Allocation of Costs

Overheads and support costs have been allocated to the cost headings in the Statement of Financial Activities as follows:

An estimate of staff time spent on each activity during the year, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on each activity. These staff cost figures have been used to calculate a percentage figure, which has been used to apportion the total overhead and support costs.

Support costs include the costs of Human Resources and IT, Finance and Governance. Overhead costs include rent, depreciation and office costs.

Expenditure is recognised on an accruals basis when a liability is incurred.

l) Raising Funds

The cost of raising funds includes the production and postage costs of appeals and raffles, the marketing and promotional costs of all our fundraising programmes, the costs of members and supporter recruitment and the administrative cost of processing donations.

m) Charitable Activities

Charitable activity costs include all expenditure incurred in direct pursuit of CPRE's charitable objectives.

These include all policy work, development of the branches and regional groups and the production of policy information about its work.

It also includes Membership and Supporter services including the materials, administrative and processing costs for member and supporter services.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

n) Taxation

VAT

Irrecoverable VAT is included under the relevant expense headings. In 2024 this amounted to £139k (2023: £166k).

Corporation Tax

CPRE is a registered charity and can claim exemption from Corporation Tax on income and gains, which are applied for charitable purposes under the Corporation Taxes Act 2010.

o) Pension Schemes

CPRE operates defined contribution pension schemes for all qualifying employees. The assets of the schemes are held in separate funds administered by independent providers.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

2. DETAILED COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted	Restricted	Endowment	2023
	Note	Funds	Funds	Fund	Total (Restated)
		£'000	£'000	£'000	£'000
Income from					
Donations and legacies	3	5,156	993	-	6,149
Other trading activities	5	3	-	-	3
Investments	6	42	4	-	46
Total		5,201	997	-	6,198
Expenditure on					
Raising funds	7	1,155	-	-	1,155
Charitable activities	8	2,664	737	-	3,401
Total		3,819	737	-	4,556
Net Income/ (expenditure) before gains / (losses investments		1,382	260	-	1,642
Net gains on investments	12	39	-	13	52
Net movement in funds (being net income /(expenditure)) for the year		1,421	260	13	1,694
Reconciliation of funds:					
Total funds brought forward		3,974	358	134	4,466
Total funds carried forward		5,395	618	147	6,160

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

3. INCOME FROM DONATIONS AND LEGACIES

	2024	2023
	£'000	£'000
Unrestricted Funds		
Membership subscriptions	1,333	1,373
Less: Branch share of subscriptions (note 1c)	(557)	(598)
	776	775
Legacies	4,576	3,660
Appeals	203	250
Charitable Trusts and Companies (note 4)	119	85
Committed giving	193	207
Major personal donations	73	49
General donations	77	108
Charitable Activities	25	-
Give as You Earn donations	3	4
Branch Income	3	15
Regional Income	-	3
Total Unrestricted Funds	6,048	5,156
Restricted Funds		
Charitable Trusts and Companies (note 4)	487	984
Legacies	211	-
Charitable Activities	-	9
Total Restricted Funds	698	993
Total income from Donations & Legacies	6,746	6,149

At 31 December 2024, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £50k (2023: £632k). None of these bequests has a remaining life interest.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

4. GENERAL, CORPORATE AND TRUST DONATIONS

2024	Unrestricted Funds £'000	Restricted Funds £'000	Total 2024 £'000
Nancy Bateman Charitable Trust	-	100	100
MW TOPS Wildlife Conservation Fund (ESG TOPS Foundation)	-	375	375
Constance Trust	50	-	50
European Climate Foundation	-	12	12
Donations less than £10,000	69	-	69
	119	487	606

Comparative 2023

2023	Unrestricted Funds £'000	Restricted Funds £'000	Total 2023 £'000
Nancy Bateman Charitable Trust	-	500	500
MW TOPS Wildlife Conservation Fund (ESG TOPS Foundation)	-	451	451
Groundwork UK	-	19	19
Scouloudi Foundation	15	-	15
Donations less than £10,000	70	14	84
	85	984	1,069

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

5. OTHER TRADING ACTIVITIES

	2024	2023
	£'000	£'000
Other income	2	-
CPRE publications	2	3
	<u>4</u>	<u>3</u>

All other trading activity is unrestricted.

6. INVESTMENTS

	2024	2023
	£'000	£'000
UK listed securities – restricted	4	4
Bank interest - unrestricted	83	42
	<u>87</u>	<u>46</u>

7. RAISING FUNDS

	2024	2023
		(Restated)
	£'000	£'000
Fundraising costs:		
Direct costs	338	193
Employment costs	671	750
Support costs	222	212
Total	<u>1,231</u>	<u>1,155</u>

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

8. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Other Direct Costs	Support Costs	2024 Total
	£'000	£'000	£'000	£'000
Charitable activities				
Countryside Next Door	632	540	209	1,381
Future Countryside	795	136	275	1,206
Build Our Movement	236	313	65	614
Total Charitable activities	1,663	989	549	3,201
Raising funds	338	222	671	1,231
	2,001	1,211	1,220	4,432

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Countryside Next Door	102	49	42	16	209
Future Countryside	134	64	55	22	275
Build Our Movement	32	15	13	5	65
2024 Total charitable support costs	268	128	110	43	549

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

COMPARISON TO 2023

	Direct Employment Costs	Other Direct Costs	Support Costs	2023 Total (Restated)
	£'000	£'000	£'000	£'000
Charitable activities				
Countryside Next Door	622	702	227	1,551
Future Countryside	733	236	270	1,239
Build Our Movement	205	363	43	611
Total Charitable activities	1,560	1,301	540	3,401
Raising funds	750	193	212	1,155
	2,256	1,494	752	4,556

	Overheads	IT & HR	Finance	Governance	Total (Restated)
	£'000	£'000	£'000	£'000	£'000
Countryside Next Door	108	50	41	28	227
Future Countryside	129	58	49	34	270
Build Our Movement	20	9	8	6	43
2023 Total charitable support costs	257	117	98	68	540

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

9. EMPLOYEE INFORMATION

The average monthly headcount was 45 (2023: 45). The average number of employees, on a full-time equivalent basis was as follows:

	2024	2023
	No	No
Full time	38	33
Part time (FTE)	5	8
	43	41

Employee costs were as follows:	£'000	£'000
Salaries	2,224	2,234
Redundancy/ Termination costs fully paid and settled	23	-
National Insurance	218	184
Employer's Contribution to defined contribution pension scheme	131	113
	2,596	2,531

CPRE operates a Group Personal Pension Plan that all members of staff are eligible to join after the completion of their probationary service period. CPRE contributes 7% of eligible employees' salaries to their pension plans. 44 members of staff (2023: 40) were members of the Group Personal Pension Plan at the end of the year. All of the higher paid employees were members of the Group Personal Pension Plan. Contributions into the Plan for these employees were £28k (2023: £18k). The total value of employee benefits received by key management personnel, (our principal officers (see page 22) was £506k (2023: £339k).

Employees paid £60,000 or more:

	2024	2023
£100,000 - £110,000	1	-
£80,000-£89,999	3	-
£70,000 - £79,999	1	1
£60,000 - £69,999	-	2

In 2023 three of the higher paid employees were recruited part way through the year. Where applicable the proportion of their earnings are shown in the table above. 2024 represents a full year of service for the higher paid employees.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

10. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2023: none). Travelling expenses reimbursed to 4 (2023:6) Trustees during the year amounted to £2,641 (2023: £2,778).

11. NET INCOME/ (EXPENDITURE) FOR THE YEAR

	2024	2023
	£'000	£'000
This is stated after charging/ (crediting):		
Depreciation	22	22
Amortisation	43	16
Operating lease rental:		
Property	202	204
Other	1	1
Auditor's Remuneration (excluding VAT):		
Audit	21	21

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

12. INTANGIBLE FIXED ASSETS

	CRM System £'000	Total £'000
Cost		
At 1 January 2024 and 31 December 2024	415	415
Amortisation		
At 1 January 2024	16	16
Charge for the year	43	43
At 31 December 2024	59	59
Net book value		
At 31 December 2024	356	356
At 31 December 2023	399	399

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

13. TANGIBLE FIXED ASSETS

	Leasehold Improvements £'000	Computer Equipment £'000	Furniture and Equipment £'000	Total £'000
Cost				
At 1 January 2024	101	294	34	429
Additions	-	12	-	12
Disposals	(101)	(220)	(8)	(329)
At 31 December 2024	-	86	26	112
Depreciation				
At 1 January 2024	101	268	20	389
Charge for the year	-	15	7	22
Disposals	(101)	(222)	(7)	(330)
At 31 December 2024	-	61	20	81
Net book value				
At 31 December 2024	-	25	6	31
At 31 December 2023	-	26	14	40

All assets are held for charitable purposes.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

14. INVESTMENTS

	Listed Investments £'000	Total £'000
Value at 1 January 2024	1,215	1,215
Additions	1,000	1,000
Investment gains	75	75
Value at 31 December 2024	<u>2,290</u>	<u>2,290</u>

The Charity's listed investments represent its only financial assets measured at fair value.

15. TRADING SUBSIDIARY

CPRE Enterprises Limited

The organisation has a wholly owned subsidiary registered in England, CPRE Enterprises Limited.

CPRE Enterprises Limited has been dormant throughout 2024 and 2023.

Summarised Balance Sheet of CPRE Enterprises Limited	2024	2023
	£	£
Cash at bank	2	2
Called up share capital	2	2

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

16. DEBTORS	2024	2023
	£'000	£'000
Accrued legacy income	3,209	2,601
Accrued Income	79	169
Prepayments	84	102
Other debtors	74	85
	3,446	2,957

Included within Other debtors is £51k (2023 : £51k) which relates to the rent deposit on Provost Street which is recoverable after more than one year.

17. CREDITORS: amounts falling due within one year	2024	2023
	£'000	£'000
Share of subscriptions owed to branches and regional groups	138	147
Accruals and deferred income	62	73
Trade creditors	91	53
Taxation and social security	58	50
Pension schemes	17	14
Accrued rent	30	30
	396	367

18. CREDITORS: amounts falling due after more than one year	2024	2023
	£'000	£'000
Accrued rent	27	57
	27	57

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

19. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	-	2,140	3,407	5,547
Designated Funds	387	-	1,755	2,142
Total Unrestricted Funds	387	2,140	5,162	7,689
Restricted Funds	-	-	800	800
Endowment Fund	-	151	-	151
At 31 December 2024	387	2,291	5,962	8,640

COMPARATIVE 2023

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	-	1,068	3,492	4,560
Designated Funds	438	-	397	835
Total Unrestricted Funds	438	1,068	3,889	5,395
Restricted Funds	-	-	618	618
Endowment Fund	-	147	-	147
At 31 December 2023	438	1,215	4,507	6,160

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2024

20. Unrestricted Funds	1 Jan 2024			Transfer from General Funds	31 Dec 2024
	Income & Gains	Expenditure & Losses			
Designated Funds	£'000	£'000	£'000	£'000	£'000
Strategic Collaboration Fund for the CPRE Network	30	-	-	(30)	-
Legacy fund for work in North Yorkshire	284	-	(9)	-	275
Funds held by local groups	83	5	-	-	88
Legacy fund for work in Surrey	-	-	-	230	230
Dilapidations	-	-	-	100	100
Centenary Support	-	-	-	468	468
Grow Income	-	-	-	228	228
Technology	-	-	-	235	235
Campaigns Support	-	-	-	55	55
Knowledge Transfer Partnership	-	-	-	76	76
Net Book Value Fixed Assets	438	-	-	(51)	387
Total Designated Funds	835	5	(9)	1,311	2,142
General Funds	4,560	6,201	(3,903)	(1,311)	5,547
Total Unrestricted Funds	5,395	6,206	(3,912)	-	7,689

Purposes of Designated Funds

Strategic Collaboration Fund for the CPRE Network is to encourage local CPRE branches on collaborative projects. This has now finished.

Legacy fund for work in North Yorkshire. This will be spent when suitable projects are identified with our North Yorkshire branch.

Funds held by local groups which are part of National CPRE. These will be spent when suitable projects are identified by those groups.

Legacy fund for work in Surrey. This will be spent when suitable projects are identified with our Surrey branch.

Dilapidations relate to costs of vacating the London office and the end of the lease.

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Centenary Support relates to the programme of event and projects to celebrate our centenary in 2026.

Grow Income is a fund to help grow and diversify our income.

The Technology fund is for the update and development of our digital infrastructure including the website and will be spent in 2025/6.

Campaigns Support relates to investment in the better planning coalition work and will be utilised over the next year.

Knowledge Transfer Partnership relates to the 2 years partnership with Bayes Business School.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

20. Unrestricted Funds - Comparative	1 Jan 2023	Income & Gains	Expenditure & Losses	Transfer from General Funds	31 Dec 2023
	£'000	£'000	£'000	£'000	£'000
Designated Funds					
Strategic Collaboration Fund for the CPRE Network	30	-	-	-	30
Legacy fund for work in North Yorkshire	284	-	-	-	284
Funds held by region groups	254	-	(171)	-	83
Net Book Value Fixed Assets	323	-	-	115	438
Total Designated Funds	891	-	(171)	115	835
General Funds	3,083	5,240	(3,648)	(115)	4,560
Total Unrestricted Funds	3,974	5,240	(3,819)	-	5,395

21. RESTRICTED FUNDS

	Balance at 1 January 2024	Income and Gains	Expenditure & Losses	Balance at 31 December 2024
	£'000	£'000	£'000	£'000
CPRE Mark	45	4	-	49
European Climate Foundation	-	12	(12)	-
Nancy Bateman Charitable Trust	476	100	(103)	473
Lake District	-	210	-	210
CPRE Lincolnshire	33	1	(1)	33
MW TOPS Wildlife Conservation Fund	64	375	(404)	35
Total restricted funds	618	702	(520)	800

Purposes of Restricted Funds

- CPRE Mark fund is used for the branch award scheme as noted in note 22.
- Nancy Bateman Charitable Trust is funding our visionary planning work.

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- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- Lake District relates to funding of work in the Lake District.
- MW TOPS Wildlife Conservation Fund is supporting our Hedgerow Heroes Project (previously known as ESG Tops Foundation).
- European Climate Foundation contribute toward our Better Planning Coalition work.

Comparative 2023	Balance at 1 January 2023 £'000	Income and Gains £'000	Expenditure & Losses £'000	Balance at 31 December 2023 £'000
CPRE Mark	41	4	-	45
The Underwood Trust	3	-	(3)	-
Groundwork UK	-	19	(19)	-
The Peacock Charitable Trust	6	-	(6)	-
Foundation for Integrated Transport	16	6	(22)	-
Nancy Bateman Charitable Trust	-	500	(24)	476
CPRE Lincolnshire	33	-	-	33
CPRE Nottinghamshire	-	4	(4)	-
CPRE Derbyshire	-	5	(5)	-
The Bedford Road Charitable Trust	8	5	(13)	-
ESG TOPS Foundation	158	451	(545)	64
The John Ellerman Foundation	13	-	(13)	-
European Climate Foundation	78	-	(78)	-
Small grants each under £5,000	2	3	(5)	-
Total restricted funds	358	997	(737)	618

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

- CPRE Mark fund is used for the branch award scheme as noted in note 22.
- The Underwood Trust is funding our Land Use Officer's salary.
- Groundwork UK supported our Green Shoots programme.
- The Peacock Charitable Trust is supporting our planning work.
- Foundation for Integrated Transport is funding our transport deserts programme.
- Nancy Bateman Charitable Trust is funding our visionary planning work.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- CPRE Nottinghamshire and Derbyshire relate to the work of the 3 counties project
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The John Ellerman Foundation is funding our Countryside For All Lead role.
- European Climate Foundation contribute toward our Better Planning Coalition work.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

22. ENDOWMENT FUND

	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2024			2024
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	147	-	4	151

Comparative 2023	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2023			2023
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	134	-	13	147

The Permanent Endowment Fund was established by a donation in 1997. The income from the Fund is used to fund the CPRE Mark which is treated as restricted income, which signifies approval for constructive developments and schemes, which leave the environment protected or enhanced.

CAMPAIGN TO PROTECT RURAL ENGLAND
A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2024

23. OPERATING LEASE COMMITMENTS

At 31 December 2024, CPRE was committed to making the following payments in respect of non-cancellable operating leases:

	2024	2023
	£'000	£'000
Land & Buildings		
Payments due within 1 year	202	204
Payments due within 2-5 years (*)	185	391
Total Land & building	387	595
Other		
Payments due within 1 year	1	1
Payments due within 2-5 years	2	3
Total Other	3	4

(*) The lease for 15-21 Provost Street has a break clause in December 2026.

24. RELATED PARTY TRANSACTIONS

All Trustees are members of CPRE and pay at least the standard membership subscription.

13. PROFESSIONAL ADVISORS

Honorary Standing Counsel

Paul Brown KC

Legal Panel

Paul Brown KC

John Hobson KC

Heather Sargent

Stephen Whale

Solicitors

Russell Cooke LLP

2 Putney Hill

Putney

London

SW15 6AB

Bates Wells

10 Queen Street Place

London

EC4R 1BE

Auditor

Sayer Vincent LLP

110 Golden Lane

London EC1Y 0TG

Bankers

NatWest

2a Charing Cross Road

London

WC2H 0NN

Investment Managers

CCLA

Senator House

85 Queen Victoria Street

London

EC4V 4ET

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales - Charity number 1089685

Accounts

CPRE The countryside charity

(Registered as Campaign to Protect Rural England)

Company Limited by Guarantee

REPORT AND FINANCIAL STATEMENTS

31 December 2023



The
countryside
charity

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1. A MESSAGE FROM OUR CHAIR

The special role that CPRE must play in public life has been clearer than ever in 2023 with the issues that we champion, from housing and energy to climate change and nature's recovery, always near the top of the news and political agendas. We have something important to say about all these issues, but our unique role remains the relationship between them.

This has been a year of transition and change for CPRE as we welcomed a new Chief Executive, Roger Mortlock, in May and two new Directors, Elli Moody and Ruth Evans, at the end of the year. The priority for the new team in 2023 was to work with the Board and the network of CPRE branches to refocus our strategy for the three years leading up to our centenary in 2026. That work is now complete, and our priorities are described more fully below. We also said farewell to Tom Fyans who left us in November after eight years at CPRE as Director of Policy and Campaigns, providing stable leadership for the organisation as Interim CEO in 2022/23.

Hedgerows remained a theme throughout 2023 with a major win to start the year for our campaign for a 40 per cent increase in hedgerows by 2050. The government did not quite match our ambition but pledged 45,000 miles of hedgerows by 2050 in January. Our campaign was matched by work on the ground to restore and create hedgerows as part of our Hedgerow Hero project with CPRE branches across the country. And in the Coronation year, we joined the Big Help Out with our Hedgelife Help Out citizen science project designed with the Tree Council which engaged nearly 5,000 people in local hedgerow surveys.

Spring saw the launch of our rooftop solar campaign calling for targets for rooftop mounted solar panels and mandatory inclusion of rooftop solar panels on new homes and commercial buildings. The campaign gained widespread support and the government has already changed planning regulations to make it easier to instal solar on roofs and brownfield sites. We continue to push for rooftop solar to be mandatory for new homes.

Planning was another theme throughout the year as we worked to deliver positive outcomes for the countryside through the Levelling Up and Regeneration Bill, which became an Act in October and the revisions to the National Planning Policy Framework (NPPF) which were published in December. We worked with partners in the Better Planning coalition throughout the year, focused on the Levelling Up Bill, securing important gains on short-term lets, affordable housing, and public involvement in planning decisions. Input from CPRE branches across the country fed into our response to changes in the NPPF, with major wins for the countryside announced at the end of the year, not least the change in policy from government on five-year land supply for housing.

In November we launched another milestone campaign, with the publication of a new report on the State of Rural Affordable Housing. The report revealed a devastating decline in homes for social rent, an increase in rural homelessness, and a huge rise in social housing waiting lists as the impact of second homes, short-term lets and a lack of genuinely affordable housing has hit rural communities hard. We will continue to build on this work in 2024.

Financially, our accounts for this year show that unexpected legacy income played a critical part in a successful result, alongside two large grants from a corporate partner and charitable trust supporting our hedgerow and policy work respectively. Our challenge remains diversification of income to prevent reliance on unpredictable legacy income and this work will remain a focus for the new team in 2024.

As a network of federated charities, it is essential that we work together to ensure that we are more than the sum of our parts. The National Assembly became a formal part of our governance in 2023 and now plays a critical role in supporting our work together. I would like to thank Danny Garvey, the first Chair of the National Assembly, who was instrumental in establishing this forum for collaboration and Michael Proctor who succeeded him and continues the good work.

Looking forward, the General Election in 2024 and our centenary in 2026 are important bookends in our refocused strategy. We launched our manifesto for the next government in October 2023, using it to call on all political parties to recognise the value of the countryside and its critical role in answering the nation's

Campaign to Protect Rural England

TRUSTEES' REPORT

Year ended 31 December 2023

challenges. And our centenary is not only an opportunity to celebrate a proud history, but also a chance to champion a new vision for England that has a thriving and beautiful countryside at its heart.

Simon Murray

Chair of the Board of Trustees

2. TRUSTEES' REPORT

The Trustees of CPRE present their annual report for the year ended 31 December 2023, together with the audited financial statements for that year. The financial statements comply with current statutory requirements, the memorandum and articles of association, the requirements of a directors' report as required under company law, and the Statement of Recommended Practice - Accounting and Reporting by Charities: SORP applicable to charities preparing their accounts in accordance with FRS 102.

The Campaign to Protect Rural England uses the operating name: CPRE The countryside charity. The legal name remains unchanged.

a) Objects and activities

The Trustees have referred to the guidance from the Charity Commission on public benefit in producing this report, and when reviewing our aims and objectives and planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Our charitable objects are 'to promote and encourage for the benefit of the nation the improvement and protection of the English countryside and its towns and villages and the better development of the rural environment'.

b) Our vision and mission

At CPRE we want to see a beautiful, thriving countryside which is valued and enjoyed by all and which is enhanced and protected for this and future generations. It is vital for our wellbeing, it is the place for nature and it is a critical part of this nation's response to the climate emergency.

CPRE's vision is of 'a beautiful and thriving countryside that enriches all our lives'. Our mission to take us there is to 'promote, enhance and protect a thriving countryside'.

c) Our Strategy 2020-26

Our mission is delivered through the strategic plan which aims to broaden our appeal, increase our impact and renew our countrywide network. We had four key aims designed to guide us to achieve this mission:

1. Connect people and countryside

We'll promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes;

2. Promote rural life

With communities and partners, we'll develop and promote a sustainable vision for living in the countryside and bring together solutions for the rural economy, housing, farming, transport and the natural environment;

3. Empower communities

We'll empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action;

4. Grow our capacity

We'll bring together a larger and more diverse group of people who share our belief in countryside for all.

In the report below we detail the work we have done during the year to further our mission.

As part of our mid-term review the year we refocused our strategy in three key aims to guide us to our centenary in 2026:

Future Countryside

We will build a new, collective vision for the future of our countryside, in a time when it faces unprecedented challenges.

We believe in a climate friendly, nature rich, and beautiful future countryside – enabled by dynamic land use change, underpinned by a spatial plan that helps local people and decision makers balance the value and functions of the countryside for us all.

Countryside Next Door

We will protect and enhance locally valued landscapes and green spaces and advocate for greater access for everyone to their countryside next door.

For most of us the most valuable countryside is that on our doorstep – the countryside next door. It might not benefit from a special designation or protection, but the 'ordinary' countryside and green spaces close to home.

Build our movement

We will inspire, equip and grow a movement of citizens taking action for positive change – powered by our network, rooted in people's love of place, nature and the countryside.

We believe that empowering local people is key to making good decisions. We want to widen and diversify our reach and drive a movement for positive change in the countryside, supporting more people to take action to secure a future for our countryside.

d) Activities and services provided

Our campaigning is evidence-based and reasoned, as well as passionate. We are experts in the planning system and landscape character, locally and nationally. We are independent of any interest group and defend the countryside in the public interest.

The three principal ways in which we achieve our objectives are:

1. Initiating and supporting activities that directly improve the countryside and rural communities.
2. Influencing national policies to maximise the benefit and minimise the damage to the countryside.
3. Supporting and developing our network of independent local CPREs and through them influencing local plans, supporting appropriate developments and preventing developments that would unnecessarily damage the countryside.

We provide an overview of our activities through: this Annual Report; CPRE's Annual Review; Countryside Voices, our magazine for members; tailored communications for donors and high-value supporters; and regular campaigns update email bulletins. Our website www.cpre.org.uk and activity through all the main social media channels promotes the value of the countryside and our work to enhance and protect it, providing advice and access to comprehensive information on our aims, activities and services.

The 39 independent county CPREs run campaigns and provide local information via their websites, publications and events. They have a very small staff and rely in the main on increasing numbers of volunteers to help them enhance and protect their local countryside.

The work of national CPRE is organised into four main departments, each of which comprises a number of teams:

1. Policy, Campaigns and Communication: Land Use and Planning, External Affairs and Brand and Engagement.
2. Fundraising & Supporters: Members & Supporters, Philanthropy & Partnership.
3. Communities & Participation: Volunteering Development, Network Support and Engagement.

4. Finance, People & Performance: Finance, Knowledge & Data, HR and IT.

The departments work very closely together and much of our work is carried out jointly by cross-team groups of staff also working with volunteers from across our network. Responsibility for delivering our strategic aims brings their work together and highlights from 2023 are reported accordingly below.

3. OUR ACHIEVEMENTS IN 2023

2023 was a year of transition and refocus.

2023 was always going to be the mid-term strategy review and with the arrival of our new CEO Roger Mortlock fresh impetus was giving to refocusing the strategy for the remaining three years leading to our centenary. 2023 also saw the arrival of two new Directors Ellie Moody (Policy, Campaigns and Communication) and Ruth Evans (Fundraising and Supporters).

Despite these changes the overwhelmingly the public work of the charity - campaigning on and raising awareness of countryside issues and solutions and providing more support to those striving for better outcomes locally – continued at a pace. As you can see from the reports below, the sheer number, breadth and depth of our campaign and policy launches and activities, our lobbying and meetings with Government at all levels and the number and quality of media coverage of CPRE's work, was remarkable.

Internally we updated our Articles and formally included the new Assembly within our governance structure to improve the co-ordination and co-creation of initiatives with our local CPRE's. We also took the opportunity to strengthen the nominations committee so that all future Trustees are recruited through the same process.

Fundraising including legacy income exceeded our expectations which together with tight cost control has enabled us to replenish our unrestricted reserves. CPRE is fortunate enough to have a stable income base provided by its strong and longstanding membership and by those who leave us a legacy, but we still have a way to go in diversifying the sources of our income, to reduce our reliance on these core income streams and reduce the risk of shortfalls in the long term. Supporting our members and collaborating across the CPRE movement and with partners and allies for nature and countryside to attract more support for all of our work, continues to be a priority for 2024.

e) Connect people and countryside

A significant focus for us across the first three quarters of the year was our work, both on our own as CPRE and as part of the Better Planning coalition, seeking to influence the Levelling Up and Regeneration Bill (LURB), which became an Act in October 2023. Overall, we believe we substantially influenced the Act in the following ways:

- The introduction of a statutory register of short-term rentals, following on from our campaign on the impact of the growth of such rentals in rural areas.
- Changes to compulsory purchase rules making it easier for local authorities to purchase land for the building of affordable housing without having to pay the same amount of 'hope value' to a landowner as previously.
- Commitments to address climate change and to consult the public in the preparation of new National Development Management Policies (NDMPs).

We also worked with Lord Best on a further LURB amendment calling for stronger requirements on affordable housing in large development sites, and in response the government undertook to introduce a new policy to cover this issue. We launched an e-petition on the LURB campaign and 3,659 supporters took part in an email

your MP action, asking them to sign an open letter to Minister Gove calling on him to ensure new NDMPs have public and parliamentary scrutiny.

A key achievement for the year was the launch of our rooftop solar campaign in May with a report that gained coverage on the BBC and in local media. Two MPs spoke at the launch including the chair of the Commons Environmental Audit Committee. The government established a taskforce and has also changed planning regulations to make it easier to instal solar panels on roofs of houses and on car parks. A further consultation has launched which proposes to also make rooftop solar mandatory in new housing. Our rooftop renewables e-petition has gained (25,702) supporter signatures to date.

In April, we published a report on planning appeals on greenfield sites which found that local policies to protect valued greenfield land were being repeatedly undermined by national planning policies requiring a five-year housing land supply. It was covered exclusively by the Sunday Times. We also published a further State of the Green Belt report in August, which showed that, despite claims from the housebuilding industry, substantial amounts of development are continuing to come forward on Green Belt land, raising questions as to how the land will be protected and enhanced in future. This was the issue we focused on at Party Conferences.

2024 is a General Election year and so ahead of the autumn 2023 political party conferences we launched our manifesto, with four focus areas for influence: the planning system, rural affordable housing, the countryside next door and rooftop renewables. At the Conservative conference, Roger spoke on two panels on the Green Belt and net zero and at the Labour Party conference, he spoke on a panel about land use framework and brownfield first. Since the autumn particularly, we've had a public affairs focus on building relationships with MPs to enhance our profile and political awareness of our manifesto calls as we look towards the general election.

The publication of the revised National Planning Policy Framework (NPPF) in December heralded a number of successful outcomes for the policy work we did last year. The government changed policies on the five-year land supply rule and on encouraging energy efficiency and rooftop solar on existing buildings, in ways that we had recommended in our research.

We rounded off the year by publishing a major report on the State of Rural Affordable Housing in November with a report launch in the House of Lords. The report highlighted the changes in housing affordability and delivery in rural areas and the impact this has had on countryside communities. The report also analysed the policies in place and solutions to address the crisis. The reception was a big success with 150 guests including the housing minister Lee Rowley and staff of his shadow Matthew Pennycook. Two people with lived experience of social housing spoke at the event, including a well-known social housing influencer Kwajo Tweneboa. The launch tweet was the second most engaged tweet of the year – 150,000 impressions, and 3000+ engagements. National coverage of the Rural Affordable Housing report included pieces in BBC Radio 4 Farming Today, the Daily Express, and Inside Housing. There was extensive coverage of the report in the South West, including ITV West Country, BBC Radio Gloucestershire and more than ten local titles, and on Greatest Hits Radio.

f) Promote rural life

We had a positive start to the year with the government announcing on 31 January an ambitious target to create or restore 30,000 miles of hedgerows by 2037, and 45,000-miles of hedgerows by 2050, under the new Environmental Improvement Plan 2023. This was a major achievement for the campaign we had run on hedgerows the year before, even if it didn't go as far as the 40% increase in overall hedgerow length by 2050 that we had called for.

Alongside continuing the Hedgerow Heroes work on local planting schemes, we also successfully raised funds for further policy research to maintain momentum on the campaign in 2024. We also followed up the government commitment by responding to a government consultation on strengthening hedgerow protection with input from interested network groups.

Our hedgerow planting work was covered by BBC Countryfile in April, and our tranquillity mapping on a range of national outlets during the Coronation. We also achieved a further success in September when Natural England agreed to part fund a development stage as the first step in updating our 2005 tranquillity mapping. This development stage will guide a subsequent full update of the mapping itself which we will need to raise further funds and other support for in 2024.

Our call for a stronger rural bus network has been included in Labour's draft policy programme for the next general election. We also met the Shadow Housing Minister in June.

We successfully completed the internal policy review on farming with the Board signing off the final version, and made substantial progress with a separate review of organizational transport policy which we aim to conclude in early 2024.

g) Empower communities

This year the focus has been on working together as a movement on our major campaigns, particularly around rooftop renewables and planning. Towards the end of the year, we began to look ahead to the general election year and how we can work together to influence the election outcome.

Network Engagement

There have been regular networking opportunities on the Renewables Done Well campaign (now the Rooftop Renewables campaign) with on average half of the local CPRE groups participating month to month. Many local CPREs are also championing rooftop renewables, for example, CPRE Hampshire who have adopted a [solar policy](#) and CPRE Gloucestershire who have developed a rooftop solar audit method with students.

The planning campaign group has now evolved into a peer learning network for planners and meets monthly to share experiences and best practice. It's regularly attended by 10-15 people. In addition, there is an EDI topic forum, a farming and agriculture topic forum, a volunteer coordinators network, a staff networking group and a monthly call for local CPRE chairs, hosted by CPRE's chair Simon Murray.

Twenty-seven training sessions were delivered in 2023 including a themed learning month in November. Over 300 local CPRE staff and volunteers attended the sessions which ranged from how to use social-media tools, to editing websites, campaigning during an election year, understanding cycles of oppression and how to increase youth participation. The level of satisfaction with the training remains at 4 stars (out of 5) with the highest scores achieved for 'leader knowledge'.

The network intranet launched in January 2023 and provides a major new tool to share information and resources across the CPRE network. Its wide-ranging content covers our campaigns, policies, how we work together as a movement, events and webinars and resources and support for running a local charity.

The weekly e-newsletter Network News continues to be a valued means of sharing opportunities to collaborate across the movement. The number of recipients was audited this year, however over 600 are still receiving it and the average weekly open rate is 58%.

Volunteering and participation

Initial analysis of data of ethnic diversity showed that the percentage of volunteers from the Global Majority has increased from 4.9% to 8.2% in 2023. Information is collected from volunteers when they register and is

TRUSTEES' REPORT

Year ended 31 December 2023

available for new volunteers who registered after 2021, from local and national CPREs. As well as changes in the ethnic backgrounds of volunteers, there is also an increase in young volunteers from 8.4% at the start of the year to 11.4% by December.

Over 80 new staff and volunteers have joined the online inductions held every other month this year. This important engagement opportunity ensures people, regardless of their role across the movement, are aware of the support available from CPRE as well as our strategic priorities at the start of their time in role. The sessions are convened by the Volunteering team with input from CPRE's Chair, CEO and other colleagues.

Two rounds of [volunteer awards](#), coinciding with Volunteers Week in June and [Trustees Week](#) in November recognised 16 nominees this year. The awards, coordinated by the team, enable local CPRE team to present volunteers with their medal and certificate while the national approach means we can share their incredible stories more widely.

We continue to encourage and support local CPREs to join us in using Assemble, an online volunteer engagement system, to help improve recruitment and the task of volunteer coordination. Through the year seven more local CPREs onboarded their volunteers to Assemble bringing the total using it to 38 (90%). Together with new volunteer recruitment the number of volunteers is now over 1,600. A promising indicator of how interest in volunteering for CPRE has changed there were over 380 applications by new people this year.

Big Help Out

We were given an early opportunity to engage with the [Big Help Out](#), thanks to our membership of a partnership of larger charities called 'Shape the Future with Volunteering'. Linked to the King's Coronation and in recognition of the King's commitment to public service, the event triggered millions of people to help out on coronation weekend and beyond. To link with our hedgerow campaign, calling for a 40% increase in hedgerows by 2050, Hedgelife Help Out was developed with the Tree Council to encourage as many as possible to visit a hedgerow near them and take part in a light touch citizen science activity.

[Hedgelife Help Out](#) received over 2,000 submissions, from over 4,600 people who started the survey, and this generated 300 new leads who were signposted to volunteering opportunities with local CPREs in their area. Participants were asked to compare the hedge they visited with the key characteristics of a healthy hedge, such as height and connectivity. While not statistically significant, as participants self-selected hedges to visit, most were able to find healthy hedges and learnt a little more about them. Results also show that a majority of people found taking part was good for their wellbeing.

We were thrilled to feature on BBC Countryfile twice in the run up to the big event. Website and social media engagement exceeded expectations, with nearly 10,000 landing page hits and nearly 600 downloads of CPRE's 'Rough Guide Around the Hedges'. After Star Count, Hedgelife Help Out was the most viewed page of the year.

