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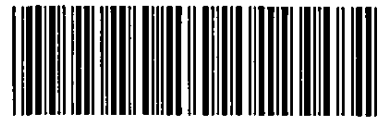
CAMPAIGN TO PROTECT RURAL ENGLAND
(Company Limited By Guarantee)

REPORT AND FINANCIAL STATEMENTS

31 DECEMBER 2011

www.cpre.org.uk

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Helen Turner 19/9/12

CAMPAIGN TO PROTECT RURAL ENGLAND

Contents	Page
A Message from the Chair	2
Trustees' Report	3 - 24
Independent Auditor's Report	25 - 26
Statement of Financial Activities	27 - 28
Balance Sheet	29
Cash Flow Statement	30
Notes to the Financial Statements	31 - 42

***A beautiful and living countryside is one of
England's greatest assets.***

***It is much loved by most people,
an important part of our national identity.***

***CPRE is its principal champion and we deliver public benefit
by standing up for the English countryside
in a way that is both passionate and evidence-based,
and therefore effective.***

CAMPAIGN TO PROTECT RURAL ENGLAND

A MESSAGE FROM THE CHAIR

Unlike many other environmental charities, CPRE has no vested interests – we own no land, we rely largely on individual donations and we are politically independent. Our mission is to protect and improve the countryside not for some sectional interest, but in the public interest, the interests of the country as a whole. And though we care passionately about the countryside, our campaigning is based on evidence, rather than just emotion.

We want to see the countryside protected, but within the context of a healthier economy and a happier nation. A strong economy and a sound environment go together.

Achievements such as National Parks, the Green Belt and our town and country planning system did not happen overnight. They took decades of agitation, organisation and reasoned argument. At many stages they seemed impossible dreams, but now it is hard to imagine an England without them.

CPRE, alongside many others, was able to achieve these things because we had a clear vision and firm values. That is still the case, as we work to achieve our 2026 Vision for the Countryside. It is worth exploring some of the messages of the Vision.

- **Better and more localised planning** helps reinvigorate towns and cities, while also safeguarding and improving rural areas.
- **New life in the countryside** emerges through more affordable housing, greener transport and more visits to the countryside by town-dwellers.
- **Local food webs** help farmers thrive and provide healthy, fresh and seasonal food for us all. Farmland is recognised as too valuable to build on – for its beauty as well as its productivity – and we will increase our self-sufficiency in food, reducing food miles.
- **Landscapes** change to incorporate wilderness, woodlands and wetlands, encouraging wildlife and using nature to address climate change. Urban green spaces link people in cities to the countryside, with Green Belts and hedgerows acting as wildlife corridors.
- **Green energy** benefits local communities and, as far as possible, minimises damage to the environment. There is at least as much emphasis on saving energy as on generating it.
- **Light pollution** is significantly reduced, and the countryside increasingly tranquil.
- Above all, **attitudes have changed** – beauty, tranquillity, green spaces and local distinctiveness are valued by all, creating deeper attachments to local landscapes and making quality of life and wellbeing as important as financial prosperity and economic growth.

Nationally and locally, CPRE is already working towards achieving our Vision and actively persuading others to join the movement Standing Up For the Countryside.

Our policy prescriptions and campaigns are deeply practical, but we retain our idealism and our strong sense that an enjoyment of natural beauty and England's matchless countryside remains an important part of what makes life worth living.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT

The Trustees of the Campaign to Protect Rural England present their annual report for the year ended 31 December 2011 together with the audited financial statements for that year. The financial statements comply with the Companies Act 2006, the relevant governing documents and the Statement of Recommended Practice (SORP 2005)

Objects, Objectives and Principal Activities

The objects for which the charity is established 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

CPRE campaigns for a beautiful and living countryside that everyone can value and enjoy. The countryside contributes to national wellbeing both by enriching our quality of life and by providing crucial natural resources, including food

We do not resist all change, but strive to ensure that it respects the character of England's natural and built landscapes and, as far as possible, enhances the environment. Town and country are interdependent and we work for the sustainable use of land and other natural resources in towns and cities, as well as the countryside

CPRE promotes solutions as well as highlighting threats. Our in-depth research supports our campaigning, and through reasoned argument and lobbying we seek to influence public opinion and decision-makers at every level

We have a particular interest in the planning system, which plays a crucial role in shaping the countryside. After developers and local authorities, CPRE is the principal third party participant in the English planning system, and we take a close interest in planning policy and the operation of the planning system, both nationally and locally

Strategic Aims

2011 was the third year of CPRE's five year strategic plan. This is conceived as a plan for the whole of CPRE, and although the Board only has control over the resources of national office and the regional groups, several branches have used it to inform their work. The strategic plan is intended to help us achieve our ambitious Vision for the Countryside in 2026

The four aims of the strategic plan are to:

- **Influence land use in town and country for people and nature;**
- **Protect and enhance beauty, tranquillity and local distinctiveness;**
- **Increase and harness public and political support for the countryside; and**
- **Build organisational capability to support our campaigning aims.**

This report focuses on the policy and campaigning aspects of CPRE's work covered by the first three strategic goals. However, it is important to note that the national charity devotes considerable resources to advising and strengthening CPRE's network of branches and district groups in order to achieve tangible success on the ground. Much of this work is covered by the fourth strategic goal on building organisational capability, and a few highlights from this work are given in this report

At several points in the report the achievements of CPRE's branches and regional groups are highlighted, illustrating the fact that the different levels of the organisation work closely with each other and enhance each other's effectiveness

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Strategic Aim 1

Influence land use in town and country for people and nature

CPRE uses the planning system to protect and improve the whole of the English countryside, not just our special landscapes. Inevitably, this work requires a serious involvement in urban, as well as rural planning.

The planning system has recently undergone a major reform with the abolition of regional plans, the introduction of neighbourhood planning and the National Planning Policy Framework (NPPF). Having worked effectively to influence these reforms, we will work to ensure that the new planning system is able to protect the countryside and other green spaces while facilitating the development the country needs.

Despite the current recession, housing remains a particularly important issue. Decisions on energy infrastructure will also have a significant impact on the countryside and national office aims to do more to influence decisions on energy and support the work of branches in this area.

Strategic Aim 2

Protect and enhance beauty, tranquillity and local distinctiveness

CPRE campaigns to safeguard both the country's most special landscapes, Areas of Outstanding Natural Beauty and National Parks, and the unprotected areas that make up much of the countryside. We advocate policies to enhance the countryside's qualities, for instance through improvements to farming policy and practices, support for local food webs and the promotion of sustainable rural communities. We will vigorously oppose moves that threaten the quality of the countryside and its towns and villages.

Strategic Aim 3

Increase and harness public and political support for the countryside

We need to increase public and political support for the countryside. We want our audiences to know that CPRE works for a beautiful and living countryside and that our 2026 Vision offers an optimistic future. We want to align these goals with our brand so that there is wide understanding and appreciation of the value of the countryside and CPRE's place in safeguarding it, while ensuring that support for the countryside has both a direct political impact and benefits CPRE by increasing our effectiveness.

Our Stop the Drop campaign against litter and flytipping comes under this aim. This is a campaign that has had huge practical significance in terms of clearing litter from beautiful countryside, has raised the profile of litter as a political issue, and has encouraged people to appreciate – and aspire to – an unspoilt countryside.

Strategic Aim 4

Build organisational capability to support our campaigning aims

We need to continue to build organisational capability in order to achieve our policy and campaigning aims. Our influence is rooted in the quality of our arguments and research, and we want to build on this foundation to create a brand that is well known for the right reasons among decision-makers and potential supporters.

We also need to adapt our campaigning methods as the political scene changes. For instance, it is increasingly necessary to focus not only on policy but on what is happening on the ground, the implementation or non-implementation of policy. In this respect, CPRE's local reach, our eyes and ears across the country, is invaluable.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

We need a united organisation that maximises the strengths of its constituent parts, and where the different parts of the organisation respect each other. We need a strong network of branches: our aspiration is that all CPRE branches are viable, well-led and suitably funded.

Achievements and Performance

The highlight of 2011 was CPRE's successful campaign to rouse opposition to the Government's proposed planning reforms, which gave priority to economic development over social and environmental considerations.

CPRE supports the right development in the right place. We are not a 'nimby' organisation. But at times during the debate on the NPPF we were seriously alarmed by the Government's apparent willingness to sacrifice the environment in the hope of a short-term boost to economic growth.

Among the most notable policy and campaigning achievements in 2011 were

- to raise the alarm about the Government's planning reforms, leading to a strong campaign embracing a wide range of organisations and the *Daily Telegraph*. The final NPPF was announced at the end of March 2012. It is a document that will make it harder to safeguard the countryside, and one which puts a considerable onus on CPRE's branches to ensure sound plans locally. But the final NPPF was a considerable improvement on the consultation draft, and many of the improvements are clearly attributable to the campaign we fought, which forced the Government to think again about many damaging proposals that might otherwise have been introduced without significant public scrutiny,
- influencing the Natural Environment White Paper, ensuring that it had due regard to landscape issues as well as biodiversity;
- 'Love Where You Live', the first major public campaign for many years aiming to change behaviour on littering. The campaign is the direct result of CPRE's Stop the Drop campaign against litter and fly-tipping, and
- playing a significant role in deliberations on High Speed Rail, resulting in improvements to the route and design of the HS2 line announced by the Government early in 2012.

Internally, two major reviews aimed at strengthening CPRE in the long-term came to fruition.

- The Supporter Review set out to improve our fundraising and convert CPRE's 13,500 regular donors to members in order to increase our membership. We also felt that this would improve working relationships with branches. The Review was completed in 2011, following extensive consultation across the organisation, and good progress was made in implementing a new membership programme, in partnership with the branches.
- We rebranded CPRE with the aim of making the organisation more distinctive and attractive in a crowded charity sector. We gained strong support for the new branding from our members and branches.

