

CHARITY NUMBER: 1089685

COMPANY NUMBER: 4302973

CAMPAIGN TO PROTECT RURAL ENGLAND
(Company Limited By Guarantee)

REPORT AND FINANCIAL STATEMENTS

31 DECEMBER 2009

www.cpre.org.uk



CAMPAIGN TO PROTECT RURAL ENGLAND

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CAMPAIGN TO PROTECT RURAL ENGLAND

LEGAL AND ADMINISTRATIVE DETAILS

The Trustees of the Campaign to Protect Rural England present their annual report for the year ended 31 December 2009 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).

REFERENCE AND ADMINISTRATIVE DETAILS

The Campaign to Protect Rural England is a registered charity (number 1089685) and a company limited by guarantee (number 04302973). The company has taken advantage of section 60 (1) (a) of the Companies Act 2006 and does not use the word "limited" in its name. The charity was founded in 1926. It is registered in England and its registered office is at 128 Southwark Street, London, SE1 0SW.

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

Sir Neil Cossons

Lady Caroline Cranbrook

Nicholas Crane

Jonathan Dimbleby

Ben Goldsmith

The Board (Trustees /Directors)

Peter Waine	Chair	
Christopher Napier	Vice Chair	
Dr Anne Robinson	Vice Chair	
Dr Andy Brown	Chair of Policy Committee	(to 18 August 2009)
Nigel Howell	Treasurer	
Georgie Bigg	General Board Member	
Tim Bowles	General Board Member	
Brian Wood	General Board Member	
Caroline Drummond	Selected Board Member	
Ali Miraj	Selected Board Member	(from 23 July 2009)

CAMPAIGN TO PROTECT RURAL ENGLAND

LEGAL AND ADMINISTRATIVE DETAILS (CONTINUED)

Company Secretary

Helen Turner

Sub-committees of the Board:

Policy Committee

Dr Andy Brown	Chair	(Trustee) (to August 2009)
Peter Waite		(Trustee)
Christopher Napier		(Trustee)
Dr Anne Robinson		(Trustee)
Michael Coupe		(to December 2009)
Margaret Clarke OBE		
Peter Cleasby		
Alice Crampin		
Peter Langley		
Dinah Nichols CB		
Adrian Parker		
Dr Clive Potter		(to December 2009)
Charlie Watson		

Audit Committee

Nigel Howell	(Treasurer)
Brian Wood	(Trustee)
Ali Miraj	(Trustee) (from July 2009)

Nominations Committee

John Cooper CBE	Chair
Barry Porter	
Dr Anne Robinson	(Trustee) (to December 2009)
Christopher Napier	(Trustee) (from January 2010)
Peter Waite	(Trustee)

Senior Management Team

Shaun Spiers	(Chief Executive)
Helen Turner	(Deputy Chief Executive)
Neil Sinden	(Director of Policy and Campaigns)
Zoe Parks	(Director of Development) (to June 2009)
Dan McLean	(Director of Communications)
Lorna Schofield	(Director of Fundraising and Supporter Services)

CAMPAIGN TO PROTECT RURAL ENGLAND

LEGAL AND ADMINISTRATIVE DETAILS (CONTINUED)

Professional Advisers:

Honorary Standing Counsel

John Hobson QC

Legal Panel

Paul Brown QC

James Strachan

Stephen Whale

Solicitors

Russell Cooke

2 Putney Hill

Putney

London

SW15 6AB

Auditor

Horwath 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

TRUSTEES' REPORT

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 two hundred district groups and forty-one independent branches

The independent branches have their own boards of trustees and their own governing documents. The constitutions of all branches are approved by the main board of CPRE

The branches and the national charity are linked by the national charity's Memorandum and Articles which gives the chairs of the branches 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

Governance

The Board held six meetings during the year, with one of the meetings held near Nantwich with the North West regional group

The Board consists 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 has three sub-committees, the Policy Committee, Audit Committee and Nominations Committee. The Board sets terms of reference for the 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

TRUSTEES' REPORT (CONTINUED)

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 set up in 1998/9 to mirror changes in the planning system whereby Regional Assemblies in their role of Regional Planning Bodies devised spatial plans on a regional basis. 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 twelve staff directly in the regions. Staff based at the national office also spend time working on regional activities.

