

‘PLAN FOR TOMORROW’

DRAFT CPRE Sussex Strategy Action Plan January 2016 – January 2019

CPRE Sussex Aims

CPRE Sussex works to promote the beauty, tranquillity and diversity of the Sussex Countryside by encouraging the sustainable use of natural resources in town and country. CPRE Sussex encourages appropriate and sustainable land use, farming, woodland and biodiversity policies and practice to improve the well-being of rural communities

Summary of Plans to 2019

Membership

1. Increase membership, active membership and volunteers. Create an upward trend by 2019
2. Increase fundraising activity - linking our ‘ask’ to threats and the activity needed to challenge these threats
3. Address ‘gaps’ in CPRE Sussex structure

Campaigns

1. Influence Strategic Plans for Sussex to ensure the ‘right development in the right places’
2. Respond to individual planning applications which are inappropriate
3. Campaign against Gatwick expansion
4. Campaign for appropriate infrastructure improvements and support the improvement of sustainable travel options and connectivity
5. Campaign to ensure legislation does not put the Countryside at threat and encourages the ‘right development in the right places’ with specific reference to the Housing Bill, Devolution Bill, Busses Bill, NPPF changes and the EU referendum.
6. Campaign for future Policy to recognize the limitations of current 5 year housing land supply calculations

Projects

1. Create a programme of engagement with young people in terms of valuing the countryside
2. Carry out the Better Building project to create locally influenced design guides
3. Raise awareness of biodiversity loss through the Planning system and improve biodiversity records to support environmental appraisals within the planning system
4. Encourage local food consumption and less intensive methods of farming that safeguard the countryside
5. Support local community energy projects
6. Develop CPRE Sussex policies exploring what we support and unintended consequences.

Key Activity to 2019

Objective	Action/target	When by
Membership		

Objective	Action/target	When by
1. Increase membership, active membership and volunteers. Create an upward trend by 2019	Increase use of social media (min 2 facebook posts / tweets per week) and links to the website. Add events, post invites from others. Half term events - link with parent groups	Ongoing
	Encourage local informal groups and social events (two threats to the countryside events in Arun / Mid Sussex- Wealden)	Early 2016
	Hold a CPRE 90 year anniversary event	July 2016
	Create links with local businesses and other existing networks with a countryside connection	Jan 2016
	Offer a junior / family membership and market the organizational membership	During 2016
	Use opportunities for raising awareness of the charity such as local events, local newsletters or magazines, DOE awards, YHA	During 2016
	Develop a schools programme - reconnecting with the countryside (see Projects below) Including 'tours and talks for kids'	Summer 2016
	Map and use volunteer recruitment opportunities. Use flexible volunteer 'role specifications' and management Policies as appropriate	Jan 2016
	Target potential 'active volunteers' and Headhunt	Ongoing
	Place advertorials in local magazines and newsletters. Expand distribution of the Sussex Review to clubs and country house hotels	During 2016
4. Increase fundraising activity - linking our 'ask' to threats and the activity needed to challenge these threats (such as we need £XX for a demographer xx)	Set up new 'Fundraising Group' within CAT and develop our 'ask'	Jan 2016
	Use corporate funding, initially for individual projects and collaborate with appropriate local businesses	Jan 2016

Objective	Action/target	When by
Campaigns		
7. Campaign against Gatwick expansion	Support GACC by disseminating information through CPRE networks, press and communications with Politicians. Prepare for imminent Government decision.	As needed
8.		As needed
9. Campaign for appropriate infrastructure improvements and support the improvement of sustainable travel options and connectivity	Work with local groups and SCATE to oppose inappropriate road expansion via disseminating information through CPRE networks, press and communications with Politicians.	As needed
10. Campaign to ensure legislation does not put the Countryside at threat and encourages the 'right development in the right places' with specific reference to the Housing Bill, Devolution Bill, Busses Bill, NPPF changes and the EU referendum.	Analyse the implications of legislation and make this knowledge available via all communication channels. Identify both new legislation and where existing legislation is being inappropriately applied /watered down. Work with other organizations as appropriate. Engage with local MPS, use all media channels to engage with local communities.	Now
11. Campaign for future Policy to recognize the limitations of current 5 year housing land supply calculations	Analyse research relating to why 5 year housing land supply has been unattainable for local Districts. Inform decision makers with a view to influencing subsequent policy and legislations	