Evaluating our Success and Delivering Public Benefit

Throughout the year the Chief Executive reported to the Board on the delivery of the strategic plan. A brief written report highlighted goals within the plan which were ahead of target, behind target, or noteworthy in some other respect. This report was compiled on the basis of regular reports from each goal leader.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

The Trustees have had due regard to the guidance issued by the Charity Commission on public benefit, particularly as it relates to campaigning organisations, thereby complying with the duty contained in the Charities Act 2011. They considered how the delivery of the strategic plan benefits the public. The Board considers at each meeting CPRE's effectiveness in influencing decision-makers, something that is crucial to our purpose but hard to measure.

The report below seeks to focus on what was achieved, on outcomes rather than outputs, but it is necessary to strike a cautionary note: while CPRE's branches often enjoy tangible success in improving or preventing individual developments, or in influencing local plans, the issues with which national office deals are seldom resolved in the space of a year.

Our major campaign in 2011 – indeed, our biggest campaign for many years – focussed on the Government's proposed reform of the planning system. We had a major impact on the debate – one indicator of this is that in a two month period we were mentioned more often in Parliament than any other non-governmental organisation, and the mentions were overwhelmingly positive. The final NPPF is a much better document than the consultation draft, and greatly improved in four of the five areas on which we focussed our campaign.

It will be several years before we know the consequences of the NPPF on the ground. And inevitably, any judgement of CPRE's contribution to events will be qualitative and contestable. To what extent was a campaign success CPRE's, and to what extent should it be attributed to others? How does one judge the public benefit of keeping an area of open countryside against the public benefits accruing from developing it?

Most issues on which we campaign are complex and similarly long-term. The impact on the countryside of policies and initiatives on transport, food and farming, litter and much else will not be clear for decades – and even then, arguments will remain about who deserves credit and who deserves blame.

What we can say with confidence is that in 2011 CPRE nationally had a significant impact on debates and decisions on planning policy, High Speed Rail, the Natural Environment White Paper, efforts to combat litter, decisions on siting new energy infrastructure and a host of other policies. We also laid the ground for future campaigning success in areas such as farming policy and the promotion of local foods. On the ground, CPRE's branches across England continued to see off damaging development proposals and improve local planning policies, particularly by promoting appropriate rural housing.

In last year's Trustees' Annual Report we stated that 2010 'was a year of solid achievement, but perhaps even more, a year in which CPRE laid the groundwork for future achievements'. By contrast, 2011 was a year of substantial and tangible achievements which will benefit the countryside for years to come.

Strategic Aim 1

Influence land use in town and country for people and nature

1.1 Achieve the best use of land by influencing decisions on land use in rural and urban areas

and

1.2 Reinvigorate the planning system and use planning as a major tool of environmental protection

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Our main achievements under these goals relate to our major campaign on the Government's draft **National Planning Policy Framework (NPPF)**, which proposed the biggest overhaul of the planning system for over 60 years

For CPRE, the planning system stands at the core of environmental politics and countryside protection. We spent our first 20 years campaigning for a planning system that would ensure a clear physical separation between town and country, and have regarded planning as our principal tool for countryside protection since the passing of the 1947 Town and Country Planning Act.

In 2010 the archaeologist Francis Pryor wrote in *The Making of the British Landscape* "Even though nearly everyone lives or works in a town or city, somehow Britain has managed to retain its uncluttered rural areas. We take these things for granted, but I consider them a huge achievement [and] it is almost entirely down to planning. Town and country planning is now the single most important factor affecting the look of Britain. And we meddle with it at our peril!"

CPRE shares this view, which is why we are the country's principal third party participant in the planning system, after developers and local authorities, and why we reacted with such alarm to the Government's proposals not so much to 'meddle' with the planning system – we have seen plenty of that over the years – but to weaken it very seriously.

Among other things, the draft NPPF

- introduced a 'presumption in favour of sustainable development', with 'sustainable development' defined in such a way as to give overwhelming primacy to economic growth over environmental or social considerations. Economic primacy ran like a thread through the document, giving rise to many other concerns, not least regarding the increased likelihood of damaging transport schemes and the reduced viability of affordable rural housing,
- abolished the brownfield-first presumption, for which CPRE campaigned and which has saved vast swathes of countryside since it was introduced in 1995,
- removed any mention of the intrinsic value of the ordinary, undesignated countryside. CPRE was centrally involved in establishing National Parks, Areas of Outstanding Natural Beauty (AONB) and Green Belts, but the majority of the countryside has no special designation and no national body other than CPRE working for its protection. The value of this countryside has been recognised in planning policy in some form for over 60 years, and we were deeply concerned that the draft NPPF makes it fair game for development.

The draft NPPF was released during the Parliamentary recess. The national campaign on it was effectively ignited by a major story and supportive leading article in the *Sunday Telegraph* in August, closely based on CPRE research.

In November we published two major reports to support our advocacy, *Building on a Small Island: Why We Still Need the Brownfield First Approach* and *Local Planning Authority Responses to the Draft National Planning Policy Framework*. Both reports gained widespread media coverage. The e-actions accompanying the launch of the brownfield report generated 1,600 letters to newspapers and MPs. We also worked on two further reports which were published early in 2012, one on the 'ordinary', undesignated countryside, the other (with the RSPB and the National Trust) on the relationship between planning policy and economic growth.

Our concerns about the draft NPPF were substantially echoed by a report published in December by the House of Commons Communities and Local Government Select Committee. We gave written and oral evidence to Committee's inquiry.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

In addition to our high profile public campaigning

- we made a detailed response to the consultation, informed by branch input. Many CPRE branches made submissions, and there was a notable commonality of views across the organisation. Our submission included a penetrating contribution from our Honorary Standing Counsel, John Hobson QC, which was referred to several times in Parliamentary debates and by newspaper commentators,
- we made our case to Ministers. Early in the year, before the draft NPPF was published, the Minister for Decentralisation, Greg Clark MP, delivered the CPRE Lecture. After it was published he attended a meeting of branch planning experts in our national office. The Minister for Government Policy, Oliver Letwin MP, spoke at our AGM in July, and hosted a seminar of branch planning experts at the Cabinet Office in October. We held a number of other meetings with Ministers,
- we held numerous meetings with MPs, peers and officials, and gave written and oral evidence to two House of Commons Select Committee inquiries on the NPPF.

As reported above, improvements in the final NPPF owed a good deal to CPRE's campaigning. The announcement of the final version was heralded by the *Daily Telegraph*, in a banner headline quoting CPRE's chief executive, as 'a good day for anyone who cares about the countryside'. We were particularly pleased that the final NPPF recognised the intrinsic value of the countryside, an issue on which CPRE had clearly led the campaign and for which we argued hard, in spite of initially firm resistance from Ministers from the Prime Minister down.

CPRE engaged closely with the passage of what is now the **Localism Act 2011**. Achievements include the following:

- Neighbourhood Forums will be created to take forward neighbourhood planning where Parish or Town Councils do not exist. We ensured that these Forums could not be established with the sole purpose of promoting business interests, but instead will have to promote economic, social and environmental well-being,
- along with a number of other heritage and environmental organisations, we successfully lobbied to ensure that before neighbourhood plans are approved, they will have to contribute to the achievement of sustainable development and have 'special regard' to preserving and enhancing heritage assets,
- we secured an amendment that will ensure that in determining planning applications, local authorities do not place greater weight on the potential financial rewards of granting planning permission than on environmental or social considerations.

We were disappointed not to win our campaign to introduce a limited community, or third party right of appeal against planning decisions. However, we did achieve a commitment by Ministers to review the costs awards procedures for existing appeals mounted by developers. We will press the Government to ensure that this review provides a remedy for the growing concern that local authorities often grant permission for fear of having costs awarded against them.

The Localism Act 2011 abolished the unaccountable **Infrastructure Planning Commission** (IPC) and returned decision making powers on major infrastructure developments (such as motorways and new power stations) to the Secretary of State. We opposed the creation of the IPC and campaigned strongly against it during the passage of the 2008 Planning Bill, arguing that decisions on these schemes should be made by democratically accountable politicians. We are pleased eventually to have achieved this major success.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

We were awarded a grant of £620,000 under the Government's **Supporting Communities and Neighbourhoods in Planning** scheme for work to promote the planning system. Our project initially ran until the end of March 2012, in partnership with the National Association of Local Councils. In March 2012 it was extended for a further four months, with a greater focus on supporting the production of neighbourhood plans.

This was CPRE's first substantial government grant for many years. In seeking it, we made clear that we would not modify our campaigning stance, but would ensure that the grant was used for the educational purpose intended, not for campaigning.

The funding has enabled us to roll out a substantial programme of work. By the end of 2011 we had

- produced two basic guides to the planning system. These were sent directly to over 9,000 parish and town councils and continue to prove popular,
- initiated a programme of over 80 events, working with our branch network and County Association of Local Councils. Nine events were held by the end of 2011, with over 800 people attending,
- updated and improved the Planning Help website, which received over 10,000 visits a month.

Overall, by the end of the first year, we had significantly exceeded the targets agreed with the Department for Communities and Local Government.