Branches

There are forty-one 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 surplus or deficit for that period. In preparing these financial statements, the Trustees are required to

- select suitable accounting policies and then apply them consistently,
- make judgments and accounting 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 in business.

The Trustees are responsible for ensuring that adequate accounting records are maintained 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. They are also responsible for safeguarding the assets of the charitable company and ensuring their proper

TRUSTEES' REPORT (CONTINUED)

application in accordance with charity law, 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.

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.

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 main risks that have been identified by the Trustees include the risk of not earning sufficient income to meet the Trustees' target expenditure over the period of the strategic plan, the risk of not being able to respond quickly to a need to reduce expenditure, the risk of a loss of influence if Government policy undergoes a major change in direction or if the party in Government changes, the risk of losing key staff and volunteers, the risk arising from any dissension within the wider organisation and the issue of how we share income across CPRE.

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

TRUSTEES' REPORT (CONTINUED)

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, a countryside that contributes to national well being by enriching our quality of life, as well as providing us with crucial natural resources, including food. We wish to see the sustainable use of land and other natural resources in both town and country. The countryside, including its villages and towns is ever changing, but we strive to ensure that change and development respect the character of England's natural and built landscapes, enhancing the environment for the enjoyment and benefit of all.

CPRE both highlights threats to the countryside and promotes solutions. 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.

Achievements and Performance

A rapid and continued slow-down of our income during the recession meant that 2009 has been a hugely challenging year for the charity. As legacy income in particular fell to unprecedented levels we had no option but to make difficult choices about our structure and our priorities. We had to make painful cuts to our staffing over the summer through a redundancy programme and associated restructuring. We de-prioritised some fund-raising work as we felt this spend was no longer proving fully effective. We had to rein in our policy ambitions in a number of areas but throughout this period we carefully held true to our core charitable aims and we are proud of our achievements for the countryside during the year. CPRE benefits from its federal structure, combining the strengths of policy research and government influence nationally with effective regional and local branch charity relationships to deliver real impact on the ground. This combination of local intelligence and impact backed by national awareness and influence is a unique strength of our structure when threats to the countryside can arise both from national policy agendas and from local planning decisions. Some of our influencing work is long term in its nature, so we do not always see results in the same year as we expend effort. Even so, and despite a challenging year financially, by working cohesively we are pleased to report for the year some genuine and proud successes that will protect the unique nature of England's countryside for everyone to enjoy.

2009 was the first year of CPRE's new five year strategic plan, developed by the Board and Senior Management Team in close consultation with the organisation's branches and regional groups. The strategic plan is conceived as being 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 also intended to help us achieve our ambitious vision for the countryside in 2026 (see below).

The four goals 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

TRUSTEES' REPORT (CONTINUED)

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 CPRE 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 organisational capability.

At several points in this 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 others and enhance each other's effectiveness.

When it became apparent that CPRE would have to make redundancies (see Financial Review below) the Board instructed the Chief Executive to carry out the restructuring with the aim of protecting, as far as possible, the organisation's ability to deliver the strategic plan. During the restructuring process the Senior Management Team (SMT) identified work that could be scaled back or cut altogether, and activities that remained a priority. The four strategic aims remain, but we are committed to achieving them in a more streamlined way.

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, scrutinised and discussed by SMT.

The Trustees considered and 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 section 4 of the Charities Act 2006. 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 very difficult to measure in any objective way.

2009 was a challenging year for CPRE and we had to reduce or end our work in some areas. Nevertheless, by focussing on areas where we could deliver public benefit we had some highly significant achievements, and laid the basis for more success in years to come.

Strategic Aim 1: Influence land use in town and country for people and nature

Goal 1.1 Achieve the best use of land by influencing decisions on land use at all levels

We engaged closely with the Foresight Land Use Futures project, inspired by David Miliband's 2007 CPRE Lecture. The Chief Executive was a member of the project's 'high level steering group'. We worked hard to ensure that the final report reflected the intrinsic and historical value of the land, rather than merely its economic value. The final Foresight report was published in February 2010, so falls outside the period of this annual report, but we did achieve significant influence over its recommendations.