Hedgerow Heroes

Hedgerow Heroes concluded its second year in April 2023 and started its third year in July 2023, thanks to generous funding from a corporate donor. In its second year seven projects across the country planted or gapped up 18.5km of hedgerow and coppiced or laid another 8km (26.5km). The 2023/4 project is currently underway and nine local CPRE groups are taking part. They have a target to plant or gap 20km and for 2km to be coppiced or laid (22km). The projects have created opportunities for communities to positively improve their local landscape and create natural habitats, whilst also combating climate change with carbon capture. Hundreds of volunteers have taken part from school and scout groups to conversation groups and local residents. This year we have started to ask participants for their feedback and the majority, as with Big Help Out, report that taking part has been good for their well-being and connecting to nature.

h) Grow our capacity

Broadening CPRE's appeal and increasing the amount and diversity of our membership and income continue to be major priorities as we build on the new purpose and brand through the strategy.

Engagement and Income

2023 has been a very positive year in terms of income for CPRE, largely driven by strength in Legacy income and that from our supporters and members. Overall our income was £1.1m higher than 2022.

Brand and Engagement

Our brand and digital marketing activity is central to reaching and engaging larger audiences, broadening our appeal and ensuring supporters return to CPRE with purpose:

Brand

- Prompted brand awareness for the year was 18%, 2% above target and representing a stabilisation of our brand awareness.
- Logo recognition was up 4% on 2022 at 22%.

Website

- The website outperformed 2022 across key metrics and was on average 20% up.
- Migrated all local groups to GA4 from Universal Analytics for improved insights.

Social media

- We saw growth in year-on-year impressions (23% increase) with a peak in April and May driven by paid activity for the rooftop renewables and Hedgelife Help Out campaigns. Overall engagements increased (1.1% increase) as did audience size (4.1% increase), relatively slow growth which is a reflection of a turbulent social media landscape and lack of investment in paid activity.

Star Count

- 3,971 people took part (up from 2022).
- 1,780 people emailed their MP about light pollution.
- Chris Packham involvement helped to boost engagement and our Instagram following increased by 444 (806%) in February alone.

Membership and Income Generation

Legacy income was a major driver, again, in our financial success in 2023, as it delivered £1m in excess of the prior year income.

Our income from Individual supporters, having held up surprisingly well in the last two years, saw a fall compared to the previous year. People across the UK are affected by the cost-of-living crisis with many charities experiencing dips in their voluntary income and increased loss of supporter numbers. We were able to offset some of the reduction by an increasingly successful deployment of tactical (unplanned) email appeals. We are grateful for all the support that our supporters and members have been able to provide, especially in these increasingly difficult times.

Our focus on the membership programme in 2023 resulted in an increase in income compared to 2022, despite a continuing fall in the number of members. This shows promise for 2024 when we should be able to apply the improvements in our renewals programme to the whole membership base once the new CRM system is fully functional.

Philanthropy & Partnerships

In 2023 we continued with our important work on hedgerows and started phase 4 of our Hedgerow Heroes project thanks to the generous support of our corporate partner MW Tops Wildlife Conservation Fund who gave £451k funding towards projects to plant and restore hedgerows across the country and conduct research into hedgerows.

We are also received a large grant of £500,000 from the Trustees of the Nancy Bateman Charitable Trust who awarded this donation to help fund our planning work over the next three years. This grant will fund important work on the planning system and land-use.

We are grateful to the many individuals, trusts and foundations and corporate partners who fund our work across a variety of areas including planning, rural transport, EDI and rooftop renewables.

Our strategy remains to diversify and increase other income sources to reduce the impact of fluctuations in various income streams but this can be a slow process and is highly influenced by changes in the economy.

Governance

The regular cycles of meetings continued, for the most part hybrid. The National Assembly met four times in 2023 and established working groups to consider other recommendations from the governance review, most notably around the process for recruiting new Trustees and looking at the allocation of membership income and cost between National CPRE and the local CPRE's. The recommendations of these governance and nominations committee groups were incorporated into our new Articles.

In October we held an additional General Meeting to formally incorporate the recommendations of the various governance reviews into our Articles. The new Articles formally incorporates the Network Assembly into the governance structure. It also abolished the regional groups and the direct member nominated trustee election process. The Nominations Committee formally incorporates members from the National Assembly. This change was unanimously approved by members.

Diversity & Inclusion

Work has continued on the diversity and inclusion journey that followed a diversity audit in 2019. The second year of our Green Shoots Scheme and has now concluded. CPRE's Green Shoots scheme was created to increase diversity within the CPRE staff team by providing access to career opportunities. It is specifically aimed at people who are usually disadvantaged due to their age, background, or level of education.

We have also joined with other environmental charities in contributing the RACE report which is deepening our understanding of diversity issues. Priorities for 2024 are captured in a refreshed Staff ED&I plan and include improving reporting on diversity for staff and volunteers and setting targets for recruiting staff and volunteers from backgrounds under-represented by CPRE (identified in our leadership statement). We have launched an Ally Resource Group to better hear staff experience and work with the Senior Leadership Team to deliver the ED&I plan.

IT Upgrade

The development of the new CRM system has continued. The initial system was launched in August 2023. There have been a number of challenges with the system since it was launched which are being addressed in conjunction with our provider. It is anticipated that this initial system will be fully operational in by Q3 2024.

TRUSTEES' REPORT

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During August 2023 some pilot local groups were trained on the new system and feedback was very positive. This will allow better access to data by local CPRE's and for members and supporters to better manage their own data.

Our Staff

Following the changes in 2022, 2023 has been a year of welcoming new colleagues. We held two staff conferences and spent time together exploring the historical and natural environment of the Olympic Park. We have trained mental health first aiders to spot and support staff who were struggling. In September we recruited our new People Lead so that we have a small internal HR resource. We have continued to work with Community to complete the postponed benchmarking exercise in 2023, review and update our hybrid working guidance and introduce a stronger focus on individual development in the performance appraisal process, all guided by developing our employment offer to better attract and retain staff.

Commitment to Fossil Free

CPRE continued its process of becoming fossil free. With the office move we gained control over our supply of electricity. Our existing supply is zero carbon which is described as matched to a mix of renewable certificates and nuclear energy. From April 2024 we are moving to 100% renewable from wind and hydro assets.

CPRE does not have direct investments in oil extraction companies.

i) Strategic Performance Results 2023

The Strategic performance measures, summarised below, give a top-level view of progress on the most important measures of progress against the plan. They need to be taken together with the qualitative reports above to see a full picture of what's going well and where challenges remain.

These indicators are used through the year by the Board of Trustees to keep abreast of progress and provide early warning of any areas which need attention.

KPI no.	Strategic aim/objective	Measure	Target 2023	2023 Results	RAG	NOTE
1a E&I	4.2 Grow: 10% average annual growth in income	Total fundraising income all sources £	£3.9m	£5.9m		Ahead of target due to legacies and high value income
b E&I	Fundraising Return of £3.50 for every £1 spent	Return on Fundraising Investment including wages	4.8	9.9		Ahead of target due to high legacies.
c E&I	Diversity of income	Fundraising Income from any stream at least 10% and/or no more of 50% of total income by 2026	38% legacies 62% other fundraising	58% Legacies 42% Other		Need to increase income from other areas longer term to reduce reliance on legacies.
2 E&I	4.1 Grow: Supporters	Numbers and diversity of supporters all sources of which 12% financial supporters	300,000 30,878 financial	266,248 24,428 financial		Impact of cost of living crisis and reduced brand advertising
3 E&I	4.4 Grow: Brand awareness	More people recognise CPRE and are positive about our work	16%	18%		

Campaign to Protect Rural England

TRUSTEES' REPORT

Year ended 31 December 2023

KPI no.	Strategic aim/objective	Measure	Target 2023	2023 Results	RAG	NOTE
3 C&P	Connect: 1.4 Sustainable Planning	3 Policy & practice changes that improve the planning system by delivering more sustainable development in public interest	Policy and practice or media outcomes to be added each quarter, taken from C & P Outcomes Framework	In December we achieved a major campaigning success when the government published a revised National Planning Policy Framework (NPPF). This included two major changes that we had called for, on relaxing the requirement for a five year housing land supply so that local plans have more weight; and also a stronger policy encouraging energy efficiency and the installation of solar panels on new buildings. The Levelling Up & Regeneration Act gained Royal Assent at the end of October. We could point to two major campaigning successes: the introduction of a statutory register of short term rentals, following our campaign on the impact of the issue in rural areas; and changes to compulsory purchase rules making it easier for local authorities to purchase land for the building of affordable homes. This came on top of a commitment from Ministers to introduce new, stronger national planning policies on affordable housing at a later date.		<i>There were also further changes made to the NPPF in relation to housing targets, onshore wind farms and Green Belt which some of our local groups will have welcomed, but there is less political consensus around them, we didn't campaign for them directly at the national level, and we expect these changes to be reversed after the general election.</i>
4 C&P	Promote: 2.1 Rural vision	3 policy and practice change successes that ensure a more sustainable rural economy in which communities can thrive		In November we published our first State of Rural Affordable Housing report. The launch tweet was the second most engaged tweet of the year – 150,000 impressions, and 3000+ engagements. 20 parliamentarians attended the launch event including the housing minister Lee Rowley and staff of his shadow Matthew Pennycook, with 150 guests overall. National coverage of the Rural Affordable Housing report included pieces in BBC Radio 4 Farming Today, , the Daily Express, the Farmers Guardian, Inside Housing and Rural Services Network. There was extensive coverage of the report in the South West, including ITV West Country, BBC Radio Gloucestershire and more than ten local titles, and on Greatest Hits Radio. In October we released our 2023 Local Green Spaces (LGS) report. We had media coverage in The Guardian and on the BBC Humberside website. The report revealed that LGS designations have increased by 771 since 2022, including in deprived areas. However, our mapping reveals a persistently strong correlation between deprivation and lack of green space.		
5 V&P	Empower: 3.2 Volunteering	Volunteer count - Number of registered volunteers by county/region.	1,550	1,682 filled volunteer roles up Top reason for leaving – Volunteer role ended		
6 V&P	3.1 Collaborative campaigning network	Participant satisfaction with training/conf/networking. % local CPREs directly supported and/or engaged with national activity within year.	4.5/5 average rating. 70% good/excellent engagement by local CPRE groups with national CPRE.	4.03/5 average rating of participant satisfaction. Network News open rate of 58%. Numbers of recipients dropping as we audit data. 7 groups fall into the least engagement mainly due to capacity rather than any challenging relationships.		

4. FINANCIAL REVIEW

The financial results of the charity's activities for the year to 31 December 2023 are set out in the Statement of Financial Activities and supporting notes.

Income and Fundraising Performance

This year total income increased compared to 2022 by £1.1m – mainly due to an increase in legacies. Membership, (net of the local share) and Committed Giving income was maintained at £1m and we are thankful for those loyal supporters. Funding from charitable trusts and companies was up compared with the previous year particularly due to funding for our Hedgerow work and a generous donation from the Nancy Bateman Charitable Trust for our work on planning.

Expenditure

Total expenditure in 2023 was £4.5m (2022: £4.2m) of which £3.8m was spent on charitable activities (2022: £3.5m), this included continued support to the network, our successful campaigning work as well as supplying members with information.

Financial Policy

The Board recognises the need to keep unrestricted reserves at a level appropriate to the needs of the organisation. The Board reviewed its reserves policy in December 2022 maintaining the target range in line with the policy below and to set the context for the 2024 budget. CPRE's reserves policy is:

'The Board adopts a risk-based approach to reserves. Its policy is to hold unrestricted free reserves, in a range of £1.7m – £3.5m. This reflects the Trustees' current appraisal of working capital requirements, the risks in CPRE's sources of income, an allowance for unplanned expenditure, and a degree of funding for key investments during the next planning cycle'.

For the purpose of its policy, CPRE has defined its reserves as its unrestricted free reserves, which constitute total reserves less restricted, endowment reserves and designated funds.

Therefore, our policy focuses on our unrestricted free reserves. These were £4.6m at the year-end (£3.1m in 2022) and represent a strong base to provide resilience against the financial risks faced by the organisation. Further information on CPRE's funds is contained in note 19 to the accounts.

Table: Unrestricted Free Reserves

	2023	2022
	£'000	£'000
Total Reserves	6,160	4,466
Less: Restricted Reserves	(618)	(358)
Less: Endowments Reserves	(147)	(134)
Less: Designated Reserves	(835)	(891)
Unrestricted Free Reserves	4,560	3,083

The year-end total of £4.6m is above our target range of £1.7m to £3.5m. Post year end Trustees have authorised additional investment in membership acquisition and centenary events to support the delivery of the strategy and the Trustees have set a small deficit budget for 2024.

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

Investment Policy and Performance

During 2023 all CPRE's investments were managed by CCLA.

For the year to 31 December 2023 the total portfolio has increased by 183% (2022: increased by 5%) as we added a net £500k (2022: added £50k). Investment made a gain on investment in 2023 amounted to £52k (2022: £5k loss).

The main fund remains with the CCLA Cash fund.

CPRE's prime ethical consideration is to identify any obvious conflicts of interest between its objectives and the objectives/activities of any company whose shares may be acquired directly for the purpose of investment. We had no direct investment in company shares at 31 December 2023.

Fundraising Approach

CPRE undertakes fundraising activity to its supporters via direct mail, telephone and email in line with the Fundraising Code of Practice set by the Fundraising Regulator. Our fundraising promise, which is available on our website to reassure supporters of our approach, is

'When you support us by becoming a member, campaigner or donor you can be sure of the following:

- We will never sell your contact details to anyone outside of CPRE
- We will only contact you if you have expressed an interest in our work
- If we phone you, we will always check you are happy to take the call
- If you ask us to change how we communicate with you, or stop, we will respect that
- We try hard to ensure no one ever feels pressurised to support our work
- We are registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice
- All our activities are open, fair, honest and legal.'

CPRE is registered with the Fundraising Regulator and adheres to the standards of the Fundraising Code of Practice. Twenty-seven complaints (2022: 15) about fundraising activity were received by CPRE national office in 2023 and they were promptly resolved without the need for escalation to the regulator.

Risk Management

The Board recognises its responsibilities in terms of managing risk and has systems in place to ensure that the risks faced by the charity are identified, assessed, managed and monitored.

The Senior Leadership Team and all staff assess risks as part of all significant project management. The Board review current material risks at each Board meeting during the year and a thorough review of potential risks annually. This was undertaken in December 2023.

The main categories of risk are:

- Governance
- Reputation
- Financial
- Regulatory
- External

The Board considers the gross risk before taking into account internal and external controls and the residual net risk after these internal and external controls are applied. The major net risks relate to external factors beyond CPRE's control; the most significant are considered to be:

- A downturn in the economy leading to a decrease in income and a reduced ability to diversify our income
- Inflation risk to costs, particularly wage inflation

The most significant internal risks **prior** to our internal controls are considered to be:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy
- Operational delivery of the CRM system
- Staff retention

Our internal controls are intended to manage rather than eliminate risks and to give reasonable rather than absolute assurances.

There are only two significant residual internal net risks, all of which are assessed as acceptable:

- Failure to diversify and grow income
- Operational delivery of the CRM. Additional resource has been added to mitigate this risk.

The system of internal control includes:

- A multi-year strategic plan
- An annual operational plan and budget, with actual performance being monitored regularly
- A range of policies (e.g. financial reserves policy) and procedures
- A Network Assembly for developing policies for working together with CPRE regions and branches
- A regular risk assessment programme
- A staff structure and scheme of delegation that aids continuity of our work

The scheme of delegation sets out the delegated authority of the Finance Committee, the Policy Committee, the Nominations Committee and the principal officers. The day-to-day management is delegated to the Chief Executive, the principal officers and other CPRE staff.

5. FUTURE PLANS

Our strategic aims 2020-26 as set out in section 2 (c) on page 3 demonstrate what we are going to do at national CPRE in the remaining three years to move us towards our vision of a beautiful and thriving countryside for all. The strategic aims set our priorities and where we are going to allocate our resources during this period. All our plans and projects contribute towards the achievement of these aims.

In practice our strategy means developing new projects with partners from the CPRE network and externally, to develop, set out and promote solutions through research, policy, campaign and practical work. It means new programmes for volunteering, membership and supporter engagement and capacity-building for our network and their communities. It means presenting to the public and policymakers a vision of positive, sustainable progress for our countryside which can hold its own against the imperatives of growth.

j) 2024 Priorities

Our operational plan and budget, which sets out the details of what we're going to do and how we will utilise our resources, have been agreed by the Board and follow three operational priorities for the year:

- Deliver strategic relationship building and profile raising to influence political parties ahead of the General Election and promote our manifesto calls for change to all audiences. Our focus areas will be on

planning system reform and land use strategy, rural affordable housing, enhancing the countryside next door and rooftop renewables.

- Grow membership driven income and supporting High Value Income generation – including maximising income through upgrades, renewals and a tiered membership programme and testing a face to face membership acquisition programme.
- Increase capacity through volunteering and network engagement – including increased volunteer engagement with our 'hero' campaigns and membership retention and acquisition

Progress against the operational plan will be measured by management and project teams and strategic performance measures reviewed by the Board every quarter. The budget with which we will deliver the plan has been agreed by the Board and is in line with our financial strategy and reserves policy. Progress against the budget is monitored alongside the performance measures by the senior leadership team and the Board advised by the Finance and Operational Effectiveness sub-committee as described below.

6. STRUCTURE, GOVERNANCE AND MANAGEMENT

k) Legal and Administrative Details

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). It was founded in 1926. It is registered in England and its registered office is 15-21 Provost Street, London, N1 7NH. It is governed by its Memorandum and Articles of Association adopted on 4 October 2001, which were most recently amended on 19 October 2023.

The members of the Trustee Board are Trustees under charity law and Directors under company law. They are also known as Board Members.

CPRE has a wholly owned trading subsidiary, CPRE Enterprises Limited (Company No 4287611), which has been dormant throughout the year.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP FRS102 – 2nd Edition, effective 1 January 2019) and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

l) Structure

National CPRE comprises the national office in London and county groups, Durham, Northumberland and Lincolnshire.

The regional groups were originally set up to influence regional plans but their role has evolved into one of engaging with sub-regional planning bodies and supporting collaboration across the network. The regional groups were removed from the structure as part of the governance review. Their remaining funds have either been distributed to member groups or held by one county group for the benefit of the member groups. The National CPRE regional groups' financial results are incorporated into the main charity financial statements at the end of each year. All regional work in London is carried out by CPRE London, and is accounted for within CPRE London.

The CPRE network operates as a network of 42 branches. There are 39 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right, with their own boards of trustees, their results do not form part of these financial statements. While 39 of the branches are separately registered charities, most use the name and branding of CPRE. All deliver broadly similar objectives and receive a share of the membership subscriptions from CPRE's members. Following the revision of the Articles, the Chairs of our branches hold over 80% of the voting rights at our Annual General Meeting.

TRUSTEES' REPORT

Year ended 31 December 2023

Three branches, Lincolnshire, Durham and Northumberland, are part of the main charity and their finances are incorporated into the charity financial statements at the end of each year.

The Board believes that the structure of the organisation is a huge strength that gives CPRE both a national presence and a strong and effective grassroots involvement.

General Council

The General Council comprises the voting members of CPRE. The voting members comprise: one person from each branch, one from each county association, Board members and the President.

The Board

The Board is made up of at least five and not more than ten Trustees including the Chair, the Chair of Policy Committee and the Treasurer (known as the "Officers"). It is composed of up to seven Elected Board Members (in addition to the Officers). All Elected Board Members serve a three-year term of office but may be eligible for re-election for a further three-year term. During the year three Board Members, Andy Topley, Anna Shute and Safia Minney stepped down and will be replaced at the next AGM.

The Charity maintains third party indemnity insurance for the Trustees.

Recruitment of Trustees

Trustees are recruited in accordance with our Articles of Association and the process is undertaken by the Nominations Committee who make recommendations to the Board. All Trustee roles are advertised within the CPRE Network and externally. They are advertised on the basis of seeking to fill skills gaps and to improve the overall diversity on the Board.

All members of the Board have role descriptions and take part in induction programmes, training and development as appropriate.

m) Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the provisions of the charitable company's constitution. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

TRUSTEES' REPORT

Year ended 31 December 2023

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The following statements have been affirmed by each of the Trustees of the charitable company:

- so far as each Trustee is aware, there is no relevant audit information, (that is, information needed by the company's auditors in connection with preparing their report), of which the company's auditors are unaware; and
- each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Sub-Committees

The Board has three sub-committees: the Policy Committee, Finance Committee and the Nominations Committee. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The purpose of the Policy Committee is to provide a body of expertise to advise the Board and assist staff and Trustees of CPRE in all aspects of its external policy.

The purpose of the Nominations Committee is to select suitable candidates to be nominated for the Board. It is chaired by a member of CPRE's General Council.

The purpose of the Finance Committee is to ensure CPRE has sufficient and appropriate financial and other resources available for delivery of its operational plan and budgets. It ensures that CPRE operates within the requirements of its constitution, relevant legislation and best practice. It also acts as a Remuneration Committee reviewing reward policies, cost of living wage awards and the remuneration levels of senior staff.

n) Health and Safety

The Board considers managing health and safety and wellbeing of our staff, volunteers, suppliers and visitors a key priority.

The Board is ultimately responsible for compliance with health and safety legislation. The day-to-day responsibility is delegated to the Chief Executive and Director of Finance People & Performance, who are responsible for compliance, relevant policy development and performance. Health and Safety is a line-management responsibility throughout CPRE.

During the course of the year there were no significant accidents or incidents involving members of staff, volunteers, contractors or visitors to our office.

o) Employees and Volunteers

Our staff and volunteers continue to build CPRE's long-established reputation for professionalism, expertise and quality. They are the reason for our many lobbying and campaigning successes.

CPRE's volunteers are also highly valued and the Board is grateful for the huge amount of work they do. The work of volunteers in the branches and regional groups is supported by advice and other support from National Office, including inductions, training seminars and our events programme.

We support equal opportunities, and recruit and promote employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

p) Reward Policy

The pay of the principal officers - see page 20 - is determined by the Board of Trustees. Salaries are benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. The same benefits, including pensions, and terms and conditions apply to the principal officers as all other staff.

All other staff salaries have also been benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. It is expected that the majority of staff will be paid at the median for their role, however there is flexibility of +/- 15% around the median.

All staff salaries will be benchmarked again on a triennial basis. This was carried out in 2023. During the interim period the Board may approve an annual pay increase subject to an overall affordability criterion.

The Board includes Trustees appointed by our volunteer branch chairs and Trustees with significant pay expertise and knowledge, especially of the charity sector.

All nationally-employed staff are paid at least the London Living Wage.

q) Reference and Administrative Details

Management

The Board delegates responsibility for the day-to-day management of CPRE to its Chief Executive. He is aided by the Senior Leadership Team and other senior colleagues.

The present office holders and any past office holders who served during the year, and to the date of signing this Report, are listed below.

Office Holders

Vice Presidents

Fiona Reynolds

Ali Miraj

The Board (Trustees/Directors)

Simon Murray	Chair
Professor Patricia Broadfoot CBE	General Board Member (Vice Chair)
Martin Tyler FCCA	Treasurer
Andy Topley	Selected Board Member (Resigned July 2023)
Tony Burton CBE	Chair of Policy Committee (from July 2023)
Will Rivers	General Board Member
James Lindsay	General Board Member (Resigned February 2024)
Reema Khan	General Board Member
Safia Minney MBE	General Board Member (resigned September 2023)
Anna Shute	General Board Member (Appointed July 2023, resigned November 2023)
William Donaldson	Selected Board Member (from June 2023)

Sub-Committees of the Board:

Policy Committee

Tony Burton CBE	Chair (from July 2023)
Kaley Hart	
Catherine Le Grice-Mack	
Simon Murray	Trustee
Andy Topley	Interim Chair, Trustee (retired July 2023)
Rowena Swallow	
Madeleine Barr	

Finance Committee

Martin Tyler FCCA	Chair
Simon Murray	Trustee
Reema Khan	Trustee
John Ydlibi FCA	Co-optee

Nominations Committee

Simon Murray	Trustee
Andy Topley	Trustee (Retired July 2023)
John Lambert	Chair (Resigned January 2024)
Reema Khan	Trustee (appointed December 2023)
Martin Crookston	Branch Nominated Member (retired July 2023)
Debra McConnell	Branch Nominated Member
Ron Simpson	Branch Nominated Member (appointed December 2023)
Hugh Williams	Branch Nominated Member (appointed December 2023)

Principal Officers

Roger Mortlock	Chief Executive (Appointed May 2023)
Tom Fyans	Director of Campaigns & Policy, Interim CEO (Resigned August 2023)
Mark Cornish FCA	Director of Finance, People & Performance and Company Secretary
Dr Crewenna Dymond	Director for Communities and Participation
Marcella McGing	Interim Director of Income & Engagement (Resigned December 2023)
Ruth Evans	Director of Fundraising & Supporters (Appointed December 2023)
Ellie Moody	Director of Policy, Campaigns & Communications (Appointed November 2023)

Professional Advisers:

A list of CPRE's main professional advisers appears on page 52.

7. AUDITOR

During the year Haysmacintyre LLP resigned as auditors. Following a competitive tender Sayer Vincent LLP were appointed as auditors.

The directors' annual report has been prepared in accordance with the special provisions applicable to companies subject to the small companies' regime.

Approved by the Trustees on 21 March 2024 and signed on their behalf by:

Simon Murray
Chair

Martin Tyler FCCA
Treasurer

8. INDEPENDENT AUDITOR'S REPORT

to the members of Campaign to Protect Rural England

Opinion

We have audited the financial statements of the Campaign to Protect Rural England (the 'charitable company') for the year ended 31 December 2023 which comprise the statement of financial activities, balance sheet, statement of cash flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including FRS 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- Give a true and fair view of the state of the charitable company's affairs as at 31 December 2023 and of its incoming resources and application of resources, including its income and expenditure for the year then ended
- Have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice
- Have been prepared in accordance with the requirements of the Companies Act 2006

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on Campaign to Protect Rural England's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

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Other Information

The other information comprises the information included in the trustees' annual report other than the financial statements and our auditor's report thereon. The trustees are responsible for the other information contained within the annual report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon. Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit, or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- The information given in the trustees' annual report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- The trustees' annual report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the trustees' annual report. We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- Adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- The financial statements are not in agreement with the accounting records and returns; or
- Certain disclosures of trustees' remuneration specified by law are not made; or
- We have not received all the information and explanations we require for our audit; or
- The directors were not entitled to prepare the financial statements in accordance with the small companies regime and take advantage of the small companies' exemptions in preparing the trustees' annual report and from the requirement to prepare a strategic report.

Responsibilities of trustees

As explained more fully in the statement of trustees' responsibilities set out in the trustees' annual report, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud are set out below.

Capability of the audit in detecting irregularities

In identifying and assessing risks of material misstatement in respect of irregularities, including fraud and non-compliance with laws and regulations, our procedures included the following:

- We enquired of management, which included obtaining and reviewing supporting documentation, concerning the charity's policies and procedures relating to:
 - Identifying, evaluating, and complying with laws and regulations and whether they were aware of any instances of non-compliance;
 - Detecting and responding to the risks of fraud and whether they have knowledge of any actual, suspected, or alleged fraud;
 - The internal controls established to mitigate risks related to fraud or non-compliance with laws and regulations.
- We inspected the minutes of meetings of those charged with governance.
- We obtained an understanding of the legal and regulatory framework that the charity operates in, focusing on those laws and regulations that had a material effect on the financial statements or that had a fundamental effect on the operations of the charity from our professional and sector experience.
- We communicated applicable laws and regulations throughout the audit team and remained alert to any indications of non-compliance throughout the audit.
- We reviewed any reports made to regulators.
- We reviewed the financial statement disclosures and tested these to supporting documentation to assess compliance with applicable laws and regulations.
- We performed analytical procedures to identify any unusual or unexpected relationships that may indicate risks of material misstatement due to fraud.
- In addressing the risk of fraud through management override of controls, we tested the appropriateness of journal entries and other adjustments, assessed whether the judgements made in making accounting estimates are indicative of a potential bias and tested significant transactions that are unusual or those outside the normal course of business.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance.

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The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities is available on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Fleur Holden (Senior statutory auditor)

21 March 2024

for and on behalf of Sayer Vincent LLP, Statutory Auditor

110 Golden Lane, LONDON, EC1Y 0TG

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9. STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2023

		Unrestricted	Restricted	Endowment	2023	2022
	Note	Funds	Funds	Fund	Total	Total
		£'000	£'000	£'000	£'000	£'000
Income from						
Donations and legacies	3,4	5,156	993	-	6,149	5,031
Other trading activities	5	3	-	-	3	6
Investments	6	42	4	-	46	14
Total		5,201	997	-	6,198	5,051
Expenditure on						
Raising funds	7	794	-	-	794	662
Charitable activities	8	3,025	737	-	3,762	3,540
Total		3,819	737	-	4,556	4,202
Net Income/ (expenditure) before gains/ (losses) in investments		1,382	260	-	1,642	849
Net gains/ (losses) on investments		39	-	13	52	(15)
Net movement in funds (being net income /(expenditure)) for the year)		1,421	260	13	1,694	834
Reconciliation of funds:						
Total funds brought forward		3,974	358	134	4,466	3,632
Total funds carried forward		5,395	618	147	6,160	4,466

All of the charity's activities are continuing.

There are no gains and losses other than those shown above.

CAMPAIGN TO PROTECT RURAL ENGLAND
A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

10. BALANCE SHEET

AS AT 31 DECEMBER 2023

	Notes	£'000 2023	£'000 2022
FIXED ASSETS			
Intangible assets	12	399	-
Tangible assets	13	40	323
Investments	14	1,215	663
Total fixed assets		1,654	986
CURRENT ASSETS			
Debtors	16	2,957	1,449
Regional bank balances		-	254
Cash at bank and in hand		1,973	2,280
Total current assets		4,930	3,983
Liabilities:			
Creditors: Amounts falling due within one year	17	(367)	(451)
Net current assets		4,563	3,532
Total assets less current liabilities		6,217	4,518
Creditors: Amounts falling due after one year	18	(57)	(52)
Total net assets		6,160	4,466
The funds of the charity:			
Unrestricted funds	20	5,395	3,974
Restricted funds	21	618	358
Endowment fund	22	147	134
Total charity funds		6,160	4,466

The financial statements were approved and authorised for issue by the Board and were signed on its behalf on 21 March 2024.

Simon Murray
Chair

Martin Tyler FCCA
Treasurer

CAMPAIGN TO PROTECT RURAL ENGLAND

A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

11. STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2023

	2023	2022
	£'000	£'000
Reconciliation of net income to net cash flow from operating activities		
Net income/ (expenditure) for the year	1,694	834
Adjustments for:		
Depreciation charges	39	30
(Gains)/ Loss on investments	(52)	15
Dividends and interest from investments	(46)	(14)
Increase in debtors	(1,509)	(259)
Decrease /(Increase) in regional cash balances	254	(6)
(Decrease) in creditors	(79)	(223)
Net cash outflow provided by operating activities	301	377
 Cash flows from investing activities:		
Dividends and interest from investments	4	4
Bank and other interest received	42	10
Purchase of property, plant and equipment	(154)	(112)
Purchase of investments	(500)	(250)
Sale of investments	-	200
Net cash used in investing activities	(608)	(148)
 Change in cash and cash equivalents in the year	(307)	229
 Cash and cash equivalents at 1 January 2023	2,280	2,051
 Cash and cash equivalents at 31 December 2023	1,973	2,280

The Charity has no debt, therefore the movements in net debt are all shown in the main cashflow statement.

12. NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2023

1. PRINCIPAL ACCOUNTING POLICIES

a) Charity Information

The Campaign To Protect Rural England is a company limited by guarantee (No 4302973) and a registered charity (No 1089685) in England & Wales. The registered office is 15-21 Provost Street, London, N1 7NH

b) Basis of Accounting and Statement of Compliance

The financial statements have been prepared under the historical cost convention, with the exception of fixed asset investments, which are included at their fair value at the balance sheet date. The financial statements have been prepared in accordance with the Statement of Recommended Practice for Charities (SORP 2015) (Second Edition, effective 1 January 2019), the Companies Act 2006 and Reporting Standard applicable in the UK and Republic of Ireland (FRS 102).

The Trustees in developing the corporate strategy have also developed a multi-year financial model to underpin the corporate strategy. Whilst within the strategy there are risks associated with achieving the fundraising income, there are no material uncertainties related to events or conditions which would cast doubt on the charity's ability to continue as a going concern.

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was dormant in the year and the net assets were not material to CPRE at the balance sheet date.

The principal accounting policies and estimation techniques are as follows:

c) Local CPREs

Our partners in the CPRE network, the local CPRE organisations, receive a share of the membership subscription paid in respect of members assigned to them, which includes tax recovered from gift aid. The majority are autonomous, separately registered charities and produce their own financial statements, which are not consolidated. Three are part of national CPRE (Lincolnshire, County Durham and Northumberland). These accounts have been included within these financial statements.

d) Regional Groups

CPRE was responsible for the activities of eight regional groups. In prior years the income and expenditure of these groups have been included within these financial statements. These groups were formally disbanded under the new Articles which were adopted in October 2023 and the balances transferred to the local CPRE's

e) Income

Voluntary income and membership subscriptions are recorded when received at the national office.

Legacies are recognised when the conditions of entitlement, probability and measurement are met. Each bequest is recognised once a reasonable estimate of its value can be made and providing there is no evidence of any significant contentious claims against the deceased's estate. Where CPRE is left part of the residue of an estate, the deceased's Will, initial statements of assets and liabilities and draft estate accounts are used to

CAMPAIGN TO PROTECT RURAL ENGLAND

A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

calculate the estimated value of the bequest. This estimate is only recognised as income once the executors have proved the Will (i.e. obtained probate). Probate values will normally be used to estimate value.

Income from government and other grants, whether 'capital' grants or 'revenue' grants, is recognised when the charity has entitlement to the funds, any performance conditions attached to the grants have been met, it is probable that the income will be received and the amount can be measured reliably.

Merchandise income are accounted for on an accruals basis.

On receipt, donated gifts, professional services and donated facilities are recognised on the basis of the value of the gift to the charity which is the amount the society would have been willing to pay to obtain services or facilities of equivalent economic benefit on the open market; a corresponding amount is then recognised in expenditure in the period of receipt.

f) Intangible Fixed Assets

Items over £1,000 are capitalised. Intangible Fixed assets are stated at historical cost less accumulated amortisation.

Amortisation of Intangible fixed assets is provided at rates calculated to amortise the cost of the assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

CRM Database	10% straight line
--------------	-------------------

g) Tangible Fixed Assets

Items over £1,000 are capitalised. Fixed assets are stated at cost less accumulated depreciation. Assets are reviewed for impairment if circumstances indicate their carrying value may exceed their net realisable value in use.

Depreciation of fixed assets is provided at rates calculated to write off the cost of fixed assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

Leasehold improvements	10% straight line
Furniture and equipment	25% or 33 1/3% straight line
Computer equipment	33 1/3% straight line
Assets in the course of construction	0%

h) Fixed Asset Investments

Fixed asset investments are stated at fair value. Investment income is included in the Statement of Financial Activities on a receivable basis. Realised and unrealised gains and losses on investment assets are shown in the Statement of Financial Activities. Realised gains are based on disposal proceeds compared with either opening market value or cost if acquired during the year.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

i) Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of 95 days or less from the date of acquisition or opening of the deposit or similar account.

j) Operating Leases

Operating lease rentals are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

k) Fund Accounting

Restricted funds are those the use of which is restricted by the conditions imposed by the donors.

Endowment funds are those where the income can be spent but the capital element retained.

General funds are those which are available for the general advancement of CPRE's objectives.

Designated funds are unrestricted funds earmarked by the Trustees for particular purposes.

l) Allocation of Costs

Overheads and support costs have been allocated to the cost headings in the Statement of Financial Activities as follows:

An estimate of staff time spent on each activity during the year, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on each activity. These staff cost figures have been used to calculate a percentage figure, which has been used to apportion the total overhead and support costs.

Support costs include the costs of Human Resources and IT, Finance and Governance. Overhead costs include rent, depreciation and office costs.