1.3 Press for policies to enable the countryside to play an appropriate role in climate change mitigation and adaptation

Notable achievements under goal 1.3 include the following:

- promoting **community energy** at a national and local level by publishing *Get Generating*, a report which provides advice for communities and individuals looking to develop their own renewable energy, and involvement in the Community Energy Coalition, a group of organisations including the Church of England, the National Federation of Women's Institutes and the Co-operative, promoting a vision of community energy to 2020.
- ensuring that the **Electricity Market Reform (EMR)** White Paper placed as much emphasis on demand side measures (storage, demand side response and interconnection) as on the supply side (increasing low-carbon and renewable energy infrastructure).
- following a high profile media campaign and detailed consultation responses, we persuaded National Grid and Ofgem to increase funds available to reduce the impact of onshore and offshore energy transmission infrastructure – **pylons and overhead lines**. Continued pressure from CPRE also helped bring about the publication of an independent report for National Grid on the cost of undergrounding power lines. This bore out CPRE's argument that National Grid had exaggerated the costs.
- the final suite of energy **National Policy Statements** were designated under the Planning Act 2008. Largely as a result of our campaigning the Holford Rules, which reduce the landscape impact of pylons and overhead lines, were reinstated into the final document.

In March 2011, Chris Huhne, Secretary of State for Energy and Climate Change, gave the CPRE Lecture on 'beauty, tranquillity and power stations'. It was the first time, to our knowledge, that an Energy Secretary has seriously engaged with the landscape impacts of new energy infrastructure, particularly onshore wind turbines.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

The government is currently planning the biggest shake up of the UK's electricity market since privatisation. It will focus on building new big kit renewable energy infrastructure, much of which will be sited in some of our remotest landscapes. Policies agreed in 2011 will affect the future shape of the countryside for many decades. Our work on small scale renewables, energy saving and transmission lines will help minimise the impact of new energy infrastructure on the countryside.

1.4 Ensure the integration of land use and transport planning to protect the countryside and reduce the need to travel

Our main activity under this goal was in relation to High Speed 2 (HS2). We established the Right Lines Charter, which sets out four principles for 'doing High Speed Rail well'. The Charter is supported by 14 other environmental and civic organisations and provides an umbrella for research, discussion and lobbying. In particular we have secured regular meetings with top level officials at HS2 Ltd and the Department for Transport (DfT).

CPRE was influential in setting the tone and contributing to the detail of the Transport Select Committee's report into High Speed Rail. Through our work both nationally and at branch level we have secured significant improvements to the design and route of HS2. However, there is still much to do to ensure that the proposals do not have unacceptable impacts on the countryside. If it is got right, HS2 will increase rail capacity and enable the reopening of rural lines. We are seeking to ensure lessons from HS2 are applied more widely to other schemes, such as better consultation mechanisms and mitigation.

On **rural transport**, we have continued to develop our innovative transport toolkit. We worked with CPRE Hampshire on an electric bike pilot project which gave villagers of all ages free hire of an e-bike for a week in return for recording their experiences. Though very popular – all the e-bikes were fully subscribed for three months – the exercise highlighted the need for safer rural roads if cycling is to be increased.

Strategic Aim 2

Protect and enhance beauty, tranquillity and local distinctiveness

2.1 Protect and improve landscape quality and the experience of the countryside

On **designated landscapes**, we worked successfully with our branch in Cumbria, Friends of the Lake District, to support extensions to the Lake District and Yorkshire Dales National Parks. A report on threats to AONBs, timed to coincide with the Chief Executive's speech to the National Associations of Areas of Outstanding Natural Beauty annual meeting, got good media coverage and supported local campaigns against some particularly damaging development proposals.

Our work on **hedgerows** included an attractive guide highlighting their importance, and a briefing for branches to help them engage with hedgerow issues locally. We engaged with the McDonald Review of Farming Regulation and prevented any weakening of the Hedgerow Regulations.

The big environmental story at the start of 2011 concerned opposition to the Government's proposed privatisation of the national forest estate. The successful campaign against the **forest sell-off** was not led by any national environmental groups, but CPRE was supportive, particularly at branch level. Working with CPRE Gloucestershire our President, Bill Bryson, gave a message of support to a New Year's rally in the Forest of Dean. Bill Bryson also signed a protest letter that appeared in the *Sunday Telegraph*, the only representative of a major national environmental organisation to do so.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

The 2011 Star Count Week raised the profile of light pollution as an issue. Over 2,200 people took part in the event, which helped us track the growth of **light pollution** and campaign for the importance to wellbeing of dark skies.

CPRE's long running campaign on **tranquillity** continues to influence policy both locally and nationally. Tranquillity was cited by the Civil Aviation Authority in its Future Airspace Strategy as a key environmental factor. The draft NPPF also asserts the importance of safeguarding tranquillity. At branch level, we supported CPRE Kent in using tranquillity mapping as evidence to oppose the extension to Lydd Airport at a Public Inquiry (we do not yet know the result of the inquiry). Five local authorities requested our data.

We had a tangible influence on the **Natural Environment White Paper**, the first environmental White Paper for over twenty years. The White Paper adopted our idea for Local Nature Partnerships and included support for action on tranquillity and light pollution.

2.2 Ensure a farming system that benefits the landscape while contributing to food production

We continued to campaign for reform of the **Common Agricultural Policy (CAP)**, submitting a response to the European Commission consultation, meeting MPs and lobbying the Government, including through membership of Defra's High Level CAP Reform Stakeholder Group. We were closely involved in drafting Wildlife and Countryside Link's *Crunch Time for CAP*, launched by the Farming Minister, Jim Paice, at an event in Parliament.

Both nationally and at branch level, CPRE supported the campaign against an intensive 'mega-dairy' at **Nocton** in Lincolnshire. We were pleased that the application was withdrawn as a result of concerns about its environmental impacts. We continued to highlight concerns about the **Campaign for the Farmed Environment** at Evidence and Monitoring Group meetings and in the media.

2.3 Promote the importance of local food webs

Our Big Lottery funded work to map local food webs aims to increase public and political understanding of the relationship between the food we buy and eat, the retail system, local planning, the health of the rural economy and the farmed landscape. Increasing support for local food production and consumption forms part of CPRE's 2026 Vision.

We are challenging the perception that local food is a niche issue, and we have linked local food to wider issues of supermarket expansion and high street diversity. The project has also supported CPRE Northamptonshire's valuable work to promote local food, and will provide a toolkit and advice for an initiative jointly led by CPRE Hampshire to map Bishop Waltham's food web in 2012.

A milestone was the publication of six pilot reports in April 2011 which received national coverage on BBC *Countryside* and in a prominent *Sunday Times* feature. Over 3,000 copies of the reports have been disseminated, and politicians, practitioners and 'opinion formers' have been briefed. We held fringe meetings at the three main party conferences. The Farming Minister spoke about the project at the Conservative Conference meeting and the Shadow Environment Secretary at the Labour one.

The project comes to fruition with the publication and promotion of a national report in 2012.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Strategic Aim 3

Increase and harness public and political support for the countryside

3.1 Run a flagship campaign to increase public knowledge and appreciation of the countryside

Our Stop the Drop flagship campaign against **litter and fly-tipping** was due to conclude in 2011. However, the campaign has been a great success, both nationally and at branch level, and the need for CPRE's continuing involvement has become increasingly apparent as public spending cuts have hit other organisations' work to prevent and clean up litter. We will therefore continue the campaign, though on a smaller scale.

Highlights of the year include the following:

- we launched a Guide to Litter Abatement Orders with a co-ordinated action by Bill Bryson and members of our litter network against Network Rail (NR). The launch of the guide received considerable media coverage and was downloaded more than 1,500 times,
- NR responded by launching an annual network-wide clean-up event. In July 130 sites across its 30,000 mile network were cleared of litter, fly-tipping and graffiti, with over 400 NR staff involved and 1,000 tonnes of rubbish was cleared. This was a direct result of CPRE's highlighting of the problem of trackside litter and NR's previous failure to address the problem. We plan to work with NR to promote its 2012 clear-up,
- we worked closely with the 20+ branches involved in the campaign, resulting in a good system of support and guidance, and a number of shared activities,
- involvement in the launch of Love Where You Live. This public and private sector coalition to change behaviour on littering was set up as a direct result of CPRE's lobbying on the issue over the last two years.

We continue to promote a mandatory deposit scheme for disposable drinks containers ('bottle deposits', for short) and are developing a coalition in support of the idea. We also continued to promote the **Litter Action website** (www.litteraction.org.uk), a community of anti-litter activists.

3.2 Increase public and political support for CPRE's vision

Parliamentary and political support for major campaigns – throughout the year we briefed MPs and Peers on our major campaigns and Parliamentary business, particularly the Localism Bill. We circulated three parliamentary newsletters and held individual meetings with 37 MPs and 16 Peers. We organised four well-attended meetings of the All Party Group on Housing and Planning to discuss the Government's planning reforms.

Building relationships with parliamentarians creates a constituency of support at Westminster which ensures that there are always people we can rely on to stand up for the countryside. Without this influence, combined with our access to Whitehall, it would be difficult for CPRE to achieve its strategic aims in terms of shaping and improving government policy.

3.3 Engage people in decisions affecting the countryside, through campaigns, communications and marketing

Three issues of **Fieldwork**, our campaigning newsletter, were produced and sent to over 5,000 grassroots campaigners across the country. The audience for our monthly **Campaigns Update** email continues to grow, from just under 10,000 in December 2010 to almost 15,000 in December 2011. It continues to be the main driver of people to our **online actions**, which generated 17,855 emails in support of our campaigns, notably the planning campaign. Our followers on **Twitter** more than doubled from 2,200 to 5,700.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Our President Bill Bryson's **Facebook** page reached 125,000 fans, a new, younger audience for CPRE, who received Bill's messages on CPRE campaigns, often taking part in online actions. Following Bill's retirement from Facebook, CPRE's page gained almost 3,000 followers who engage with our campaigns and constitute a source of e-activists and potential members, aged mainly between 25 and 44

Our **Google Adwords** grant generated over 100,000 clicks to our website in the course of the year, mostly to the Planning Help pages

We launched a new **website** in April 2011 with the new brand

3.4 Be seen as a leading and constructive voice in public and political countryside debates

CPRE's **media coverage** grew by 39% in 2011, largely because of the planning campaign. This growth is notable for quantity and quality. In September, for instance, CPRE had mentions in 20 national front pages stories and 14 editorials or op-eds, as well as having five letters published and featuring in 14 broadcast interviews. The year saw coverage on national and local TV grow by 22% and 49% respectively. National newspaper coverage grew by 51%.