Public benefit: Foresight reports can have significant long-term influence on government policy and we expected this report to have implications for future government policy regarding land use. We thought it essential for the achievement of CPRE's charitable aims to dissuade Foresight from seeing the planning system principally as a tool for delivering economic growth and social betterment. Our aim was a report that advocates an approach to land use which fully integrates environmental, social and economic considerations.

TRUSTEES' REPORT (CONTINUED)

In April 2009, we learned of the collapse of the Civic Trust, the umbrella body for the country's civic and amenity societies. CPRE has a significant relationship with civic and amenity societies – some 300 of them are members – and we had a similar outlook to the Civic Trust, in particular a belief in the importance of local distinctiveness and an effective, democratic planning system. CPRE's charitable objects focus on rural England, meaning that we could not aspire to become the umbrella or representative body for the nation's civic societies, many of which are urban. Nevertheless, we believed that the achievement of our aims would be significantly aided by the existence of a strong civic movement. We therefore devoted limited resources particularly time, to promoting a successor body to the Civic Trust, working particularly closely with the National Trust, the North of England Civic Trust and the Royal Institute of British Architects. The Chief Executive served on the steering group of the Civic Society Initiative and its Director, Tony Burton, a former Deputy Director of CPRE, was based in CPRE's London office. This led to the creation of a new national body for civic societies, Civic Voice, launched in April 2010. Town and country are interdependent: a healthy countryside requires vital urban communities. We hope to work closely with Civic Voice, whose mission complements CPRE's.

Public benefit: We have played an important part in the establishment of a new national body which will complement CPRE's work in championing beauty and importance of place. England's civic societies will be strengthened by the work of Civic Voice, and the villages, towns and cities they champion made better places to live and visit.

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

Under this goal CPRE has influenced the decisions on planning that will largely shape the future of England's countryside.

We have played a major role, up and down the country, in the development of Regional Spatial Strategies (RSS), particularly on the broad locations of new housing development and the number of new homes that local authorities in each region will be required to build. At the same time as playing a prominent role in existing planning structures, we have worked to influence the new planning system that is emerging – the orientation of the new Infrastructure Planning Commission (IPC), the first National Policy Statements created under the Planning Act 2008, and the new way of developing regional strategies envisaged under the Local Democracy, Economic Development and Construction Act. All these things will have a significant impact on the shape of the countryside for years to come.

Together with the Campaign for the Protection of Rural Wales and the Campaign for National Parks, we launched a public information campaign to highlight the threat to landscape quality, particularly in protected landscapes, posed by major new electricity transmission schemes being considered by National Grid. We also set out how such negative impacts might be avoided through re-routing or mitigated through undergrounding or shorter pylons. This issue will be of growing importance in coming years.

Public benefit: Our campaign drew public attention to proposals that might otherwise have become entrenched in planning policy without public notice, making it much harder to challenge decisions on new pylons. We believe that it is important, at the very least, to ensure that the impact of new pylons on the landscape is properly considered by decision-makers. In the longer term we hope to prevent the despoiling of the country's finest and most tranquil landscapes by new pylons by promoting viable alternatives.

We campaigned for the IPC to champion the environment and ensure meaningful public involvement in its decision-making.

TRUSTEES' REPORT (CONTINUED)

Public benefit: We were pleased that the IPC engaged closely with our concerns and publicly set itself standards that closely mirrored the tests we had set it

Much of our RSS work has been to ensure the protection of the Green Belt

Public benefit: Achievements here have included stronger Green Belt protection in the North West region and CPRE Oxfordshire's successful legal challenge to a policy which would have led to the development of Green Belt land around Oxford – an example which exemplifies CPRE branches' staunch defence of the Green Belt up and down the country

CPRE's campaign on the Local Democracy Bill sought to raise public awareness of the role of regional planning in environmental protection and improvement

Public benefit: Our campaign increased interest (from a low base) in how the Bill would work when enacted, with 600 CPRE supporters writing to their local MP and around 60 letters published in local newspapers