Expenditure is recognised on an accruals basis when a liability is incurred.

m) Raising Funds

The cost of raising funds includes the production and postage costs of appeals and raffles, the marketing and promotional costs of all our fundraising programmes, the costs of members and supporter recruitment and the administrative cost of processing donations.

n) Charitable Activities

Charitable activity costs include all expenditure incurred in direct pursuit of CPRE's charitable objectives.

These include all policy work, development of the branches and regional groups and the production of policy information about its work.

It also includes Membership and Supporter services including the materials, administrative and processing costs for member and supporter services.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

o) Taxation

VAT

Irrecoverable VAT is included under the relevant expense headings. In 2023 this amounted to £166k (2022: £216k).

Corporation Tax

CPRE is a registered charity and can claim exemption from Corporation Tax on income and gains, which are applied for charitable purposes under the Corporation Taxes Act 2010.

p) Pension Schemes

CPRE operates defined contribution pension schemes for all qualifying employees. The assets of the schemes are held in separate funds administered by independent providers.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

2. DETAILED COMPARATIVES FOR THE STATEMENT OF FINANCIAL ACTIVITIES

		Unrestricted	Restricted	Endowment	2022
	Note	Funds	Funds	Fund	Total
		£'000	£'000	£'000	£'000
Income from					
Donations and legacies	3,4	4,435	596	-	5,031
Other trading activities	5	6	-	-	6
Investments	6	10	4	-	14
Total		4,451	600	-	5,051
Expenditure on					
Raising funds	7	662	-	-	662
Charitable activities	8	3,006	534	-	3,540
Total		3,668	534	-	4,202
Net Income/ (expenditure) before gains / (losses investments		783	66	-	849
Net gains on investments	12	4	-	(19)	(15)
Net movement in funds (being net income /(expenditure)) for the year		787	66	(19)	834
Reconciliation of funds:					
Total funds brought forward		3,187	292	153	3,632
Total funds carried forward		3,974	358	134	4,466

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

3. INCOME FROM DONATIONS AND LEGACIES

	2023	2022
	£'000	£'000
Unrestricted Funds		
Membership subscriptions	1,373	1,361
Less: Branch share of subscriptions (note 1c)	(598)	(564)
	775	797
Legacies	3,660	2,733
Appeals	250	365
Charitable Trusts and Companies (note 3)	85	148
Committed giving	207	216
Major personal donations	49	44
General donations	108	126
Give as You Earn donations	4	4
Branch Income	15	1
Regional Income	3	1
Total Unrestricted Funds	5,156	4,435
Restricted Funds		
Charitable Trusts and Companies (note 4)	984	574
Charitable Activities	9	22
Total Restricted Funds	993	596
Total income from Donations & Legacies	6,149	5,031

At 31 December 2023, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £632k (2022: £49k). None of these bequests has a remaining life interest.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

4. GENERAL, CORPORATE AND TRUST DONATIONS

2023	Unrestricted Funds £'000	Restricted Funds £'000	Total 2023 £'000
Nancy Bateman Charitable Trust	-	500	500
MW TOPS Wildlife Conservation Fund (ESG TOPS Foundation)	-	451	451
Groundwork UK	-	19	19
Scouloudi Foundation	15	-	15
Donations less than £10,000	70	14	84
	85	984	1,069

Comparative 2022

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2022 £'000
European Climate Foundation	-	112	112
Constance Travis Charitable Trust	50	-	50
ESG TOPS Foundation	-	366	366
The John Ellerman Foundation	-	30	30
Foundation for Integrated transport	-	18	18
The Underwood Trust	25	-	25
Seven Helpers	10	-	10
Dagleish Trust	10	-	10
Donations less than £10,000	53	48	101
	148	574	722

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

5. OTHER TRADING ACTIVITIES

	2023	2022
	£'000	£'000
Rental income	-	1
Other income	-	1
CPRE publications	3	4
	3	6

All other trading activity is unrestricted.

6. INVESTMENTS

	2023	2022
	£'000	£'000
UK listed securities – restricted	4	4
Bank interest - unrestricted	42	10
	46	14

7. RAISING FUNDS

	2023	2022
	Total	Total
	Funds	Funds
	£'000	£'000
Fundraising costs:		
Direct costs	126	68
Employment costs	518	404
Support costs	150	190
Total	794	662

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

8. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Support Costs	Direct Costs	2023 Total
	£'000	£'000	£'000	£'000
Charitable activities				
Campaigns and policy to enhance and protect the countryside	584	236	526	1,346
Support to branches and volunteers	369	147	240	756
Develop our capability	428	145	347	920
Information Provision to members	375	107	258	740
Total Charitable activities	1,756	635	1,371	3,762
Raising funds	518	150	126	794
	2,274	785	1,497	4,556

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	108	52	41	35	236
Support to branches and volunteers	68	32	26	21	147
Develop our capability	66	32	25	22	145
Information Provision to members	49	24	19	15	107
2023 Total charitable support costs	291	140	111	93	635

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

COMPARISON TO 2022

	Direct Employment Costs	Support Costs	Direct Costs	2022 Total
	£'000	£'000	£'000	£'000
Charitable activities				
Campaigns and policy to enhance and protect the countryside	635	235	372	1,242
Support to branches and volunteers	442	135	92	669
Develop our capability	520	148	353	1,021
Information Provision to members	352	100	156	608
Total Charitable activities	1,949	618	973	3,540
Raising funds	404	190	68	662
	2,353	808	1,041	4,202

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	120	53	35	27	235
Support to branches and volunteers	69	31	20	15	135
Develop our capability	75	34	22	17	148
Supporter services	51	23	15	11	100
2023 Total charitable support costs	315	141	92	70	618

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

9. EMPLOYEE INFORMATION

The average monthly headcount was 45 (2022: 50). The average number of employees, on a full-time equivalent basis was as follows:

	2023	2022
	No	No
Full time	33	35
Part time (FTE)	8	11
	41	46

Employee costs were as follows:	£'000	£'000
Salaries	2,234	2,164
Redundancy/ Termination costs	-	94
National Insurance	184	216
Employer's Contribution to defined contribution pension scheme	113	126
	2,531	2,600

CPRE operates a Group Personal Pension Plan that all members of staff are eligible to join after the completion of their probationary service period. CPRE contributes 7% of eligible employees' salaries to their pension plans. 40 members of staff (2022: 44) were members of the Group Personal Pension Plan at the end of the year. All of the higher paid employees were members of the Group Personal Pension Plan. Contributions into the Plan for these employees were £18k (2022: £24k). The total value of employee benefits received by key management personnel, (our principal officers (see page 20) was £339k (2022 (restated: £481k).

Employees paid £60,000 or more:

	2023	2022
£130,000 - £139,999	-	1
£70,000 - £79,999	1	2
£60,000 - £69,999	2	3

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

10. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2022: none). Travelling expenses reimbursed to 6 (2022:6) Trustees during the year amounted to £2,778 (2022: £2,392).

11. NET INCOME/ (EXPENDITURE) FOR THE YEAR

	2023	2022
	£'000	£'000
This is stated after charging/ (crediting):		
Depreciation	22	30
Operating lease rental:		
Property	204	204
Other	1	1
Auditor's Remuneration (excluding VAT):		
Audit	21	18

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

12. INTANGIBLE FIXED ASSETS

	CRM System £'000	Total £'000
Cost		
At 1 January 2023	-	-
Transfer from Assets in Course of construction	415	415
At 31 December 2023	415	415
Amortisation		
At 1 January 2023	-	-
Charge for the year	16	16
At 31 December 2023	16	16
Net book value		
At 31 December 2023	399	399
At 31 December 2022	-	-

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

13. TANGIBLE FIXED ASSETS

	Leasehold Improvements £'000	Computer Equipment £'000	Assets in the course of construction £'000	Furniture and Equipment £'000	Total £'000
Cost					
At 1 January 2023	101	309	270	36	716
Additions	-	9	145	-	154
Transfers	-	-	(415)	-	(415)
Disposals	-	(24)	-	(2)	(26)
At 31 December 2023	101	294	-	34	429
Depreciation					
At 1 January 2023	98	278	-	17	393
Charge for the year	3	14	-	5	22
Disposals	-	(23)	-	(2)	(25)
At 31 December 2023	101	268	-	20	389
Net book value					
At 31 December 2023	-	26	-	14	40
At 31 December 2022	3	31	270	19	323

All assets are held for charitable purposes.

CAMPAIGN TO PROTECT RURAL ENGLAND
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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

14. INVESTMENTS

	Listed Investments £'000	Total £'000
Value at 1 January 2023	663	663
Additions	500	500
(Disposals)	-	-
Investment (loss)/ gains	52	52
Value at 31 December 2023	1,215	1,215

The Charity's listed investments represent its only financial assets measured at fair value.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

15. TRADING SUBSIDIARY

CPRE Enterprises Limited

The organisation has a wholly owned subsidiary registered in England, CPRE Enterprises Limited.

CPRE Enterprises Limited has been dormant throughout 2023 and 2022.

Summarised Balance Sheet of CPRE Enterprises Limited	2023	2022
	£	£
Cash at bank	2	2
Called up share capital	2	2

16. DEBTORS

	2023	2022
	£'000	£'000
Accrued legacy income	2,601	1,031
Accrued Income	169	109
Prepayments	102	73
Other debtors	85	236
	2,957	1,449

Included within Other debtors is £51k (2022: £51k) which relates to the rent deposit on Provost Street which is recoverable after more than one year.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

17. CREDITORS: amounts falling due within one year	2023	2022
	£'000	£'000
Share of subscriptions owed to branches and regional groups	147	127
Accruals and deferred income	73	121
Trade creditors	53	102
Taxation and social security	50	51
Pension schemes	14	14
Accrued rent	30	36
	367	451

18. CREDITORS: amounts falling due after more than one year	2023	2021
	£'000	£'000
Accrued rent	57	52

19. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	-	1,068	3,492	4,560
Designated Funds	438	-	397	835
Total Unrestricted Funds	438	1,068	3,889	5,395
Restricted Funds	-	-	618	618
Endowment Fund	-	147	-	147
At 31 December 2023	438	1,215	4,507	6,160

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

Comparative 2022	Tangible		Net	Total
	Fixed		Current	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	-	529	2,554	3,083
Designated Funds	323	-	568	891
Total Unrestricted Funds	323	529	3,122	3,974
Restricted Funds	-	-	358	358
Endowment Fund	-	134	-	134
At 31 December 2022	323	663	3,480	4,466

20. Unrestricted Funds	1 Jan			Transfer	31 Dec
	2023	Income	Expenditure	from	2023
		& Gains	& Losses	General	
	£'000		£'000	Funds	£'000
Designated Funds					
Strategic Collaboration Fund for the CPRE Network	30		-	-	30
Legacy fund for work in North Yorkshire	284		-	-	284
Funds held by local groups	254		(171)	-	83
Net Book Value Fixed Assets	323		-	115	438
Total Designated Funds	891		-	115	835
General Funds	3,083	5,240	(3,648)	(115)	4,560
Total Unrestricted Funds	3,974	5,240	(3,189)	-	5,395

Strategic Collaboration Fund for the CPRE Network is to encourage local CPRE branches on collaborative projects. This is the balance of the final project.

Legacy fund for work in North Yorkshire. This will be spent as suitable projects are identified with our North Yorkshire branch.

Funds held by local groups which are part of National CPRE. These will be spent as suitable projects are identified by those groups.

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NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

20. Unrestricted Funds - Comparative	1 Jan 2022	Income & Gains	Expenditure & Losses	Transfer from General Funds	31 Dec 2022
Designated Funds	£'000		£'000	£'000	£'000
Strategic Collaboration Fund for the CPRE Network	30		-	-	30
Legacy fund for work in North Yorkshire	-		-	284	284
Funds held by region groups	248			6	254
Office move	147			(147)	-
Net Book Value Fixed Assets	-		-	323	323
Total Designated Funds	425		-	466	891
General Funds	2,762	4,455	(3,668)	(466)	3,083
Total Unrestricted Funds	3,187	4,455	(3,668)	-	3,974

21. RESTRICTED FUNDS

	Balance at 1 January 2023	Income and Gains	Expenditure & Losses	Balance at 31 December 2023
	£'000	£'000	£'000	£'000
CPRE Mark	41	4	-	45
The Underwood Trust	3	-	(3)	-
Groundwork UK	-	19	(19)	-
The Peacock Charitable Trust	6	-	(6)	-
Foundation for Integrated Transport	16	6	(22)	-
Nancy Bateman Charitable Trust	-	500	(24)	476
CPRE Lincolnshire	33	-	-	33
CPRE Nottinghamshire	-	4	(4)	-
CPRE Derbyshire	-	5	(5)	-
The Bedford Road Charitable Trust	8	5	(13)	-

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ESG TOPS Foundation	158	451	(545)	64
The John Ellerman Foundation	13	-	(13)	-
European Climate Foundation	78	-	(78)	-
Small grants each under £5,000	2	3	(5)	-
Total restricted funds	358	997	(737)	618

- CPRE Mark fund is used for the branch award scheme as noted in note 22.
- The Underwood Trust is funding our Land Use Officer's salary.
- Groundwork UK supported our Green Shoots programme.
- The Peacock Charitable Trust is supporting our planning work.
- Foundation for Integrated Transport is funding our transport deserts programme.
- Nancy Bateman Charitable Trust is funding our visionary planning work.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- CPRE Nottinghamshire and Derbyshire relate to the work of the 3 counties project
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The John Ellerman Foundation is funding our Countryside For All Lead role.
- European Climate Foundation contribute toward our Better Planning Coalition work.

CAMPAIGN TO PROTECT RURAL ENGLAND
A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2023

Comparative 2022	Balance at 1 January 2022 £'000	Income & Gains £'000	Expenditure & Losses £'000	Balance at 31 December 2022 £'000
Esmée Fairbairn Foundation	15	-	(15)	-
CPRE Mark	37	4	-	41
Andrew Mason legacy	5	-	(5)	-
Farming the Future Collective Fund	10	-	(10)	-
The Underwood Trust	22	-	(19)	3
Ernest Cook Trust	2	-	(2)	-
The Peacock Charitable Trust	-	6	-	6
Foundation for Integrated Transport	-	19	(3)	16
MCS Charitable Foundation	8	-	(8)	-
The Tolkien Trust	20	-	(20)	-
CPRE Lincolnshire	46	-	(13)	33
CPRE Nottinghamshire	-	11	(11)	-
CPRE Derbyshire	-	11	(11)	-
The Bedford Road Charitable Trust	17	17	(26)	8
ESG TOPS Foundation	105	366	(313)	158
The John Ellerman Foundation	-	30	(17)	13
European Climate Foundation	-	112	(34)	78
Small grants each under £5,000	5	24	(27)	2
Total restricted funds	292	600	(534)	358

- The Esmée Fairbairn Foundation grant is towards a project addressing litter at a strategic level in Essex.
- CPRE Mark fund is used for the branch award scheme as noted in note 22.
- The Underwood Trust is funding our Land Use Officer's salary.
- The bequest from Mr Andrew Mason is for projects in Devon.
- Farming the Future Collective Fund is funding our County Farms project.
- The donation from the Ernest Cook Trust is supporting our apprenticeship scheme.
- The Peacock Charitable Trust is supporting our planning work.

CAMPAIGN TO PROTECT RURAL ENGLAND

A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

- Foundation for Integrated Transport is funding our transport deserts programme.
- MCS Charitable Foundation is funding our Renewables Done Well project.
- The donation from the Tolkien Trust is supporting our apprenticeship scheme.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- CPRE Nottinghamshire and Derbyshire relate to the work of the 3 counties project
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The John Ellerman Foundation is funding our Countryside For All Lead role.
- European Climate Foundation contribute toward our Better Planning Coalition work.

22. ENDOWMENT FUND

	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2023			2023
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	134	-	13	147

Comparative 2022	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2022			2022
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	153	-	(19)	134

The Permanent Endowment Fund was established by a donation in 1997. The income from the Fund is used to fund the CPRE Mark, which signifies approval for constructive developments and schemes, which leave the environment protected or enhanced.

CAMPAIGN TO PROTECT RURAL ENGLAND
A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2023

23. OPERATING LEASE COMMITMENTS

At 31 December 2023, CPRE was committed to making the following payments in respect of non-cancellable operating leases:

	2023	2022
	£'000	£'000
Land & Buildings		
Payments due within 1 year	204	204
Payments due within 2-5 years (*)	391	594
Total Land & building	595	799
Other		
Payments due within 1 year	1	1
Payments due within 2-5 years	3	4
Total Other	4	5

(*) The new lease for 15-21 Provost Street has a break clause in December 2026.

24. RELATED PARTY TRANSACTIONS

All Trustees are members of CPRE and pay at least the standard membership subscription.

13. PROFESSIONAL ADVISORS

Honorary Standing Counsel

Paul Brown KC

Legal Panel

Paul Brown KC

John Hobson KC

Heather Sargent

Stephen Whale

Solicitors

Russell Cooke LLP

2 Putney Hill

Putney

London

SW15 6AB

Bates Wells

10 Queen Street Place

London

EC4R 1BE

Auditor

Sayer Vincent LLP

110 Golden Lane

London EC1Y 0TG

Bankers

NatWest

2a Charing Cross Road

London

WC2H 0NN

Investment Managers

CCLA

Senator House

85 Queen Victoria Street

London

EC4V 4ET

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales - Charity number 1089685

Accounts

CPRE The countryside charity

(Registered as Campaign to Protect Rural England)

Company Limited by Guarantee

REPORT AND FINANCIAL STATEMENTS

31 December 2022



The
countryside
charity

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1. A MESSAGE FROM OUR CHAIR

A tumultuous year for the country, 2022 saw many countryside issues come to the fore and CPRE's work given new resonance. From planning to pylons and from hedgerows to the stars above, our campaigns have made headlines and given us new partners with whom to advance our cause.

And yet, alongside a fast-moving political scene, CPRE also mourned the loss of Her Majesty Queen Elizabeth II – a supportive patron throughout her 70-year reign.

The organisation's year was top and tailed by progress on planning, with January's government commitment that any new planning system would include 'effective local engagement'. We finished the year with an announcement that communities would also have more say on local housing targets – giving us hope that our villages and market towns will see the housing they need, rather than targets imposed on them from on high.

We also took on other aspects of local housing: new research showed a 1000% increase in short-term lets between 2015-21, which highlighted the impact of short-term lets on the housing crisis and, in particular, the lack of availability of affordable housing in rural areas. Towards the end of the year, the government gave some promising indications that the short-term let market would undergo a more rigorous application process.

In between, we reported on the Local Green Space designation and called for the government to step up its support for Local Green Spaces and better promote the policy. The research also demonstrated how important green spaces are to local communities. Continuing our focus on green spaces, we then published research on the state of high-quality agricultural land in England, finding that almost 14,500 hectares of the country's best agricultural land had been permanently lost to development. Between 2010 and 2022, almost 300,000 homes were built on prime agricultural land – at a time when our annual 'state of brownfield' report revealed that space for 1.2 million homes on brownfield land was lying dormant.

The autumn saw the incoming prime minister, Rishi Sunak, re-instate the fracking moratorium after more than 80,000 people signed our petition for a re-think. But a particularly satisfying achievement was seeing the impact of a campaign won more than a decade ago, pioneered by CPRE Peak District and South Yorkshire, to put power lines underground in our iconic landscapes, as pylons tumbled in Dorset and the Peak District. A result that shows we can protect our beautiful countryside and have a resilient energy infrastructure.

Our hedgerow campaign built momentum throughout the year with a range of events, some in muddy fields, some in parliament; the latter giving us 82 MPs and Peers signing up to be Hedgerow Heroes supporting our call for the government to set a target to increase our hedgerow network by 40% by 2050. And in December, we launched our farmers survey on hedgerows – showing that 80% of farmers support CPRE's call for a hedgerow target.

Twelve of our local groups have now won funding to develop planting and restoration projects, as well as working with their communities to spread the word on the value of hedgerows. They and many others joined with us to celebrate National Hedgerow Week in October with nearly 50,000 people signing our hedgerow petition that was delivered to Defra.

New initiatives such as these helped bring in a wave of volunteers to CPRE alongside our trustees, planning stalwarts and litter pickers.

Internally we have also seen the creation of our Network Assembly this year to improve our communication and policy development with local groups. With our national network and a new CEO arriving in May – and, I hope, a new royal patron – we will be continuing to drive forward our vision of a thriving, beautiful countryside for everyone.

Simon Murray

Chair of the Board of Trustees

2. TRUSTEES' REPORT

The Trustees of CPRE present their annual report for the year ended 31 December 2022, together with the audited financial statements for that year. The financial statements comply with the Companies Act 2006, Financial Reporting Standard 102 (FRS102) and the Charities Statement of Recommended Practice ("SORP(FRS102)").

The Campaign to Protect Rural England uses the operating name: CPRE The countryside charity. The legal name remains unchanged.

a) Objects and activities

The Trustees have referred to the guidance from the Charity Commission on public benefit in producing this report, and when reviewing our aims and objectives and planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Our charitable objects are 'to promote and encourage for the benefit of the nation the improvement and protection of the English countryside and its towns and villages and the better development of the rural environment'.

b) Our vision and mission

At CPRE we want to see a beautiful, thriving countryside which is valued and enjoyed by all and which is enhanced and protected for this and future generations. It is vital for our wellbeing, it is the place for nature and it is a critical part of this nation's response to the climate emergency.

CPRE's vision is of 'a beautiful and thriving countryside that enriches all our lives'. Our mission to take us there is to 'promote, enhance and protect a thriving countryside'.

c) Our Strategy 2020-26

Our mission is delivered through the strategic plan which aims to broaden our appeal, increase our impact and renew our countrywide network. Four strategic aims will take us to our centenary in 2026:

1. Connect people and countryside

We'll promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes;

2. Promote rural life

With communities and partners, we'll develop and promote a sustainable vision for living in the countryside and bring together solutions for the rural economy, housing, farming, transport and the natural environment;

3. Empower communities

We'll empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action;

4. Grow our capacity

We'll bring together a larger and more diverse group of people who share our belief in countryside for all.

d) Activities and services provided

Our campaigning is evidence-based and reasoned, as well as passionate. We are experts in the planning system and landscape character, locally and nationally. We have a long track record of achievement, dating back over 90 years. We are independent of any interest group and defend the countryside in the public interest.

The three principal ways in which we achieve our objectives are:

1. Initiating and supporting activities that directly improve the countryside and rural communities.
2. Influencing national policies to maximise the benefit and minimise the damage to the countryside.
3. Supporting and developing our network of independent local CPREs and through them influencing local plans, supporting appropriate developments and preventing developments that would unnecessarily damage the countryside.

We provide an overview of our activities through this Annual Report- CPRE's Annual Review, Countryside Voices, our magazine for members; tailored communications for donors and high-value supporters; and regular Campaigns Update email bulletins. Our website www.cpre.org.uk and activity through all the main social media channels promotes the value of the countryside and our work to enhance and protect it, providing advice and access to comprehensive information on our aims, activities and services.

The 39 independent county CPREs run campaigns and provide local information via their websites, publications and events. They have a very small staff and rely in the main on increasing numbers of volunteers to help them enhance and protect their local countryside.

The work of national CPRE is organised into four main departments, each of which comprises a number of teams:

1. Campaigns and Policy: Land Use and Planning, and External Affairs.
2. Engagement and Income: Individual Giving, High Value Relationships, Brand and Engagement.
3. Volunteering and Partnerships: Volunteering Development, Network Support and Engagement.
4. Finance and Operational Effectiveness: Finance, Knowledge & Data, HR and IT.

The departments work very closely together and much of our work is carried out jointly by cross-team groups of staff also working with volunteers from across our network. Responsibility for delivering our strategic aims brings their work together and highlights from 2022 are reported accordingly below.

3. OUR ACHIEVEMENTS IN 2022

2022 was a year of change for CPRE as we drove forward the third year of our strategic plan. Overwhelmingly the public work of the charity - campaigning on and raising awareness of countryside issues and solutions and providing more support to those striving for better outcomes locally – reached new highs and exceeded targets. As you can see from the reports below, the sheer number, breadth and depth of our campaign and policy launches and activities, our lobbying and meetings with Government at all levels and the number and quality of media coverage of CPRE's work, was unprecedented in recent years.

As reported last year, we took the difficult decision to bring our costs in line with our income. In January we completed our move to a substantially reduced London office which helped to significantly reduce costs. In addition, working with Community, our recognised trade union, we took a number of steps to reduce staff costs including a pay freeze for the majority of staff, a pay cut for senior staff and a small increase for junior staff, as well as a number of staff reducing their hours. Unfortunately, despite these savings we still had to say farewell to a number of colleagues in order to reduce the staff costs.

Internally we also introduced a number of key recommendations from the external governance review undertaken in 2021, most notably the creation of a new Assembly to improve the co-ordination and co-creation of initiatives with our local CPRE's.

Fundraising including legacy income exceeded our expectations which together with tight cost control has enabled us to replenish our unrestricted reserves. CPRE is fortunate enough to have a stable income base provided by its strong and longstanding membership and by those who leave us a legacy, but we still have a way to go in diversifying the sources of our income, to reduce our reliance on these core income streams and reduce the risk of shortfalls in the long term. Supporting our members and collaborating across the CPRE movement and with partners and allies for nature and countryside to attract more support for all of our work, continues to be a priority for 2023.

a) Connect people and countryside

We kicked off the year with a great win for our ongoing planning campaign. After persistent calls for a rethink, ministers eventually acknowledged that local democracy must be at the heart of new planning changes. This was a seismic success for CPRE and was the result of consistent pressure both nationally and among CPRE local groups. Our belief remains that community engagement is key to the planning system. It provides the local knowledge needed to make sustainable, better-informed decisions in rural communities.

A little later in January, we unleashed groundbreaking research on short-term lets. Our research showed a 1000% increase in short-term lets between 2015-21. It laid bare the impact of short-term lets on the housing crisis, and in particular, the lack of availability of affordable housing and skyrocketing rents. Thanks to an unregulated short-term let market, rural housing has simply been disappearing. Meanwhile, over 170,000 families sit on social housing waiting lists. Towards the end of 2022, the government gave some promising indications that the short-term let market would undergo a more rigorous application process.

In February, we published an impactful analysis of Local Green Spaces in England – in particular, on Local Green Space designation. Our report found that 6,515 Local Green Spaces had achieved 'designation'. Local Green Space designation strengthens the protections for these cherished spaces (a bit like Green Belt status). We called for the government to step up its support for Local Green Spaces and more strongly promote the policy. The research also demonstrated how important green spaces are to local communities. They give people vital access to nature, support wildlife, and bolster defences against extreme weather.

At CPRE, we believe the climate emergency is the biggest threat to the countryside. Therefore, we keep climate and net zero issues at the forefront of our campaigning. In late March, we published research that indicated that the government hadn't mapped a clear route to net zero. While we were pleased to see that 85% of local councils had announced ambitious net zero targets, we highlighted that without integrating net zero into local plans, local councils are 'planning to fail'. For local authorities to achieve net zero, national planning policy needs to prioritise sustainable development, tackle car reliance, and the reduction of carbon emissions.

In spring, we published the results of our annual citizen science project, Star Count. More than 2,500 people counted the stars in the constellation of Orion, and we used that data to measure levels of light pollution across the country. The results suggested that severe light pollution is continuing to fall, which we believe is a result of 'lockdown legacy' as well as soaring energy prices. However, half of the participants still encountered severe light pollution. This has devastating impacts on wildlife and disrupts our sleep cycles.

Shortly after, our attention turned to the Green Belt (protected green space that surrounds villages, towns, and cities). We published research that revealed what the government spends on the restoration of nature and cultural heritage sites. The results were worrying. We found that, broadly, Green Belt land was getting a low share of government funding via the agri-environmental scheme (AES). Over several years up to 2020, just 7.25% of total AES funding went on Green Belt land. This is despite it being the countryside next door for 30

million people, and containing 11% of our total farmland. We argued that the government needs to step up funding to conserve these green spaces – vital for people and wildlife.

As we approached autumn, environmental charities nationally looked on in horror as a growth-obsessed government unleashed a swathe of damaging plans. The first was then-chancellor Kwasi Kwarteng's announcement of 'investment zones', an initiative we called 'deregulation on steroids'. Investment zones were pitched as a way for local councils to fast-track developments and bypass local democracy in the name of growth. It threatened the Habitats Directive as well as the government's own 30 by 30 commitment to nature restoration. We argued that this was simply a route to more poor-quality homes and the industrialisation of the countryside and green spaces.

Pressure from across the sector and the public forced the new government under Rishi Sunak to kick investment zones into the long grass. In a further win, we've now seen reports that the government is preparing to abandon hundreds of investment zone bids altogether.

Around the same time, former PM Liz Truss announced that she would lift the moratorium on fracking, a move we called a 'hideous mistake'. Fracking is a huge threat to our countryside and wildlife and accelerates climate change. Not only that but leaked emails from Jacob Rees-Mogg's office suggested that the government was seeking to bypass public scrutiny entirely and force fracking on rural communities. We responded swiftly, with a petition that quickly gained over 80,000 signatures. This collective campaigning piled on the pressure. Only a couple of months later, the fracking ban was reinstated by incoming prime minister Rishi Sunak.

We had a rousing pylon-related success towards the end of the year, as the result of a campaign that started a decade ago. In 2012 CPRE called for pylons to be placed underground due to their impact on landscapes and tranquillity. After years of deliberation, the work began on the downing of pylons in 2022. In October, the final pylon came down in a stretch in the Peak District National Park, and work started on undergrounding pylons in Dorset AONB.

We finished the year with a new report on brownfield (previously developed land). Our annual 'state of brownfield' report revealed that space for 1.2 million homes on brownfield land was lying dormant. With hundreds of thousands of vulnerable people and families on waiting lists for social housing, it beggars belief that such land prime for development remains unused.

b) Promote rural life

Continuing our focus on green spaces, in July we published groundbreaking new research on the state of high-quality agricultural land in England. We found that almost 14,500 hectares of the country's best agricultural land, capable of growing 250,000 tonnes of fruits and vegetables a year, had been permanently lost to development. Between 2010 and 2022, almost 300,000 homes were built on prime agricultural land. This is despite, at the time, there being space for 1.3 million homes on brownfield land. We also found that 60% of England's highest-quality farmland was at high risk of climate change – in particular – flooding. With this being a marked threat to our food security, we're pushing for a different approach to land use, that balances the competing demands for farming, housing, and energy needs.

In October, our ongoing hedgerow campaign reached a high point when we handed in a petition to Defra which had almost 50,000 signatures. Hedgerows are the unsung heroes of our countryside. Many are steeped in history, and they provide food and shelter for wildlife and absorb and store carbon. The petition called for the government to set a target of planting 40% more hedgerows by 2050. We also held an exhibition in the Houses of Parliament for policy makers to find out more about our hedgerow work. With 82 MPs and Peers now signed up as 'Hedgerow Heroes', we're better equipped than ever to regenerate hedgerows across the country.

In December, we published brand new research on farmers' attitudes toward hedgerows. Our survey, conducted by Farmers Weekly, involved more than 1,100 farmers who were asked about how they manage hedgerows on their land, and what they want to see from the government to keep them thriving. In all, 86% of farmers said hedgerows were important to them. However, 70% cited cost as the biggest barrier to planting and maintaining hedgerows. It was a clear call for the government to better support hedgerows, and commit to planting 40% more by 2050.

Just one month after this report was published, we were pleased to hear the government's announcement that farmers will receive increased payments for taking nature restoration actions. This includes hedgerow planting and creation under new Environment Land Management Schemes (ELMs).

Work also continues on a local level to restore our hedgerow network. Twelve local groups are doing their bit this winter, by planting and restoring hedgerows up and down the country. This has been made possible through corporate funding via the CPRE local planting project.

c) Empower communities

This year the focus has been on enabling local CPREs to expand their teams of volunteers and to ensure there are more training and informal learning opportunities, particularly for people new to their roles.

Network Support and Engagement

Thirty-four training sessions were provided to the countrywide network of, mostly County-based, CPREs ranging from a general induction to CPRE, to more specific courses on planning and how to use new social media tools effectively. There were 4 494 attendees at the training sessions (up 71 on 2021) and evaluation captured an average rating of 4.4 out of 5, indicating that attendees felt the sessions were well-organised and achieved their intended learning objectives.

The autumn online learning week was a particular highlight where sessions over four days covered a wide range of topics bringing people together to connect and learn from each other.

Regular communications continue between national and local CPREs through the weekly Network News e-bulletin. Network News is now sent to nearly 650 staff and volunteers with an average open rate of over 62%. This e-bulletin has improved the advanced notice local CPRE campaigners have about national initiatives e.g. report launches and widens the invite to more people for events, training, launches, consultations and opportunities to shape CPRE's work. It is also an excellent means for local CPREs to showcase their work and there is an open offer for them to contribute content.

This year development work started on a new network intranet to further improve the internal communications, network support and open up collaboration opportunities. As we end the year the site is built and testing has begun of the access routes for staff and volunteers across the network.

Volunteering Development

This year has been a year of consolidation of our work to make use of a new volunteering platform, Assemble and support local CPREs with their volunteer recruitment and engagement. As the year ends, there are a total of 1,326 registered volunteers fulfilling 1,429 different volunteer roles (some people have more than one role). There are now 26 local CPREs making use of Assemble to manage their volunteer information securely with many of them advertising for new volunteering roles.

The most popular new volunteering roles are those with direct links to countryside campaigning and protection. For example, there are over 150 litter pick volunteers in the counties coordinating activity. In Herefordshire nearly 500 people have signed up to a citizen science role to gather data on water quality in the River Wye, dramatically impacted by agricultural run-off. The Volunteering Development team run a bi-monthly online Induction to CPRE where new staff and volunteers can meet each other and talk with CPREs chair and

CEO as well as colleagues from the Campaigns and Policy team. This year over 110 people took this opportunity to help them settle into their new roles.

Volunteer Awards are a great way to recognise and thank volunteers for their contribution. This year eleven volunteers were recognised during Volunteers Weeks in June and nine awards coincided with Trustees Week in November. The award categories are CPRE's values, strategic themes, diversity, climate action and a special contribution and nominations are welcome from all local CPREs and national CPRE on an open basis.

The Volunteering Development team also put their time and energy into supporting the innovative Three Counties partnership with CPRE's Derbyshire and Nottinghamshire, whilst the team themselves act for CPRE in Lincolnshire (CPRE Lincolnshire closed in 2019). This year the team secured £45k of Hedgerow Heroes funding for four counties in the East Midlands and have project managed hedgerow planting and restoration activities on behalf of the local CPREs.

d) Grow our capacity

Broadening CPRE's appeal and increasing the amount and diversity of our membership and income continue to be major priorities as we build on the new purpose and brand through the strategy.

Engagement and Income

2022 has been a very positive year in terms of income for CPRE, largely driven by strength in Legacy income and that from our supporters and members. Overall our income was £1.7m higher than 2021.

Brand and Engagement

Our engagement and digital activity is central to reaching larger audiences and broadening our appeal:

- Star Count Campaign – over 2,500 counts were submitted online

Social media – overall growth was down on 2021 following reductions in expenditure and team capacity at the start of 2022. Nevertheless, October saw a peak in combined organic and social reach of 907,647 around the hedgerow campaign, comparable to 2021 levels. We also achieved 10.8% growth in the number of website visits in 2022 compared to 2021 and our 'time on page' average is nearly two minutes in 2022, a 20 second improvement on last year that suggests our content is engaging our users.

Membership and Income Generation

Legacy income was a major driver in our financial success in 2022, as it delivered £1.6m in excess of the prior year income. Following a difficult year for legacies in 2021, we believe we are seeing legacy income that had been delayed in probate due to the pandemic, now coming through.

Other income streams have held up along with this, and coupled with cost savings in the production of our fundraising work, has resulted in an improved surplus for 2022.