Projects

Objective	Action/target	When by
2. Create a programme of engagement with young people in terms of valuing the countryside	‘Town Mouse / Country Mouse’ and ‘See it Snap it’ and ‘tours and talks’ to be developed through CAT	Launch spring 2016
3. Carry out the Making Places project to create locally influenced design guides	Making Places project to be managed by CAT	First workshop Feb 2016
4. Raise awareness of biodiversity loss through the Planning system and improve biodiversity records to support environmental appraisals within the planning system	Launch biodiversity group in Mid Sussex. Ensure engagement with local nature groups , Rivers Trusts and the Local Nature Partnership.	Feb 2016
5. Encourage local food consumption and less intensive methods of farming that safeguard the countryside	Develop ‘Local Food’ or ‘Farming’ or Awards for 2017	Begin work Autumn 2016
6. Support local community energy projects	Disseminate information from anti-fracking and community renewable groups	Ongoing
7. Develop CPRE Sussex policies exploring what we support and unintended consequences.	Condense national policies into brief summaries for Sussex. Use an evidence based approach to agree ‘harm’ and adopt as appropriate. ‘How to make better decisions about the countryside?’	October 2016

Planning

Objective	Action/target	When by
1. Influence Strategic Plans for Sussex to ensure the 'right development in the right places'	PSG to lead on responses to District Local Plans, SDNP Local Plan, County Mineral and Waste Plans, Transport Studies and Plans and other Plans for Infrastructure in Sussex. To use professional advice as necessary in relation to OAN and housing numbers, legal and technical matters.	Ongoing
2. Respond to individual planning applications which are inappropriate	District Leads to co-ordinate this work with additional professional advice as necessary. To include written objections/support and verbal evidence as appropriate	Ongoing

CPRE Sussex Countryside Trust: Structure Diagram 2013-15

Executive & Office

- Volunteer Recruitment & Support
- Communication - Internal/External
- Media Relations - External
- Liaison with National Office
- Partnership building

Office

- Volunteer Development (Office / District)
- Communication/Media (Internal/External)
- Local district group support
- Membership development & support
- Events (training, social etc)
- Resource: information/research
- Partnership support and recording
- Supporting PDS & C&F teams - minutes etc

Executive

- Financial Management
- Fundraising
- Strategy
- Governance/Policy
- Accountability

(meetings - increase focus/less frequent)

Executive

Chair (internal relations)

Deputy Chair (internal relations)

Trustee leads:

ability & experience required = increase diversity =

esp. gender/ethnic base

1. Treasurer (Financial Management)
2. Fundraising (with Chair)
3. Volunteer Development (with the Office)
4. External Promotion (media officer experience)
5. Planning (campaigning experience)
6. Planning (appeals experience)
7. Membership (recruitment/retention)
8. Promotion/Communication
9. Legal
10. Secretary
11. Youth Engagement
- 12-14 Planning / Other

Maintains:

- Financial discipline/integrity
- Overview of accounts/budgets/final strategic decisions
- Effective Governance

Office

(Actual / Virtual)

Office "Headquarters"

Make attractive, accessible and central.

(NB - do we need to move the office to achieve this?)

suggested: Shoreham-by-Sea, Lovers, Haywards Heath)

Personnel (proposed)

- 3 admin & accounts
- 3 office manager - media & communications
- 3 office manager - volunteer development
- 1 Director

Virtual Office:

Trustee Leads:

Volunteer Dev/Fundraising/Media/Communication

(Cost up the office proposal)

Countryside "Champions"

(Active volunteers)

- Media
- Office
- Research
- Projects
- Planning