We responded to Government consultations on coastal change policy (supported by eight other charities) emphasising the value of having most of England's coastline undeveloped and the problems that the mooted change in policy could pose in this regard

Public benefit: Officials responsible for formulating the policies in question stated publicly that they had found the points raised by CPRE helpful. The final outcome of the consultations on these issues was not published in 2009

Goal 1.3. Maintain a clear physical distinction between town and country

We promoted a housing recovery package and engaged closely with the Conservative Party in the development of its housing policies

We campaigned locally and nationally on eco-towns and were pleased that the Government scaled back its initial proposal, announcing four eco-towns rather than the ten initially envisaged. Each of the four sites has some degree of local authority support, which suggests that CPRE's lobbying influenced the Government's thinking. In December 2009, a second wave of schemes was announced. Rather than the stand-alone new towns originally envisaged, these schemes focussed on developing eco-quarters in existing urban areas and improving the environmental standards of developments already planned. CPRE had campaigned hard for this outcome and we were delighted that the Government changed its approach to developing eco-towns

Public benefit: CPRE, nationally and locally, enjoyed significant success in improving the Government's eco-town programme. While we supported the principle of exemplar eco-developments, many of the short-listed schemes would have been unsustainable and had detrimental impacts on the countryside. Although concerns remain about the detail of some of these schemes, the scaling back and later evolution of the eco-town concept was welcome

We published demographic research analysing the household projections. This was intended for use by branches and regional groups in responding to local and regional plans. It was part-funded by branches and regional groups and included regionally specific worksheets for all nine English regions, enabling an effective scrutiny of the arguments for large-scale new housing development in the countryside

TRUSTEES' REPORT (CONTINUED)

Our groundbreaking research, *Brownfield Market Signals*, was welcomed by the Department of Communities and Local Government and the Homes and Communities Agency. A summary of the report was sent to local authorities, housing and planning policy contacts and MPs. The research analysed the impact on brownfield housing development of releasing more greenfield land. It argued that those engaged in setting targets for new housing needed a more sophisticated understanding of the capacity of local housing markets to absorb new supply.

Public benefit: The work undertaken under this goal aims to minimise the environmental impact of housing. House building covers more countryside than any other kind of development and a big rise in house building has the potential to increase the loss of countryside and cause other environmental damage. We have succeeded in ensuring that the Government and the main opposition parties favour brownfield over greenfield development. At the same time, many rural areas urgently need more affordable housing, and we campaign for this need to be addressed through the planning system in order to ensure thriving towns and villages.

Goal 1.4 Persuade key stakeholders to adopt policies to enable the countryside to play an appropriate role in climate change mitigation and adaptation

For some time, CPRE has had very limited resources to devote to national work on energy and climate change. This new goal was therefore largely focussed on developing the capacity to influence energy and climate policy. Within this framework, CPRE has responded to a number of national consultations on energy and climate policy, involving CPRE-wide consultation and debate. Our focus has been on how the countryside can be protected while meeting energy and climate targets.

We hosted an online debate with Ed Miliband MP, Secretary of State for Energy and Climate Change, in which he addressed for the first time the legitimacy of objections to onshore wind turbines on landscape grounds.

Public benefit: The Secretary of State's comments on the suitability of wind farms in National Parks were used to good effect by CPRE Hampshire to ensure that proposals for a wind farm in the newly designated South Downs National Park were withdrawn. This is a good example of the benefits of having a federal structure, with the work of national office and the branches complementing each other.

Public benefit: We achieved a major success when the Government committed to developing a bottom-up process for setting regional renewables targets. We were pleased to influence Natural England's guidance on delivering renewables in a landscape-sensitive way, this will ultimately benefit all those who visit, live in, and appreciate the countryside. Finally, many CPRE branches have both successfully resisted inappropriate energy schemes, particularly onshore wind farms that would have an unacceptable impact on the landscape, and promoted more appropriate schemes.

Goal 1.5 Ensure the integration of land use and transport planning

We campaigned on a wide range of transport issues at national, regional and local levels, seeking both to shape policy and to defeat specific proposals that would have a damaging impact on the countryside.