CPRE implemented a new **brand** to bring further clarity to our vision and aims. Almost all branches and regional groups were helped with their rebranding during the year.

Strategic Aim 4

Build organisational capability to support our campaigning aims

4.2 Develop leadership for a connected and cohesive organisation and increase organisational capacity to enable our goals to be achieved

Our work to support volunteers and staff strengthened CPRE at all levels. We are particularly pleased to have developed an **intern programme** that benefits CPRE while giving valuable experience to the interns. In the course of the year ten interns provided additional assistance on policy, campaigns and wider organisational activity. Their feedback is featured as 'volunteer stories' on the website.

For the fourth consecutive year we ran the Marsh Awards for the Benefit of Rural England, to acknowledge and reward our most outstanding projects and volunteers. The individual award was presented to Bob Barfoot from CPRE North Devon for campaigning against unsuitable wind farm developments around Exmoor. The group award was given to CPRE Norfolk's Green Buildings Team which has established an influential and increasingly popular programme of visits over the last few years. Prizes are awarded at the national AGM to both the winners and other short listed volunteers for diverse activities including anti-litter and anti-airport expansion campaigning, as well as the creation of a circular network of footpaths around Rutland.

We ran a full **events programme** to develop volunteer capacity and facilitate knowledge sharing. Regional 'network events' were held in Peterborough and Manchester and attended by over 90 active members. Delegates represented almost all branches within the four target regions, along with some from other areas. We also held induction days for new branch volunteers, staff and chairs, and two seminars on online communications.

11 weaker branches were given 'hands on' support. In many of these, progress has been made in building relations and improving branch health.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

CPRE'S Future Plans

In July 2011, the Board and Senior Management Team met for a strategy planning session. It was agreed that after a period in which CPRE had devoted considerable energy to internal issues – improving relations across the organisation, developing a new membership model, rebranding and strengthening our fundraising capacity – the priority was to campaign on the many and growing threats facing the countryside. In particular, the growing power of a Treasury and Department of Business apparently indifferent to any considerations of natural beauty or non-monetised wealth makes CPRE's task more vital and more challenging than ever.

But the Board recognises that to achieve our long term aim of protecting and improving the countryside, CPRE needs to attract more resources. In particular, we need to strengthen our branches, some of which rely on the tireless work of just a few volunteers. They need more capacity if they are to defeat damaging developments in their counties and make the case for well-planned development.

National office, too, needs more capacity to cope with the threats facing the countryside. For instance, though we have been very effective in making the case for undergrounding overhead lines and in getting National Grid to think constructively about the impact of new energy infrastructure, there is a need for a co-ordinated UK-wide campaign on new energy infrastructure, particularly pylons. CPRE does not currently have capacity to lead such a campaign. Similarly, with a growing threat of new roads and runways, we need to do more on transport, and in particular the impact of transport schemes on the countryside.

In the past CPRE has run multi-year 'flagship campaigns' to highlight specific issues such as light pollution, tranquillity or litter. In 2012 we will seek funding for a major flagship campaign to enable CPRE at all levels to fulfil its promise of Standing Up For the Countryside.

Regardless of whether we are successful in this, we will continue to work hard to influence the implementation of the new planning system. We will work with our branches and member parish councils to spread understanding of the new system and to ensure, as far as possible, that it works to the benefit of the countryside.

We have demonstrated that we are able to deliver a major public education programme and we will seek a second year of funding under the Supporting Communities and Neighbourhoods in Planning scheme, focussing more on the delivery of neighbourhood plans than on generic advice.

Other planned work includes

- promoting our new President, Sir Andrew Motion, who will succeed Bill Bryson at our AGM in June 2012. Bill Bryson has made a huge impact since he became President in July 2007, and we are sure that Sir Andrew will build on his legacy,
- completing the Mapping Local Food Webs project and ensuring that the results are embedded in public policy, both locally and nationally,
- completing our DIY Transport Toolkit to help rural communities make sustainable transport choices,
- hosting a high profile CPRE Lecture,
- a renewed focus on housing policy, tackling the question of how to build many more high quality homes without unnecessarily damaging the countryside,

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

- provoking a richer national debate on how to meet the country's energy needs, particularly the need for more renewable energy, without sacrificing the landscape

We will work at all levels to improve development proposals or, where necessary, defeat them altogether. We will seek to influence any planning decision that has an impact on the countryside, whether the proposal is for a single building or wind turbine, or a major infrastructure project.

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 used to be at 128 Southwark Street, London, SE1 0SW. This changed in May 2012 to 5-11 Lavington Street, London, SE1 0NZ.

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

The present Trustees, and any past Trustees who served during the year, and to the date of signing this Report, are listed below. The Patron, President and Vice Presidents, the Senior Management Team and the external advisers of the charity are also set out below.

Patron

Her Majesty The Queen

President

Bill Bryson

Vice Presidents

Lady Caroline Cranbrook
Nicholas Crane
Jonathan Dimbleby
Ben Goldsmith

The Board (Trustees/Directors)

Peter Waite	Chair
Christopher Napier	Vice Chair (to 7 July 2011)
Georgie Bigg	Vice Chair (from 22 July 2011)
Melinda Appleby	Chair of Policy Committee
Nigel Howell	Treasurer
Tim Bowles	General Board Member (to 15 March 2012)
Tony Kemmer	General Board Member
Peter Raynes	General Board Member
Elizabeth Hamilton	General Board Member (from 7 July 2011)
Ali Miraj	Selected Board Member
Caroline Drummond	Selected Board Member (to 7 July 2011)
Martin Crookston	Selected Board Member (from 7 July 2011)

Company Secretary

Helen Turner

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Sub-committees of the Board:

Policy Committee

Melinda Appleby	(Chair)
Georgie Bigg	(Trustee)
Peter Waite	(Trustee)
Marie-Helene Baneth	(until March 2012)
Margaret Clark OBE	
Peter Cleasby	
David Coleman	
Alice Crampin	(until June 2011)
John Hoare	(from September 2011)
Peter Langley	(until June 2011)
Dinah Nichols CB	
Adrian Parker	
Henrietta Sherwin	(from September 2011)
Charlie Watson	

Audit Committee

Nigel Howell	(Chair)
Ali Miraj	(Trustee)

Nominations Committee

Lawrence Wragg	(Chair)
Mike Coleman	
Georgie Bigg	(Trustee)
Peter Waite	(Trustee)

Senior Management Team

Shaun Spiers	(Chief Executive)
Helen Turner	(Deputy Chief Executive)
Neil Sinden	(Director of Policy and Campaigns)
Dan McLean	(Director of Communications)
Linda Allen	(Director of Fundraising)

Professional Advisers:

Honorary Standing Counsel

John Hobson QC

Legal Panel

Paul Brown QC
James Strachan
Stephen Whale

Solicitors

Russell Cooke Solicitors
2 Putney Hill
Putney
London
SW15 6AB

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Auditor

Crowe Clark Whitehill LLP
St Bride's House
10 Salisbury Square
London
EC4Y 8EH

Bankers

NatWest
2a Charing Cross Road
London
WC2H ONN

Barclays Bank plc
London Business Banking
United Kingdom House
7th Floor
180 Oxford St
London
W1D 1EA

Investment Managers

Ruffer LLP
80 Victoria Street
London
SW1E 5JL

Structure, Governance and Management

CPRE is governed by its Memorandum and Articles of Association adopted on 4 October 2001 and last amended on 3 July 2008

Structure

The national CPRE is a charity and a company limited by guarantee, it comprises the national office in London and eight regional groups

The wider CPRE network operates as a federal structure with over 200 district groups and 43 branches

While 41 of the branches are separately registered charities, with their own governing documents and boards of trustees, they generally 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 the branches hold over seventy per cent of the voting rights at the Annual General Meeting of the national CPRE

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. As the impact of the Coalition Government's localism agenda grows, if it grows, CPRE's branches, district groups and 2,000 member parish councils will become ever more important in protecting and improving the countryside

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Governance

The Board held five meetings during the year, with one of the meetings held in Nottingham with the East Midlands regional group

The Board is made up of at least three and not more than ten individuals and includes the Chair, the Chair of Policy Committee and the Treasurer. The Board is composed of not more than eight Elected Board Members (including the posts listed above) and not more than 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.

The Board had five sub-committees during the year, the Policy Committee, Audit Committee and Nominations Committee are permanent sub-committees. The Supporter Review Working Group and the Brand Advisory Group were temporary sub-committees established in 2009 as steering groups for the brand and supporter review projects. Both sub-committees were time-limited and disbanded by the end of 2011. The Board sets terms of reference for sub-committees, all of which report directly to the Board.

The Policy Committee is an advisory committee to the Board of CPRE. Its broad purpose is to provide a body of expertise to assist CPRE in all aspects of its external policy.

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

Management

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

Group Structure

CPRE Enterprises Limited

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

CPRE Enterprises Limited has been dormant throughout the year.

Regional Groups

CPRE has eight regional groups, which are part of the national charity. The groups were originally set up to influence regional plans. Since the abolition of regional planning by the current government, they have focussed on sub-regional planning and campaigns, and on supporting the branches. All regional work in London is carried out by the London branch.