Our income from Individual supporters and members was strong across 2022 despite some challenges. People across the UK are affected by the cost-of-living crisis with many charities experiencing dips in their voluntary income and increased loss of supporter numbers. CPRE's income in this area however was solid, due to a strong year in Legacy income, coupled with that from cash donations and regular income from our members for which we are truly grateful.

The focus on our membership programme in 2023 is to address the decline in the volume of members. To retain more of our members, we are working to modernise our renewals process by automating it, as seen in other organisations and including moderate price increases to keep pace with the times and allow the charity to maintain our services to our members and the wider public.

Our appeals income started the year very strongly with our February emergency appeal, which delivered almost 3 times the target income. This proved vital in the year overall, as with increased media coverage about the war in Ukraine and cost of living crisis, our subsequent two appeals in June and October suffered as a result, despite our best efforts, including those to reduce our appeals production costs.

To counter act this, throughout the year, the teams worked quickly and efficiently to garner public support from our campaigning work, such as the lifting of the ban on fracking. This resonated strongly with the public and generated both additional supporters and voluntary donations.

High Value Relationships

2022 was another very successful year for our hedgerows work, where yet again we made national headlines with our argument that hedgerows are a beautiful way to store carbon, reduce flooding and provide havens for many species threatened by climate change. And thanks to £366,000 funding from corporate foundation ESG TOPS Foundation, we are in year 3 of our Hedgerow Heroes project led by five of our local groups working with landowners, engaging the public in the practical action required, planting and restoring over 10 miles of hedgerow and engaging over 600 volunteers, many schools and colleges.

Our strategy remains to diversify and increase other income sources to reduce the impact of fluctuations in various income streams but this can be a slow process and is highly influenced by changes in the economy.

Governance

The regular cycles of meetings continued, for the most part hybrid. The recommendations of the governance review were taken forward by the Building the Movement Steering Group. This group comprises of Trustees from National CPRE and representatives from local CPRE's. A key recommendation was to create a Network Assembly. This new structure was co-created with our network and was approved by CPRE's AGM in June 2022. It met two times in 2022 and established working groups to consider other recommendations from the governance review, most notably around the process for recruiting new Trustees and looking at the allocation of membership income and cost between National CPRE and the local CPRE's.

Work has continued on diversity and inclusion that followed a diversity audit in 2019. The cross-departmental diversity working group has continued to meet bi-monthly. We continued with the second year of our Green Shoots Scheme. CPRE's Green Shoots scheme was created to increase diversity within CPRE by providing access to career opportunities. It is specifically aimed at people who are usually disadvantaged due to their age, background, or level of education or experience in today's society. We have also joined with other environmental charities in contributing the RACE report which is deepening our understanding of diversity issues. Priorities for 2023 are to improve reporting on diversity for staff and volunteers and set targets for recruiting staff and volunteers from backgrounds under-represented by CPRE (identified in our leadership statement). We will refine our approach to the diversity working group to keep delivering learning and act as a forum for diversity issues to be discussed.

IT Upgrade

The development of the new CRM system has continued. The anticipated launch of the initial system is now expected to be May 2023. This will be the final key system to be upgraded after several years of investment by CPRE. This will allow better access to data by local CPRE's and for members and supporters to better manage their own data.

Our Staff

2022 has again been a challenging year for our staff. The cost reduction exercise in the first quarter of 2022 meant that we had to say goodbye to some much valued colleagues. As part of the rebuilding process we undertook a review of the lessons to be learned which was agreed by the board and shared with the staff team. Surveys and meetings have continued with staff during the year. We have trained mental health first aiders to spot and support staff who were struggling. We have reviewed our on-line health provider to improve the support to staff. In addition, we organised a walk for all staff to reconnect with each other and to enjoy the benefits of the local countryside. The London office moved in January 2022 to a smaller building which we configured to better support hybrid working

d) Strategic Performance Results 2022

A new set of strategic performance measures was put in place in January 2022. These measures, summarised below, give a top-level view of progress on the most important measures of progress against the plan. They need to be taken together with the qualitative reports above to see a full picture of what's going well and where challenges remain.

These indicators are used through the year by the Board of Trustees to keep abreast of progress and provide early warning of any areas which need attention.

KPI no.	Strategic aim/objective	Measure	2021 Result	2022 Target	2022 Result	RAG
1a	Grow our capacity Increase and diversify income and support	Total fundraising income all sources	£3.24m	£3.9m	£5m	
b		Return on Fundraising Investment	2.8:1	ROI 4.1	ROI 11.5	
c		Fundraising Income from any stream at least 10% and/or no more of 50% of total	36% legacy 64% other fundraising	38% legacies 62% other fundraising	55% Legacies 45% other fundraising	
2		Numbers and diversity of supporters all sources, of which 12% financial supporters	240,559 46,424 financial	350,000 56,000 financial	246,680 46,644 financial	
3	Connect people and countryside	Policy & practice changes that improve the planning system by delivering more sustainable	High level joint meeting with new SoS for Levelling Up, Housing and Communities Michael Gove on the planning system and environment, along with other large environmental	No. locally valued landscapes & green spaces enhanced & protected;	Consultation on the National Planning Policy Framework (NPPF) proposed a number of changes reflecting years of CPRE campaigning, including stronger protection for Green Belts, increased priority for	

		development in public interest	organisations), where we pushed our call for a brownfield first policy. Successful Brownfield Report launch event, attended by the Housing Minister Chris Pincher MP and almost 100 members, sector reps, journalists, civil servants and MPs. A DLUHC spokesperson welcomed the report and said brownfield was central to government policy now- a change of heart that is a direct result of sustained CPRE lobbying over a no. of years.	No. developments proposed on suitable brownfield sites; No. planning decisions taken in line with Green Belt protection.	brownfield, and reduced scope for developers to build on greenfield sites through planning appeals. Levelling Up and Regeneration Bill included provision for a register of AirBnBs, a necessary first step to tighter planning controls. We published a further State of brownfield report showing that local authorities are continuing to identify increased areas of suitable brownfield land for housing in line with our 2014 campaign, thereby saving greenfields	
4	Promote Rural Life	policy and practice change successes that ensure a more sustainable rural economy in which communities can thrive	Successful launch of our first young people in rural communities survey report (to become annual). It generated two articles in The Telegraph, and another in The Yorkshire Post and Farming Today also covered the findings. Our collaboration with young people as spokespeople worked particularly well, and it was very received by rural sector stakeholders and Defra would like to work more closely with us in the future in this area. An 11-strong delegation of CPRE staff and volunteers attended COP26 to add our voice to the threat that climate change poses to our countryside. They attended many fringe events, met MPs and were interviewed on BBC Breakfast about nature-based solutions to the climate emergency, and plugged our hedgerow campaign.	Increase in provision of rural affordable housing; No. sustainable models of farming & environmental land management adopted; No. measures that help countryside mitigate & adapt to climate emergency	Parliamentary launch of farmers survey on hedgerows, which had 1,100 responses and showed that 80% of farmers support CPRE's call for a hedgerow target. The Farming Minister and Labour Shadow spokesperson in the Lords spoke at the launch, which was attended by 150 stakeholders. Pushing back hard on the government's attack on nature, including watering down of ELMs. Two double Sunday front pages on same day in October in Observer and Sunday Times with quotes from CPRE. Clear sense that government moved on this when Coffey took over with ELMs largely back on track	
5	Empower communities	Number of registered volunteers	1255 active volunteers at end of Q4. 849 new starters in year.	1,450 regular volunteers. 70% of groups by end 2022	1,429 up 174 on Q4 2021. This is a combination of onboarding and new	

			24 groups (58%) actively using Assemble. Three more onboarding .data in Jan 2022.	volunteers. In any year there are volunteers who step down. 21 new volunteer applications were cleared in December 2022, including a volunteer coordinator in Derbyshire, 2 Hampshire litter pickers, 5 citizen scientists in Herefordshire and 8 litter pickers in Somerset. We end the year with 63 different role profiles in Assemble and 83 staff admin users. By role family: 62 Communicators 241 General (incs litter pickers) 271 Governance 788 Specialist (incs citizen scientists and planning vols)	
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Table 1: Progress against 2021 Strategic Performance Measures

4. FINANCIAL REVIEW

The financial results of the charity's activities for the year to 31 December 2022 are set out in the Statement of Financial Activities and supporting notes.

Income and Fundraising Performance

This year total income increased compared to 2021 by £1.7m – mainly due to an increase in legacies. We believe this was due to delays with probate due to the pandemic in the previous year. Membership, (net of the local share) and Committed Giving income was maintained at £1m and we are thankful for those loyal supporters. Funding from charitable trusts and companies was up compared with the previous year particularly due to funding for our Hedgerow work.

We would like to thank our many supporters who helped optimise the value of their donations by completing Gift Aid forms. We reclaimed £347k in Gift Aid in 2022 (2021: £349k).

Expenditure

Total expenditure in 2022 was £4.2m (2021: £5.8m) of which £3.5m was spent on charitable activities (2021: £4.4m), this included continued support to the network, our successful campaigning work as well as supplying members with information.

Financial Policy

The Board recognises the need to keep unrestricted reserves at a level appropriate to the needs of the organisation. The Board reviewed its reserves policy in December 2022 maintaining the target range in line with the policy below and to set the context for the 2023 budget. CPRE's reserves policy is:

'The Board adopts a risk-based approach to reserves. Its policy is to hold unrestricted free reserves, in a range of £1.7m – £3.5m. This reflects the Trustees' current appraisal of working capital requirements, the risks in CPRE's sources of income, an allowance for unplanned expenditure, and a degree of funding for key investments during the next planning cycle'.

For the purpose of its policy, CPRE has defined its reserves as its unrestricted free reserves, which constitute total reserves less restricted, and endowment reserves and fixed assets. We have ignored our fixed assets, as they are illiquid.

Therefore, our policy focuses on our unrestricted free reserves. These were £3.1m at the year-end (£2m in 2021) and represent a strong base to provide resilience against the financial risks faced by the organisation. Further information on CPRE's funds is contained in note 15 to the accounts.

Table: Unrestricted Free Reserves

	2022
	£'000
Total Reserves	4,466
Less: Restricted Reserves	(358)
Less: Endowments Reserves	(134)
Less: Designated Reserves	(891)
Unrestricted Free Reserves	3,083

The year-end total of £3.1m is within our target range of £1.7m to £3.5m.

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

Investment Policy and Performance

During 2022 all CPRE's investments were managed by CCLA.

For the year to 31 December 2022 the total portfolio has increased by 5% (2021: reduced by 70%) as we added a net £50k (2021: withdrew £1.5m). Investment loss made on investment in 2022 amounted to £15k (2021: £45k gain).

The main fund remains with the CCLA Charity Ethical Investment Fund.

CPRE's prime ethical consideration is to identify any obvious conflicts of interest between its objectives and the objectives/activities of any company whose shares may be acquired directly for the purpose of investment. We had no direct investment in company shares at 31 December 2022.

Fundraising Approach

CPRE undertakes fundraising activity to its supporters via direct mail, telephone and email in line with the Fundraising Code of Practice set by the Fundraising Regulator. Our fundraising promise, which is available on our website to reassure supporters of our approach, is

'When you support us by becoming a member, campaigner or donor you can be sure of the following:

- We will never sell your contact details to anyone outside of CPRE
- We will only contact you if you have expressed an interest in our work
- If we phone you, we will always check you are happy to take the call
- If you ask us to change how we communicate with you, or stop, we will respect that
- We try hard to ensure no one ever feels pressurised to support our work
- We are registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice
- All our activities are open, fair, honest and legal.'

CPRE is registered with the Fundraising Regulator and adheres to the standards of the Fundraising Code of Practice. Fifteen complaints about fundraising activity was received by CPRE national office in 2022 and they were promptly resolved without the need for escalation to the regulator.

Risk Management

The Board recognises its responsibilities in terms of managing risk and has systems in place to ensure that the risks faced by the charity are identified, assessed, managed and monitored.

The Senior Leadership Team and all staff assess risks as part of all significant project management. The Board review current material risks at each Board meeting during the year and a thorough review of potential risks annually. This was undertaken in December 2022.

The main categories of risk are:

- Governance
- Reputation
- Financial
- Regulatory
- External

The Board considers the gross risk before taking into account internal and external controls and the residual net risk after these internal and external controls are applied. The major net risks relate to external factors beyond CPRE's control; the most significant are considered to be:

TRUSTEES' REPORT

- A downturn in the economy leading to a decrease in income and a reduced ability to diversify our income
- Inflation risk to costs, particularly wage inflation

The most significant internal risks **prior** to our internal controls are considered to be:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy
- Failure of effective strategic leadership
- Staff retention
- Health of local CPRE's and their impact on National CPRE

Our internal controls are intended to manage rather than eliminate risks and to give reasonable rather than absolute assurances.

There are only two significant residual internal net risks, all of which are assessed as acceptable:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy

The system of internal control includes:

- A multi-year strategic plan
- An annual operational plan and budget, with actual performance being monitored regularly
- A range of policies (e.g. financial reserves policy) and procedures
- A Network Assembly for developing policies for working together with CPRE regions and branches
- A regular risk assessment programme
- A staff structure and scheme of delegation that aids continuity of our work

The scheme of delegation sets out the delegated authority of the FAOE Committee, the Policy Committee, the Nominations Committee and the principal officers. The day-to-day management is delegated to the Chief Executive, the principal officers and other CPRE staff.

5. FUTURE PLANS

Our strategic aims 2020-26 as set out in section 2 (c) on page 2 demonstrate what we are going to do at national CPRE in the remaining three years to move us towards our vision of a beautiful and thriving countryside that enriches all our lives. The strategic aims set our priorities and where we are going to allocate our resources during this period. All our plans and projects contribute towards the achievement of these aims.

In practice our strategy means developing new projects with partners from the CPRE network and externally, to develop, set out and promote solutions through research, policy, campaign and practical work. It means new programmes for volunteering, membership and supporter engagement and capacity-building for our network and their communities. It means presenting to the public and policymakers a vision of positive, sustainable progress for our countryside which can hold its own against the imperatives of growth.

2023 Priorities

Our operational plan and budget, which sets out the details of what we're going to do and how we will utilise our resources, have been agreed by the Board and follow three operational priorities for the year:

- Deliver successful integrated 'hero' campaigns that attract and engage new supporters – specifically on planning reforms and renewable energy
- Grow membership driven income and supporting High Value Income generation – including maximising income through upgrades, renewals and a tiered membership programme
- Increase capacity through volunteering and network engagement – including increased volunteer engagement with our 'hero' campaigns and membership retention and acquisition

Progress against the operational plan will be measured by management and project teams and strategic performance measures reviewed by the Board every quarter. The budget with which we will deliver the plan has been agreed by the Board and is in line with our financial strategy and reserves policy. Progress against the budget is monitored alongside the performance measures by the senior leadership team and the Board advised by the Finance and Operational Effectiveness sub-committee as described below.

Priorities and plans for 2024 will be set in the light of progress and according to a mid term review of the strategy in the autumn of 2023.

6. STRUCTURE, GOVERNANCE AND MANAGEMENT

Legal and Administrative Details

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). It was founded in 1926. It is registered in England and its registered office is 15-21 Provost Street, London, N1 7NH. It is governed by its Memorandum and Articles of Association adopted on 4 October 2001, which were most recently amended on 23 April 2021.

The members of the Trustee Board are Trustees under charity law and Directors under company law. They are also known as Board Members.

CPRE has a wholly owned trading subsidiary, CPRE Enterprises Limited (Company No 4287611) which has been dormant throughout the year.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP FRS102 – 2nd Edition, effective 1 January 2019) and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

Structure

National CPRE comprises the national office in London and eight regional groups.

The regional groups were originally set up to influence regional plans but their role has evolved into one of engaging with sub-regional planning bodies and supporting collaboration across the network. The National CPRE regional groups' financial results are incorporated into the main charity financial statements at the end of each year. All regional work in London is carried out by CPRE London, and is accounted for within CPRE London.

The CPRE network operates as a network of 42 branches which subdivide into over 100 active district groups. There are 39 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right, with their own boards of trustees, their results do not form part of these financial statements. Three branches, Lincolnshire, Durham and Northumberland, are part of the main charity and their finances are incorporated into the charity financial statements at the end of each year.

While 39 of the branches are separately registered charities, with their own governing documents and boards of trustees, most use the name and branding of CPRE. All deliver broadly similar objectives and receive a share of the membership subscriptions from CPRE's members. The Chairs of our branches hold over 70% of the voting rights at our Annual General Meeting.

The Board believes that the structure of the organisation is a huge strength that gives CPRE both a national presence and a strong and effective grassroots involvement.

General Council

The General Council comprises the voting members of CPRE. The voting members comprise: one person from each branch, one from each county association, one person from each region, Board members and The President.

The Board

The Board is made up of at least three and not more than ten Trustees including the Chair, the Chair of Policy Committee and the Treasurer. It is composed of up to eight Elected Board Members (including the posts listed above) and up to two Selected Board Members. All Elected Board Members serve a three-year term of office but may be eligible for re-election for a further three-year term. All Selected Board Members hold office until the next AGM but may be eligible for co-option for a further year at the discretion of the Board, subject to a maximum term of six years. During the year three Board Members, Robin Thompson, Richard Simmons and Douglas Chalmers stepped down and will be replaced at the next AGM.

The Charity maintains third party indemnity insurance for the Trustees.

Recruitment of Trustees

Trustees are recruited in accordance with our Articles of Association and the process is undertaken by the Nominations Committee who make recommendations to the Board. All Trustee roles are advertised within the CPRE Network and externally. They are advertised on the basis of seeking to fill skills gaps and to improve the overall diversity on the Board.

All members of the Board have role descriptions and take part in induction programmes, training and development as appropriate.

As part of the governance review a sub group has been established to review the process for recruiting Trustees. This is due to report in early 2023.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the provisions of the charitable company's constitution. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The following statements have been affirmed by each of the Trustees of the charitable company:

- so far as each Trustee is aware, there is no relevant audit information, (that is, information needed by the company's auditors in connection with preparing their report), of which the company's auditors are unaware; and
- each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Sub-Committees

The Board has three sub-committees: the Policy Committee, Finance, Audit and Operational Effectiveness Committee and the Nominations Committee. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The purpose of the Policy Committee is to provide a body of expertise to advise the Board and assist staff and Trustees of CPRE in all aspects of its external policy.

The purpose of the Nominations Committee is to select suitable candidates to be nominated for the Board. It is chaired by a member of CPRE's General Council.

The purpose of the Finance, Audit and Operational Effectiveness Committee is to ensure CPRE has sufficient and appropriate financial and other resources available for delivery of its operational plan and budgets. It ensures that CPRE operates within the requirements of its constitution, relevant legislation and best practice. It also acts as a Remuneration Committee reviewing reward policies, cost of living wage awards and the remuneration levels of senior staff.

Reference and Administrative Details

Management

The Board delegates responsibility for the day-to-day management of CPRE to its Chief Executive. He is aided by the Senior Leadership Team and other senior colleagues.

The present office holders and any past office holders who served during the year, and to the date of signing this Report, are listed below.

Office Holders

Patron

Her Majesty The Queen	Until September 2022
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President

Emma Bridgewater	Retired June 2022
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Vice Presidents

Sir Andrew Motion	Retired June 2022
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Christine Drury	Retired June 2022
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Fiona Reynolds	
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Ali Miraj	
-----------	--

The Board (Trustees/Directors)

Simon Murray	Chair
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Professor Patricia Broadfoot CBE	General Board Member (Vice Chair from June 2022)
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Martin Tyler FCCA	Treasurer
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Robin Thompson CBE DL	General Board Member (Vice Chair) (retired June 2022)
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Andy Topley	Selected Board Member
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TRUSTEES' REPORT

Dr Richard Simmons	Chair of Policy Committee (retired June 2022)
Will Rivers	General Board Member
James Lindsay	General Board Member
Reema Khan	General Board Member
Safia Minney MBE	General Board Member
Douglas Chalmers	General Board Member (from June 2022, resigned September 2022)

Sub-Committees of the Board:

Policy Committee

Dr Richard Simmons	Chair (retired June 2022)
Sabine Mosner	(retired May 2021)
Kaley Hart	
Catherine Le Grice-Mack	
Simon Murray	Trustee
Andy Topley	Interim Chair, Trustee
Will Rivers	Trustee (retired December 2021)
Rowena Swallow	(from September 2022)
Madeleine Barr	(from September 2022)

Finance, Audit and Operational Effectiveness Committee

Martin Tyler FCCA	Chair
Robin Thompson CBE	Trustee
Patrick Cooper	Co-optee (Resigned March 2023)
Reema Khan	Trustee
John Ydlibi FCA	Co-optee

Nominations Committee

Simon Murray	Trustee
Andy Topley	Trustee
John Lambert	Chair
Martin Crookston	Branch Nominated Member
Debra McConnell	Branch Nominated Member

Principal Officers

Crispin Truman OBE	Chief Executive (Resigned September 2022)
Tom Fyans	Director of Campaigns & Policy, Interim CEO
Elvira Meucci-Lyons	Director of Engagement & Income (Resigned August 2022)

Marcella McGing	Interim Director of Engagement & Income (Appointed August 2022)
Mark Cornish FCA	Director of Finance & Operational Effectiveness and Company Secretary
Dr Crewenna Dymond	Director of Volunteering and Partnerships

Professional Advisers:

A list of CPRE's main professional advisers appears on page 47.

Health and Safety

The Board considers managing health and safety and wellbeing of our staff, volunteers, suppliers and visitors a key priority.

The Board is ultimately responsible for compliance with health and safety legislation. The day-to-day responsibility is delegated to the Chief Executive and Director of Finance & Operational Effectiveness, who are responsible for compliance, relevant policy development and performance. Health and Safety is a line-management responsibility throughout CPRE.

During the course of the year there were no significant accidents or incidents involving members of staff, volunteers, contractors or visitors to our office.

Employees and Volunteers

Our staff and volunteers continue to build CPRE's long-established reputation for professionalism, expertise and quality. They are the reason for our many lobbying and campaigning successes.

CPRE's volunteers are also highly valued and the Board is grateful for the huge amount of work they do. The work of volunteers in the branches and regional groups is supported by advice and other support from National Office, including inductions, training seminars and our events programme.

We support equal opportunities, and recruit and promote employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

Reward Policy

The pay of the principal officers - see page 19 - is determined by the Board of Trustees. Salaries are benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. The same benefits, including pensions, and terms and conditions apply to the principal officers as all other staff.

All other staff salaries have also been benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. It is expected that the majority of staff will be paid at the median for their role, however there is flexibility of +/- 15% around the median.

All staff salaries will be benchmarked again on a triennial basis. However, this was delayed in 2022 due to the cost reduction exercise. During the interim period the Board may approve an annual pay increase subject to an overall affordability criterion.

The Board includes Trustees appointed by our volunteer branch chairs and Trustees with significant pay expertise and knowledge, especially of the charity sector.

All nationally-employed staff are paid at least the London Living Wage.

7. AUDITOR

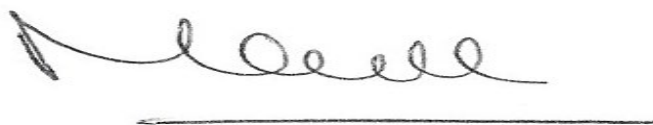
Haysmacintyre LLP were re-appointed as auditors.

TRUSTEES' REPORT

Approved by the Trustees on 23 March 2023 and signed on their behalf by:



Simon Murray
Chair



Martin Tyler FCCA
Treasurer

8. INDEPENDENT AUDITOR'S REPORT

to the members of Campaign to Protect Rural England

Opinion

We have audited the financial statements of Campaign to Protect Rural England for the year ended 31 December 2022 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2022 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Report and the Chair's statement. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 17, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the use of restricted funds in accordance with trust law, compliance with fundraising regulations and compliance with employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the recognition of income from legacies and donations. Audit procedures performed by the engagement team included:

- Inspecting minutes of Trustees' meetings
- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- Challenging assumptions and judgements made by management in the measurement of revenue from legacies.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)

For and on behalf of Haysmacintyre LLP, Statutory Auditors

27 March 2023

10 Queen Street Place

London EC4R 1AG

9. STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2022

	Note	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Fund £'000	2022 Total £'000	2021 Total £'000
Income from						
Donations and legacies	2 & 3	4,435	596	-	5,031	3,241
Other trading activities	4	6	-	-	6	41
Investments	5	10	4	-	14	29
Total		4,451	600	-	5,051	3,311
Expenditure on						
Raising funds	6	662	-	-	662	1,343
Charitable activities	7	3,006	534	-	3,540	4,421
Total	7	3,668	534	-	4,202	5,764
Net gains on investments	11	4	-	(19)	(15)	46
Net income /(expenditure)		787	66	(19)	834	(2,407)
Reconciliation of funds:						
Total funds brought forward		3,187	292	153	3,632	6,039
Total funds carried forward		3,974	358	134	4,466	3,632

All of the charity's activities are continuing.

There are no gains and losses other than those shown above.

The notes on pages 29 to 46 form part of these financial statements.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

(A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973)

10. BALANCE SHEET

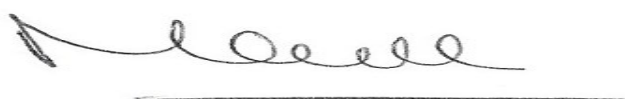
AS AT 31 DECEMBER 2022

	Notes	£'000	£'000
FIXED ASSETS			
Tangible assets	10	323	241
Investments	11	663	628
Total fixed assets		986	869
CURRENT ASSETS			
Debtors	13	1,449	1,189
Regional bank balances		254	248
Cash at bank and in hand		2,280	2,053
Total current assets		3,983	3,490
Liabilities:			
Creditors: Amounts falling due within one year	14	(451)	(727)
Net current assets		3,532	2,763
Total assets less current liabilities		4,518	3,632
Creditors: Amounts falling due after one year	14	(52)	-
Total net assets		4,466	3,632
The funds of the charity:			
Unrestricted funds	15	3,974	3,187
Restricted funds	16	358	292
Endowment fund	17	134	153
Total charity funds		4,466	3,632

The financial statements were approved and authorised for issue by the Board and were signed on its behalf on 23 March 2023.



Simon Murray
Chair



Martin Tyler FCCA
Treasurer

The notes on pages 29 to 46 form part of these financial statements.

11. STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2022

Cash flows from operating activities:	2022	2021
	£'000	£'000
Net cash outflow from operating activities (see Table 1)	377	(1,938)
Cash flows from investing activities		
Dividends, interest and rents from investments	4	19
Bank and other interest received	10	10
Purchase of property, plant and equipment	(112)	(80)
(Purchase) of investments	(250)	-
Sale of investments	200	1,500
Net cash inflow from investing activities	(148)	1,449
Increase / (Decrease) in Cash	229	(489)
Change in cash and cash equivalents in the year	229	(489)
Cash and cash equivalents at 1 January 2022 (see Table 2)	2,051	2,540
Cash and cash equivalents at 31 December 2022 (see Table 2)	2,280	2,051
	2022	2021
	£'000	£'000
Table 1: Reconciliation of net income to net cash flow from operating activities		
Net income/ (expenditure) for the year	834	(2,407)
Adjustments for:		
Depreciation charges	30	88
Loss /(Gains) on investments	15	(46)
Dividends, interest and rents from investments	(14)	(29)
(Increase) / Decrease in debtors	(259)	298
(Decrease) /Increase in regional cash balances	(6)	2

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

(Decrease) / Increase in creditors	(223)	156
Net cash provided by operating activities	377	(1,938)

Table 2: Analysis of cash and cash equivalents

	2022	2021
	£'000	£'000
Cash in hand	2,280	2,051
Notice deposits (6 months)	-	-
Total cash and cash equivalents	2,280	2,051

The Charity has no debt, therefore the movements in net debt are all shown in the main cashflow statement.

The notes on pages 29 to 46 form part of these financial statements.

12. NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2022

1. PRINCIPAL ACCOUNTING POLICIES

a) Charity Information

The Campaign To Protect Rural England is a company limited by guarantee (No 4302973) and a registered charity (No 1089685) in England & Wales. The registered office is 15-21 Provost Street, London, N1 7NH

b) Basis of Accounting and Statement of Compliance

The financial statements have been prepared under the historical cost convention, with the exception of fixed asset investments, which are included at their market value at the balance sheet date. The financial statements have been prepared in accordance with the Statement of Recommended Practice for Charities (SORP 2015) (Second Edition, effective 1 January 2019), the Companies Act 2006 and applicable accounting standards (FRS102).

The Trustees in developing the corporate strategy have also developed a multi-year financial model to underpin the corporate strategy. Whilst within the strategy there are risks associated with achieving the fundraising income, there are no material uncertainties related to events or conditions which would cast doubt on the charity's ability to continue as a going concern.

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was dormant in the year and the net assets were not material to CPRE in the year.

The principal accounting policies and estimation techniques are as follows:

c) Local CPREs

Our partners in the CPRE network, the local CPRE organisations, receive a share of the membership subscription paid in respect of members assigned to them, which includes tax recovered from gift aid. The majority are autonomous, separately registered charities and produce their own financial statements, which are not consolidated. Three are part of national CPRE (Lincolnshire, County Durham and Northumberland). These accounts have been included within these financial statements.

d) Regional Groups

CPRE is responsible for the activities of eight regional groups. The income and expenditure of these groups have been included within these financial statements.

e) Income

Voluntary income and membership subscriptions are recorded when received at the national office.

Legacies are recognised when the conditions of entitlement, probability and measurement are met. Each bequest is recognised once a reasonable estimate of its value can be made and providing there is no evidence of any significant contentious claims against the deceased's estate. Where CPRE is left part of the residue of an estate, the deceased's Will, initial statements of assets and liabilities and draft estate accounts are used to calculate the estimated value of the bequest. This estimate is only recognised as income once the executors have proved the Will (i.e. obtained probate). Probate values will normally be used to estimate value.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

Grants receivable and merchandise income are accounted for on an accruals basis.

Donated services are included at the rate that would have been charged if the charity had been invoiced for them. An equivalent amount is included in expenditure.

f) Fixed Assets

Items over £1,000 are capitalised. Fixed assets are stated at cost less accumulated depreciation.

Depreciation of fixed assets is provided at rates calculated to write off the cost of fixed assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

Leasehold improvements	10% straight line
Furniture and equipment	25% or 33 1/3% straight line
Computer equipment	33 1/3% straight line
Database	10% straight line
Assets in the course of construction	0%

g) Fixed Asset Investments

Fixed asset investments are stated at market value. Investment income is included in the Statement of Financial Activities on a receivable basis. Realised and unrealised gains and losses on investment assets are shown in the Statement of Financial Activities. Realised gains are based on disposal proceeds compared with either opening market value or cost if acquired during the year.

h) Operating Leases

Operating lease rentals are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

i) Fund Accounting

Restricted funds are those the use of which is restricted by the conditions imposed by the donors.

Endowment funds are those where the income can be spent but the capital element retained. General funds are those which are available for the general advancement of CPRE's objectives.

j) Allocation of Costs

Overheads and support costs have been allocated to the cost headings in the Statement of Financial Activities as follows:

An estimate of staff time spent on each activity during the year, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on each activity. These staff cost figures have been used to calculate a percentage figure, which has been used to apportion the total overhead and support costs.

Support costs include the costs of Human Resources and IT, Finance and Governance. Overhead costs include rent, depreciation and office costs.

Expenditure is recognised on an accruals basis when a liability is incurred.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

k) Raising Funds

The cost of raising funds includes the production and postage costs of appeals and raffles, the marketing and promotional costs of all our fundraising programmes, the costs of members and supporter recruitment and the administrative cost of processing donations.

l) Charitable Activities

Charitable activity costs include all expenditure incurred in direct pursuit of CPRE's charitable objectives.

These include all policy work, development of the branches and regional groups and the production of policy information about its work.

It also includes Membership and Supporter services including the materials, administrative and processing costs for member and supporter services.

m) Taxation

VAT

Irrecoverable VAT is included under the relevant expense headings. In 2022 this amounted to £216k (2021: £179k).

Corporation Tax

CPRE is a registered charity and can claim exemption from Corporation Tax on income and gains, which are applied for charitable purposes under the Corporation Taxes Act 2010.

n) Pension Schemes

CPRE operates defined contribution pension schemes for all qualifying employees. The assets of the schemes are held in separate funds administered by independent providers.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

2. INCOME FROM DONATIONS AND LEGACIES

	Total 2022 £'000	Total 2021 £'000
Unrestricted Funds		
Membership subscriptions	1,361	1,414
Less: Branch share of subscriptions (note 1c)	(564)	(594)
	797	820
Legacies	2,733	1,150
Appeals	365	388
Charitable Trusts and Companies (note 3)	148	106
Committed giving	216	212
Major personal donations	44	61
General donations	126	63
Give as You Earn donations	4	5
Branch Income	1	-
Regional Income	1	19
Total Unrestricted Funds	4,435	2,824
Restricted Funds		
Charitable Trusts and Companies (note 3)	574	399
Charitable Activities	22	-
Branch Income	-	14
Major personal donations	-	4
Total Restricted Funds	596	417
Total income from Donations & Legacies	5,031	3,241

At 31 December 2022, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £49k (2021: £124k). None of these bequests has a remaining life interest.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

3. GENERAL, CORPORATE AND TRUST DONATIONS

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2022 £'000
European Climate Foundation	-	112	112
Constance Travis Charitable Trust	50	-	50
ESG TOPS Foundation	-	366	366
The John Ellerman Foundation	-	30	30
Foundation for Integrated transport	-	18	18
The Underwood Trust	25	-	25
Seven Helpers	10	-	10
Dagleish Trust	10	-	10
Donations less than £10,000	53	48	101
	148	574	722

Comparative 2021	Unrestricted Funds £'000	Restricted Funds £'000	Total 2021 £'000
George Cadbury Fund Ltd	10	-	10
Constance Travis Charitable Trust	50	-	50
ESG TOPS Foundation	-	273	273
The National Lottery Heritage Fund	-	72	72
The Underwood Trust	-	25	25
Historic England	-	10	10
Donations less than £10,000	46	19	65
	106	399	505

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

4. OTHER TRADING ACTIVITIES

	2022	2021
	£'000	£'000
Rental income	1	29
Other income	1	5
CPRE publications	4	7
	<u>6</u>	<u>41</u>

5. INVESTMENTS

	2022	2021
	£'000	£'000
UK listed securities	4	19
Bank interest	10	10
	<u>14</u>	<u>29</u>

6. RAISING FUNDS

	2022	2021
	Total	Total
	Funds	Funds
	£'000	£'000
Fundraising costs:		
Direct costs	68	463
Employment costs	404	540
Support costs	190	340
Total	<u>662</u>	<u>1,343</u>

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

7. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Support Costs	Direct Costs	2022 Total
	£'000	£'000	£'000	£'000
Charitable activities				
Campaigns and policy to enhance and protect the countryside	635	235	372	1,242
Support to branches and volunteers	442	135	92	669
Develop our capability	520	148	353	1,021
Information Provision to members	352	100	156	608
Total Charitable activities	1,949	618	973	3,540
Raising funds	404	190	68	662
	2,353	808	1,041	4,202

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	120	53	35	27	235
Support to branches and volunteers	69	31	20	15	135
Develop our capability	75	34	22	17	148
Supporter services	51	23	15	11	100
2022 Total charitable support costs	315	141	92	70	618

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

Comparative 2021	Direct Employment Costs	Grant Funding Activities	Support Costs	Direct Costs	2021 Total
	£'000	£'000	£'000	£'000	£'000
Charitable activities					
Campaigns and policy to enhance and protect the countryside	691	-	304	434	1,429
Support to branches and volunteers	508	8	238	160	914
Develop our capability	636	-	306	446	1,388
Information Provision to members	322	-	162	206	690
Total Charitable activities	2,157	8	1,010	1,246	4,421
Raising funds	540	-	340	463	1,343
	2,697	8	1,350	1,709	5,764

Analysis of support costs

by charitable activity	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	202	44	34	24	304
Support to branches and volunteers	158	34	27	19	238
Develop our capability	203	44	34	25	306
Supporter services	108	24	18	12	162
2021 Total charitable support costs	671	146	113	80	1,010

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

8. EMPLOYEE INFORMATION

The average monthly headcount was 50 (2021: 61). The average number of employees, on a full-time equivalent basis was as follows:

	2022	2021
	No	No
Full time	35	54
Part time (FTE)	11	5
	46	59

Employee costs were as follows:	£'000	£'000
Salaries	2,164	2,546
Redundancy/ Termination costs	94	-
National Insurance	216	249
Pension contributions	126	158
	2,600	2,953

CPRE operates a Group Personal Pension Plan that all members of staff are eligible to join after the completion of their probationary service period. CPRE contributes 7% of eligible employees' salaries to their pension plans. 44 members of staff (2021: 59) were members of the Group Personal Pension Plan at the end of the year. All of the higher paid employees were members of the Group Personal Pension Plan. Contributions into the Plan for these employees were £24k (2021: £27k). The total value of employee benefits received by key management personnel, (our principal officers (see page 19) was £437k (2021: £415k).