Public benefit: Our campaign on road safety secured changes to speed limit guidance, a commitment to trial new 40mph zones on networks of rural roads and new funding for local authorities to do this.

Led by our volunteer Aviation Group, we gave evidence to the House of Commons Transport Select Committee's inquiry into airspace use.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Public benefit: The Committee's report supported our call to limit flights over sensitive landscapes

Public benefit: We influenced guidance on the need to consider climate change impacts when investing in transport schemes, and supported our branches in defeating, for now, damaging road building schemes in Herefordshire and the Peak District

CPRE was a claimant in a high profile judicial review into the proposed expansion of Heathrow Airport, which would significantly erode the Metropolitan Green Belt and diminish rural tranquillity. The case determined in our favour in 2010. We were also heavily involved, with other NGOs, in developing and promoting a position on High Speed Rail aimed at supporting a railway revival while avoiding unacceptable damage to the countryside. The Government's proposals on High Speed Rail were announced in 2010.

We supported our branches in influencing the third round of Local Transport Plans and the transport aspects of Local Development Frameworks. Our Regional Groups were active in influencing Regional Funding Advice on new transport infrastructure.

Public benefit: The changes secured to transport plans across the country will have a significant positive impact in reducing land take and protecting rural tranquillity.

Strategic Aim 2: Protect and enhance beauty, tranquillity and local distinctiveness

Goal 2.1 Ensure that England's designated landscapes remain special

The long-running campaign for a South Downs National Park reached a successful climax in 2009. CPRE nationally worked closely with our branches in Hampshire and Sussex, and with other partners in the South Downs Campaign. Among other activities, we vigorously promoted a postcard campaign calling for the best possible National Park, including the Western Weald and other important areas. In total, Defra received 21,000 postcards. We organised a photocall with our President, Bill Bryson, at which a giant postcard was presented to Defra officials on behalf of the South Downs Campaign.

On 31 March 2009, Hilary Benn MP, Secretary of State for the Environment, Food and Rural Affairs, announced his intention to confirm the designation of the South Downs National Park, including the Western Weald. The Confirmation Order was signed in November and we were extremely pleased that the six parcels of additional land recommended for inclusion have been included. In addition, two other areas that were excluded from the intended boundary (in March) have been included within the final boundary. This was a hugely significant victory, and a great tribute to the work of our volunteers in CPRE Hampshire and CPRE Sussex over many years.

Public benefit: The new National Park will significantly benefit the nation. National Park status will give permanent protection to some of our finest landscapes. The South Downs lie close to major settlements and are home to over 100,000 people. The South Downs already have over 40 million day visitors a year, and National Park status will improve the promotion and management of public access.

In the context of this annual report, it is worth reflecting on how long it can take to achieve victories of this sort. CPRE first wrote to the then Prime Minister calling for the establishment of National Parks, including one for the South Downs, in 1930. He established a committee of inquiry which led, in time, to the 1949 Act of Parliament that created the legal framework for National Parks. The South Downs is the last of the twelve areas proposed for National Park status in the 1947 Hobbouse Report to be designated.

TRUSTEES' REPORT (CONTINUED)

We ran a small campaign, Operation Outstanding, to mark the sixtieth anniversary of the National Parks and Access to the Countryside Act. Activities included a seminar in Parliament with Shadow Defra Secretary Nick Herbert MP and two members of his frontbench team aimed at informing Conservative Party policy on National Parks and Areas of Outstanding Natural Beauty (AONBs). The seminar involved a number of members from branches covering National Parks or AONBs. In addition, we responded in the autumn to Natural England's consultation on protected landscapes, with significant useful input from CPRE's branches and regions.

Public benefit: Our work in this area has raised the public profile of protected landscapes and their importance to the nation, and contributed to their protection for future generations.

Goal 2.2 Protect and improve local landscapes

Work on this goal was scaled back as a result of CPRE's restructuring. Work focussed on preparing a major report on the Green Belt and various initiatives to promote hedgerows.