The regional groups administer their own finances, with the exception of payroll costs, and these are incorporated into the main charity financial statements at the end of each year.

CPRE employs seven staff directly in the regions.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Branches

There are 41 separately constituted branches that operate within the wider CPRE federal structure. As legal entities in their own right their results do not form part of these financial statements. Two branches, 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.

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 in the Charities SORP,
- make judgments and estimates that are reasonable and prudent,
- 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, the Charity (Accounts and Reports) Regulations 2008 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.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Corporate Governance

Internal controls over income and expenditure continue to be improved. Finances are monitored regularly and appropriate management information is reviewed by the Senior Management Team and the Board regularly. Further control procedures have been introduced during the year to improve financial management, such as the regular reconciliation of trust income.

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, mitigated and monitored.

Risks are assessed by senior staff and the Senior Management Team. The risk register and the charity's risk profile are reviewed regularly by the Senior Management Team and have been formally reviewed by the Board twice during the year. The key controls used by CPRE include

- preparation and review of the risk register,
- formal agenda for Board meetings,
- detailed terms of reference for the sub-committees,
- comprehensive strategic planning, budgeting and management accounting,
- established organisational and governance structure and lines of reporting,
- formal written policies, and
- authorisation and approval levels

The key risks that have been identified by the Trustees include the following

- inability to reach income targets,
- a perceived conflict between our work delivering the Supporting Communities in Neighbourhood Planning programme and our campaigning role, and
- failure to implement the replacement membership and fundraising database on time and on budget

Through the risk management process the Trustees are satisfied that the risks have been identified and adequately managed. It is recognised that systems can only provide reasonable and not absolute assurance that major risks have been adequately managed.

Financial Review and Results for the year

The financial statements on pages 27 to 42 illustrate the results for the year.

At the start of the year we set ourselves the challenge of delivering a demanding programme of work funded solely from income received during the year. Our strategy was to increase income and keep a tight control over expenditure in order to break even over the year and not rely on our reserves.

The external economic climate has continued to be tough and we have had to make our money work hard for us in order to achieve what we have with limited resources. We are therefore pleased to report that we ended the year with a surplus of £389,808 before unrealised losses, which means that having started the year with reserves at 5.4 months of expenditure, we ended it with reserves at 6.4 months of expenditure. We had planned a break-even budget, which would have maintained our reserves, rather than building them. However, some of the under-spend in 2011 will be committed in 2012, particularly the investment in membership acquisition which is crucial to CPRE's long-term health.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Income

Most of our income comes from voluntary donations and we are very grateful to those who have supported us during the last year

While the difficult economic environment meant that we did not meet all our individual income targets, the response to our appeals for funds to fight our planning campaign was tremendous and, as a result, we slightly exceeded our income budget overall

The year saw the culmination of our strategic review of membership, the Supporter Review. This was a wide-ranging review led by a working group made up of representatives from all parts of the organisation

The outcome of this review was a new model of membership aimed at involving all CPRE supporters in both local and national activities and campaigns. All regular supporters who were not already members were invited to join and we were delighted at the large number who took up this offer. Not only will this generate income in the future to support our crucial national work, it will also help build capacity in our branch network

During the year we ran a membership recruitment campaign, based on our planning campaign, and we laid firm foundations for growth in membership in future years. We are pleased to have slowed the rate of decline in membership numbers, a result of reduced investment in membership recruitment in recent years, and we expect that with the new initiatives that we have in place our membership numbers will start to improve again.

This year we received a number of legacies that enabled us to deliver our core campaigns as well as providing much needed investment in our fundraising activities, notably a replacement fundraising and membership database. We are very grateful to all those who pledge a legacy to CPRE, this provides much needed assurance that we will be able to deliver against our vision long into the future

Our trust and corporate supporters have continued to provide critical funding for many of our campaigning activities, especially our Stop the Drop and planning campaigns. Without this funding we would not have been able to continue these campaigns and we thank all of those who have supported our work in this way

We were successful, in partnership with the National Association of Local Councils, in winning a Government grant to deliver a programme of training to increase the level of public involvement in the local planning system. We have also continued to deliver our Big Lottery funded programme on Mapping Local Food Webs this year

The income generated this year helped us deliver our charitable objectives while also strengthening our reserves. We intend to use some of these additional reserves to invest further in membership recruitment next year and also to continue to keep up the pressure on the Government on the implementation of the planning reforms.

Expenditure

Our priority for the year was to continue to deliver our core charitable objectives and some hard-hitting campaigns using our most valuable resource – our staff. Without them we would not have been able to achieve what we have during the year. In particular, generous funding from individuals and trusts enabled us to run an effective and evidence-based planning campaign

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Although our staff numbers and costs were boosted by temporary staff funded through the Supporting Communities and Neighbourhoods in Planning and the Big Lottery-funded Mapping Local Food Webs projects, permanent staffing levels were maintained at the same level as in 2010. Staff costs have been kept at an affordable level by awarding a below-inflation pay award and limiting performance awards to approximately a third of staff. However, in spite of tight economic circumstances, we strive to reward and motivate staff, and morale has been high, partly as a consequence of the tangible successes the organisation has enjoyed.

We used some of our legacy income to invest in much-needed organisational initiatives such as carrying out a strategic review of membership, launching our new brand and a new website. The extra investment in fundraising and membership is reflected in the figures this year. While some of this expenditure was a one-off investment, we intend to invest further in membership recruitment next year.

A further organisational improvement during the year was an investment of over £100,000 in our IT systems. This investment included the replacement of our fundraising and membership database, an upgrade to our Windows operating system and the replacement of all out of date PCs and servers.

We have tried hard to reduce our overheads this year and, as part of this exercise, have decided to move to different office premises when our lease expires in April 2012. We expect to make substantial savings over the period of the next lease but this does mean that we have had to incur some expense this year in professional fees and in setting aside some funds to pay for our dilapidations liability on the existing premises. This has added over £200,000 to our overhead costs this year as a one-off cost. This expenditure will be more than recouped by savings in rent and service charge over the next few years.

The grant from the Department for Communities and Local Government for the Supporting Communities in Neighbourhood Planning programme has added substantially to our expenditure this year, as has the continuing programme of work on the Mapping Local Food Webs project funded by the Big Lottery. We intended to bid for a second year's funding from CLG (and were notified of a four month extension of the project in March 2012). The Big Lottery project will end in 2012.

We are pleased that our costs have remained under control, although we recognise that we are expecting our staff to deliver some hard-hitting campaigns with very limited resources. As our investment in fundraising starts to bear fruit and generate additional income we hope to be able to provide staff with more resources to carry out our critical work.

Future Financial Plans

We are not complacent about the fact that we have ended the year with a large surplus because we recognise that this has arisen largely because donations were made for work that will be carried out in 2012. This is particularly true for some of our restricted funds, but also for some of our legacy receipts which have been earmarked for fundraising development and membership recruitment.

In recognition of this fact the Board has set a deficit budget for 2012 of £250,000. We will continue to invest in membership recruitment and fundraising, as resources permit, because we recognise that this is the way to achieve longer term growth in income. We will also keep a tight control on expenditure and target resources at those areas where we feel we can achieve maximum impact.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

We hope to continue to attract trust and corporate funds to support some of our longer term projects, and we will continue to bid for grants and project funding if this is compatible with our charitable aims

At the time of writing this report we are committed to moving from our existing premises to a new office. The fit-out of the office space is expected to cost £430,000 and this will be funded from a mixture of cash, investments and a twelve month rent-free period negotiated with the new landlord

We do not see any signs of recovery in the economic climate as it impacts on charities, particularly environmental charities, and we will continue to maintain financial vigilance over the next twelve months. The long term savings from the new office premises, even after spending money on the dilapidations and fit-out costs, will help us to achieve this

Reserves Policy

The Trustees recognise that they have an obligation to apply the income that they receive towards CPRE's charitable objectives

The Trustees' reserves policy is

"The charity's general funds, excluding any designated funds, will be maintained at a level equivalent to between six and nine months' expenditure over a three year rolling period

Trustees will set rolling budgets over a three year period which maintain general funds at this level

The reserves policy will be reviewed annually by the Trustee Board "

Free reserves at the end of the year stood at £2,051,563 which equates to 6.4 months of expenditure

Some of the increase in reserves has arisen because we received income during the year which will be spent in 2012 on a new database, membership acquisition and membership development. We also incurred costs through moving office, though this will save approximately £80,000 a year over ten years. Because of these investments for the long-term, we expect the reserves figure to reduce in 2012

The Trustees recognise that it is also important to keep a close eye on cash, in addition to the reserves figure, and they continue to monitor this closely.

Investment Policy and Performance

CPRE's investments continue to be actively managed by Ruffer LLP, with a remit to obtain an absolute rate of return that exceeds the rate of return on cash over a twelve month period

For the year to date the total portfolio shows a loss of 1.4%. This was lower than the long term benchmark set by the Trustees, which is to better the return on cash on deposit. This latter figure was 0.5% for 2011

There was no need to realise any of our investments this year in order to fund any short term cash requirements

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

The investment portfolio showed an unrealised loss of £18,923 at the end of the year. This was in line with Trustees' expectations given that the stock market is particularly volatile at the present time.

Employees and Volunteers

Since it was founded in 1926, CPRE has been driven by the passion and determination of its volunteers and staff. They 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 members of the organisation and the Board is grateful for the huge amount of work they do. We were pleased to be able to continue the Marsh Awards scheme, funded by the Marsh Christian Trust, to celebrate the work of our volunteers.