Employees paid £60,000 or more:

	2022	2021
£130,000 - £139,999	1	-
£90,000 -£99,999	-	1
£70,000 - £79,999	2	3
£60,000 - £69,999	3	1

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

9. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2021: none). Travelling expenses reimbursed to 6 (2021:7) Trustees during the year amounted to £2,392 (2021: £1,412).

AUDITOR'S REMUNERATION

The amounts payable to Haysmacintyre were:

	2022	2021
	£'000	£'000
Audit costs:		
Statutory audit	18	16
Total	18	16

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

10. TANGIBLE FIXED ASSETS

	Leasehold Improvements £'000	Computer Equipment £'000	Assets in the course of construction £'000	Furniture and Equipment £'000	Total £'000
Cost					
At 1 January 2022	569	307	202	10	1,088
Additions	-	18	68	26	112
Disposals	(468)	(16)	-	-	(484)
At 31 December 2022	101	309	270	36	716
Depreciation					
At 1 January 2022	552	286	-	9	847
Charge for the year	14	8	-	8	30
Disposals	(468)	(16)	-	-	(484)
At 31 December 2022	98	278	-	17	393
Net book value					
At 31 December 2022	3	31	270	19	323
At 31 December 2021	17	21	202	1	241

11. INVESTMENTS

	Listed Investments £'000	Total £'000
Value at 1 January 2022	628	2,082
Additions	250	-
(Disposals)	(200)	(1,500)
Investment (loss)/ gains	(15)	46
Value at 31 December 2022	663	628

The Charity's listed investments represent its only financial assets measured at fair value.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

12. TRADING SUBSIDIARY

CPRE Enterprises Limited

The organisation has a wholly owned subsidiary registered in England, CPRE Enterprises Limited.

CPRE Enterprises Limited has been dormant throughout 2022 and 2021.

Summarised Balance Sheet of CPRE Enterprises Limited	2022	2021
	£	£
Cash at bank	2	2
Called up share capital	2	2

13. DEBTORS	2022	2021
	£'000	£'000
Accrued legacy income	1,031	754
Accrued Income	109	74
Prepayments	73	121
Other debtors	236	240
	<u>1,449</u>	<u>1,189</u>

Included within Other debtors is £51k (2021: £51k) which relates to the rent deposit on Provost Street which is recoverable after more than one year.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

14. CREDITORS: amounts falling due within one year	2022	2021
	£'000	£'000
Share of subscriptions owed to branches and regional groups	127	149
Accruals and deferred income	121	337
Trade creditors	102	133
Taxation and social security	51	69
Pension schemes	14	21
Accrued rent	36	18
	451	727

CREDITORS: amounts falling due after more than one year	2022	2021
	£'000	£'000
Accrued rent	52	-

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	-	529	2,554	3,083
Designated Funds	323	-	568	891
Total Unrestricted Funds	323	529	3,122	3,974
Restricted Funds	-	-	358	358
Endowment Fund	-	134	-	134
At 31 December 2022	323	663	3,480	4,466

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

Comparative 2021	Tangible		Net	Total
	Fixed		Current	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	241	475	2046	2,762
Designated Funds	-	-	425	425
Total Unrestricted Funds	241	475	2,471	3,187
Restricted Funds	-	-	292	292
Endowment Fund	-	153	-	153
At 31 December 2021	241	628	2,763	3,632

15.1 Movement in Designated funds:

	1 Jan 2022	Expenditure	Transfer from General Funds	31 Dec 2022
	£'000	£'000	£'000	£'000
Strategic Collaboration Fund	30	-	-	30
Legacy fund for work in North Yorkshire	-	-	284	284
Funds held by regions	248	-	6	254
Net Book Value Fixed Assets	-	-	323	323
Office Move	147	-	(147)	-
Total Designated Funds	425	-	466	891

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

16. RESTRICTED FUNDS

	Balance at 1 January 2022 £'000	Incoming Resources £'000	Resources Expended £'000	Balance at 31 December 2022 £'000
Esmée Fairbairn Foundation	15	-	(15)	-
CPRE Mark	37	4	-	41
Small grants each under £5,000	5	24	(27)	2
Andrew Mason legacy	5	-	(5)	-
Farming the Future Collective Fund	10	-	(10)	-
The Underwood Trust	22	-	(19)	3
Ernest Cook Trust	2	-	(2)	-
The Peacock Charitable Trust	-	6	-	6
Foundation for Integrated Transport	-	19	(3)	16
MCS Charitable Foundation	8	-	(8)	-
The Tolkien Trust	20	-	(20)	-
CPRE Lincolnshire	46	-	(13)	33
CPRE Nottinghamshire	-	11	(11)	-
CPRE Derbyshire	-	11	(11)	-
The Bedford Road Charitable Trust	17	17	(26)	8
ESG TOPS Foundation	105	366	(313)	158
The John Ellerman Foundation	-	30	(17)	13
European Climate Foundation	-	112	(34)	78
Total restricted funds	292	600	(534)	358

- The Esmée Fairbairn Foundation grant is towards a project addressing litter at a strategic level in Essex.
- CPRE Mark fund is used for the branch award scheme as noted in note 17.
- The Underwood Trust is funding our Land Use Officer's salary.
- The bequest from Mr Andrew Mason is for projects in Devon.
- Farming the Future Collective Fund is funding our County Farms project.
- The donation from the Ernest Cook Trust is supporting our apprenticeship scheme.
- The Peacock Charitable Trust is supporting our planning work.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

- Foundation for Integrated Transport is funding our transport deserts programme.
- MCS Charitable Foundation is funding our Renewables Done Well project.
- The donation from the Tolkien Trust is supporting our apprenticeship scheme.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- CPRE Nottinghamshire and Derbyshire relate to the work of the 3 counties project
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The John Ellerman Foundation is funding our Countryside For All Lead role.
- European Climate Foundation contribute toward our Better Planning Coalition work.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

17. ENDOWMENT FUND

	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2022			2022
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	153	-	(19)	134

Comparative 2021	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2021			2021
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	134	-	19	153

The Endowment Fund was established by a donation in 1997. The income from the Fund is used to fund the CPRE Mark, which signifies approval for constructive developments and schemes, which leave the environment protected or enhanced.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2022

18. OPERATING LEASE COMMITMENTS

At 31 December 2022, CPRE was committed to making the following payments in respect of non-cancellable operating leases:

	2022	2021
	£'000	£'000
Land and Buildings		
Payments due within 1 year	204	249
Payments due within 2-5 years (*)	594	785
Other		
Payments due within 1 year	1	-
Payments due within 2 to 5 years	4	-

(*) The new lease for 15-21 Provost Street has a break clause in December 2026.

19. RELATED PARTY TRANSACTIONS

Patrick Cooper, a co-opted member of the Finance, Audit & Operational Effectiveness Committee, is the husband of Caroline Mason CBE, who is CEO of the Esmée Fairbairn Foundation from whom CPRE have received grant funding in 2019. The details of the grants received can be found in note 16. These grants were awarded on an “arm’s length” basis and Patrick is not involved in any decision-making regarding applications to trusts and foundations.

All Trustees are members of CPRE and pay at least the standard membership subscription.

13. PROFESSIONAL ADVISORS

Honorary Standing Counsel

Paul Brown QC

Legal Panel

Paul Brown QC

John Hobson QC

Heather Sargent

Stephen Whale

Solicitors

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Putney

London

SW15 6AB

Freeths LLP

1 Vine Street

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NatWest

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London

WC2H ONN

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

Investment Managers

CCLA

Senator House

85 Queen Victoria Street

London

EC4V 4ET

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales - Charity number 1089685

Accounts

CPRE The countryside charity

(Registered as Campaign to Protect Rural England)

Company Limited by Guarantee

REPORT AND FINANCIAL STATEMENTS

31st December 2021



The
countryside
charity

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1. A MESSAGE FROM OUR CHAIR

As we emerge from two years of pandemic disruption, CPRE's work continues to promote the countryside's importance to the nation's recovery and future prosperity. While the experience of living with covid has changed the way people think about rural England, it has also forced a reassessment of how it can best fulfil the multiple demands we place upon it.

The countryside has long been understood as a source of food and energy, a habitat for wildlife and a repository of beautiful places to relax and inspire us. But CPRE's recent work has also emphasised its value to human health and wellbeing, as well as its increasingly crucial importance as a store of carbon and a defence against the impact of climate change.

With the UN climate change conference in Glasgow the media event of 2021, our delegation to COP26 raised awareness that increasing our hedgerows is a key effective natural solution to tackling the climate crisis in England. We were able to reach a global audience with our message that hedgerows don't just absorb and store carbon but help soils do the same, all while reducing air pollution and supporting species essential for pollination and natural pest control.

We therefore welcomed environment secretary George Eustice's statement, in January 2022, that hedgerows are 'the single most important ecological building block' in the government's strategy for sustainable farming. This followed his praise for our landmark September 2021 report, Hedge Fund, for 'highlighting the benefits of hedgerows for climate action, nature recovery and the rural economy.' Our research showed that a 40% increase in hedgerows by 2050 would create over 25,000 jobs, while each £1 invested in achieving that aim would generate £4 for the local area.

We've also shown how hedgerow conservation can create thousands of opportunities for communities to engage with nature. The first year of our Hedgerow Heroes project saw CPRE groups in five counties enlist hundreds of volunteers, helping farmers and land managers to plant and restore ten miles of these beautiful landscape icons.

But climate change is not the only existential threat to our countryside. Throughout 2021, we've argued that decisions over built development must be informed by genuine consultation with local people. Most notably, we ran an award-winning campaign against planning deregulation that would have imposed unaffordable and unsustainable housing on valued green spaces.

Our research showed that the changes would force 400,000 homes on to greenfield sites, prompting a government U-turn and concession that 'additional safeguards are needed to protect our villages and precious countryside'. In November, the new planning minister Michael Gove praised CPRE for 'campaigning, quite rightly, for more homes in the right places' and pledged to deliver 'a planning system where the community has a role in determining what is right.'

We will work to influence the creation of that new system, which is expected to be enshrined in legislation to implement the government's 'Levelling Up White Paper'. Published early in 2022, this was another major success for CPRE, with its central theme of regenerating previously developed 'brownfield' sites to 'reduce pressure on greenfield and Green Belt'. Indeed, the white paper came just three months after we made that same argument, backed with new research showing that recycled land could accommodate over 1.3 million new homes.

As ever, these outstanding achievements – and the many more recorded on the following pages – are testament not just to the passion and dedication of our members, staff and volunteers, but to the growing numbers of online activists and advocates helping to spread the word about CPRE. We'll continue to invest in building our movement for positive change in the countryside – a movement that will empower even more people to protect, enhance and enjoy their green spaces in 2022 and beyond.

CPRE The countryside charity

TRUSTEES' REPORT

Simon Murray

Chair of the Board of Trustees

2. TRUSTEES' REPORT

The Trustees of CPRE present their annual report for the year ended 31 December 2021, together with the audited financial statements for that year. The financial statements comply with the Companies Act 2006, Financial Reporting Standard 102 (FRS102) and the Charities Statement of Recommended Practice ("SORP(FRS102)").

The continued existence and quality of so much of the English countryside is a testament to over 90 years of successful campaigning by CPRE, and a tribute to our countrywide network.

The Campaign to Protect Rural England uses the operating name: CPRE The countryside charity. The legal name remains unchanged.

a) Objects and activities

The Trustees have referred to the guidance from the Charity Commission on public benefit in producing this report, and when reviewing our aims and objectives and planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Our charitable objects are 'to promote and encourage for the benefit of the nation the improvement and protection of the English countryside and its towns and villages and the better development of the rural environment'.

b) Our vision and mission

At CPRE we want to see a beautiful, thriving countryside which is valued and enjoyed by all and which is enhanced and protected for this and future generations. It is vital for our wellbeing, it is the place for nature and it is a critical part of this nation's response to the climate emergency.

CPRE's vision is of 'a beautiful and thriving countryside that enriches all our lives'. Our mission to take us there is to 'promote, enhance and protect a thriving countryside'.

c) Our Strategy 2020-26

Our mission is delivered through the strategic plan which aims to broaden our appeal, increase our impact and renew our countrywide network. Four strategic aims will take us to our centenary in 2026:

1. Connect people and countryside

We'll promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes;

2. Promote rural life

With communities and partners, we'll develop and promote a sustainable vision for living in the countryside and bring together solutions for the rural economy, housing, farming, transport and the natural environment;

3. Empower communities

We'll empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action;

4. Grow our capacity

We'll bring together a larger and more diverse group of people who share our belief in countryside for all.

d) Activities and services provided

Our campaigning is evidence-based and reasoned, as well as passionate. We are experts in the planning system and landscape character, locally and nationally. We have a long track record of achievement, dating back over 90 years. We are independent of any interest group and defend the countryside in the public interest.

The three principal ways in which we achieve our objectives are:

1. Initiating and supporting activities that directly improve the countryside and rural communities.
2. Influencing national policies to maximise the benefit and minimise the damage to the countryside.
3. Supporting and developing our network of independent local CPREs and through them influencing local plans, supporting appropriate developments and preventing developments that would unnecessarily damage the countryside.

We provide an overview of our activities through this Annual Report- CPRE's Annual Review, Countryside Voices, our magazine for members; tailored communications for donors and high-value supporters; and regular Campaigns Update email bulletins. Our website www.cpre.org.uk and activity through all the main social media channels promotes the value of the countryside and our work to enhance and protect it, providing advice and access to comprehensive information on our aims, activities and services. Our planning support service, which is being restructured and strengthened this year, provides help to local communities wishing to support or challenge a local planning application.

The 39 independent county CPREs run campaigns and provide local information via their websites, publications and events. They have a very small staff and rely in the main on increasing numbers of volunteers to help them enhance and protect their local countryside.

The work of national CPRE is organised into four main departments, each of which comprises a number of teams:

1. Campaigns and Policy: Land Use and Planning, Rural Economies and Communities, External Affairs.
2. Engagement and Income: Individual Giving, High Value Relationships, Brand and Engagement.
3. Volunteering and Partnerships: Volunteering Development, Network Support and Engagement.
4. Finance and Operational Effectiveness: Finance, HR and IT.

The departments work very closely together and much of our work is carried out jointly by cross-team groups of staff also working with volunteers from across our network. Responsibility for delivering our strategic aims brings their work together and highlights from 2021 are reported accordingly below.

3. OUR ACHIEVEMENTS IN 2021

2021 was a year of mixed fortunes for CPRE as we drove forward the second year of our strategic plan amidst a continued pandemic and lockdown restrictions. Overwhelmingly the public work of the charity - campaigning on and raising awareness of countryside issues and solutions and providing more support to those striving for better outcomes locally – reached new highs and exceeded targets. As you can see from the reports below, the sheer number, breadth and depth of our campaign and policy launches and activities, our lobbying and meetings with Government at all levels and the number and quality of media coverage of CPRE's work, was unprecedented in recent years. And the training, support and development of our local network and rapidly increasing volunteer base, both online and in practice, was also greater than ever. We really got into our stride and delivered for our beneficiaries, the public and all of our countryside, on an impressive scale.

New initiatives for helping people to engage with the countryside and CPRE, including through membership, also took shape and we succeeded in increasing net membership of the charity for the first time in many years.

The number of people supporting our work in other ways, whether online or through practical action, also shot up. However fundraising and legacy income fell short of our expectations and pandemic-related delays to income-generating activity meant that we ended the year below where we wanted to be financially. CPRE is fortunate enough to have a stable income base provided by its strong and longstanding membership and by those who leave us a legacy, but we still have a way to go in diversifying the sources of our income, to reduce our reliance on these core income streams and reduce the risk of shortfalls in the long term. Our robust reserves policy serves us well when finances are tight, but to do all the things we want to do for the countryside and the people who care for it, live in it and for all of us who benefit from it, we need to raise more funds in the years ahead. Supporting our members and collaborating across the CPRE movement and with partners and allies for nature and countryside to attract more support for all of our work, is a priority for 2022 and our plan for the year, 'Together for the Countryside'.

a) Connect People and Countryside

In January 2021 the government published a draft National Planning Policy Framework (NPPF) that proposed maintaining Green Belt protection and strengthening that for the setting of nationally designated landscapes. It also proposed a number of changes influenced by CPRE calls for better use of land in new development, including policies on sustainability of location and a new national model design code.

In the same month, we launched the CPRE led 'Better Planning Coalition's' Vision for Planning, with over 200 attendees including MPs, civil servants and journalists. Speakers included Housing Minister Chris Pincher MP and Chief Planner at MHCLG Joanna Averley. It was chaired by Amy Lamé, BBC Radio 6 presenter and Night Czar at London City Hall.

In February the Planning Minister indicated in a letter to CPRE that the Government would continue to require consultation on details of development proposals as they come forward. This was the first time this change of approach had been stated and was a big step forward in maintaining communities' involvement in the planning system at a local level, a key ask of our planning campaign.

Later that month we had a successful launch of our new 'State of Green Belt' report with a virtual roundtable bringing together environmental and planning organisations as well as officials from Defra and MHCLG. Speakers included Laura Trott, MP for Seven Oaks and Beth Collier, author and Founder of 'Wild in the City', who spoke of the importance of green space close to urban centres for our health and wellbeing, and the current inequalities in access to this green space. Excellent media coverage included a full broadcast and online package on Sky News, Times Radio and print/online features in the Mirror, Telegraph, Express, Independent, Yorkshire Post and over 30 regional titles.

In March we had another significant victory on one of the key elements of the planning campaign when the Government announced that it had abandoned its 2020 proposal to cap affordable housing contributions to sites of more than 40-50 houses, which would have had a devastating impact on the provision of affordable housing in rural areas.

In June our 'Beauty still betrayed' report, an update on development rates in AONBs gained three significant national media mentions and a meeting was held with five MPs plus civil servants and local CPREs, who supported our call for stronger controls on development in the setting of AONBs. MHCLG officials were very complimentary about the quality and focus of the report, and acknowledged it summarised the situation very well.

In the same month we worked with The Times on research on the current Government method for calculating local housebuilding needs, highlighting the tensions with the government's levelling up agenda. This made the front page and got plenty of follow on coverage, as well as supportive quotes from several MPs. We also got over two dozen namechecks in the report of the House of Commons Housing, Communities and Local

Government Select Committee. The Committee echoed our campaigning call for members of the public to continue to have a say on specific planning applications.

In July the 2021 National Planning Policy Framework (NPPF) update was published, which cemented CPRE gains on planning policy in AONBs and on better locational choices for new development as we had called for in our recent reports on AONBs and housing design.

In the same month, Natural England announced work on 2 new AONBs and extensions to 2 more. We are now working with them on development of a new type of urban designation and scoping stage of the All-England mapping assessment of future designation opportunities

On 10 September the Times front page reported that the government was set to 'abandon' its damaging proposals to deregulate the planning system. Later in the month it was confirmed that Michael Gove was 'pausing' planning reforms and thinking again, largely in response to our successful campaigning.

In the same month, we held our annual 'State of Brownfield' Report launch event, chaired by our President Emma Bridgewater, and attended by the Housing Minister Chris Pincher MP and Shadow Planning Minister Ruth Cadbury MP. Almost 100 members, sector specialists, journalists, civil servants and MPs attended. It was covered by The Times and The Independent, alongside articles by Housing Today and Planning Resource; and a front-page mention in the Yorkshire Post. A DLUHC spokesperson welcomed the report and said brownfield was central to government policy now – a change of heart that is a direct result of sustained CPRE lobbying over a number of years.

b) Promote Rural Life

In February we enjoyed our strongest ever national, regional and local coverage for launch of our annual survey of light pollution, Star count, which included a feature on BBC's The One Show, which has an audience of 5 million. The follow up publication of the Star Count results highlighted how participants had recorded significant drops in light pollution across the UK, which we attributed to lockdown. The broadcast coverage was extraordinary, including BBC News, Breakfast, Newsround, Sky News, Channel 4, ITV London, Today, LBC, Radio 5 Live. National coverage included The Guardian, Daily Mail, ITV, Independent, Times, Telegraph, Daily Express, Daily Mirror and Evening Standard, BBC News twitter and over 200 regional pieces of coverage.

In the same month, we published a new joint report with Rural Services Network, English Rural and Britain's Leading Edge on the Treasury's 'Green Book', highlighting that addressing rural disadvantage needs to become a government priority and calls for a fairer share of funding for rural areas. This gave us an opportunity to position CPRE more prominently in the debates surrounding the government's 'levelling up' agenda and rural communities.

In March the key conclusions of CPRE's new report 'Every Village Every Hour' calling for a reliable bus service for every community was shared with the Department for Transport, with bus operators, consumer champions and others supporting our call. In response, the Transport Secretary Grant Shapps said "everyone deserves to have access to cheap, reliable and quick bus journeys." Similarly, the shadow minister for buses, said that "Labour would look to...overhauling access to public buses in rural areas with an "every village, every hour" approach to support those communities who need better access to healthcare, education, and jobs."

In May we broadly welcomed the Peat and Tree Action Plans announced by the government, and were pleased to see the proposed ban on peat-based composts and an ultimate phase-out of burning being considered. While plans to restore upland and rewet lowland peatlands sounded promising, we called for binding targets, with the funding to match the scale of the challenge we face on peatlands.

Details of the government's new Environmental Land Management scheme were updated in June, and included SFI 2022 standards on soil which have been retained and improved and an outline of a moorland grazing standard, both of which we called for in our consultation submissions. The update also confirmed new standards on peat soils and agroforestry remained under active consideration.

In July we launched our new hedgerow campaign with a petition calling on the government to set a target to increase the hedgerow network by 40%. In less than a week we gained almost 20,000 signatures. Our letter to the editor on hedgerows, signed by the National Trust, RSPB, Friends of the Earth and many more environmental charities also landed in The Times. In September, we followed up by publishing research on the economic and environmental benefits of hedgerows, 'Hedge Fund' which was launched in parliament with 140 guests, including over 30 MPs, 30 local CPRE groups and national journalists as well as partners. The report secured widespread media coverage, including national and local TV and significant radio coverage on R4 Today programme. George Eustice wrote an opinion piece in the Telegraph welcoming the report and said ministers would incentivise farmers to boost their hedgerow stock to help reach climate targets.

In the same month, we released our poll of 16-25-year olds who live in rural and/or coastal areas. This sought views on young people's feelings of living in a rural area and the biggest issues they face, how they feel the coronavirus has impacted rural areas, what they think the future looks like for young people in rural areas and whether they feel listened to by decision makers as a young person who lives in a rural area. It generated two articles in The Telegraph, and was also featured on Farming Today and in The Yorkshire Post. Our collaboration with young people as spokespeople worked particularly well, and it was very received by rural sector stakeholders and Defra expressed a wish to work more closely with us in the future in this area.

Finally in November, an 11-strong delegation of CPRE staff and volunteers from Friends of the Lake District, CPRE Lancashire, Liverpool City Region and Greater Manchester and CPRE Sussex attended COP26 to add our voice to the threat that climate change poses to our countryside. They attended many fringe events, met MPs and were interviewed on BBC Breakfast about nature-based solutions to the climate emergency, and plugged our hedgerow campaign.

c) Empower Communities

This year the focus has been on enabling local CPREs to expand their teams of volunteers and to ensure there are more training and informal learning opportunities, particularly for people new to their roles.

Network Support and Engagement

Thirty-two training sessions were provided to the countrywide network of, mostly County-based, CPREs ranging from a general induction to CPRE, to more specific courses on planning and how to campaign effectively. Other skills-based training has increased with sessions on how to recruit a diverse board and various fundraising skills amongst others. There were 423 attendees at the training sessions and evaluation captured an average rating of 4.42 out of 5, indicating that attendees felt the sessions were well-organised and achieved their intended learning objectives. The autumn conference is one of the more significant events in the calendar and this year consisted of a face-to-face day in Birmingham (51 attendees) and an online day (99 attendees). Conference provided an opportunity to re-connect with each other following all the recent lockdowns, for network colleagues to input into the 'building the movement' governance review and for everyone to learn more about projects and initiatives taking place locally and nationally by sharing best practice and successful activities.

Efforts to scope how informal learning through topic forums might be arranged have continued. Input from people across the network has been invaluable to determining the role of a topic forum convenor and how such opportunities might best be organised. Topic forums started for Renewables Done Well and as we go into 2022 they will also begin for Hedgerows, Planning Support, Agriculture and Digital mapping/GIS.

The Strategic Collaboration Fund (SCF) continued to support local CPRE projects with small grants for its fourth consecutive year. SCF is designed to invest small grants in as many local CPREs as possible to help them to work with others and build local capacity. For CPRE Herefordshire the Terra Mater project has recruited over 400 citizen scientists to help monitor water quality on the River Wye and for CPRE Norfolk the West Norfolk project aims to expand CPRE Norfolk's reach into a previously under-supported part of the county.

CPRE appoints, with local CPRE chairs, nine Regional Chairs across the country, whose role is to foster collaboration across Counties on shared issues. Following an internal and external recruitment campaign

appointments were made in 2021 of new Regional Chairs in the South East, South West and North West. Several long-standing Regional Chairs have therefore stepped down in 2021 and CPRE thanks them for their commitment and service namely Janette Ward, Richard Knox Johnston and Andy Yuille.

Regular communications continue between national and local CPREs through the weekly Network News e-bulletin. Network News is now sent to over 600 staff and volunteers with an average open rate of just over 60% every month. This e-bulletin has improved the advanced notice local CPRE campaigners have about national initiatives e.g. report launches and widens the invite to more people for events, training, launches, consultations and opportunities to shape CPRE's work. It is also an excellent means for local CPREs to showcase their work and there is an open offer for them to contribute content.

Volunteering Development

2021 has been another year of significant growth in the number of volunteers actively supporting local CPRE charities. Last year 10 more local CPREs started to make use of CPRE's new volunteer engagement software Assemble, on top of the original 15 in December 2020. Registered volunteer numbers grew from 250 to 1,255 over the same 12-month period through a mix of recruitment and onboarding existing volunteers. Having a shared tool all local CPREs can use has increased the speed at which new volunteer opportunities can be advertised and any new role developed in one local CPREs is immediately visible to other groups using Assembly too. New opportunities for people to volunteer helps to diversify who gets involved, bringing different skills and backgrounds. New roles this year included citizen scientists, climate change researchers, hedgerow heroes, specialist advisors, youth ambassadors and many more.

The Volunteering Development team continue to support local CPREs who would like to kick-start their volunteer recruitment journey and in early 2022 several local CPREs are intending to join in and use the new tools available to them. At the end of 2021 26 groups had a named Volunteer Coordinator in place who is key to recruiting and supporting new volunteers locally. The team also run a bi-monthly online Induction to CPRE over two hours where new staff and volunteers can meet each other and talk with CPREs chair and CEO as well as colleagues from the Campaigns and Policy team. This year over 110 people took this opportunity to help them settle into their new roles.

Volunteer Awards are a great way to recognise and thank volunteers for their contribution and 2021 was a bumper year. Awards were presented in person to the recipients by local CPRE colleagues and each was mentioned at the Autumn Conference, both the face to face and online days. The award categories are CPRE's values, strategic themes, diversity, climate action and a special contribution and nominations are welcome from all local CPREs and national CPRE on an open basis. In 2021 35 volunteers were recognised with an Award.

The Volunteering Development team also put their time and energy into supporting the innovative Three Counties partnership with CPRE's Derbyshire and Nottinghamshire, whilst the team themselves act for CPRE in Lincolnshire (CPRE Lincolnshire closed in 2019). The year-long project started in mid-2021 by recruiting two part-time project staff, funded by the local CPREs but managed by national CPRE (Volunteering Development and Brand and Engagement). The project has enabled all three counties to have new websites and social media accounts with regular posts across all channels. The team are now working on improving communications with members, offering talks and events of interest to people in the community and new volunteer recruitment. In early 2022 the project staff and local committees were successful in their expression of interest for a hedgerow project, bringing much needed investment into the area from an external funder for the first time. The three counties have been joined by Leicestershire for this exciting, practical project to plant and restore hedgerows at up to 14 sites across the region.

d) Grow Our Capacity

Broadening CPREs appeal and increasing the amount and diversity of our membership and income continue to be major priorities as we build on the new purpose and brand through the strategy.

Engagement and Income

2021 has been a very challenging year financially for CPRE and for many in the charitable sector. However, there was progress in a number of areas of our work.

Brand and Engagement

Our engagement and digital activity has been central to reaching larger audiences and broadening our appeal:

- Star Count Campaign – a record breaking 7,845 counts were submitted online
- Our brand campaign 'We are the Countryside' achieved 3,744,898 video plays and 4m+ impressions
- Social media – we hit 3,740,669 social media reach in October 2021

Overall, our supporter numbers have increased by 38% over the last year, a result we think of the repositioning and more positive and accessible campaigning of recent years. We also achieved 10.8% growth in the number of website visits in 2021 compared to 2020 and our 'time on page' average is nearly two minutes in 2021, a 20 second improvement on last year that suggests our content is engaging our users.

Membership and Income Generation

We have doubled the volume of new members in 2021 compared to 2020 which is certainly positive news in such difficult times. In 2021, for the first time in over 7 years we tested cold acquisition of new members (Mar-Oct 21). The early stages of this test and learn programme, which required high levels of investment, have given us some mixed results but certainly solid learnings.

However, the membership uplift that planned to start in 2020 was 15 months late because lockdowns had caused us to delay acquisition activities for the whole of 2020. Also due to the pandemic, the original membership acquisition testing plan could not be implemented (face to face and door to door supported by digital), instead we used more traditional media (inserts and door drops) which is known for delivering a better quality of donors in terms of lifetime value but lower volumes at higher costs. We recruited fewer, more loyal donors at a higher initial cost than forecasted.

Aside from membership, the number of new regular givers and cash donors has been higher every month in 2021 than the two previous years. Adding cash and regular giving donate asks to campaigning emails and as part of the petitions process is also bringing new support and donations. Our August cash warm appeal on planning achieved 104% of target. It was the highest performing appeal since June 2020. However, two out of three of 'warm' cash appeals did not meet target in 2021.

Again due to Covid we had to cancel a planned membership 'Countryside celebration' in the Spring and our Christmas member event was changed to a telephone 'Thankathon'. Staff across the organisation thanked 542 supporters on the call, 247 supporters by leaving a voicemail of thanks, and 71 supporters by sharing the message through another household member. In total 860 most loyal supporters, including members, legacy pledgers and high value donors were thanked over the course of the Thankathon.

High Value Relationships

While there has been a distinct drop in small trust donations in 2021, with low levels of response to events invitations and stewardship due to the pandemic, three successful major applications have supported our restricted trust income line this year.

CPRE made national headlines with our argument that hedgerows are a beautiful way to store carbon, reduce flooding and provide havens for many species threatened by climate change. And thanks to £273,000 funding from corporate foundation ESG TOPS Foundation, in 2021 we began our Hedgerow Heroes project led by five

of our local groups working with landowners, engaging the public in the practical action required, planting and restoring over 10 miles of hedgerow and engaging over 600 volunteers, many schools and colleges.

Legacies underperformed by £300,000 against forecast in 2021. This may have been connected to some degree to a lack of legacy marketing some years ago and/or to wider problems of administering wills. Legacies are an unpredictable source of income but they form one of the main sources of funding for our work so such a drop has considerable consequences. Legacy income picked up towards the end of the year and such fluctuations have been the pattern over a considerable length of time. Our strategy remains to diversify and increase other income sources to reduce the impact of fluctuations but this is a slow process and one which has been hampered by the pandemic and changes in the economy.

Governance

The Articles of CPRE were amended to bring the President's maximum term of office in line with Trustees at six years.

The regular cycles of meetings continued, for the most part virtually. A review of our governance arrangements commenced this year with the help of specialist governance advisors The Connectives. Their final report was issued in January 2022 that made a series of recommendations that are now being taken forward by the Building the Movement Steering Group. This group comprises of Trustees from National CPRE and representatives from local CPRE's. One recommendation, to create a Network Assembly, is being taken forward by a task and finish working group who aim to co-create a more detailed proposal in spring 2022 for discussion and approval by the Board and ultimately CPRE's AGM.

Work has continued on diversity and inclusion that followed a diversity audit in 2019. A 35-point action plan has been an area of focus for teams and a cross-departmental diversity working group formed and has met bi-monthly. In late 2021 the action plan was reviewed and we were pleased to note that 17 actions had been completed, 12 were in progress and six remained to be carried forward to 2022. Priorities for 2022 are to improve reporting on diversity for staff and volunteers and set targets for recruiting staff and volunteers from backgrounds under-represented by CPRE (identified in our leadership statement). We will refine our approach to the diversity working group to keep delivering learning and act as a forum for diversity issues to be discussed.

IT Upgrade

The development of the new CRM system has continued. Due to Covid and changes of personnel the introduction of MS Dynamics has been delayed. The anticipated launch of the initial system is now expected to be July 2022.

Our Sage accounting system was successfully migrated to the cloud in 2021. With the office move in January 2022 our redundant telephone system will not be replaced and instead we will use our existing collaborative technology. After several years of investment CPRE is approaching the stage where all its legacy systems and IT have been brought up to date, paving the way for considerable improvements in efficiency and effectiveness.

Our Staff

2021 has again been a challenging year for our staff. Surveys and meetings have been held with staff during the year to check on mental health and wellbeing. We have introduced mental health first aiders to spot and support staff who were struggling. In addition, we organised walks in local areas for staff to reconnect with

each other and to enjoy the benefits of the local countryside. When the office reopened after the initial lockdown, we migrated to hybrid working in anticipation of securing a smaller London office. In July 2021 we signed a recognition agreement with Community trade Union, this replaced our staff representation group.

e) Strategic Performance Results 2021

A new set of strategic performance measures was put in place in January 2020. These measures, summarised below, give a top-level view of progress on the most important measures of progress against the plan. They need to be taken together with the qualitative reports above to see a full picture of what's going well and where challenges remain.

These indicators are used through the year by the Board of Trustees to keep abreast of progress and provide early warning of any areas which need attention. Results show shortfalls in income following legacy income drop and pandemic-related delays to fundraising. Sector-wide drop in brand awareness contrasts in above-target recruitment of supporters and exceptional increases in volunteer numbers.