Over a thousand people responded to our survey on people's aspirations for the Green Belt. The conclusions formed part of a major report on the state of the Green Belt and how it can be improved that was published jointly with Natural England in 2010. An assessment of the **public benefit** of this work will be included in next year's Trustees' Annual Report. In brief, the report demonstrated that the quality of the landscape and public access to it are likely to be better in areas with Green Belt designation than in equivalent areas that do not have Green Belts.

Using a restricted legacy, we supported seven branch hedgerow projects, including a weekend event in Cambridgeshire in which 30 people learned basic hedge management skills, the planting of a mile and half of hedgerow in Gloucestershire in order to restore an ancient hedge pattern within a field, volunteer hedgerow surveys in Herefordshire and Oxfordshire, and a hedgerow awards scheme in the East Riding.

Public benefit: These projects have promoted the importance of hedgerows to local landscape character. Several of the projects have had an educational element, informing people about hedgerows and their management.

Nationally, we developed a survey to assess the effectiveness of hedgerow protection across the country. This work, an updated version of CPRE's 1998 report, *Hedging Your Bets*, will be completed in 2010. It is intended to encourage local authorities to meet their responsibilities for hedgerow protection.

Using our restricted legacy, we sponsored the National Hedge Laying Society's hedge laying accreditation scheme, which was launched at the National Hedge Laying Championships in October 2009.

Public benefit: The scheme offers hedge layers the opportunity to be accredited as a skilled hedge craftsman and recognised by the National Hedge Laying Society. It will help revive an ancient skill and improve the likelihood that hedgerows will continue to be much loved features of local landscapes, and havens for wildlife, for years to come.

Goal 2.3 Ensure a farming system that benefits the landscape while contributing to food production

Productive and environmentally sustainable farming is crucial to the maintenance and improvement of the landscape that CPRE seeks to protect.

We worked a research project, *Costing the View*, aimed at assessing the cost to farmers of managing the countryside. This project will be finalised in 2010.

TRUSTEES' REPORT (CONTINUED)

Public benefit: CPRE seeks to promote better public understanding of how the countryside is managed and to ensure that it continues to provide a wide range of environmental benefits to the public. We will use the results of this project to campaign for adequate funding for farmers to maintain and enhance the wildlife habitats and landscape features of the countryside that contribute to its local distinctiveness and beauty.

We submitted evidence to the Commission for Rural Communities' inquiry into the future of the uplands and supported our volunteers in giving evidence to regional hearings. The uplands areas of England host a wide range of important habitats and landscape character areas that provide the public with areas of beauty and tranquillity that can aid physical, mental and spiritual well-being. These benefits are heavily dependent on upland farming.

Our Senior Rural Policy Officer, Ian Woodhurst, continued to chair the Farming and Rural Development Group of Wildlife and Countryside Link (WCL), the umbrella body for voluntary environmental and conservation bodies. A major focus of the Group was on retaining the environmental benefits of set-aside. Following changes to the Common Agricultural Policy, farmers are no longer required to take some of their land out of production and manage it for the benefit of wildlife. There was a danger that the loss of set-aside land would reduce the area of wildlife habitat on farmland and damage biodiversity. CPRE, working through Link, lobbied the Government and raised the profile of the issue in the media. The Government has introduced a voluntary scheme which, as a result of WCL's lobbying, sets relatively stringent targets.

Public benefit: More of the environmental benefits of set-aside will be retained than would have been the case without our campaign, so the public will continue to be able to enjoy beautiful countryside rich in wildlife.

We participated in a number of other consultations and public debates on farming during the course of the year, including responding to government consultations on the issue of food security. We were pleased that the Government's food strategy recognised the importance of balancing environmental considerations with any increase in food production.

Goal 2.4 Promote the value of the experience of the countryside

Work on this goal was significantly scaled back as a result of the restructuring.

We continued to work on the issue of light pollution, laying the foundations of a star count and light pollution survey in 2010.

CPRE staff gave evidence on tranquillity to public inquiries into two wind farms, the Three Moors wind farm in Devon and the Long Stratton wind farm in Norfolk. In both cases the local branches gave detailed evidence to the inquiries and the proposed wind farms were rejected by the Inspector.