The work of volunteers in the branches and regional groups is supported by advice and other support from national office, including events such as inductions, training seminars and our events programme.

The charity supports equal opportunities, and recruits and promotes employees on the basis of aptitude and ability without discrimination. CPRE seeks to enable disabled employees to play a full role in the organisation.

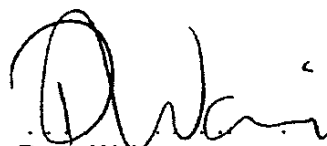
Pensions

CPRE operates a Group Personal Pension Plan with Aviva, which all employees who have completed their probationary period are eligible to join. The charity contributes six per cent of salary for all employees who join the scheme. A few members of staff, for historical reasons, contribute to schemes other than the Norwich Union scheme.

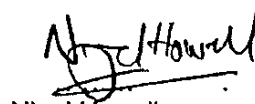
Auditor

Crowe Clark Whitehill LLP has indicated its willingness to be reappointed as statutory auditor.

Approved by the Trustees on 10 May 2012 and signed on their behalf by.



Peter Waine
(Chair)



Nigel Howell
(Treasurer)

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CAMPAIGN TO PROTECT RURAL ENGLAND

We have audited the financial statements of Campaign to Protect Rural England for the year ended 31 December 2011 set out on pages 27 to 42

The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice)

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 company's members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purpose of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board's Ethical Standards for Auditors

Scope of the audit of the financial statements

An audit involves obtaining evidence about the amounts and disclosures in the financial statements sufficient to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or error. This includes an assessment of whether the accounting policies are appropriate to the charitable company's circumstances and have been consistently applied and adequately disclosed, the reasonableness of significant accounting estimates made by the trustees; and the overall presentation of the financial statements

In addition, we read all the financial and non-financial information in the Message from the Chair and Trustees' Report to identify material inconsistencies with the audited financial statements. If we become aware of any apparent material misstatements or inconsistencies we consider the implications for our report

Opinion on financial statements

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 2011 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; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF CAMPAIGN TO PROTECT RURAL ENGLAND (CONTINUED)

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the Trustees' Report for the financial year for which the financial statements are prepared is consistent with the financial statements

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where 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

Tina Allison

Senior Statutory Auditor

For and on behalf of

Crowe Clark Whitehill LLP

Statutory Auditor

London

Date.

CAMPAIGN TO PROTECT RURAL ENGLAND
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 31 DECEMBER 2011

	Notes	Unrestricted Funds £	Restricted Funds £	Endowment Fund £	2011 Total £	2010 Total £
INCOMING RESOURCES						
Voluntary income						
Subscriptions		805,409	-	-	805,409	821,303
Less Branch share of subscriptions	1b)	(426,434)	-	-	(426,434)	(414,487)
		378,975	-	-	378,975	406,816
Branch income		2,017	-	-	2,017	1,937
Regional income		357	-	-	357	500
Donations, legacies and similar incoming resources	2 & 3	3,426,696	587,766	-	4,014,462	2,802,908
Total Voluntary Income		3,808,045	587,766	-	4,395,811	3,212,161
Activities for generating funds:						
Merchandise income		1,604	-	-	1,604	5,046
Investment income	4	18,112	1,217	-	19,329	18,877
Other incoming resources	5	44,228	-	-	44,228	70,306
Total incoming resources		3,871,989	588,983	-	4,460,972	3,306,390
RESOURCES EXPENDED						
Cost of generating funds	6	1,267,434	6,000	-	1,273,434	973,769
Merchandise costs	6	4,200	-	-	4,200	4,200
Net incoming resources available for charitable application		2,600,355	582,983	-	3,183,338	2,328,421
Charitable activities						
Influence land use in town and country for people and nature		673,378	233,745	-	907,123	771,514
Protect and enhance beauty, tranquillity and local distinctiveness		375,955	193,005	-	568,960	580,551
Increase and harness public and political support for the countryside		676,703	29,703	-	706,406	559,020
Build organisational capability to support our campaigning aims		501,064	6,572	-	507,636	384,913
Governance costs		103,405	-	-	103,405	64,172
Total resources expended	7	3,602,139	469,025	-	4,071,164	3,338,139
Net incoming/(outgoing) resources for the year = net income/(expenditure)		269,850	119,958	-	389,808	(31,749)

CAMPAIGN TO PROTECT RURAL ENGLAND
STATEMENT OF FINANCIAL ACTIVITIES (CONTINUED)
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 31 DECEMBER 2011

	Notes	Unrestricted Funds £	Restricted Funds £	Endowment Fund £	2011 Total £	2010 Total £
Net incoming/(outgoing) resources for the year = net income/(expenditure)		269,850	119,958	-	389,808	(31,749)
Unrealised (losses)/gains on investments	11	<u>(17,130)</u>	<u>-</u>	<u>(1,793)</u>	<u>(18,923)</u>	<u>122,238</u>
Net movement of resources in the year		252,720	119,958	(1,793)	370,885	90,489
Funds brought forward		<u>1,798,843</u>	<u>92,323</u>	<u>89,435</u>	<u>1,980,601</u>	<u>1,890,112</u>
Funds carried forward at 31 December 2011		<u>2,051,563</u>	<u>212,281</u>	<u>87,642</u>	<u>2,351,486</u>	<u>1,980,601</u>

All of the charity's activities are continuing

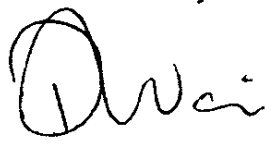
There are no gains and losses other than those shown above

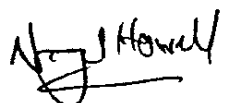
The notes on pages 31 to 42 form part of these financial statements

**CAMPAIGN TO PROTECT RURAL ENGLAND
BALANCE SHEET
AS AT 31 DECEMBER 2011**

	Notes	2011 £	2010 £
FIXED ASSETS			
Tangible assets	10	116,637	63,860
Investments	11	<u>1,041,345</u>	<u>943,941</u>
		<u>1,157,982</u>	<u>1,007,801</u>
CURRENT ASSETS			
Debtors	13	388,312	635,236
Regional bank balances		130,241	123,642
Cash at bank and in hand		<u>1,205,332</u>	<u>641,186</u>
		1,723,885	1,400,064
CREDITORS , amounts falling due within one year	14	<u>(375,381)</u>	<u>(427,264)</u>
NET CURRENT ASSETS		<u>1,348,504</u>	<u>972,800</u>
TOTAL ASSETS LESS CURRENT LIABILITIES		2,506,486	1,980,601
PROVISIONS FOR LIABILITIES AND CHARGES	15	<u>(155,000)</u>	-
NET ASSETS		<u>2,351,486</u>	<u>1,980,601</u>
FUNDS			
Unrestricted funds	16	2,051,563	1,798,843
Restricted funds	17	212,281	92,323
Endowment fund	18	<u>87,642</u>	<u>89,435</u>
		<u>2,351,486</u>	<u>1,980,601</u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 10 May 2012

 } Peter Waine
(Chair)

 } Nigel Howell
(Treasurer)

The notes on pages 31 to 42 form part of these financial statements

CAMPAIGN TO PROTECT RURAL ENGLAND
CASH FLOW STATEMENT
YEAR ENDED 31 DECEMBER 2011

	2011 £	2010 £
Reconciliation of Net Movement in Funds to Cash Inflow from Operating Activities		
Net movement in funds in the year	370,885	90,489
Depreciation	54,552	48,413
Unrealised losses/(gains) on investments	18,923	(122,238)
Investment income	(19,329)	(18,877)
Bank and investment management charges paid	29,164	30,157
Decrease/(Increase) in debtors	246,924	(152,734)
(Increase)/Decrease in regional cash balances	(6,599)	30,560
(Decrease)/Increase in creditors	(51,883)	303,180
Increase in provisions	155,000	-
NET CASH INFLOW FROM OPERATING ACTIVITIES	797,637	208,950
 CASH FLOW STATEMENT	 2011 £	 2010 £
Net Cash Inflow from Operating Activities	797,637	208,950
Returns on Investments and Servicing of Finance		
Dividend income received	14,461	16,190
Bank and other interest received	4,868	2,687
Bank charges paid	(21,271)	(22,853)
Net cash (outflow) from returns on investments and servicing of finance	(1,942)	(3,976)
Capital Expenditure and Financial Investment		
Purchase of tangible fixed assets	(107,329)	(13,651)
Reinvestment in Ruffer LLP fund	(124,220)	-
Net cash (outflow) from investing activities	(231,549)	(13,651)
Increase in Cash	564,146	191,323
 Analysis of Changes in Cash		
Balance at 1 January	641,186	449,863
Net cash inflow	564,146	191,323
Balance at 31 December	1,205,332	641,186

The notes on pages 31 to 42 form part of these financial statements

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2011

1. PRINCIPAL ACCOUNTING POLICIES

a) Accounting Convention

The financial statements have been prepared under the historical cost convention, as modified by the inclusion of fixed asset investments at market value, and in accordance with the Statement of Recommended Practice, Accounting and Reporting by Charities (SORP 2005), Companies Act 2006 and applicable accounting standards

Consolidated accounts have not been prepared, as the operation of the wholly owned trading subsidiary, CPRE Enterprises Limited, was not material to the income, expenditure or net assets of CPRE in the year. The company also claims exemption from the requirement to file an individual statement of Profit and Loss under section 408 of the Companies Act 2006

b) 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 two branches that, with their district committees, are part of the national office (County Durham and Northumberland). The accounts of these branches have been included within the financial statements of CPRE.

c) Regional Groups

CPRE is responsible for the activities of eight regional groups operating in the North West, North East, East Midlands, West Midlands, East of England, Yorkshire and the Humber, South West and South East regions. The income and expenditure of these groups have been included within these financial statements.

d) Incoming Resources

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

Legacies and bequests are recognised when the conditions of entitlement, certainty and measurement are met. This will be at least six months after probate has been granted. The amount will be brought into the financial statements after this date and as soon as it can be quantified. In the case of cash assets this will be immediately. In the case of stocks and shares this will be once the investments have been sold and a sale price confirmed. In the case of property this will be once contracts have been exchanged and the sale has a date for completion.