KPI no.	Strategic aim/objective	Measure	2020 Result	2021 Target	2021 Result	RAG
1a	Grow our capacity Increase and diversify income and support	Total fundraising income all sources £	£4.2m	£3.8m	£3.2m	
b		Return on Fundraising Investment	6:1	ROI 2.5:1 (2021 budget is 2:1)	2.8:1	
c		Fundraising Income from any stream at least 10% and/or no more of 50% of total	53% legacy	34% legacy 66% other fundraising	37% legacy 63% other	
2		Numbers and diversity of supporters all sources, of which 12% financial supporters	170,678 supporters 47,336 financial	220,000 46,000 financial	240,559 46,424 financial	
3		More people recognise CPRE and are positive about our work according to YouGov brand tracking.	18%	10% annual increase in awareness	10% decrease (all comparable charities have experienced similar reductions of 8-10% this year)	
4	Connect people and countryside	Policy & practice changes that improve the planning system by delivering more sustainable development in public interest	Housing formula revised to focus on large urban centres and use of brownfield in line with our policy recommendations. Increased funding to incentivise use of	No. locally valued landscapes & green spaces enhanced & protected; No. developments proposed on suitable brownfield sites; No. planning decisions taken in line with	High level joint meeting with new SoS for Levelling Up, Housing and Communities Michael Gove on the planning system and the environment furthered our call for a brownfield first policy.	

			brownfield land coming forward for development	Green Belt protection.	Brownfield Report launched by Housing Minister Chris Pincher MP and almost 100 members, sector reps, journalists, civil servants and MPs. DLUHC spokesperson said brownfield central to government policy.	
5	Promote Rural Life	policy and practice change successes that ensure a more sustainable rural economy in which communities can thrive	Agriculture Bill change to land management in the public interest and policy successes on soils, farm size, diversity, landscapes and access. Government 10-point plan for green recovery signals improvement in policies on climate emergency, disappointing on nature-based solutions.	Increase in provision of rural affordable housing; No. sustainable models of farming & environmental land management adopted; No. measures that help countryside mitigate & adapt to climate emergency	First young people in rural communities survey report generated two articles in The Telegraph, and another in The Yorkshire Post and Farming Today. An 11-strong delegation of CPRE staff and volunteers attended COP26	
6	Empower communities	Number of registered volunteers	250 active volunteers	720 regular volunteers 15 local CPREs using Assemble	1,255 active volunteers 849 new starters in year. 24 groups (58%) actively using Assemble. Three more onboarding in Jan 2022	

Table 1: Progress against 2021 Strategic Performance Measures

4. FINANCIAL REVIEW

The financial results of the charity's activities for the year to 31 December 2021 are set out in the Statement of Financial Activities and supporting notes.

Income and Fundraising Performance

This year total income decreased compared to 2020 by £1m – mainly due to a decrease in legacies. It is unclear whether this is due to delays with probate due to the pandemic. Membership, (net of the local and regional share) and Committed Giving income was maintained at £1m and we are thankful for those loyal supporters. Funding from charitable trusts and companies was up compared with the previous year particularly due to funding for our Hedgerow work.

A new member acquisition project was trialed during the year and was not as successful as we had hoped because we were unable to use the face to face methods that we had planned to use prior to the pandemic. Further acquisition has been paused until more funds become available for investment

We would like to thank our many supporters who helped optimise the value of their donations by completing Gift Aid forms. We reclaimed £349k in Gift Aid in 2021 (2020: £349k).

Expenditure

Total expenditure in 2021 was £5.8m (2020: £5.2m) of which £4.4m was spent on charitable activities (2020: £4.2m), this included continued support to the network, investment in the Strategic Collaboration Fund to support local CPRE projects and work on developing our capacity.

Future Expenditure Plans

In light of income performance during 2021 and future uncertainties the Trustees worked with the Senior Leadership Team during the last quarter of 2021 and the first quarter of 2022 to agree a reduction in the cost base of the organisation. In a full year these changes will reduce the cost base by around £1.1m to provide a more appropriate level of expenditure given CPRE's likely income and reserve levels over the next few years. This reduction has not been without pain and has required some reduction in the number of staff employed and has involved extensive engagement with staff and with the recognised union. Financial and key performance reporting has also been reviewed to ensure that progress on the financial turnaround can be clearly reported to Trustees during 2022.

Office Relocation

Ahead of the expiry of the lease on the London headquarters in February 2022, we undertook a search process during the second half of 2021 for new premises. This search was guided by the need to have premises that took account of the hybrid working pattern of the future yet provided space for staff both from National CPRE and the wider network to come together to work collaboratively and be close to government and funders. In light of the financial position of the organisation there was also an objective to make a significant reduction in the cost of office space. In December 2021 a lease for new premises at Provost Street in N1 was agreed and the organisation relocated in late January 2022. The rental cost of the new premises is 60% lower than the previous central office.

Financial Reserves Policy

The Board recognises the need to keep unrestricted reserves at a level appropriate to the needs of the organisation. The Board reviewed its reserves policy in December 2021 reducing the target range in line with the policy below and to set the context for the 2022 budget. CPRE's reserves policy is:

'The Board adopts a risk-based approach to reserves. Its policy is to hold unrestricted free reserves, in a range of £1.7m – £3.5m. This reflects the Trustees' current appraisal of working capital requirements, the risks in CPRE's sources of income, an allowance for unplanned expenditure, and a degree of funding for key investments during the next planning cycle'.

For the purpose of its policy, CPRE has defined its reserves as its unrestricted free reserves, which constitute total reserves less restricted, and endowment reserves, fixed assets and legacy debtors. We have ignored our fixed assets, as they are illiquid. We have not included legacy debtors because they may not be received for up to two years from the date of probate.

Therefore, our policy focuses on our unrestricted free reserves. These were £2m at the year-end (£3.1m in 2020) and represent a strong base to help finance activities in future years, to invest in the CPRE network and achieve new strategic objectives as per the table below. A proportion of the unrestricted reserves have been specifically designated for this purpose. Further information on CPRE's funds is contained in note 15 to the accounts.

Table: Unrestricted Free Reserves

	2021
	£'000
Total Reserves	3,632
Less: Restricted Reserves	(292)
Less: Endowments Reserves	(153)
Less: Designated Reserves	(425)
Less: Legacy Debtors	(754)
Unrestricted Free Reserves	2,008

The year-end total of £2m is within our target range of £1.7m to £3.5m.

During the year the Trustees reviewed the designated reserves and agreed to allocate £425k for strategic purposes. Further details can be found in note 15. Information on CPRE's future plans can be found on page 17 and these unrestricted reserves will be used to help fund these plans.

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

Investment Policy and Performance

During 2021 all CPRE's investments were managed by CCLA.

For the year to 31 December 2021 the total portfolio has reduced by 70% (2020: reduced by 40%) as we withdrew £1.5m from our investments during 2021 (2020: withdrew £1.5m). Investment gains made on investment in 2021 amounted to £45k (2020: £92k).

The main fund remains with the CCLA Charity Ethical Investment Fund.

CPRE's prime ethical consideration is to identify any obvious conflicts of interest between its objectives and the objectives/activities of any company whose shares may be acquired directly for the purpose of investment. We had no direct investment in company shares at 31 December 2021.

Fundraising Approach

CPRE undertakes fundraising activity to its supporters via direct mail, telephone and email in line with the Fundraising Code of Practice set by the Fundraising Regulator. Our fundraising promise, which is available on our website to reassure supporters of our approach, is

'When you support us by becoming a member, campaigner or donor you can be sure of the following:

- We will never sell your contact details to anyone outside of CPRE

TRUSTEES' REPORT

- We will only contact you if you have expressed an interest in our work
- If we phone you, we will always check you are happy to take the call
- If you ask us to change how we communicate with you, or stop, we will respect that
- We try hard to ensure no one ever feels pressurised to support our work
- We are registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice
- All our activities are open, fair, honest and legal.'

CPRE is registered with the Fundraising Regulator and adheres to the standards of the Fundraising Code of Practice. Two complaints about fundraising activity was received by CPRE national office in 2021 and they were promptly resolved without the need for escalation to the regulator.

Risk Management

The Board recognises its responsibilities in terms of managing risk and has systems in place to ensure that the risks faced by the charity are identified, assessed, managed and monitored.

The Senior Leadership Team and all staff assess risks as part of all significant project management. The Board review current material risks at each Board meeting during the year and a thorough review of potential risks annually. This was undertaken in December 2021.

The main categories of risk are:

- Governance
- Reputation
- Financial
- Regulatory
- External

The Board considers the gross risk before taking into account internal and external controls and the residual net risk after these internal and external controls are applied. The major net risks relate to external factors beyond CPRE's control; the most significant are considered to be:

- An extended Governance review exacerbates relations with our network
- A downturn in the economy leading to a decrease in income and a reduced ability to diversify our income

The most significant internal risks **prior** to our internal controls are considered to be:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy
- IT & Data systems don't support the new strategy
- Increased risk of fraud due to economic downturn and remote working
- Health of local CPRE's and their impact on National CPRE

Our internal controls are intended to manage rather than eliminate risks and to give reasonable rather than absolute assurances.

There are only four significant residual internal net risks, all of which are assessed as acceptable:

- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy

TRUSTEES' REPORT

- IT & Data systems and staff development don't support the new strategy
- Increased risk of fraud due to economic downturn and remote working
- Health of local CPREs and their impact on National CPRE

The system of internal control includes:

- A multi-year strategic plan
- An annual operational plan and budget, with actual performance being monitored regularly
- A range of policies (e.g. financial reserves policy) and procedures
- A Ways of Working group developing policies for working together with CPRE regions and branches
- A regular risk assessment programme
- A staff structure and scheme of delegation that aids continuity of our work

The scheme of delegation sets out the delegated authority of the FAOE Committee, the Policy Committee, the Nominations Committee and the principal officers. The day-to-day management is delegated to the Chief Executive, the principal officers and other CPRE staff.

5. FUTURE PLANS

Our strategic aims 2020-26 as set out in section 2 (c) on page 3 describe everything we are going to do at national CPRE in the next six years to move us towards our vision of a beautiful and thriving countryside that enriches all our lives. The strategic aims set our priorities and where we are going to allocate our resources during this period. All our plans and projects contribute towards the achievement of these aims.

In practice our strategy means developing new projects with partners from the CPRE network and externally, to develop, set out and promote solutions through research, policy, campaign and practical work. It means new programmes for volunteering, membership and supporter engagement and capacity-building for our network and their communities. It means presenting to the public and policymakers a vision of positive, sustainable progress for our countryside which can hold its own against the imperatives of growth.

2022 Priorities

Our operational plan and budget, which sets out the details of what we're going to do and how we will utilise our resources, have been agreed by the Board and follow three operational priorities for the year:

- **Build the Movement:** in 2022 we will continue our work to transform relationships across the CPRE Network, investing in greater support for local CPREs most in need, renewing frameworks for collaboration, good practice sharing and communication across our local, regional and national organisations and make greater strides towards speaking with one voice to the Government, the public and civil society. Part of this work will be the implementation of the results of the current 'Building the Movement' review of governance and cost and income-sharing.
- **Acquire finance and members:** the financial challenge in the medium and long-term for CPRE has become even tougher with the economic impact of the Coronavirus crisis, adding renewed urgency to our aim of increasing and diversifying income across the organisation.
- **Campaign together:** We will show how supporting CPRE secures a better planning system, more equality of access, enhanced and protected landscapes and rural-focussed policies and investment sustaining rural communities and economies.

Progress against the operational plan will be measured by management and project teams and strategic performance measures reviewed by the Board every quarter. The budget with which we will deliver the plan has been agreed by the Board and is in line with our five-year financial strategy and reserves policy. It aims to invest reserves in order to increase and diversify support and income and to modernise and strengthen the network and keep reserves levels within the target range. Progress against the budget is monitored alongside the performance measures by the senior leadership team and the Board advised by the Finance and Operational Effectiveness sub-committee as described below.

Priorities and plans for 2023 will be set in the light of progress and according to the strategy in the autumn of 2022.

6. STRUCTURE, GOVERNANCE AND MANAGEMENT

Legal and Administrative Details

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). It was founded in 1926. It is registered in England and its registered office is 15-21 Provost Street, London, N1 7NH. It is governed by its Memorandum and Articles of Association adopted on 4 October 2001, which were most recently amended on 23 April 2021.

The members of the Trustee Board are Trustees under charity law and Directors under company law. They are also known as Board Members.

CPRE has a wholly owned trading subsidiary, CPRE Enterprises Limited (Company No 4287611) which has been dormant throughout the year.

This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP FRS102 – 2nd Edition, effective 1 January 2019) and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

Structure

National CPRE comprises the national office in London and eight regional groups.

The regional groups were originally set up to influence regional plans but their role has evolved into one of engaging with sub-regional planning bodies and supporting collaboration across the network. The National CPRE regional groups' financial results are incorporated into the main charity financial statements at the end of each year. All regional work in London is carried out by CPRE London, and is accounted for within CPRE London.

The CPRE network operates as a network of 42 branches which subdivide into over 100 active district groups. There are 39 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right, with their own boards of trustees, their results do not form part of these financial statements. Three branches, Lincolnshire, Durham and Northumberland, are part of the main charity and their finances are incorporated into the charity financial statements at the end of each year.

While 39 of the branches are separately registered charities, with their own governing documents and boards of trustees, most use the name and branding of CPRE. All deliver broadly similar objectives and receive a share of the membership subscriptions from CPRE's members. The Chairs of our branches hold over 70% of the voting rights at our Annual General Meeting.

The Board believes that the structure of the organisation is a huge strength that gives CPRE both a national presence and a strong and effective grassroots involvement.

General Council

The General Council comprises the voting members of CPRE. The voting members comprise: one person from each branch, one from each county association, one person from each region, Board members and The President.

The Board

The Board is made up of at least three and not more than ten Trustees including the Chair, the Chair of Policy Committee and the Treasurer. It is composed of up to eight Elected Board Members (including the posts listed above) and up to two Selected Board Members. All Elected Board Members serve a three-year term of office but may be eligible for re-election for a further three-year term. All Selected Board Members hold office until the next AGM but may be eligible for co-option for a further year at the discretion of the Board, subject to a maximum term of six years. During the year two Board Members, Margaret Clark and Corinne Pluchino retired and were replaced by Reema Khan and Safia Minney.

The Charity maintains third party indemnity insurance for the Trustees.

Recruitment of Trustees

Trustees are recruited in accordance with our Articles of Association and the process is undertaken by the Nominations Committee who make recommendations to the Board. All Trustee roles are advertised within the CPRE Network and externally. They are advertised on the basis of seeking to fill skills gaps and to improve the overall diversity on the Board.

All members of the Board have role descriptions and take part in induction programmes, training and development as appropriate. The Board have undertaken a self-evaluation against the Governance Code which will determine areas for development over the coming period.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the provisions of the charitable company's constitution. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The following statements have been affirmed by each of the Trustees of the charitable company:

- so far as each Trustee is aware, there is no relevant audit information, (that is, information needed by the company's auditors in connection with preparing their report), of which the company's auditors are unaware; and
- each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Sub-Committees

The Board has three sub-committees: the Policy Committee, Finance, Audit and Operational Effectiveness Committee and the Nominations Committee. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The purpose of the Policy Committee is to provide a body of expertise to advise the Board and assist staff and Trustees of CPRE in all aspects of its external policy.

The purpose of the Nominations Committee is to select suitable candidates to be nominated for the Board. It is chaired by a member of CPRE's General Council.

The purpose of the Finance, Audit and Operational Effectiveness Committee is to ensure CPRE has sufficient and appropriate financial and other resources available for delivery of its operational plan and budgets. It also ensures that CPRE operates within the requirements of its constitution, relevant legislation and best practice.

Reference and Administrative Details

Management

The Board delegates responsibility for the day-to-day management of CPRE to its Chief Executive. He is aided by the Senior Leadership Team and other senior colleagues.

The present office holders and any past office holders who served during the year, and to the date of signing this Report, are listed below.

Office Holders

Patron

Her Majesty The Queen

President

Emma Bridgewater

Vice Presidents

Sir Andrew Motion

Christine Drury

Fiona Reynolds

Ali Miraj

The Board (Trustees/Directors)

Simon Murray	Chair
Martin Tyler FCCA	Treasurer
Margaret Clark CBE	Selected Board Member (Retired 23 June 2021)
Robin Thompson CBE DL	General Board Member (Vice Chair)
Corinne Pluchino	General Board Member (Retired 25 March 2021)
Andy Topley	Selected Board Member
Dr Richard Simmons	Chair of Policy Committee

TRUSTEES' REPORT

Will Rivers	General Board Member
Professor Patricia Broadfoot CBE	General Board Member
James Lindsay	General Board Member
Reema Khan	General Board Member (Appointed 23 June 2021)
Safia Minney	General Board Member (Appointed 23 June 2021)

Sub-Committees of the Board:

Policy Committee

Dr Richard Simmons	Chair
Sabine Mosner	
Kaley Hart	
Catherine Le Grice-Mack	
Andy Topley	Trustee
Will Rivers	Trustee

Finance, Audit and Operational Effectiveness Committee

Martin Tyler FCCA	Chair
Robin Thompson CBE	Trustee
Corinne Pluchino	Trustee (Retired 25 March 2021)
Patrick Cooper	Co-optee
Reema Khan	Trustee (Appointed 23 June 2021)
John Ydlibi	Co-optee (Appointed 24 March 2022)

Nominations Committee

Simon Murray	Trustee
Andy Topley	Trustee
John Lambert	Chair
Martin Crookston	Branch Nominated Member

Principal Officers

Crispin Truman OBE	Chief Executive
Tom Fyans	Director of Campaigns & Policy
Elvira Meucci-Lyons	Director of Engagement & Income
Mark Cornish FCA	Director of Finance & Operational Effectiveness and Company Secretary
Dr Crewenna Dymond	Director of Volunteering and Partnerships

Professional Advisers:

A list of CPRE's main professional advisers appears on page 51.

Health and Safety

The Board considers managing health and safety and wellbeing of our staff, volunteers, suppliers and visitors a key priority.

The Board is ultimately responsible for compliance with health and safety legislation. The day-to-day responsibility is delegated to the Chief Executive and Director of Finance & Operational Effectiveness, who are responsible for compliance, relevant policy development and performance. Health and Safety is a line-management responsibility throughout CPRE.

During the course of the year there were no significant accidents or incidents involving members of staff, volunteers, contractors or visitors to our office.

Employees and Volunteers

Our staff and volunteers continue to build CPRE's long-established reputation for professionalism, expertise and quality. They are the reason for our many lobbying and campaigning successes.

CPRE's volunteers are also highly valued and the Board is grateful for the huge amount of work they do. The work of volunteers in the branches and regional groups is supported by advice and other support from National Office, including inductions, training seminars and our events programme.

We support equal opportunities, and recruit and promote employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

Reward Policy

The pay of the principal officers - see page 21 - is determined by the Board of Trustees. Salaries are benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. The same benefits, including pensions, and terms and conditions apply to the principal officers as all other staff.

All other staff salaries have also been benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. It is expected that the majority of staff will be paid at the median for their role, however there is flexibility of +/- 15% around the median.

All staff salaries will be benchmarked again on a triennial basis. During the interim period the Board may approve an annual pay increase subject to an overall affordability criterion.

The Board includes Trustees appointed by our volunteer branch chairs and Trustees with significant pay expertise and knowledge, especially of the charity sector.

All nationally-employed staff are paid at least the London Living Wage.

7. AUDITOR

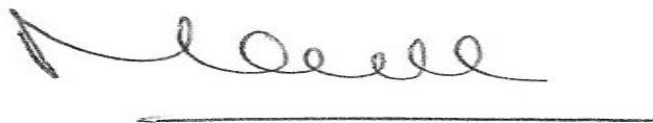
Haysmacintyre LLP were re-appointed as auditors.

TRUSTEES' REPORT

Approved by the Trustees on 12 May 2022 and signed on their behalf by:



Simon Murray
Chair



Martin Tyler FCCA
Treasurer

8. INDEPENDENT AUDITOR'S REPORT

to the members of Campaign to Protect Rural England

Opinion

We have audited the financial statements of Campaign to Protect Rural England for the year ended 31 December 2021 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2021 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Report and the Chair's statement. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 20, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

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Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the use of restricted funds in accordance with trust law, compliance with fundraising regulations and compliance with employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the recognition of income from legacies and donations. Audit procedures performed by the engagement team included:

- Inspecting minutes of Trustees' meetings
- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- Challenging assumptions and judgements made by management in the measurement of revenue from legacies.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditors
26 May 2022

10 Queen Street Place
London EC4R 1AG

9. STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2021

	Note	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Fund £'000	2021 Total £'000	2020 Total £'000
Income from						
Donations and legacies	2 & 3	2,824	417	-	3,241	4,243
Other trading activities	4	41	-	-	41	45
Investments	5	25	4	-	29	64
Total		2,890	421	-	3,311	4,352
Expenditure on						
Raising funds	6	1,343	-	-	1,343	923
Charitable activities	7	3,955	466	-	4,421	4,222
Total	7	5,298	466	-	5,764	5,145
Net gains on investments	11	27	-	19	46	92
Net (expenditure)/ income		(2,381)	(45)	19	(2,407)	(701)
Reconciliation of funds:						
Total funds brought forward		5,568	337	134	6,039	6,740
Total funds carried forward		3,187	292	153	3,632	6,039

All of the charity's activities are continuing.

There are no gains and losses other than those shown above.

The notes on pages 32 to 50 form part of these financial statements.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

(A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973)

10. BALANCE SHEET

AS AT 31 DECEMBER 2021

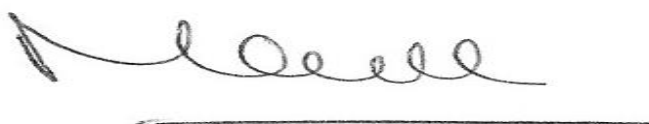
		2021	2020
	Notes	£'000	£'000
FIXED ASSETS			
Tangible assets	10	241	249
Investments	11	628	2,082
Total fixed assets		869	2,331
CURRENT ASSETS			
Debtors	13	1,189	1,487
Regional bank balances		248	246
Cash at bank and in hand		2,053	2,540
Total current assets		3,490	4,273
Liabilities:			
Creditors: Amounts falling due within one year	14	(727)	(557)
Net current assets		2,763	3,716
Total assets less current liabilities		3,632	6,047
Creditors: Amounts falling due after one year	14	-	(8)
Total net assets		3,632	6,039
The funds of the charity:			
Unrestricted funds	15	3,187	5,568
Restricted funds	16	292	337
Endowment fund	17	153	134
Total charity funds		3,632	6,039

The financial statements were approved and authorised for issue by the Board and were signed on its behalf on 12 May 2022.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND



Simon Murray
Chair



Martin Tyler FCCA
Treasurer

The notes on pages 32 to 50 form part of these financial statements.

11. STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2021

Cash flows from operating activities:	2021 £'000	2020 £'000
Net cash outflow from operating activities (see Table 1)	(1,938)	(1,580)
Cash flows from investing activities		
Dividends, interest and rents from investments	19	52
Bank and other interest received	10	12
Purchase of property, plant and equipment	(80)	(35)
Sale of investments	1,500	1,500
Net cash inflow from investing activities	1,449	1,529
(Decrease)/ Increase in Cash	(489)	(51)
Change in cash and cash equivalents in the year	(489)	(51)
Cash and cash equivalents at 1 January 2021 (see Table 2)	2,540	2,591
Cash and cash equivalents at 31 December 2021 (see Table 2)	2,051	2,540
	2021 £'000	2020 £'000
Table 1: Reconciliation of net income to net cash flow from operating activities		
Net expenditure for the year	(2,407)	(701)
Adjustments for:		
Depreciation charges	88	103
Gains on investments	(46)	(92)
Dividends, interest and rents from investments	(29)	(64)
Decrease /(Increase) in debtors	298	(564)
Increase in regional cash balances	2	37
Increase / (Decrease) in creditors	156	(299)

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

Net cash provided by operating activities	(1,938)	(1,580)
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Table 2: Analysis of cash and cash equivalents

	2021	2020
	£'000	£'000
Cash in hand	2,051	1,775
Notice deposits (6 months)	-	765
Total cash and cash equivalents	2,051	2,540

The Charity has no debt, therefore the movements in net debt are all shown in the main cashflow statement.

The notes on pages 32 to 50 form part of these financial statements.

12. NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2021

1. PRINCIPAL ACCOUNTING POLICIES

a) Charity Information

The Campaign To Protect Rural England is a company limited by guarantee (No 4302973) and a registered charity (No 1089685) in England & Wales. The registered office is 15-21 Provost Street, London, N1 7NH

b) Basis of Accounting and Statement of Compliance

The financial statements have been prepared under the historical cost convention, with the exception of fixed asset investments, which are included at their market value at the balance sheet date. The financial statements have been prepared in accordance with the Statement of Recommended Practice for Charities (SORP 2015) (Second Edition, effective 1 January 2019), the Companies Act 2006 and applicable accounting standards (FRS102).

The Trustees in developing the corporate strategy have also developed a multi-year financial model to underpin the corporate strategy. Whilst within the strategy there are risks associated with achieving the fundraising income, there are no material uncertainties related to events or conditions which would cast doubt on the charity's ability to continue as a going concern.

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was dormant in the year and the net assets were not material to CPRE in the year.

The principal accounting policies and estimation techniques are as follows:

c) Local CPREs

Our partners in the CPRE network, the local CPRE organisations, receive a share of the membership subscription paid in respect of members assigned to them, which includes tax recovered from gift aid. The majority are autonomous, separately registered charities and produce their own financial statements, which are not consolidated. Three are part of national CPRE (Lincolnshire, County Durham and Northumberland). These accounts have been included within these financial statements.

d) Regional Groups

CPRE is responsible for the activities of eight regional groups. The income and expenditure of these groups have been included within these financial statements.

e) Income

Voluntary income and membership subscriptions are recorded when received at the national office.

Legacies are recognised when the conditions of entitlement, probability and measurement are met. Each bequest is recognised once a reasonable estimate of its value can be made and providing there is no evidence of any significant contentious claims against the deceased's estate. Where CPRE is left part of the residue of an estate, the deceased's Will, initial statements of assets and liabilities and draft estate accounts are used to calculate the estimated value of the bequest. This estimate is only recognised as income once the executors have proved the Will (i.e. obtained probate). Probate values will normally be used to estimate value.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

Grants receivable and merchandise income are accounted for on an accruals basis.

Donated services are included at the rate that would have been charged if the charity had been invoiced for them. An equivalent amount is included in expenditure.

f) Fixed Assets

Items over £1,000 are capitalised. Fixed assets are stated at cost less accumulated depreciation.

Depreciation of fixed assets is provided at rates calculated to write off the cost of fixed assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

Leasehold improvements	10% straight line
Furniture and equipment	25% or 33 1/3% straight line
Computer equipment	33 1/3% straight line
Database	10% straight line
Assets in the course of construction	0%

g) Fixed Asset Investments

Fixed asset investments are stated at market value. Investment income is included in the Statement of Financial Activities on a receivable basis. Realised and unrealised gains and losses on investment assets are shown in the Statement of Financial Activities. Realised gains are based on disposal proceeds compared with either opening market value or cost if acquired during the year.

h) Operating Leases

Operating lease rentals are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

i) Fund Accounting

Restricted funds are those the use of which is restricted by the conditions imposed by the donors.

Endowment funds are those where the income can be spent but the capital element retained. General funds are those which are available for the general advancement of CPRE's objectives.

j) Allocation of Costs

Overheads and support costs have been allocated to the cost headings in the Statement of Financial Activities as follows:

An estimate of staff time spent on each activity during the year, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on each activity. These staff cost figures have been used to calculate a percentage figure, which has been used to apportion the total overhead and support costs.

Support costs include the costs of Human Resources and IT, Finance and Governance. Overhead costs include rent, depreciation and office costs.

Expenditure is recognised on an accruals basis when a liability is incurred.

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

k) Raising Funds

The cost of raising funds includes the production and postage costs of appeals and raffles, the marketing and promotional costs of all our fundraising programmes, the costs of members and supporter recruitment and the administrative cost of processing donations.

l) Charitable Activities

Charitable activity costs include all expenditure incurred in direct pursuit of CPRE's charitable objectives.

These include all policy work, development of the branches and regional groups and the production of policy information about its work.

It also includes Membership and Supporter services including the materials, administrative and processing costs for member and supporter services.

m) Taxation

VAT

Irrecoverable VAT is included under the relevant expense headings. In 2021 this amounted to £216k (2020: £179k).

Corporation Tax

CPRE is a registered charity and can claim exemption from Corporation Tax on income and gains, which are applied for charitable purposes under the Corporation Taxes Act 2010.

n) Pension Schemes

CPRE operates defined contribution pension schemes for all qualifying employees. The assets of the schemes are held in separate funds administered by independent providers.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

2. INCOME FROM DONATIONS AND LEGACIES

	Total	Total
	2021	2020
	£'000	£'000
Unrestricted Funds		
Membership subscriptions	1,414	1,394
Less: Branch share of subscriptions (note 1b)	(594)	(581)
	820	813
Legacies	1,150	2,301
Appeals	388	416
Charitable Trusts and Companies (note 3)	106	125
Committed giving	212	218
Major personal donations	61	79
Raffles	-	42
General donations	63	39
Give as You Earn donations	5	5
Branch Income	-	11
Regional Income	19	2
Total Unrestricted Funds	2,824	4,051
Restricted Funds		
Charitable Trusts and Companies (note 3)	399	171
Legacies	-	1
Branch Income	14	-
Major personal donations	4	20
Total Restricted Funds	417	192
Total income from Donations & Legacies	3,241	4,243

At 31 December 2021, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £124k (2020: £19k). None of these bequests has a remaining life interest.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

3. GENERAL, CORPORATE AND TRUST DONATIONS

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2021 £'000
George Cadbury Fund Ltd	10	-	10
Constance Travis Charitable Trust	50	-	50
ESG TOPS Foundation	-	273	273
The National Lottery Heritage Fund	-	72	72
The Underwood Trust	-	25	25
Historic England	-	10	10
Donations less than £10,000	46	19	65
	106	399	505

Comparative 2020	Unrestricted Funds £'000	Restricted Funds £'000	Total 2020 £'000
George Cadbury Fund Ltd	12	-	12
Constance Travis Charitable Trust	50	-	50
Joseph Rowntree Charitable Trust	-	40	40
MCS Charitable Foundation	-	23	23
Foundation for Integrated Transport	-	15	15
The Underwood Trust	-	20	20
Anonymous donations	-	47	47
The Tolkien Trust	-	20	20
Donations less than £10,000	63	6	69
	125	171	296

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

4. OTHER TRADING ACTIVITIES

	2021	2020
	£'000	£'000
Rental income	29	41
Other income	5	-
CPRE publications	7	4
	41	45

5. INVESTMENTS

	2021	2020
	£'000	£'000
UK listed securities	19	52
Bank interest	10	12
	29	64

6. RAISING FUNDS

	2021	2020
	Total	Total
	Funds	Funds
	£'000	£'000
Fundraising costs:		
Direct costs	463	232
Employment costs	540	468
Support costs	340	223
Total	1,343	923

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

7. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Grant Funding Activities	Support Costs	Direct Costs	2021 Total
	£'000	£'000	£'000	£'000	£'000
Charitable activities					
Campaigns and policy to enhance and protect the countryside	691	-	304	434	1,429
Support to branches and volunteers	508	8	238	160	914
Develop our capability	636	-	306	446	1,388
Information Provision to members	322	-	162	206	690
Total Charitable activities	2,157	8	1,010	1,246	4,421
Raising funds	540	-	340	463	1,343
	2,697	8	1,350	1,709	5,764

The Strategic Collaboration Fund (SCF) continues to make national CPRE funds available through the network for specific, strategic projects designed to increase support and capacity within the CPRE network

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	202	44	34	24	304
Support to branches and volunteers	158	34	27	19	238
Develop our capability	203	44	34	25	306
Supporter services	108	24	18	12	162
2021 Total charitable support costs	671	146	113	80	1,010

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

Comparative 2020	Direct Employment Costs	Grant Funding Activities	Support Costs	Direct Costs	2020 Total
	£'000	£'000	£'000	£'000	£'000
Charitable activities					
Campaigns and policy to enhance and protect the countryside	633	-	277	143	1,053
Support to branches and volunteers	426	82	192	338	1,038
Develop our capability	628	-	252	671	1,551
Information Provision to members	272	-	105	203	580
Total Charitable activities	1,959	82	826	1,355	4,222
Raising funds	468	-	223	232	923
	2,427	82	1,049	1,587	5,145

Analysis of support costs

by charitable activity	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	180	40	36	21	277
Support to branches and volunteers	125	28	25	14	192
Develop our capability	164	36	33	19	252
Supporter services	68	15	14	8	105
2020 Total charitable support costs	537	119	108	62	826

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

8. EMPLOYEE INFORMATION

The average monthly headcount was 63 (2020: 58). The average number of employees, on a full-time equivalent basis was as follows:

	2021	2020
	No	No
Full time	54	51
Part time (FTE)	5	4
	59	55

Employee costs were as follows:	£'000	£'000
Salaries	2,546	2,294
Redundancy/ Termination costs	-	-
National Insurance	249	234
Pension contributions	158	149
	2,953	2,677

CPRE operates a Group Personal Pension Plan that all members of staff are eligible to join after the completion of their probationary service period. CPRE contributes 7% of eligible employees' salaries to their pension plans. 59 members of staff (2020: 50) were members of the Group Personal Pension Plan at the end of the year. All of the higher paid employees were members of the Group Personal Pension Plan. Contributions into the Plan for these employees were £27k (2020: £28k). The total value of employee benefits received by key management personnel, (our principal officers (see page 19) was £415k (2020: £410k).

Employees paid £60,000 or more:

	2021	2020
£90,000 - £99,999	1	1
£80,000 - £89,999	-	-
£70,000 - £79,999	3	3
£60,000 - £69,999	1	1

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

9. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2020: none). Travelling expenses reimbursed to 7 (2020:7) Trustees during the year amounted to £1,412 (2020: £969).

AUDITOR'S REMUNERATION

The amounts payable to Haysmacintyre were:

	2021	2020
	£'000	£'000
Audit costs:		
Statutory audit	16	15
Total	16	15

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

10. TANGIBLE FIXED ASSETS

	Leasehold Improvements	Computer Equipment	Assets in the course of construction	Furniture and Equipment	Total
	£'000	£'000	£'000	£'000	£'000
Cost					
At 1 January 2021	570	323	125	10	1,028
Additions	-	3	77	-	80
Disposals	(1)	(19)	-	-	(20)
At 31 December 2021	569	307	202	10	1,088
Depreciation					
At 1 January 2021	485	288	-	6	779
Charge for the year	68	17	-	3	88
Disposals	(1)	(19)	-	-	(20)
At 31 December 2021	552	286	-	9	847
Net book value					
At 31 December 2021	17	21	202	1	241
At 31 December 2020	85	35	125	4	249

11. INVESTMENTS

	Listed Investments	Total
	£'000	£'000
Value at 1 January 2021	2,082	2,082
(Disposals)	(1,500)	(1,500)
Investment gains	46	46
Value at 31 December 2021	628	628

The Charity's listed investments represent its only financial assets measured at fair value.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

12. TRADING SUBSIDIARY

CPRE Enterprises Limited

The organisation has a wholly owned subsidiary registered in England, CPRE Enterprises Limited.

CPRE Enterprises Limited has been dormant throughout 2021 and 2020.