Public benefit: Our limited work on tranquillity and light pollution has helped raise awareness of the importance of these issues. Media engagement included contributions to three BBC regional documentaries on tranquillity. We were pleased that, as a result of our campaigning, tranquillity was included as a 'cultural ecosystem service' in Natural England's survey of countryside character.

TRUSTEES' REPORT (CONTINUED)

Goal 2 5 Promote rural distinctiveness and the resilience of rural communities

Our main activity under this goal was the Big Lottery funded project, Mapping Local Food Webs. This is part of a wider project, Making Local Food Work (<http://www.makinglocalfoodwork.co.uk/about/fwm/index.cfm>). The aim of the project is to analyse how strong local food networks, linking farmers, suppliers, retailers and consumers, can benefit people, places and the countryside.

The mapping was carried out in thirteen locations by temporary project co-ordinators and over 180 volunteers. The project involved some 1,200 questionnaires completed by local shoppers, over 250 interviews with food outlets and 70 interviews with suppliers. Nearly a thousand people attended public meetings and workshops. The project was discussed with Hilary Benn MP, Secretary of State for the Environment, Food and Rural Affairs, and Jim Paice MP, Shadow Farming Minister.

Public benefit: The project is nearing the end of the core research phase and therefore has yet to make an impact on policy. However, the project has already raised awareness of the importance of local food systems, with coverage in fifty local press and radio features. The project has defined beneficiaries which form part of our commitment to the Big Lottery. These include the volunteers engaged in local mapping work. In several locations, such as Ledbury and Totnes, volunteer groups are taking forward other initiatives to support and develop their local food systems to provide greater access to healthy, affordable, sustainably produced local food for their community.

We engaged in various initiatives to promote affordable rural housing, including working in partnership with the National Housing Federation. Neil Sinden, Director of Policy, served on the Government's Rural Housing Advisory Group, and worked with the Commission for Rural Communities and other bodies in the Rural Coalition to promote the recommendations of the Taylor Report on rural affordable housing and vibrant communities.

We worked to promote community-based approaches to tackling climate change, including through engagement with the Government's Low Carbon Community Challenge programme.

Public benefit: This work has raised awareness of community-based approaches to dealing with climate change based on renewable energy and energy efficiency, and has sought to discover locally-led solutions to reconciling the impact of renewables with CPRE's concerns to protect the landscape. Regular mailings to CPRE branches and a workshop with CPRE volunteers have raised the profile of these issues.

Strategic Aim 3: Increase and harness public and political support for the countryside

Goal 3 1 Increase public knowledge and appreciation of the value of the countryside

This goal relates to our flagship Stop the Drop campaign against litter and fly-tipping, a campaign that involves all parts of national office and in which twenty branches are actively engaged.

CPRE received funding from Keep Britain Tidy to promote branch involvement in Stop the Drop, including the provision of litter picking equipment, a seminar to share good practice, and support for branch engagement with parish councils. We continued to develop the Litter Action website (<http://www.litteraction.org.uk/home>) together with CleanupUK, with over 300 active litter-picking groups registered on the site.

TRUSTEES' REPORT (CONTINUED)

Public benefit: CPRE branches, volunteers and other community groups now have free access to professional litter picking equipment, which will ensure litter picks can be conducted regularly, in greater numbers and with greater regard to health and safety. The campaign has increased opportunities for volunteering and, of course, played a significant part in tidying up the countryside, not least by raising awareness that litter is a problem that can be effectively tackled.

In March 2009 we launched a major report, *Litter Bugs*, jointly with the Policy Exchange think tank. This report has had a significant impact in the 'waste sector'.

Public benefit: The report set out clear recommendations for national and local government on how to reduce litter levels. It raised political awareness of the issue and prompted debate across a number of sectors, in particular raising the profile of our support for a national bottle deposit scheme. We believe that it will play a part in an eventual improvement in local environmental quality.