Grants receivable and merchandise income are accounted for on an accruals basis.

e) Fixed Assets

Items over £500 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.

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

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

1. PRINCIPAL ACCOUNTING POLICIES (CONTINUED)

f) 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 separately 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.

g) Operating Leases

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

h) 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. Designated funds are those that the Board has earmarked for a particular purpose. General funds are those which are available for the general advancement of CPRE's objectives.

i) Allocation of Costs

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

Staff time sheets have been used to calculate the amount of time that staff have spent on each activity during the year. This information, together with the individual's salary cost, has been used to calculate the actual cost of staff time spent on every 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, IT and Finance. Overhead costs include rent, depreciation and office costs.

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

Cost of generating funds

The cost of generating funds primarily comprises costs associated with raising funds and also includes an element of raising CPRE's profile.

Charitable activity costs

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.

Governance costs

Governance costs include all those costs incurred in governing CPRE. They include audit charges, legal costs, costs of Trustee meetings and other constitutional and statutory costs.

VAT

Irrecoverable VAT is included under the relevant expense headings.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

2. DONATIONS, LEGACIES AND SIMILAR INCOMING RESOURCES

2011	Unrestricted Funds £	Restricted Funds £	Total Funds £
General donations	48,224	-	48,224
Major donations	77,655	-	77,655
Committed giving	776,757	-	776,757
Give As You Earn donations	9,239	-	9,239
Appeal receipts	470,279	-	470,279
Raffle income	123,947	-	123,947
Department for Communities and Local Government	-	198,538	198,538
General corporate and trust donations (note 3)	170,627	389,228	559,855
Legacies	1,749,968	-	1,749,968
	3,426,696	587,766	4,014,462
 <i>2010</i>			
General donations	40,581	-	40,581
Major donations	6,630	-	6,630
Committed giving	786,449	-	786,449
Give As You Earn donations	9,903	-	9,903
Appeal receipts	264,282	-	264,282
Raffle income	65,396	-	65,396
General corporate and trust donations (note 3)	136,108	203,755	339,863
Legacies	1,289,804	-	1,289,804
	2,599,153	203,755	2,802,908

Legacy income is recognised in the financial statements once we have satisfied ourselves that we are entitled to the asset in question, that we can measure it accurately and that we can be virtually certain that the asset will be received

We keep a record of all legacies that have been notified to us that do not fall within the above definition. At 31 December 2011, our estimate of the value of legacies that had been bequeathed to CPRE, but which had not been included in the financial statements, was £513,689. None of these bequests has a remaining life interest.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

3. GENERAL, CORPORATE AND TRUST DONATIONS

2011	Unrestricted Funds £	Restricted Funds £	Total Funds £
Plunkett Foundation – Big Lottery	-	226,418	226,418
Google	49,787	-	49,787
JTI	12,500	22,500	35,000
David Harding Foundation	-	33,000	33,000
TOMRA Systems ASA	-	23,000	23,000
Underwood Trust	16,500	-	16,500
The Atlantic Philanthropies (UK) Limited	15,266	-	15,266
The Rufford Foundation	-	15,000	15,000
The Ecology Trust	-	15,000	15,000
The Chiltern Society	-	12,500	12,500
CPRE Buckinghamshire	-	12,500	12,500
The John Ellerman Foundation	-	12,500	12,500
Kinsurdy Charitable Trust	7,300	-	7,300
NFU Mutual	-	6,000	6,000
The Garfield Weston Foundation	-	5,150	5,150
The Steel Charitable Trust	-	5,000	5,000
Winton Capital Management	5,000	-	5,000
CHK Charities Limited	5,000	-	5,000
The David Webster Charitable Trust	5,000	-	5,000
The Donald Forrester Trust	5,000	-	5,000
The Peacock Charitable Trust	4,000	-	4,000
The Bearrem Charitable Trust	2,500	-	2,500
Schroder Charity Trust	2,000	-	2,000
The Golden Bottle Trust	2,000	-	2,000
The Amelia Chadwick Charitable Trust	2,000	-	2,000
The Pamela Matthews Charitable Trust	2,000	-	2,000
Donations below £2,000	34,774	660	35,434
	170,627	389,228	559,855
2010			
Esmée Fairbairn	-	43,580	43,580
Google	49,074	-	49,074
Plunkett Foundation – Big Lottery	-	103,925	103,925
Underwood Trust	15,000	15,000	30,000
The Tolkien Trust	20,500	-	20,500
Keep Britain Tidy	-	10,000	10,000
The Garfield Weston Foundation	-	10,000	10,000
Kinsurdy Charitable Trust	3,750	-	3,750
Winton Capital Management	5,000	-	5,000
NFU Mutual	-	6,000	6,000
CHK Charities Limited	5,000	-	5,000
JTI	-	5,000	5,000
The 29 May 1961 Charitable Trust	-	7,500	7,500
The Peacock Charitable Trust	4,000	-	4,000
The Mercers' Company	3,000	-	3,000
The Bearrem Charitable Trust	2,500	-	2,500
The Amelia Chadwick Charitable Trust	2,000	-	2,000
The Susanna Peake Charitable Trust	2,000	-	2,000
Marsh Christian Trust	-	2,000	2,000
Donations below £2,000	24,284	750	25,034
	136,108	203,755	339,863

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

4. INVESTMENT INCOME

	2011 £	2010 £
UK listed securities	7,598	5,502
Non-UK listed securities	6,863	10,688
Bank interest	4,868	2,687
	<u>19,329</u>	<u>18,877</u>

5. OTHER INCOMING RESOURCES

	2011 £	2010 £
CPRE Publications	1,454	10,847
Advertising income	1,113	6,136
Regional groups and branches	3,000	37,024
Green Alliance	26,057	-
Natural England	-	5,417
Miscellaneous fundraising	12,604	10,882
	<u>44,228</u>	<u>70,306</u>

The income from regional groups and branches was a contribution to staffing costs of regional and branch staff. The income from Green Alliance in 2011 and from Natural England in 2010 was for a seconded member of staff.

6. COST OF GENERATING FUNDS

	Unrestricted Funds £	2011 Restricted Funds £	Total Funds £	2010 Total Funds £
Fundraising costs:				
Direct costs	263,767	-	263,767	258,933
Employment costs	283,782	-	283,782	237,301
Overheads	185,111	-	185,111	124,629
Merchandise expenditure	4,200	-	4,200	4,200
Total	<u>736,860</u>	<u>-</u>	<u>736,860</u>	<u>625,063</u>
Membership and supporter costs:				
Direct costs	132,530	6,000	138,530	90,028
Employment costs	243,444	-	243,444	172,358
Overheads	158,800	-	158,800	90,520
Total	<u>534,774</u>	<u>6,000</u>	<u>540,774</u>	<u>352,906</u>
TOTAL COST OF GENERATING FUNDS	<u>1,271,634</u>	<u>6,000</u>	<u>1,277,634</u>	<u>977,969</u>

The cost of generating funds comprises the cost of raising funds from members and supporters and other forms of fundraising, it also includes an element of raising CPRE's profile.

Direct fundraising costs include the production and postage costs of appeals, the marketing and promotional costs of all our fundraising programmes, the production and postage costs for recruitment materials and the administrative costs of processing donations. The direct costs of our membership and supporter programme comprise the materials, administrative and processing costs for member and supporter income.

The costs of supporting members and supporters are included in charitable activities.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

7. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Support Costs (including Support Staffing Costs)	Direct Costs	2011 Total	2010 Total
	£	£	£	£	£
Cost of generating funds	527,226	343,912	406,496	1,277,634	977,969
Charitable activities					
Influence land use in town and country for people and nature	426,666	278,319	202,138	907,123	771,514
Protect and enhance beauty, tranquillity and local distinctiveness	282,934	184,561	101,465	568,960	580,551
Increase and harness public and political support for the countryside	282,924	184,551	238,931	706,406	559,020
Build organisational capability to support our campaigning aims	245,148	159,914	102,574	507,636	384,913
	<u>1,237,672</u>	<u>807,345</u>	<u>645,108</u>	<u>2,690,125</u>	<u>2,295,998</u>
Governance costs	<u>19,316</u>	<u>12,600</u>	<u>71,489</u>	<u>103,405</u>	<u>64,172</u>
Total expenditure	<u>1,784,214</u>	<u>1,163,857</u>	<u>1,123,093</u>	<u>4,071,164</u>	<u>3,338,139</u>
Support cost breakdown by charitable activity	Overheads £	IT £	Finance £	HR £	Total £
Influence land use in town and country for people and nature	229,476	11,752	25,814	11,277	278,319
Protect and enhance beauty, tranquillity and local distinctiveness	152,170	7,793	17,118	7,480	184,561
Increase and harness public and political support for the countryside	152,168	7,791	17,116	7,476	184,551
Build organisational capability to support our campaigning aims	131,851	6,751	14,831	6,481	159,914
Total support costs	<u>665,665</u>	<u>34,087</u>	<u>74,879</u>	<u>32,714</u>	<u>807,345</u>

Staff timesheets have been used to calculate the amount of time that each member of staff has spent on each activity during the year. This information, together with details of salary costs, has been used to calculate the actual cost of staff time spent on every activity.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

8. EMPLOYEE INFORMATION

The average number of employees, on a full-time equivalent basis, in CPRE in 2011 was as follows

	2011 No	2010 No
Full time	43	38
Part time (FTE)	7	8
	<u>50</u>	<u>46</u>

Employee costs were as follows

	£	£
Salaries	1,808,543	1,651,470
National insurance	176,913	155,181
Pension contributions	<u>102,662</u>	<u>96,312</u>
	<u>2,088,118</u>	<u>1,902,963</u>

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 6% of eligible employees' salaries to their pension plans. 56 members of staff (2010: 48) were members of the Group Personal Pension Plan at the end of the year. Two of the higher paid employees are members of the Group Personal Pension Plan.