Summarised Balance Sheet of CPRE Enterprises Limited	2021	2020
	£	£
Cash at bank	2	2
Called up share capital	2	2

13. DEBTORS

	2021	2020
	£'000	£'000
Accrued legacy income	754	1,210
Accrued Income	74	48
Prepayments	121	158
Other debtors	240	71
	1,189	1,487

Included within Other debtors is £51k which relates to the rent deposit on Provost Street which is recoverable after more than one year.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

14. CREDITORS: amounts falling due within one year	2021	2020
	£'000	£'000
Share of subscriptions owed to branches and regional groups	149	143
Accruals and deferred income	337	157
Grant Commitment	-	5
Trade creditors	133	122
Taxation and social security	69	65
Pension schemes	21	19
Accrued rent	18	46
	727	557

CREDITORS: amounts falling due after more than one year	2021	2020
	£'000	£'000
Accrued rent	-	8

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	241	475	2,046	2,762
Designated Funds	-	-	425	425
Total Unrestricted Funds	241	475	2,471	3,187
Restricted Funds	-	-	292	292
Endowment Fund	-	153	-	153
At 31 December 2021	241	628	2,763	3,632

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

Comparative 2020	Tangible		Net	Total
	Fixed		Current	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	249	1,948	2,946	5,143
Designated Funds	-	-	425	425
Total Unrestricted Funds	249	1,948	3,371	5,568
Restricted Funds	-	-	337	337
Endowment Fund	-	134	-	134
At 31 December 2020	249	2,082	3,708	6,039

Movement in Designated funds:	1 Jan	Expenditure	Transfer	31 Dec
	2021		from	2021
			General	
	£'000	£'000	Funds	£'000
Strategic Collaboration Fund	92	(23)	(39)	30
Legacy fund for work in North Yorkshire	-	-	-	-
Funds held by regions	246	-	2	248
Strategic Investment Fund	494	-	(494)	-
Office Move	400	(253)	-	147
Total Designated Funds	1,232	(276)	(531)	425

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

16. RESTRICTED FUNDS

	Balance at 1 January 2021 £'000	Incoming Resources £'000	Resources Expended £'000	Balance at 31 December 2021 £'000
Esmée Fairbairn Foundation	64	-	(49)	15
CPRE Mark	33	4	-	37
Small grants each under £5,000	4	6	(5)	5
Andrew Mason legacy	18	-	(13)	5
Anonymous donor	8	-	(8)	-
Farming the Future Collective Fund	27	-	(17)	10
The Underwood Trust	20	25	(23)	22
Ernest Cook Trust	10	-	(8)	2
Joseph Rowntree Charitable Trust	40	-	(40)	-
Foundation for Integrated Transport	15	-	(15)	-
MCS Charitable Foundation	23	-	(15)	8
The Tolkien Trust	20	-	-	20
CPRE Lincolnshire	55	-	(9)	46
CPRE Nottinghamshire	-	7	(7)	-
CPRE Derbyshire	-	7	(7)	-
The Bedford Road Charitable Trust	-	17	-	17
ESG TOPS Foundation	-	273	(168)	105
The National Lottery Heritage Fund	-	72	(72)	-
Historic England	-	10	(10)	-
Total restricted funds	337	421	(466)	292

- The Underwood Trust is funding our Land Use Officer's salary.
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The National Lottery Heritage Fund supported our Inclusion and Audience Development Project.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

- Historic England supported our Countryside Next Door work.

Comparative 2020	Balance at 1 January 2020 £'000	Incoming Resources £'000	Resources Expended £'000	Balance at 31 December 2020 £'000
Esmée Fairbairn Foundation	146	-	(82)	64
CPRE Mark	29	4	-	33
Small grants each under £5,000	4	7	(7)	4
Garfield Weston Foundation	11	-	(11)	-
KMF Maxwell-Stuart's Charitable Trust	2	-	(2)	-
Andrew Mason legacy	42	-	(24)	18
Anonymous donor	3	20	(15)	8
Farming the Future Collective Fund	-	47	(20)	27
Anglo American Charitable Foundation	19	-	(19)	-
CHK Charities Ltd	5	-	(5)	-
The Underwood Trust	20	20	(20)	20
Ernest Cook Trust	10	-	-	10
Hastoe Housing Association	1	-	(1)	-
Joseph Rowntree Charitable Trust	-	40	-	40
Foundation for Integrated Transport	-	15	-	15
MCS Charitable Foundation	-	23	-	23
The Tolkien Trust	-	20	-	20
CPRE Lincolnshire	55	-	-	55
Total restricted funds	347	196	(206)	337

- The Esmée Fairbairn Foundation grant is towards a project addressing litter at a strategic level in Essex.
- CPRE Mark fund is used for the branch award scheme as noted in note 17.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

- The bequest from Mr Andrew Mason is for projects in Devon.
- The anonymous donation is funding a Campaigns Officer post.
- Farming the Future Collective Fund is funding our County Farms project.
- The Underwood Trust is funding our Brownfield project.
- The donation from the Ernest Cook Trust is supporting our apprenticeship scheme.
- The Joseph Rowntree Charitable Trust and Foundation for Integrated Transport are funding our Transport Deserts project.
- MCS Charitable Foundation is funding our Renewables Done Well project.
- The donation from the Tolkien Trust is supporting our apprenticeship scheme.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.
- CPRE Nottinghamshire and Derbyshire relate to the work of the 3 counties project
- The Bedford Road Charitable Trust is funding an element of the Hedgerow Heroes Project, a Prime Agricultural Land Report and our Locally Valued Green Spaces work.
- ESG TOPS Foundation is supporting our Hedgerow Heroes Project.
- The National Lottery Heritage Fund supported our Inclusion and Audience Development Project.
- Historic England supported our Countryside Next Door work.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

17. ENDOWMENT FUND

	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2021			2021
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	134	-	19	153

Comparative 2020	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2020			2020
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	126	-	8	134

The Endowment Fund was established by a donation in 1997. The income from the Fund is used to fund the CPRE Mark, which signifies approval for constructive developments and schemes, which leave the environment protected or enhanced.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2021

18. OPERATING LEASE COMMITMENTS

At 31 December 2021, CPRE was committed to making the following payments in respect of non-cancellable operating leases:

	2021	2020
	£'000	£'000
Land and Buildings		
Payments due within 1 year	249	429
Payments due within 2-5 years (*)	785	50
Other		
Payments due within 1 year	-	1
Payments due within 2 to 5 years	-	-

(*) The property lease for 5 – 11 Lavington Street expires in February 2022. The new lease for 15-21 Provost Street has a break clause in December 2026.

19. RELATED PARTY TRANSACTIONS

Patrick Cooper, a co-opted member of the Finance, Audit & Operational Effectiveness Committee, is the husband of Caroline Mason CBE, who is CEO of the Esmée Fairbairn Foundation from whom CPRE have received grant funding in 2019. The details of the grants received can be found in note 16. These grants were awarded on an “arm’s length” basis and Patrick is not involved in any decision-making regarding applications to trusts and foundations.

All Trustees are members of CPRE and pay at least the standard membership subscription.

13. PROFESSIONAL ADVISORS

Honorary Standing Counsel

Paul Brown QC

Legal Panel

Paul Brown QC

John Hobson QC

Heather Sargent

Stephen Whale

Solicitors

Russell Cooke LLP

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Putney

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SW15 6AB

Freeths LLP

1 Vine Street

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Auditor

Haysmacintyre LLP

10 Queen Street Place

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Bankers

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WC2H ONN

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

Investment Managers

CCLA

Senator House

85 Queen Victoria Street

London

EC4V 4ET

CAMPAIGN TO PROTECT RURAL ENGLAND

England & Wales - Charity number 1089685

Accounts

CPRE The countryside charity

(Registered as Campaign to Protect Rural England)

Company Limited by Guarantee

REPORT AND FINANCIAL STATEMENTS

31st December 2020



The
countryside
charity

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1. A MESSAGE FROM OUR CHAIR

In this most disruptive year, CPRE's message of the value of countryside to our health has struck a chord. With the pandemic increasing people's appreciation of nearby countryside, and subsequent questions about how we 'build back better', CPRE's work contributes solutions for the challenges of wellbeing, biodiversity and climate.

Our awareness-raising campaign called on people to 'join the regeneration' of our countryside - reaching over five million potential supporters in total, with 1.6 million watching our films online. For thousands, this will be the first crucial step on the journey to making a difference for the countryside.

Meanwhile we have had a growing influence on landmark legislation, government policy and local green spaces.

A movement for change

310,000 names on our joint petition helped persuade government to abandon policies that would have increased pressure to build on greenfield sites in rural areas. We were particularly pleased to achieve a renewed commitment to urban regeneration in the Midlands and North. Our latest research showed again that such a policy would provide over a million homes close to jobs and services, as well as saving countryside.

That countryside is our greatest asset in combatting the climate emergency went mainstream in 2020, thanks to our promotion of practical, landscape-friendly solutions. Our calls for tree planting and peatland restoration were reflected in the government's '10-point plan for a green industrial revolution'. As CPRE has long argued, making the countryside a central part of the UK's climate action will not just help ensure its survival, but make it more beautiful and biodiverse and boost rural economies in the process.

The Agriculture Act marked another step towards a low carbon countryside. The legislation incorporated our model of fairer farm support to encourage greener food production and land management – as well as our promotion of the part soils can play in mitigating floods and storing carbon.

Local leadership

As ever, the passion and vigilance of our local network secured the future of green spaces like Yorkshire's Askham Bog nature reserve – described by Sir David Attenborough as 'a cathedral of nature conservation'. CPRE campaigners encouraged the council to approve the regeneration of a city centre site rather than building next to the reserve. This site will now provide up to 2,500 new homes (40% affordable) in a far more efficient use of land.

In Northumberland, wildlife lovers celebrated an end to plans for opencast mining next to Druridge Bay Country Park. CPRE's public inquiry evidence had highlighted the potential impact on carbon emissions and the natural environment, helping to influence a government decision we hope will set a clear precedent.

Successful campaigns against traffic congestion in London, a motorway-grade bypass through Leicestershire and the expansion of Bristol airport complemented our national lobbying for greener travel alternatives – which helped win a government pledge for £5bn of new bus and cycle routes.

A virtuous circle

Every CPRE victory – whether shaping legislation or saving a green space – takes us closer to our vision of a beautiful and thriving countryside that enriches all our lives. Demonstrating our impact also helps us attract more volunteers and funding to strengthen our organisation across the country. So I've been delighted with the progress we have made during 2020 in improving support to our local groups. Substantial investment in new IT systems, training and support has significantly improved information-sharing and collaboration across CPRE - and even facilitated our online lobbying of ministers during the pandemic.

Our grassroots network is particularly important as we seek positive changes to the planning system and promote a stronger democratic voice in the enhancement and protection of local countryside. Local knowledge

will also be invaluable in our work to overcome barriers facing disadvantaged groups struggling to gain access to the countryside and rural communities left behind by a lack of investment.

Having overcome unprecedented challenges and succeeded in increasing impact in 2020, CPRE is well placed to do the best for our countryside in the year ahead. With your support, we could achieve even more; please join us today at cpre.org.uk

Simon Murray

Chair of the Board of Trustees

2. TRUSTEES' REPORT

The Trustees of CPRE present their annual report for the year ended 31 December 2020, together with the audited financial statements for that year. The financial statements comply with the Companies Act 2006, Financial Reporting Standard 102 (FRS102) and the Charities Statement of Recommended Practice ("SORP(FRS102)").

The continued existence and quality of so much of the English countryside is a testament to over 90 years of successful campaigning by CPRE, and a tribute to our countrywide network.

The Campaign to Protect Rural England uses the operating name: CPRE The countryside charity. The legal name remains unchanged.

a) Objects and activities

The Trustees have referred to the guidance from the Charity Commission on public benefit in producing this report, and when reviewing our aims and objectives and planning our future activities. In particular, the Trustees consider how planned activities will contribute to the aims and objectives they have set.

Our charitable objects are 'to promote and encourage for the benefit of the nation the improvement and protection of the English countryside and its towns and villages and the better development of the rural environment'.

b) Our vision and mission

At CPRE we want to see a beautiful, thriving countryside which is valued and enjoyed by all and which is enhanced and protected for this and future generations. It is vital for our wellbeing, it is the place for nature and it is a critical part of this nation's response to the climate emergency.

CPRE's vision is of 'a beautiful and thriving countryside that enriches all our lives'. Our mission to take us there is to 'promote, enhance and protect a thriving countryside'.

c) Our Strategy 2020-26

Our mission is delivered through the strategic plan which aims to broaden our appeal, increase our impact and renew our countrywide network. Four strategic aims will take us to our centenary in 2026:

1. Connect people and countryside

We'll promote the value and benefits of the countryside so that far more people engage with, understand and enjoy it, particularly those who have not benefited before. This will help us to create a stronger voice to enhance and protect the countryside, including locally-valued landscapes;

2. Promote rural life

With communities and partners, we'll develop and promote a sustainable vision for living in the countryside and bring together solutions for the rural economy, housing, farming, transport and the natural environment;

3. Empower communities

We'll empower our network to engage with communities to involve more people in improving their local environment through volunteering and local action;

4. Grow our capacity

We'll bring together a larger and more diverse group of people who share our belief in countryside for all.

d) Activities and services provided

Our campaigning is evidence-based and reasoned, as well as passionate. We are experts in the planning system and landscape character, locally and nationally. We have a long track record of achievement, dating back over 90 years. We are independent of any interest group and defend the countryside in the public interest.

The three principal ways in which we achieve our objectives are:

1. Initiating and supporting activities that directly improve the countryside and rural communities.
2. Influencing national policies to maximise the benefit and minimise the damage to the countryside.
3. Supporting and developing our network of independent local CPREs and through them influencing local plans, supporting appropriate developments and preventing developments that would unnecessarily damage the countryside.

We provide an overview of our activities through this Annual Report; CPRE's Annual Review; Countryside Voices, our magazine for members; tailored communications for donors and high-value supporters; and regular Campaigns Update email bulletins. Our website www.cpre.org.uk and activity through all the main social media channels promotes the value of the countryside and our work to enhance and protect it, providing advice and access to comprehensive information on our aims, activities and services. Our planning support service, which is being restructured and strengthened this year, provides help to local communities wishing to support or challenge a local planning application.

The 39 independent county CPREs run campaigns and provide local information via their websites, publications and events. They have a very small staff and rely in the main on increasing numbers of volunteers to help them enhance and protect their local countryside.

The work of national CPRE is organised into four main departments, each of which comprises a number of teams:

1. Campaigns and Policy: Land Use and Planning, Rural Economies and Communities, External Affairs.
2. Engagement and Income: Individual Giving, High Value Relationships, Brand and Engagement.
3. Volunteering and Partnerships: Volunteering Development, Network Development.
4. Finance and Operational Effectiveness: Finance, HR and IT.

The departments work very closely together and much of our work is carried out jointly by cross-team groups of staff also working with volunteers from across our network. Responsibility for delivering our strategic aims brings their work together and highlights from 2020 are reported accordingly below.

3. OUR ACHIEVEMENTS IN 2020

2020 was an exceptional year in which, shortly after we began work on delivering our new strategy, the country was beset by the Coronavirus outbreak and entered a period of 'lockdown'. That necessitated the rapid closure of our London office and transfer of all activities to online remote working. Very recent investment in cloud-based IT made that possible and, with the commitment and hard work of our staff and volunteers, meant we were able to resume all our activities within a short period. Most of our policy and campaigning work has continued and very significant outputs delivered.

The Coronavirus pandemic led to renewed public awareness of the value of countryside and green space on which we have been quick to capitalise. Similar moves by major environmental organisations have made this an area of significant opportunity but also one where resources are constrained.

While in the wider charity world any fundraising which is dependent on face-to-face contact was badly hit, CPRE's core membership and legacy income stood us in good stead to weather the immediate financial storm

without any delays or furloughing. However, the dramatically changed situation meant that CPRE, in line with all major charities, postponed planned investment in new member acquisition and focused efforts on existing donor stewardship. The medium to longer term economic forecast and its impact on our fundraising targets will be our main concern as we plan ahead.

Politically and in the media CPRE has had one of its most active years, with major change taking place as a result of Brexit and the new government. Most significantly, the government's proposed deregulation of the planning system resulted in a massive mobilisation of CPRE resources in a very high-profile first stage campaign to challenge proposals on setting housing targets and the Planning White Paper. All these trends continue as we plan for 2021. In addition, we face an exciting year with many challenges and opportunities, including the UK hosting of the international COP climate emergency conference in the autumn, renewed focus on nature and green space from Natural England's Nature Recovery Partnership and the progress of a new Environment Bill, with much of our work being done in coalition with partners. The Agriculture Bill has now passed into law and so the implementation of 'public payments for public goods' and the Environmental Land Management Scheme will become the crucial issue as we look at what it means in practice for landscapes, farming practices and our countryside more widely.

Events during the year have also highlighted the vital importance of our work to promote equality, diversity and inclusion in the countryside and rural context. Following our diversity audit in 2019, we agreed a leadership statement in 2020, and we will be building this into all our work and developing a dedicated programme on a 'countryside for all' during 2021.

a) Connect People and Countryside

In 2020 our campaigning and policy work resulted in:

- influence on the government's review of housing design following our Design Audit launch in January;
- increased understanding of the need to improve rural connectivity, with the Parliamentary launch of our 'Transport Deserts' report in February;
- new funding and measures to support building on brownfield land first;
- more support for the importance of access to green space and nature for our health and wellbeing, articulated and promoted in our 'Regeneration Manifesto' which was launched in June;
- increased government support for the role of countryside in addressing the climate emergency, such as planting more hedgerows, following our 'Greener, Better, Faster' Climate Emergency policy launch with senior ministerial support in July;
- improved provisions on soil health and landscape quality in the Agriculture Bill, published in November; and
- a change in government policy to ensure more houses are built in urban areas and on previously developed land rather than on greenfield following the major first phase of our campaign against government plans to deregulate planning.

Better Housing Design

In January we published 'A National Housing Audit for England' joint report with University College London (UCL), which looked at over 140 housing developments across England and found that 75% were either 'poor' or 'mediocre'. The Ministry of Housing, Communities and Local Government (MHCLG) responded to our report on the day of the launch, attended by over 250 people, following strong print and broadcast coverage. The report's findings were subsequently heavily referenced in the government's 'Building Better, Building Beautiful Commission' report, which included stronger application of design standards in the National Planning Policy Framework (NPPF). We followed up with high level meetings with MHCLG officials to discuss our recommendations in more detail.

Building on brownfield first

Our work to promote the recycling of derelict land influenced a spring budget announcement of a £400m fund to create a national brownfield map and help councils make the most of this sustainable resource – which our research later in the year again confirmed could accommodate 1.3m homes. The budget also contained £12.2bn in funding for affordable homes following CPRE's calls for investment as part of a coalition with Crisis and the National Housing Federation.

Regenerating our countryside

At the end of June we published our 'Regeneration Manifesto' outlining how important access to green space and the ability to connect with nature have been for our physical and mental wellbeing in the context of Coronavirus and the lockdowns. Following a launch event with 230 attendees including MPs, civil servants, sector stakeholders, journalists and local CPRE representatives, we wrote to relevant Secretaries of State and all key Parliamentarians and received very positive feedback on the timing and content such as this from Lord Judd - *'...my strong support for the manifesto. It is a crucially important statement at this exacting time. All power to your elbow!'* Lobbying at ministerial and senior civil servant level continues on the key asks.

Responding to the climate emergency

A week later saw an even larger launch event for our climate emergency action plan 'Greener, Better, Faster', and its 12 recommendations to help address climate breakdown won considerable support, with Caroline Lucas MP hailing it 'a wonderful manifesto', Dame Cheryl Gillan calling for it to be debated in the Lords, and the Environmental Audit Committee inviting us to submit it as evidence to their inquiry on greening the post-covid recovery. Our focus on natural solutions, including stronger protection and restoration of hedgerows, was picked up by many commentators, resulting in a supportive editorial in the Times and Environment Minister Rebecca Pow pledging her personal support. We also met with Secretary of State George Eustice, where we pressed our key recommendations and early concerns about the potential environmental impacts of the planning reforms.

The right development in the right place

Following massive CPRE pressure in the press and Parliament, we also welcomed a December change in the government's plans to create housing targets using a computer algorithm – which would have significantly increased the pressure to build on greenfield sites in the south east. CPRE has received very strong support (including 310,000 names on our joint petition) for our argument that the majority of housing we need is best accommodated in existing urban areas. We were therefore relieved to hear Housing Secretary Robert Jenrick confirm the government had updated the methodology, so that it would prioritise homes *'on brownfield land first to protect the countryside'* and boost investment in *'the cities of the Midlands and the North as part of our commitment to levelling up'*.

b) Promote Rural Life

Improving rural connectivity

February saw the launch of our report 'Transport Deserts', in conjunction with the Campaign for Better Transport. The report highlighted the plight of over one million people in the South West and North East alone, who live in, or are on the verge of living in, a transport desert – cut off from adequate public transport and access to vital public services. A parliamentary launch was held on 12 February, which included a response from Minister George Freeman and was attended by 12 MPs as well as other opinion formers and key stakeholders. That same week, the government announced new funding of £5bn over five years for improved bus, walking and cycling provision. We responded by highlighting the needs of rural communities and will be lobbying hard for fair share of provision in the most isolated rural areas.

Influencing the new Agriculture Act

The passing of November's Agriculture Act marked a major shift in government policy and a battle won for CPRE. The act was based on the kind of 'new model farming' CPRE has championed since 2016, with our lobbying ensuring that farmers will now be more fairly supported to produce environmentally sustainable food, increase biodiversity and adapt to climate change. We were particularly delighted that the legislation adopted CPRE's demand that farmers should be rewarded for protecting or improving the soil that is so vital for absorbing floodwater and storing carbon. The act was followed by a new sustainable farming 'roadmap' incorporating many of our ideas and confirming that future funding will prioritise nature restoration.

c) Empower Communities

CPRE Network support and engagement

Investment in CPREs national network and support to our volunteers has achieved tangible results this year, including:

- a new volunteering management system 'Assemble' for all parts of CPRE to attract, recruit, train and support volunteers;
- an online AGM which enabled voting members to appoint a new chair and trustee and approve the accounts;
- record attendance at the annual conference online over two days, with 85% of survey respondents ranking it good or very good;
- over 80 new volunteers and local staff helped with online inductions;
- £150,000 national funds invested in 19 local CPREs' innovative partnership projects since 2018, through our Strategic Collaboration Fund;
- development of a new contacts management database (MS Dynamics) which will allow vastly improved management of and communication with supporters across national and local CPREs.

Network communications continued to improve with consolidation of Network News as the weekly update for the network, providing links to documents and research, invites to meetings and events and timely updates on projects and initiatives that have relevance to local CPREs. In a major step forward, recipients can now follow a link to a new Sharepoint folder ('netpoint') where all documents can be stored and this is the acorn from which an intranet can grow in 2021.

A group drawn from across the network continued to gather feedback on a suite of documents that will form a template partnership agreement between national CPRE and the 39 local CPREs, once completed. The group now have five chapters that have been consulted on and amended, covering first principles through to how we use the CPRE brand.

Volunteer training and development

Our growing volunteer training programme was rapidly adapted to run online. After ten months of development the new volunteering system Assemble launched with a suite of around 40 new volunteer role profiles and lists of active local volunteers on the system. Assemble allows for registered volunteers to login to a Volunteer Hub, find the details about their role (and recruitment for new volunteers) and in time it will link to online learning and the intranet. This will help volunteer coordinators maintain good, secure records about volunteers and make administration simpler and more effective. By the end of 2020 there were 18 groups making use of Assemble for recruiting volunteers and 250 accounts made in the system, we anticipate that this will soon rise to 450.

In June CPRE celebrated Volunteers' Week for the second time. Messages and films were shared across the network and case studies brought the stories of volunteers to life. A virtual volunteer awards ceremony

recognised the personal contribution of volunteers from across the network, nominated by their peers. The awards were for each of CPRE's values, strategic themes or for a special contribution and we aim to build on this in 2021.

A review of our Volunteering Development work was carried out in the summer and the case was made to expand the remit of the team to support more CPREs across the network.

d) Grow our capacity

Broadening CPREs appeal and increasing the amount and diversity of our membership and income continue to be major priorities as we build on the new purpose and brand through the strategy.

Engagement and Income

Despite the pandemic, 2020 saw us successfully building on our plans towards reversing decline in relevant income streams and diversifying sources of income. We focused strongly on public awareness and raising the profile of CPRE with specific target audiences, building on the repositioning and rebranding work of the past two years and preparing the ground for new product launches and new member acquisition in the coming year.

Total voluntary income for the year was £4.3m, a 25% increase on 2019, driven predominately by legacy income. As in previous years, our three biggest sources of income were legacies, memberships and appeals.

The awareness work provides a strong foundation for further growth and for investment in membership acquisition in 2021.

Brand and Engagement

Our communications to the public, supporters and members have dramatically improved as the new brand is introduced, most significantly this year:

- the full launch of our new website with integrated pages for local CPREs and a whole host of improvements for members and people seeking to find out more about our work;
- the completion of the implementation of our popular new brand and strapline 'The countryside charity';
- a refreshed Countryside Voices magazine, retaining the best of this very popular membership benefit while communicating our new values and brand in an attractive and informative way;
- the countryside '[Regeneration](#)' film and social media campaign, raising awareness amongst the general public of CPREs name and work and the importance of enhancing and protecting our countryside at this critical time;
- a series of successful appeals on key issues all brought in income ahead of target;
- a full cycle of fundraising and membership events and testing of new income-generating projects, including for example the 'Gem and I' starry skies children's booklet; and
- key supporter-facing campaigns and programmes to achieve engagement and income goals through our social media and digital work, most notably in the Planning White Paper campaign.

Our engagement and digital activity will be central to broadening our appeal in order to increase our reach, impact and income in 2021.

Content Development

Much focus has been on creating engaging content for our Regeneration campaign, as well as supporting our Countryside for All narrative through a series of pieces marking Black History Month for the first time.

Our ability to create on brand seasonal videos and images for the whole CPRE Network to use on web and print was restricted due to COVID restrictions. However, this will resume once restrictions have been lifted.

The new website was designed to serve both the national charity and our local network, allowing us to offer a consistent supporter experience. Despite lockdown, half of all local CPREs are already using the new website and we expect at least another 10 to join in the first half of 2021.

Income Generation

Membership fees are a stable source of funding for the organisation due to our consistently high overall member retention rate (98%). Work to further deepen and increase donor retention continued in 2020, including a stewardship magazine for active regular givers, mid-value and one-off high value donors and a new regular givers welcome pack.

We partnered with fundraising specialist agency, Blue Frog, to further develop the membership product ready for the acquisition launch in 2021. Working alongside the network we will produce new initiatives to test and launch during 2021.

Cash appeals to existing supporters continued to perform well overall, despite the uncertain external environment. These are also being supported by innovative email reminders to uplift income and a number of digital acquisition testing as well as lead conversion activity from the Regeneration campaign and the planning petition.

Finally, with ongoing COVID restrictions the community and events team have focussed on supporting the network through fundraising training and workshops.

High Value Relationships

2020 marked the commencement of our high value relationships strategy, something which has been strongly affected by the coronavirus pandemic and resulting cancellation of all planned face-to-face donor events.

The competition for project funding increased noticeably since March as demand increased and funders concentrated efforts on emergency grants. However there have been opportunities too with more funding pots emerging for the environment sector as we head towards a green recovery.

Legacies performed extremely well increasing by £1m over 2019.

Governance

As a response to the Coronavirus pandemic, the Articles of CPRE were amended to allow online AGM's and we held our first virtual AGM in June 2020.

The regular cycles of meetings continued, for the most part virtually.

Work has continued on embedding our values. The focus this year has been on the OPEN value and we have reviewed our approach to diversity and inclusion. Following an external diversity audit in 2019, a plan of action was agreed with the Trustees.

IT upgrade

With the Coronavirus pandemic and the whole organisation moving to remote working overnight, the previous investment in MS SharePoint and Teams paid off. Staff adapted to the MS Teams environment and innovated to continue to campaign and provide support to the network. Work continued with the upgrade of our Contact Relationship Management (CRM) system to MS Dynamics. This has enabled us to review our business systems and processes to provide us with more robust information to support strategic decisions in the future.

Our Staff

This has been a challenging year for our staff. They have responded well and adapted to new ways of working. Staff also responded professionally to the debate around CPRE's statement on Black Lives Matter,

clear throughout, that the future of the countryside is intrinsically linked to the ability of all to enjoy and care for it.

Although our annual staff conference had to be cancelled due to the Coronavirus pandemic, this was replaced by a number of online learning sessions which were well received by staff. In September staff also met in small socially distanced groups to walk and enjoy the English countryside.

Surveys and meetings have been held with staff during the year to check on mental health and wellbeing. We have also been eager to capture the learnings from the remote working experience to guide our future office strategy for when our lease expires in February 2022.

e) Strategic Performance Results 2020

A new set of strategic performance measures was put in place in January 2020. These measures, summarised below, give a top-level view of progress on the most important measures of progress against the plan. They need to be taken together with the qualitative reports above to see a full picture of what's going well and where challenges remain.

These indicators are used through the year by the Board of Trustees to keep abreast of progress and provide early warning of any areas which need attention. Results show good progress against all key areas.

KPI no.	Strategic aim/objective	Measure	2020 Target	2020 Result	RAG	Note
1-3	Grow our capacity Increase and diversify income and support	Total fundraising income all sources £	£3.5m	£4.2m		Strong legacy performance and cost control
		Return on Fundraising Investment	2:1	6:1		
		Fundraising Income from any stream at least 10% and/or no more of 50% of total	35% legacy 65% other fundraising	53% legacy		Coronavirus lockdown delayed supporter/member acquisition activities
		Numbers and diversity of supporters all sources, of which 12% financial supporters	340,000 supporters of which 40,000 financial	170,678 supporters 47,336 financial		
		More people recognise CPRE and are positive about our work according to YouGov brand tracking.	27.5%	18%		Matches trend across sector in the period.
4	Connect people and countryside	3 Policy & practice changes that improve the planning system by delivering more sustainable development in public interest	No. locally valued landscapes & green spaces enhanced & protected; No. developments proposed on suitable brownfield sites; No. planning decisions taken in line with Green Belt protection.	Housing formula revised to focus on large urban centres and use of brownfield in line with our policy recommendations. Increased funding to incentivise use		

				of brownfield land coming forward for development		
5	Promote Rural Life	3 policy and practice change successes that ensure a more sustainable rural economy in which communities can thrive	Increase in provision rural affordable housing; No. sustainable models farming & environmental land management adopted; No. measures that help countryside mitigate & adapt to climate emergency	Agriculture Bill change to land management in the public interest and policy successes on soils, farm size, diversity, landscapes and access. Government 10-point plan for green recovery signals improvement in policies on climate emergency, disappointing on nature-based solutions.		
6	Empower communities	Number of registered volunteers	720 registered volunteers in roles in new Assemble database	250 active volunteers		Early stages of implementation in many smaller groups

Table 1: Progress against 2020 Strategic Performance Measures

4. FINANCIAL REVIEW

The financial results of the charity's activities for the year to 31 December 2020 are set out in the Statement of Financial Activities and supporting notes.

Income and Fundraising Performance

This year total income increased compared to 2019 by £0.9m – mainly due to an increase in legacies. Legacy income of £2.3m represented 52% of total income and was higher than in 2019. Membership, (net of the local and regional share) and Committed Giving income remained steady at £1.1m and we are thankful for those loyal supporters. Funding from charitable trusts and companies was down compared with the previous year due to the impact of the pandemic.

A new fundraising strategy has been developed to create a long-term and robust approach to developing multi-partner, multi-funded projects, which will significantly increase and strengthen our charitable activity. The launch of the new member acquisition project was delayed until 2021 due to the pandemic.

We would like to thank our many supporters who helped optimise the value of their donations by completing Gift Aid forms. We reclaimed £346k in Gift Aid in 2020 (2019: £346k).

Expenditure

Total expenditure in 2020 was £5.1m (2019 £5.6m) of which £4.2m was spent on charitable activities (2019: £4.4m), this included continued support to the network, investment in the Strategic Collaboration Fund to support local CPRE projects and work on developing our capacity.

Financial Reserves Policy

The Board recognises the need to keep unrestricted reserves at a level appropriate to the needs of the organisation. The Board reviewed its reserves policy in December 2020 reducing the target range in line with the policy below and to set the context for the 2021 budget. CPRE's reserves policy is:

'The Board adopts a risk-based approach to reserves. Its policy is to hold unrestricted free reserves, in a range of £1.7m – £3.5m. This reflects the Trustees current appraisal of working capital requirements, the risks in CPRE's sources of income, an allowance for unplanned expenditure, and a degree of funding for key investments during the next planning cycle'.

For the purpose of its policy, CPRE has defined its reserves as its unrestricted free reserves, which constitute total reserves less restricted, and endowment reserves, fixed assets and legacy debtors. We have ignored our fixed assets, as they are illiquid. We have not included legacy debtors because they may not be received for up to two years from the date of probate.

Therefore, our policy focuses on our unrestricted free reserves. These were £3.1m at the year-end (£3.8m in 2019) and represent a strong base to help finance activities in future years, to invest in the CPRE network and achieve new strategic objectives as per the table below. A proportion of the unrestricted reserves have been specifically designated for this purpose. Further information on CPRE's funds is contained in note 15 to the accounts.

Table: Unrestricted Free Reserves

	2020
	£'000
Total Reserves	6,039
Less: Restricted Reserves	(337)
Less: Endowments Reserves	(134)

Less: Designated Reserves	(1,232)
Less: Legacy Debtors	(1,210)
Unrestricted Free Reserves	3,126

The year-end total of £3.1m is within our target range of £1.7m to £3.5m.

During the year the Trustees reviewed the designated reserves and agreed to allocate £1,232k for strategic purposes. Further details can be found in note 15. Information on CPRE's future plans can be found on page 15 and these unrestricted reserves will be used to help fund these plans.

Having assessed the charity's financial position, its plans for the foreseeable future, the risks to which it is exposed and the detailed cash projections, the Trustees are satisfied that it remains appropriate to prepare the statements on a going concern basis.

Investment Policy and Performance

During 2020 all CPRE's investments were managed by CCLA.

For the year to 31 December 2020 the total portfolio has reduced by 40% (2019: reduced by 31%) as we withdrew £1.5m from our investments during 2020 (2019: withdrew £2.0m). Investment gains made on investment in 2020 amounted to £92k (2019: £414k).

The main fund remains with the CCLA Charity Ethical Investment Fund.

CPRE's prime ethical consideration is to identify any obvious conflicts of interest between its objectives and the objectives/activities of any company whose shares may be acquired directly for the purpose of investment. We had no direct investment in company shares at 31 December 2020.

Fundraising Approach

CPRE undertakes fundraising activity to its supporters via direct mail, telephone and email in line with the Fundraising Code of Practice set by the Fundraising Regulator. Our fundraising promise, which is available on our website to reassure supporters of our approach, is

'When you support us by becoming a member, campaigner or donor you can be sure of the following:

- We will never sell your contact details to anyone outside of CPRE
- We will only contact you if you have expressed an interest in our work
- If we phone you, we will always check you are happy to take the call
- If you ask us to change how we communicate with you, or stop, we will respect that
- We try hard to ensure no one ever feels pressurised to support our work
- We are registered with the Fundraising Regulator and adhere to the Fundraising Code of Practice
- All our activities are open, fair, honest and legal.'

CPRE is registered with the Fundraising Regulator and adheres to the standards of the Fundraising Code of Practice. Two complaints about fundraising activity was received by CPRE national office in 2020 and they were promptly resolved without the need for escalation to the regulator.

Risk Management

The Board recognises its responsibilities in terms of managing risk and has systems in place to ensure that the risks faced by the charity are identified, assessed, managed and monitored.

The Senior Leadership Team and all staff assess risks as part of all significant project management. The Board review current material risks at each Board meeting during the year and a thorough review of potential risks annually. This was undertaken in December 2020.

TRUSTEES' REPORT

The main categories of risk are:

- Governance
- Reputation
- Financial
- Regulatory
- External

The Board considers the gross risk before taking into account internal and external controls and the residual net risk after these internal and external controls are applied. The major net risks relate to external factors beyond CPRE's control; the most significant are considered to be:

- Changes in policy and/or planning decisions leading to further degradation of the countryside
- A downturn in the economy leading to a decrease in income

The most significant internal risks **prior** to our internal controls are considered to be:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy
- IT & Data systems don't support the new strategy
- Increased risk of fraud due to economic downturn and remote working
- Health of local CPRE's and their impact on National CPRE

Our internal controls are intended to manage rather than eliminate risks and to give reasonable rather than absolute assurances.

There are only four significant residual internal net risks, all of which are assessed as acceptable:

- Failure to diversify and grow income
- Our initiatives fail to achieve expected outcome due to not reflecting public mood or change in government policy
- IT & Data systems don't support the new strategy
- Health of local CPREs and their impact on National CPRE

The system of internal control includes:

- A multi-year strategic plan
- An annual operational plan and budget, with actual performance being monitored regularly
- A range of policies (e.g. financial reserves policy) and procedures
- A Ways of Working group developing policies for working together with CPRE regions and branches
- A regular risk assessment programme
- A staff structure and scheme of delegation that aids continuity of our work

The scheme of delegation sets out the delegated authority of the FAOE Committee, the Policy Committee, the Nominations Committee and the principal officers. The day-to-day management is delegated to the Chief Executive, the principal officers and other CPRE staff.

5. FUTURE PLANS

Our strategic aims 2020-26 as set out in section 2 (c) on page 3 describe everything we are going to do at national CPRE in the next six years to move us towards our vision of a beautiful and thriving countryside that enriches all our lives. The strategic aims set our priorities and where we are going to allocate our resources during this period. All our plans and projects contribute towards the achievement of these aims.

In practice our strategy means developing new projects with partners from the CPRE network and externally, to develop, set out and promote solutions through research, policy, campaign and practical work. It means new programmes for volunteering, membership and supporter engagement and capacity-building for our network and their communities. It means presenting to the public and policymakers a vision of positive, sustainable progress for our countryside which can hold its own against the imperatives of growth.

2021 Priorities

Our operational plan for 2021 sets out how we are going to do that in the coming year. Our operational plan and budget, which sets out the details of what we're going to do and how we will utilise our resources, have been agreed by the Board and follow three operational priorities for the year:

1. **Stronger together:** in 2021 we will continue our work to transform relationships across the CPRE Network, investing in greater support for local CPREs most in need, renewing frameworks for collaboration, good practice sharing and communication across our local, regional and national organisations and make greater strides towards speaking with one voice to the Government, the public and civil society.
2. **Financial sustainability:** the financial challenge in the medium and long-term for CPRE has become even tougher with the economic impact of the Coronavirus crisis, adding renewed urgency to our aim of increasing and diversifying income across the organisation. 2021 will see the launch of a range of new and enhanced membership, supporter and fundraising initiatives bringing to life the work of recent years on our new brand, positive messaging and awareness-raising. The new initiatives will be developed and trialled in close collaboration with the CPRE network and will be designed to increase and diversify income across the organisation. We will also conduct a review of how the costs of and income from the membership scheme are shared across the CPRE Network.
3. **Demonstrating impact:** this year we're going to focus hard on measuring and demonstrating how our work makes a difference for our supporters and the public. We will show how supporting CPRE secures a better planning system, more equality of access, enhanced and protected landscapes and rural-focused policies and investment sustaining rural communities and economies.

Progress against the operational plan will be measured by management and project teams and strategic performance measures reviewed by the Board every quarter. The budget with which we will deliver the plan has been agreed by the Board and is in line with our five-year financial strategy and reserves policy. It aims to invest reserves in order to increase and diversify support and income and to modernise and strengthen the network and keep reserves levels within the target range. Progress against the budget is monitored alongside the performance measures by the senior leadership team and the Board advised by the Finance and Operational Effectiveness sub-committee as described below.

Priorities and plans for 2022 will be set in the light of progress and according to the strategy in the autumn of 2021.

6. STRUCTURE, GOVERNANCE AND MANAGEMENT

Legal and Administrative Details

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). It was founded in 1926. It is registered in England and its registered office is 5-11 Lavington Street, London, SE1 0NZ. It is governed by its Memorandum and Articles of Association adopted on 4 October 2001, which were most recently amended on 30 April 2020.

The members of the Trustee Board are Trustees under charity law and Directors under company law. They are also known as Board Members.

CPRE has a wholly owned trading subsidiary, CPRE Enterprises Limited (Company No 4287611) which has been dormant throughout the year.

Structure

National CPRE comprises the national office in London and eight regional groups.

The regional groups were originally set up to influence regional plans but their role has evolved into one of engaging with sub-regional planning bodies and supporting collaboration across the network. All regional work in London is carried out by CPRE London. The regional groups' financial results are incorporated into the main charity financial statements at the end of each year.

The CPRE network operates as a network of 42 branches which subdivide into over 100 active district groups. There are 39 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right, with their own boards of trustees, their results do not form part of these financial statements. Three branches, Lincolnshire, Durham and Northumberland, are part of the main charity and their finances are incorporated into the charity financial statements at the end of each year.

While 39 of the branches are separately registered charities, with their own governing documents and boards of trustees, most use the name and branding of CPRE. All deliver broadly similar objectives and receive a share of the membership subscriptions from CPRE's members. The Chairs of our branches hold over 70% of the voting rights at our Annual General Meeting.

The Board believes that the structure of the organisation is a huge strength that gives CPRE both a national presence and a strong and effective grassroots involvement.

General Council

The General Council comprises the voting members of CPRE. The voting members comprise: one person from each branch, one from each county association, one person from each region, Board members and The President.

The Board

The Board is made up of at least three and not more than ten Trustees including the Chair, the Chair of Policy Committee and the Treasurer. It is composed of up to eight Elected Board Members (including the posts listed above) and up to two Selected Board Members. All Elected Board Members serve a three-year term of office but may be eligible for re-election for a further three-year term. All Selected Board Members hold office until the next AGM but may be eligible for co-option for a further year at the discretion of the Board, subject to a maximum term of six years. During the year two Board Members, Su Sayer and Stephen Anderson retired and were replaced by Simon Murray and James Lindsay. Simon Murray replaced Su Sayer as Chair.

Recruitment of Trustees

Trustees are recruited in accordance with our Articles of Association and the process is undertaken by the Nominations Committee who make recommendations to the Board. All Trustee roles are advertised within the CPRE Network and externally. They are advertised on the basis of seeking to fill skills gaps on the Board.

All members of the Board have role descriptions and take part in induction programmes, training and development as appropriate. The Board have undertaken a self-evaluation against the Governance Code which will determine areas for development over the coming period.

Statement of Trustees' Responsibilities

The Trustees are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and regulations. Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards) and applicable law.

Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charitable company and of its net incoming/outgoing resources for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS102);
- make judgments and estimates that are reasonable and prudent;
- state whether applicable UK accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue to operate.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charitable company's transactions and disclose with reasonable accuracy at any time the financial position of the charitable company and enable them to ensure that the financial statements comply with the Companies Act 2006 and the provisions of the charitable company's constitution. They are also responsible for safeguarding the assets of the charitable company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions. The following statements have been affirmed by each of the Trustees of the charitable company:

- so far as each Trustee is aware, there is no relevant audit information, (that is, information needed by the company's auditors in connection with preparing their report), of which the company's auditors are unaware; and
- each Trustee has taken all the steps that he/she ought to have taken as a Trustee in order to make himself/herself aware of any relevant audit information and to establish that the company's auditors are aware of that information.

Sub Committees

The Board has three sub-committees: the Policy Committee, Finance, Audit and Operational Effectiveness Committee and the Nominations Committee. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The purpose of the Policy Committee is to provide a body of expertise to advise the Board and assist staff and Trustees of CPRE in all aspects of its external policy.

The purpose of the Nominations Committee is to select suitable candidates to be nominated for the Board. It is chaired by a member of CPRE's General Council.

The purpose of the Finance, Audit and Operational Effectiveness Committee is to ensure CPRE has sufficient and appropriate financial and other resources available for delivery of its operational plan and budgets. It also ensures that CPRE operates within the requirements of its constitution, relevant legislation and best practice.

Reference and Administrative Details

Management

The Board delegates responsibility for the day-to-day management of CPRE to its Chief Executive. He is aided by the Senior Leadership Team and other senior colleagues.

The present office holders and any past office holders who served during the year, and to the date of signing this Report, are listed below.

Office holders

Patron

Her Majesty The Queen

President

Emma Bridgewater

Vice Presidents

Sir Andrew Motion

Christine Drury

Fiona Reynolds (Appointed June 2020)

Ali Miraj (Appointed June 2020)

The Board (Trustees/Directors)

Su Sayer CBE	Chair (Retired June 2020)
Simon Murray	Chair (Appointed June 2020)
Martin Tyler FCCA	Treasurer
Stephen Anderson	General Board Member (Retired June 2020)
Margaret Clark CBE	Selected Board Member
Robin Thompson CBE DL	General Board Member (Vice Chair)
Corinne Pluchino	General Board Member
Andy Topley	Selected Board Member
Dr Richard Simmons	Chair of Policy Committee
Will Rivers	General Board Member
Professor Patricia Broadfoot CBE	General Board Member

James Lindsay

General Board Member (Appointed June 2020)

Sub-committees of the Board:

Policy Committee

Dr Richard Simmons	Chair
Su Sayer CBE	Trustee (Retired June 2020)
John Croxen	(Retired June 2020)
Richard Lloyd	(Retired June 2020)
Stan Jones	(Retired June 2020)
Sabine Mosner	
Kaley Hart	
Catherine Le Grice-Mack	
Andy Topley	Trustee (Appointed September 2020)
Will Rivers	Trustee (Appointed September 2020)

Finance, Audit and Operational Effectiveness Committee

Martin Tyler FCCA	Chair
Robin Thompson CBE	Trustee
Corinne Pluchino	General Board Member
Patrick Cooper	Co-optee

Nominations Committee

Su Sayer CBE	Trustee (Retired June 2020)
Simon Murray	Trustee (Appointed June 2020)
Andy Topley	Trustee
Isabella Stone	Chair (Retired June 2020)
John Lambert	Chair (Appointed June 2020)
Martin Crookston	Branch nominated member

Principal Officers

Crispin Truman OBE	Chief Executive
Tom Fyans	Director of Campaigns & Policy
Elvira Meucci-Lyons	Director of Engagement & Income
Mark Cornish FCA	Director of Finance & Operational Effectiveness and Company Secretary
Dr Crewenna Dymond	Director for Volunteering and Partnerships

Professional Advisers:

A list of CPRE's main professional advisers appears on page 49.

Health and Safety

The Board considers managing health and safety and wellbeing of our staff, volunteers, suppliers and visitors a key priority.

The Board is ultimately responsible for compliance with health and safety legislation. The day-to-day responsibility is delegated to the Chief Executive and Director of Finance & Operational Effectiveness, who are responsible for compliance, relevant policy development and performance. Health and Safety is a line-management responsibility throughout CPRE.

During the course of the year there were no significant accidents or incidents involving members of staff, volunteers, contractors or visitors to our office.

Employees and Volunteers

Our staff and volunteers continue to build CPRE's long-established reputation for professionalism, expertise and quality. They are the reason for our many lobbying and campaigning successes.

CPRE's volunteers are also highly valued and the Board is grateful for the huge amount of work they do. The work of volunteers in the branches and regional groups is supported by advice and other support from National Office, including inductions, training seminars and our events programme.

We support equal opportunities, and recruit and promote employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

Reward Policy

The pay of the principal officers - see page 19 - is determined by the Board of Trustees. Salaries are benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. The same benefits, including pensions, and terms and conditions apply to the principal officers as all other staff.

All other staff salaries have also been benchmarked with those of charities of similar size in terms of income, staff numbers and complexity. It is expected that the majority of staff will be paid at the median for their role, however there is flexibility of +/- 15% around the median.

All staff salaries will be benchmarked again on a triennial basis. During the interim period the Board may approve an annual pay increase subject to an overall affordability criterion.

The Board includes Trustees appointed by our volunteer branch chairs and Trustees with significant pay expertise and knowledge, especially of the charity sector.

All nationally-employed staff are paid at least the London Living Wage.

7. AUDITOR

Haysmacintyre LLP were re-appointed as auditors.

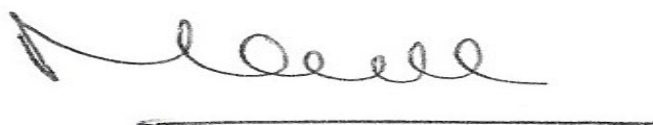
This report has been prepared in accordance with the Statement of Recommended Practice: Accounting and Reporting by Charities (SORP FRS102 – 2nd Edition, effective 1 January 2019) and in accordance with the special provisions of the Companies Act 2006 relating to small companies.

Approved by the Trustees on 25 March 2021 and signed on their behalf by:



Simon Murray

Chair



Martin Tyler FCCA

Treasurer

8. INDEPENDENT AUDITOR'S REPORT

to the members of Campaign to Protect Rural England

Opinion

We have audited the financial statements of Campaign to Protect Rural England for the year ended 31 December 2020 which comprise the Statement of Financial Activities, the Balance Sheet, the Cash Flow Statement and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 31 December 2020 and of the charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the charity in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Report and the Chair's statement. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

- the information given in the Trustees' Report (which includes the strategic report and the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the strategic report and the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the charitable company; or
- the charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 20, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the charitable company and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to the use of restricted funds in accordance with trust law, compliance with fundraising regulations and compliance with employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as the Companies Act 2006 and the Charities Act 2011.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the recognition of income from legacies and donations. Audit procedures performed by the engagement team included:

- Inspecting minutes of Trustees' meetings
- Inspecting correspondence with regulators and tax authorities;

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- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, postings by unusual users or with unusual descriptions; and
- Challenging assumptions and judgements made by management in the measurement of revenue from legacies.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.



Richard Weaver (Senior Statutory Auditor)
For and on behalf of Haysmacintyre LLP, Statutory Auditors
25 March 2021

10 Queen Street Place
London EC4R 1AG

9. STATEMENT OF FINANCIAL ACTIVITIES

(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)

YEAR ENDED 31 DECEMBER 2020

	Note	Unrestricted Funds £'000	Restricted Funds £'000	Endowment Fund £'000	2020 Total £'000	2019 Total £'000
Income from						
Donations and legacies	2 & 3	4,051	192	-	4,243	3,382
Other trading activities	4	45	-	-	45	43
Investments	5	60	4	-	64	103
Total		4,156	196	-	4,352	3,528
Expenditure on						
Raising funds	6	923	-	-	923	1,158
Charitable activities	7	4,016	206	-	4,222	4,394
Total	7	4,939	206	-	5,145	5,552
Net gains on investments	11	84	-	8	92	414
Net (expenditure)/ income		(699)	(10)	8	(701)	(1,610)
Reconciliation of funds:						
Total funds brought forward		6,267	347	126	6,740	8,350
Total funds carried forward		5,568	337	134	6,039	6,740

All of the charity's activities are continuing.

There are no gains and losses other than those shown above.

The notes on pages 30 to 48 form part of these financial statements.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

(A COMPANY LIMITED BY GUARANTEE - COMPANY NO. 4302973)

10. BALANCE SHEET

AS AT 31 DECEMBER 2020

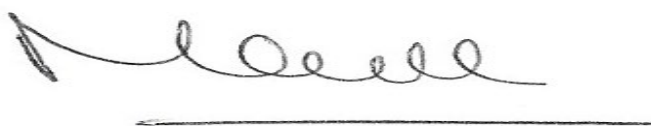
		2020	2019
	Notes	£'000	£'000
FIXED ASSETS			
Tangible assets	10	249	317
Investments	11	2,082	3,490
Total fixed assets		2,331	3,807
CURRENT ASSETS			
Debtors	13	1,487	923
Regional bank balances		246	283
Cash at bank and in hand		2,540	2,591
Total current assets		4,273	3,797
Liabilities:			
Creditors: Amounts falling due within one year	14	(557)	(812)
Net current assets		3,716	2,985
Total assets less current liabilities		6,047	6,792
Creditors: Amounts falling due after one year	14	(8)	(52)
Total net assets		6,039	6,740
The funds of the charity:			
Unrestricted funds	15	5,568	6,267
Restricted funds	16	337	347
Endowment fund	17	134	126
Total charity funds		6,039	6,740

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 25 March 2021.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND



Simon Murray
Chair



Martin Tyler FCCA
Treasurer

The notes on pages 30 to 48 form part of these financial statements.

11. STATEMENT OF CASH FLOWS

YEAR ENDED 31 DECEMBER 2020

Cash flows from operating activities:	2020 £'000	2019 £'000
Net cash outflow from operating activities (see Table 1)	(1,580)	(1,696)
Cash flows from investing activities		
Dividends, interest and rents from investments	52	81
Bank and other interest received	12	22
Purchase of property, plant and equipment	(35)	(127)
Sale of investments	1,500	2,000
Net cash inflow from investing activities	1,529	1,976
(Decrease)/ Increase in Cash	(51)	280
Change in cash and cash equivalents in the year	(51)	280
Cash and cash equivalents at 1 January 2020 (see Table 2)	2,591	2,311
Cash and cash equivalents at 31 December 2020 (see Table 2)	2,540	2,591
	2020 £'000	2019 £'000
Table 1: Reconciliation of net income to net cash flow from operating activities		
Net expenditure for the year	(701)	(1,610)
Adjustments for:		
Depreciation charges	103	96
Gains on investments	(92)	(414)
Dividends, interest and rents from investments	(64)	(103)
(Increase)/ Decrease in debtors	(564)	277
Increase /(Decrease) in regional cash balances	37	(47)
(Decrease)/ Increase in creditors	(299)	105

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

Net cash provided by operating activities	(1,580)	(1,696)
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Table 2: Analysis of cash and cash equivalents

	2020	2019
	£'000	£'000
Cash in hand	1,775	1,831
Notice deposits (6 months)	765	760
Total cash and cash equivalents	2,540	2,591

The Charity has no debt, therefore the movements in net debt are all shown in the main cashflow statement.

The notes on pages 30 to 48 form part of these financial statements.

12. NOTES TO THE FINANCIAL STATEMENTS

YEAR ENDED 31 DECEMBER 2020

1. PRINCIPAL ACCOUNTING POLICIES

a) Charity Information

The Campaign To Protect Rural England is a company limited by guarantee (No 4302973) and a registered charity (No 1089685) in England & Wales. The registered office is 5-11 Lavington Street, London, SE1 9NZ

b) Basis of Accounting and Statement of Compliance

The financial statements have been prepared under the historical cost convention, with the exception of fixed asset investments, which are included at their market value at the balance sheet date. The financial statements have been prepared in accordance with the Statement of Recommended Practice for Charities (SORP 2015) (Second Edition, effective 1 January 2019), the Companies Act 2006 and applicable accounting standards (FRS102).

The Trustees in developing the corporate strategy have also developed a multi-year financial model to underpin the corporate strategy. Whilst within the strategy there are risks associated with achieving the fundraising income, there are no material uncertainties related to events or conditions which would cast doubt on the charity's ability to continue as a going concern.

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was dormant in the year and the net assets were not material to CPRE in the year.

The principal accounting policies and estimation techniques are as follows:

c) Branches

CPRE branches receive a share of the membership subscription paid in respect of members assigned to them, which includes tax recovered from gift aid. The majority of the branches are autonomous separately registered charities and produce their own financial statements, which are not consolidated. However, there are three branches that are part of the National CPRE (Lincolnshire, County Durham and Northumberland). The accounts of these three branches have been included within these financial statements.

d) Regional Groups

CPRE is responsible for the activities of eight regional groups. The income and expenditure of these groups have been included within these financial statements.

e) Income

Voluntary income and membership subscriptions are recorded when received at the national office.

Legacies are recognised when the conditions of entitlement, probability and measurement are met. Each bequest is recognised once a reasonable estimate of its value can be made and providing there is no evidence of any significant contentious claims against the deceased's estate. Where CPRE is left part of the residue of an estate, the deceased's Will, initial statements of assets and liabilities and draft estate accounts are used to calculate the estimated value of the bequest. This estimate is only recognised as income once the executors have proved the Will (i.e. obtained probate). Probate values will normally be used to estimate value.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

Grants receivable and merchandise income are accounted for on an accruals basis.

Donated services are included at the rate that would have been charged if the charity had been invoiced for them. An equivalent amount is included in expenditure.

f) Fixed Assets

Items over £1,000 are capitalised. Fixed assets are stated at cost less accumulated depreciation.

Depreciation of fixed assets is provided at rates calculated to write off the cost of fixed assets over their anticipated useful lives and is charged on a monthly basis from purchase. The rates used during the year were as follows:

Leasehold improvements	10% straight line
Furniture and equipment	25% or 33 1/3% straight line
Computer equipment	33 1/3% straight line
Database	10% straight line
Assets in the course of construction	0%

g) Fixed Asset Investments

Fixed asset investments are stated at market value. Investment income is included in the Statement of Financial Activities on a receivable basis. Realised and unrealised gains and losses on investment assets are shown in the Statement of Financial Activities. Realised gains are based on disposal proceeds compared with either opening market value or cost if acquired during the year.

h) Operating Leases

Operating lease rentals are charged to the Statement of Financial Activities on a straight-line basis over the lease term.

i) Fund Accounting

Restricted funds are those the use of which is restricted by the conditions imposed by the donors.

Endowment funds are those where the income can be spent but the capital element retained. General funds are those which are available for the general advancement of CPRE's objectives.

j) Allocation of Costs

Overheads and support costs have been allocated to the cost headings in the Statement of Financial Activities as follows:

An estimate of staff time spent on each activity during the year, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on each activity. These staff cost figures have been used to calculate a percentage figure, which has been used to apportion the total overhead and support costs.

Support costs include the costs of Human Resources and IT, Finance and Governance. Overhead costs include rent, depreciation and office costs.

Expenditure is recognised on an accruals basis when a liability is incurred.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

k) Raising Funds

The cost of raising funds includes the production and postage costs of appeals and raffles, the marketing and promotional costs of all our fundraising programmes, the costs of members and supporter recruitment and the administrative cost of processing donations.

l) Charitable Activities

Charitable activity costs include all expenditure incurred in direct pursuit of CPRE's charitable objectives.

These include all policy work, development of the branches and regional groups and the production of policy information about its work.

It also includes Membership and Supporter services including the materials, administrative and processing costs for member and supporter services.

m) Taxation

VAT

Irrecoverable VAT is included under the relevant expense headings. In 2020 this amounted to £179k (2019: £238k).

Corporation Tax

CPRE is a registered charity and can claim exemption from Corporation Tax on income and gains, which are applied for charitable purposes under the Corporation Taxes Act 2010.

n) Pension Schemes

CPRE operates defined contribution pension schemes for all qualifying employees. The assets of the schemes are held in separate funds administered by independent providers.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

2. INCOME FROM DONATIONS AND LEGACIES

	Total 2020 £'000	Total 2019 £'000
Unrestricted Funds		
Membership subscriptions	1,394	1,438
Less: Branch share of subscriptions (note 1b)	(581)	(585)
	813	853
Legacies	2,301	1,325
Appeals	416	356
Charitable Trusts and Companies (note 3)	125	214
Committed giving	218	229
Major personal donations	79	57
Raffles	42	64
General donations	39	55
Give as You Earn donations	5	5
Branch Income	11	-
Regional Income	2	1
Total Unrestricted Funds	4,051	3,159
Restricted Funds		
Charitable Trusts and Companies (note 3)	171	149
Legacies	1	-
Branch Income	-	54
Major personal donations	20	20
Total Restricted Funds	192	223
Total income from Donations & Legacies	4,243	3,382

At 31 December 2020, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £19k (2019: £7k). None of these bequests has a remaining life interest.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

3. GENERAL, CORPORATE AND TRUST DONATIONS

	Unrestricted Funds £'000	Restricted Funds £'000	Total 2020 £'000
G Cadbury	12	-	12
Constance Travis Trust	50	-	50
Joseph Rowntree	-	40	40
MCS Charitable Trust	-	23	23
Foundation for Integrated Transport	-	15	15
The Underwood Trust	-	20	20
Anonymous donations	-	47	47
The Tolkien Trust	-	20	20
Donations less than £10,000	63	6	69
	125	171	296

Comparative 2019	Unrestricted Funds £'000	Restricted Funds £'000	Total 2019 £'000
Esme Fairbairn Foundation	-	105	105
Constance Travis Trust	50	-	50
K S Richer Will Trust	12	-	12
Ernest Cook Trust	-	10	10
Charities Aid Foundation	10	-	10
The Underwood Trust	-	20	20
Anonymous donations	25	-	25
June Stevens Foundation	17	-	17
Essex Trust	-	10	10
Donations less than £10,000	100	4	104
	214	149	363

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

4. OTHER TRADING ACTIVITIES

	2020	2019
	£'000	£'000
Rental income	41	41
CPRE publications	4	2
	<u>45</u>	<u>43</u>

5. INVESTMENTS

	2020	2019
	£'000	£'000
UK listed securities	52	81
Bank interest	12	22
	<u>64</u>	<u>103</u>

6. RAISING FUNDS

	2020	2019
	Total	Total
	Funds	Funds
	£'000	£'000
Fundraising costs:		
Direct costs	232	523
Employment costs	468	425
Support costs	223	210
Total	<u>923</u>	<u>1,158</u>

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

7. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Grant Funding Activities	Support Costs	Direct Costs	2020 Total
	£'000		£'000	£'000	£'000
Charitable activities					
Campaigns and policy to enhance and protect the countryside	633	-	277	143	1,053
Support to branches and volunteers	426	82	192	338	1,038
Develop our capability	628	-	252	671	1,551
Information Provision to members	272	-	105	203	580
Total Charitable activities	1,959	82	826	1,355	4,222
Raising funds	468	-	223	232	923
	2,427	82	1,049	1,587	5,145

The Strategic Collaboration Fund (SCF) continues to make national CPRE funds available through the network for specific, strategic projects designed to increase support and capacity within the CPRE network

ANALYSIS OF SUPPORT COSTS BY CHARITABLE ACTIVITY

	Overheads	IT & HR	Finance	Governance	Total
	£'000	£'000	£'000	£'000	£'000
Campaigns and policy to enhance and protect the countryside	180	40	36	21	277
Support to branches and volunteers	125	28	25	14	192
Develop our capability	164	36	33	19	252
Supporter services	68	15	14	8	105
2020 Total charitable support costs	537	119	108	62	826

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

Comparative 2019	Direct Employment Costs £'000	Grant Funding Activities	Support Costs £'000	Direct Costs £'000	2019 Total £'000
Charitable activities					
Campaigns and policy to enhance and protect the countryside	642	-	286	242	1,170
Support to branches and volunteers	491	103	279	340	1,213
Develop our capability	428	-	192	811	1,431
Supporter services	268	-	160	152	580
Total Charitable activities	1,829	103	917	1,545	4,394
Raising funds	425	-	210	523	1,158
	2,254	103	1,127	2,068	5,552

Analysis of support costs

by charitable activity	Overheads £'000	IT & HR £'000	Finance £'000	Governance £'000	Total £'000
Campaigns and policy to enhance and protect the countryside	180	50	41	15	286
Support to branches and volunteers	175	49	40	15	279
Develop our capability	121	34	27	10	192
Supporter services	101	28	23	8	160
2020 Total charitable support costs	577	161	131	48	917

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

8. EMPLOYEE INFORMATION

The average monthly headcount was 58 (2019: 53). The average number of employees, on a full-time equivalent basis was as follows:

	2020	2019
	No	No
Full time	51	46
Part time (FTE)	4	4
	55	50

Employee costs were as follows:	£'000	£'000
Salaries	2,294	2,163
Redundancy/ Termination costs	-	75
National Insurance	234	215
Pension contributions	149	153
	2,677	2,606

CPRE operates a Group Personal Pension Plan that all members of staff are eligible to join after the completion of their probationary service period. CPRE contributes 7% of eligible employees' salaries to their pension plans. 50 members of staff (2019: 50) were members of the Group Personal Pension Plan at the end of the year. All of the higher paid employees were members of the Group Personal Pension Plan. Contributions into the Plan for these employees were £28k (2019: £31). The total value of employee benefits received by key management personnel, (our principal officers (see page 19) was £410k (2019: £405k).

Employees paid £60,000 or more:

	2020	2019
£90,000 - £99,999	1	1
£80,000 - £89,999	-	-
£70,000 - £79,999	3	3
£60,000 - £69,999	1	1

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

9. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2019: none). Travelling expenses reimbursed to 7 (2019:11) Trustees during the year amounted to £969 (2019: £4,214).

AUDITOR'S REMUNERATION

The amounts payable to hay Macintyre were:

	2020	2019
	£'000	£'000
Audit costs:		
Statutory audit	15	15
Total	15	15

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

10. TANGIBLE FIXED ASSETS

	Leasehold Improvements £'000	Computer Equipment £'000	Assets in the course of construction £'000	Furniture and Equipment £'000	Total £'000
Cost					
At 1 January 2020	570	314	99	10	993
Additions	-	9	26	-	35
At 31 December 2020	570	323	125	10	1,028
Depreciation					
At 1 January 2020	417	256	-	3	676
Charge for the year	68	32	-	3	103
At 31 December 2020	485	288	-	6	779
Net book value					
At 31 December 2020	85	35	125	4	249
At 31 December 2019	153	58	99	7	317

11. INVESTMENTS

	Listed Investments £'000	Total £'000
Value at 1 January 2020	3,490	3,490
(Disposals)	(1,500)	(1,500)
Investment gains	92	92
Value at 31 December 2020	2,082	2,082

The Charity's listed investments represent its only financial assets measured at fair value.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

12. TRADING SUBSIDIARY

CPRE Enterprises Limited

The organisation has a wholly owned subsidiary registered in England, CPRE Enterprises Limited.

CPRE Enterprises Limited has been dormant throughout 2020 and 2019.

Summarised Balance Sheet of CPRE Enterprises Limited	2020	2019
	£	£
Cash at bank	2	2
Called up share capital	2	2

13. DEBTORS

	2020	2019
	£'000	£'000
Accrued legacy income	1,210	627
Accrued Income	48	17
Prepayments	158	184
Other debtors	71	95
	1,487	923

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

14. CREDITORS: amounts falling due within one year	2020	2019
	£'000	£'000
Share of subscriptions owed to branches and regional groups	143	143
Accruals and deferred income	157	118
Grant Commitment	5	57
Trade creditors	122	359
Taxation and social security	65	66
Pension schemes	19	23
Accrued rent	46	46
	557	812

CREDITORS: amounts falling due after more than one year	2020	2019
	£'000	£'000
Accrued rent	8	52

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible		Net	Total
	Fixed		Other	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	249	1,948	2,139	4,336
Designated Funds	-	-	1,232	1,232
Total Unrestricted Funds	249	1,948	3,371	5,568
Restricted Funds	-	-	337	337
Endowment Fund	-	134	-	134
At 31 December 2020	249	2,082	3,708	6,039

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

Comparative 2019	Tangible		Net	Total
	Fixed		Current	Net
	Assets	Investments	Assets	Assets
	£'000	£'000	£'000	£'000
General Funds	317	3,364	731	4,412
Designated Funds	-	-	1,855	1,855
Total Unrestricted Funds	317	3,364	2,586	6,267
Restricted Funds	-	-	347	347
Endowment Fund	-	126	-	126
At 31 December 2019	317	3,490	2,933	6,740

Movement in Designated funds:	1 Jan	Expenditure	Transfer	31 Dec
	2020		from	2020
			General	
	£'000	£'000	Funds	£'000
Strategic Collaboration Fund	74	(82)	100	92
Legacy fund for work in North Yorkshire	82	(82)	-	-
Funds held by regions	229	-	17	246
Strategic Investment Fund	770	(276)	-	494
Office Move	700	-	(300)	400
Total Designated Funds	1,855	(440)	(183)	1,232

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

16. RESTRICTED FUNDS

	Incoming	Resources	Balance at
	1 January	Resources	31 December
	2020		2020
	£'000	£'000	£'000
Esmée Fairbairn Foundation	146	-	(82)
CPRE Mark	29	4	-
Small grants each under £5,000	4	7	(7)
Garfield Weston Foundation	11	-	(11)
KMF Maxwell-Stuart's Charitable Trust	2	-	(2)
Andrew Mason legacy	42	-	(24)
Anonymous donors 2	3	20	(15)
A Team Foundation	-	47	(20)
Anglo American Charitable Foundation	19	-	(19)
CHK Charities Ltd	5	-	(5)
The Underwood Trust 2	20	20	(20)
Ernest Cook Trust	10	-	-
Hastoe Housing Association	1	-	(1)
Joseph Rowntree Charitable Foundation	-	40	-
Foundation for Integrated Transport	-	15	-
MCS Charitable Foundation	-	23	-
The Tolkien Trust	-	20	-
CPRE Lincolnshire	55	-	-
Total restricted funds	347	196	(206)

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

Comparative 2019	Balance at 1 January 2019 £'000	Incoming Resources £'000	Resources Expended £'000	Balance at 31 December 2019 £'000
Esmée Fairbairn Foundation	87	105	46	146
CPRE Mark	25	4	-	29
JTI	1	-	1	-
Balances b/fwd.: each under £5,000	4	-	-	4
Garfield Weston Foundation	55	-	44	11
KMF Maxwell-Stuart's Charitable Trust	17	-	15	2
Andrew Mason legacy	72	-	30	42
Sanglier Ltd	33	-	33	-
- Underwood Trust	25	-	25	-
Anonymous donors 1	1		1	-
Anonymous donors 2	-	20	17	3
Anglo American Charitable Foundation	19	-	-	19
Tolkien Trust 1	14	-	14	-
CHK Charities Ltd	5	-	-	5
The Underwood Trust 2	-	20	-	20
The Essex Trust	-	10	10	-
Ernest Cook Trust	-	10	-	10
Schlaikjer-McIntyre Family Fund	-	2	2	-
Hastoe Housing Association		1	-	1
CPRE Lincolnshire	1	54	-	55
The Earl Fitzwilliam Charitable Trust	-	1	1	-
Total restricted funds	359	227	239	347

- The Esmée Fairbairn Foundation grant is towards a project addressing litter at a strategic level in Essex.
- Mark fund is used for the branch award scheme as noted in note 17.
- The Garfield Weston Foundation grant was contributing to the Litter Campaign by paying for the Campaign Officer post.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

- KMF Maxwell-Stuart's Charitable Trust grant helped to investigate issues and trends in landscapes that are causing their decline.
- The bequest from Mr Andrew Mason is for projects in Devon.
- The anonymous donation 2 is funding a Campaigns Officer post.
- The A Team Foundation is funding our County Farms project.
- Anglo-American Charitable Foundation funded our Landscape enhancement project.
- CHK Charities Ltd funded our Housing Design project.
- The Underwood Trust 2 is funding our Brownfield project.
- The donation from the Ernest Cook Trust is supporting our apprenticeship scheme.
- Hastoe Housing Association funded the launch of our Housing Design project.
- The Joseph Rowntree Charitable Trust and Foundation for Integrated Transport is funding our Transport Deserts project.
- MCS Charitable Foundation is funding our Renewables Done Well project.
- The donation from the Tolkien Trust is supporting our apprenticeship scheme.
- CPRE Lincolnshire relates to the cash balances of the local CPRE.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

17. ENDOWMENT FUND

	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2020			2020
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	126	-	8	134
Comparative 2019	Balance at		Investment	Balance at
	1 January	Transfers	Gains/ (losses)	31 December
	2018			2018
	£'000	£'000	£'000	£'000
Endowment Fund (Colonel Hill)	107	-	19	126

The Endowment Fund was established by a donation in 1997. The income from the Fund is used to fund the CPRE Mark, which signifies approval for constructive developments and schemes, which leave the environment protected or enhanced.

CPRE CAMPAIGN TO PROTECT RURAL ENGLAND

NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

YEAR ENDED 31 DECEMBER 2020

18. OPERATING LEASE COMMITMENTS

At 31 December 2020, CPRE was committed to making the following payments in respect of non-cancellable operating leases:

	2020	2019
	£'000	£'000
Land and Buildings		
Payments due within 1 year	429	428
Payments due within 2-5 years (*)	50	479
Other		
Payments due within 1 year	1	1
Payments due within 2 to 5 years	-	1

(*) The property lease for 5 – 11 Lavington Street expires in February 2022.

19. RELATED PARTY TRANSACTIONS

Patrick Cooper, a co-opted member of the Finance Audit & Operational Effectiveness Committee, is the husband of Caroline Mason CBE who is CEO of the Esmée Fairbairn Foundation from whom CPRE have received grant funding in 2019. The details of the grants received can be found note 16. These grants were awarded on an “arm’s length” basis and Patrick is not involved in any decision-making regarding applications to trusts and foundations.

All Trustees are members of CPRE and pay the standard membership subscription.

13. PROFESSIONAL ADVISORS

Honorary Standing Counsel

Paul Brown QC

Legal Panel

Paul Brown QC

John Hobson QC

Heather Sargent

Stephen Whale

Solicitors

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