One employee (2010: one) received remuneration during the year in the band £80,000 to £90,000.
 One employee (2010: one) received remuneration during the year in the band £70,000 to £80,000.
 One employee (2010: one) received remuneration during the year in the band £60,000 to £70,000.

9. TRUSTEES' REMUNERATION AND EXPENSES

None of the Trustees received any remuneration during the year (2010: none). Travelling expenses reimbursed to 10 (2010: 10) Trustees during the year amounted to £6,398 (2010: £5,465).

AUDITOR'S REMUNERATION

The amounts payable to Crowe Clark Whitehill LLP during the year were

	2011 £	2010 £
Audit costs	20,580	19,485
Taxation advice		
VAT	1,740	-
Corporation tax	-	529
	<u>22,320</u>	<u>20,014</u>
Total		

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

10. TANGIBLE FIXED ASSETS

	Leasehold Improvements £	Computer Equipment £	Furniture and Equipment £	Total £
Cost				
At 1 January 2011	236,947	172,759	92,731	502,437
Additions	-	107,329	-	107,329
Disposals	-	(23,047)	-	(23,047)
At 31 December 2011	236,947	257,041	92,731	586,719
Depreciation				
At 1 January 2011	196,075	154,110	88,392	438,577
Charge for the year	25,724	26,073	2,755	54,552
Disposals	-	(23,047)	-	(23,047)
At 31 December 2011	221,799	157,136	91,147	470,082
Net book value				
At 31 December 2011	15,148	99,905	1,584	116,637
<i>At 31 December 2010</i>	<i>40,872</i>	<i>18,649</i>	<i>4,339</i>	<i>63,860</i>

At the end of the year there were capital commitments of £124,535 (2010 £Nil) authorised and contracted for. This was for the fundraising and membership database.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

11. INVESTMENTS

	Unrestricted Funds £	Endowment Fund £	Total £
Value at 1 January 2011	854,506	89,435	943,941
Purchases	124,220	-	124,220
Unrealised losses	(17,130)	(1,793)	(18,923)
Management fee charged to SOFA	(7,893)	-	(7,893)
Value at 31 December 2011	953,703	87,642	1,041,345
Cost at 31 December 2011	757,594	69,620	827,214

	Unrestricted funds						Endowment fund Equities	Total
	Index linked £	Equities £	Global funds £	Gold £	Other £	Unquoted £	Cash £	£
UK investments	151,194	99,723	97,732	45,070	37,564	2	28,212	87,642
Non-UK investments	162,996	323,533	7,195	-	481	-	-	-
Investment asset	-	-	-	-	1	-	-	-
Value at 31 December 2011	314,190	423,256	104,927	45,070	38,046	2	28,212	87,642
Cost at 31 December 2011	256,103	303,869	94,927	28,895	45,586	2	28,212	69,620

Unquoted investments are stated at historical cost less impairment losses written off. The investment asset represents a donated piece of land occupied by a sitting tenant, it has been recognised in the financial statements at a notional £1 value.

The investments comprising more than 5% of the total market value of the investment portfolio are UK Govt 1 25% 2017 stock (£85,235), UK Govt 1 25% 2055 stock (£52,817), USA treasury notes 1 375% (£73,173), Royal Dutch Shell 'B' shares (£89,227) and CF Ruffer Absolute Return C Inc (£71,126).

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 2011. The only transactions going through the company have been bank charges which have been paid in full by the main charity.

Summarised Balance Sheet of CPRE Enterprises Limited	2011 £	2010 £
Cash at bank	2	2
Called up share capital	2	2

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

13. DEBTORS	2011	2010		
	£	£		
Other debtors	100,279	127,111		
Accrued income	174,081	389,744		
Prepayments	113,952	118,381		
	<u>388,312</u>	<u>635,236</u>		
14. CREDITORS: amounts falling due within one year	2011	2010		
	£	£		
Trade creditors	132,760	226,978		
Subscription share owed to Regional Groups	15,862	16,005		
Subscription share owed to branches	126,149	125,221		
Taxation and social security	42,221	46,945		
Accruals	58,389	12,115		
	<u>375,381</u>	<u>427,264</u>		
15. PROVISIONS FOR LIABILITIES AND CHARGES		Dilapidation costs		
		£		
At 1 January 2011		-		
Charged to Statement of Financial Activities		<u>155,000</u>		
At 31 December 2011		<u>155,000</u>		
The dilapidation costs relate to the termination of the lease on CPRE's former registered office at 128 Southwark Street, London, SE1 0SW				
16. ANALYSIS OF NET ASSETS BETWEEN FUNDS				
	Tangible Fixed Assets	Investments	Net Current Assets Less Provisions	Total
	£	£	£	£
Unrestricted Funds	116,637	953,703	981,223	2,051,563
Restricted Funds	-	-	212,281	212,281
Endowment Fund	-	87,642	-	87,642
	<u>116,637</u>	<u>1,041,345</u>	<u>1,193,504</u>	<u>2,351,486</u>
At 31 December 2011	116,637	1,041,345	1,193,504	2,351,486

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

17. RESTRICTED FUNDS

	<i>Balance at 1 January 2011</i>	<i>Incoming Resources</i>	<i>Resources Expended</i>	<i>Balance at 31 December 2011</i>
	£	£	£	£
The Rufford Maurice Laing Foundation – Green Belt	-	15,000	-	15,000
The Rufford Maurice Laing Foundation – Sharing Success	231	-	231	-
Ecology Trust	-	15,000	6,870	8,130
David Harding Foundation	-	33,000	-	33,000
The John Ellerman Foundation	-	12,500	-	12,500
The Chiltern Society	-	12,500	12,500	-
CPRE Buckinghamshire	-	12,500	12,500	-
Underwood Trust	15,000	-	1,196	13,804
NFU Mutual	-	6,000	6,000	-
The Steel Charitable Trust	-	5,000	5,000	-
TOMRA Systems ASA	-	23,000	23,000	-
The Plunkett Foundation	32,141	226,418	192,967	65,592
Department for Communities and Local Government	-	198,538	198,538	-
29 May 1961 Charitable Trust	7,500	-	337	7,163
JTI	-	22,500	-	22,500
Keep Britain Tidy	5,507	-	5,507	-
The Garfield Weston Foundation	10,000	5,150	3,000	12,150
Purslow legacy	38	-	38	-
Marsh Christian Trust	1,650	660	800	1,510
CPRE Mark	20,256	1,217	541	20,932
Total restricted funds	92,323	588,983	469,025	212,281

Restricted funds at 31 December 2011 include accumulated income from the endowment fund less any disbursements

The donation from The Rufford Maurice Laing Foundation was funding to support our Planning Campaign (Green Belt) and 'Sharing Success' work with volunteers

The grant from the Ecology Trust was to support CPRE's economic research in relation to the National Planning Policy Framework

The funding received from the David Harding Foundation was a contribution towards the cost of employing a campaign manager for the Stop the Drop campaign

The donation from The John Ellerman Foundation was to fund the development of a Neighbourhood Planning Toolkit

The donations from The Chiltern Society and CPRE Buckinghamshire were towards our campaign on the HS2 High Speed Rail Link

The donation from the Underwood Trust was for establishing a national deposit refund scheme for the Stop the Drop campaign

The donation from NFU Mutual was for the production costs of our CPRE Members Guide

The grant from The Steel Charitable Trust was for holding three regional networking events to deliver skills training to our volunteers.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2011

17. RESTRICTED FUNDS (CONTINUED)

The donations from TOMRA Systems ASA, JTI and Keep Britain Tidy were for the Stop the Drop campaign

The Plunkett Foundation fund is our share of the Mapping Local Food Webs project which is funded by the Big Lottery and led by The Plunkett Foundation

The grant from the Department for Communities and Local Government is to provide advice, guidance and assistance to communities and community organisations to engage with the planning system in their local area

The donations from The Garfield Weston Foundation and the 29 May 1961 Charitable Trust are for a toolkit to equip local communities to set up sustainable transport initiatives

The Purslow legacy was a donation towards our work on hedgerows. This legacy has now been spent in full

The Marsh Christian Trust gave a donation towards the Marsh Awards, our national award scheme to enable positive recognition and reward of volunteers and to celebrate success within CPRE

The CPRE Mark fund is used for the branch award scheme as noted in note 18

18. ENDOWMENT FUND

	<i>Balance at 1 January 2011 £</i>	<i>Transfers</i> £	<i>Investment losses</i> £	Balance at 31 December 2011 £
Endowment Fund (Colonel Hill)	<u>89,435</u>	<u>-</u>	<u>(1,793)</u>	<u>87,642</u>

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

19. OPERATING LEASES

At 31 December 2011, CPRE was committed to making the following annual payments in respect of non-cancellable operating leases

	Land and Buildings 2011 £	2010 £
Expiring within 1 year	96,210	306,213
	Other 2011 £	2010 £
Expiring within 1-2 years	4,358	4,358

The land and buildings lease expires in April 2012

The other lease which is for equipment expires in December 2013