We developed links with LACORS, the local authority umbrella body responsible for tackling litter and fly-tipping. This preparatory work will result in a local authority litter summit in 2010. We continued to lobby the Government and MPs of all parties to tackle litter and fly-tipping. In October 2009, Bill Bryson and CPRE staff members met Hilary Benn to discuss the issue. This meeting led to a litter roundtable of senior figures representing business, land owners and government, held in 2010. We held a Stop the Drop exhibition in Parliament, and hosted a small launch event attended by MPs from the three main parties.

We issued monthly email campaign updates and achieved good media coverage for Stop the Drop.

Public benefit: As a direct result of our campaign, the political profile of the issue and the willingness of elected politicians to tackle it increased significantly, both nationally and locally. Encams, the body funded by Defra and local authorities to tackle litter, refocused on the issue of litter and reverted to its earlier branding of Keep Britain Tidy (a rebranding formally completed in 2010). We are pleased to have developed a close working relationship with Keep Britain Tidy.

Goal 3.2 Increase public and political support for CPRE's vision

In May 2009 we launched our 2026 Vision for the Countryside, the culmination of several years' work and consultation, both within CPRE and externally. The Vision was well received by politicians and opinion formers, and has given a new focus to our work and that of many CPRE branches.

Public benefit: The impact of the 2026 Vision is likely to be long-term, not least in making CPRE a more effective organisation, clearer about what we want to achieve and better able to build alliances to win its goals. Reference was made above to the long time scales involved in countryside campaigning. An explicit motivation behind developing the Vision was the sense that CPRE's pioneers in 1926 had a clear sense of the main things they wanted to achieve: an effective town and country planning system, protection for our finest landscapes, and Green Belts around our major towns and cities. These things took some thirty years to achieve. The 2026 Vision gives us a similarly ambitious prospectus for campaigning over the next 16 years, and will result in considerable public benefit if achieved.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Goal 3.3 Engage people in decisions affecting the countryside, through campaigning and marketing initiatives

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

The narrative below relates to both of the above goals

We published four issues of *Fieldwork*, our campaigning newsletter that is sent to 5,000 campaigners around the country. *Fieldwork* helps grassroots activists take effective action on local issues and protect the countryside where they live through informative articles, case studies and an increasingly popular 'how-to' guide.

Our members' magazine *Countryside Voice*, reduced to two issues from three this year as a cost-cutting measure, was sent to 25,000 homes.

Public engagement was increased through *Campaigns Update*, a monthly e-bulletin sent to several thousand people on request. There has been a gradual increase of recipients from 6,500 at the start of the year to 8,000 by the end of the year. More encouragingly, the e-bulletin has a very healthy opening rate, and many of those receiving it carry out the campaign actions it proposes.

Our growing network of 1,300 volunteer letter writers campaigned on three main issues in 2009: the Local Democracy Bill, local transport schemes and a National Policy Statement consultation on pylons. We also increased the number of people using our e-activist web pages to write to parliamentarians and their local newspapers. Almost 10,000 online actions were taken in the year, and this number is likely to grow significantly.

Our *Planning Help* website, a free public resource, had an average of 2,000 users per month in 2009. We continue to keep this free resource up-to-date and anticipate an increased take-up now that we are able to promote it through Google advertising, having won a grant for this towards the end of the year. We continue to give free telephone advice on planning issues, particularly to CPRE volunteers, through our well-used Planning Hotline.

Public benefit: Effective promotion is essential to the effectiveness of any campaigning organisation. Much of the focus of our Communications Department in 2009 was on developing a refreshed brand for CPRE, which will be launched in 2010. Nevertheless, we continued to enjoy healthy media coverage in 2009, and to educate our members and supporters on issues relating to countryside protection. In addition, we significantly increased our network of online campaigners and ability to use new campaigning techniques. The achievements under these goals enhanced the effectiveness of our campaigns for a beautiful and living countryside.

Financial Review and Results for the Year

The financial statements on pages 25 to 40 illustrate the results for the year.

This year has been a particularly difficult one for CPRE because of the impact of the recession on income.

We were keenly aware at the start of the year that the recession was likely to have a greater impact on charities than in the previous year so we set a budget that allowed for this uncertainty. With a reduction in budgeted income of £200,000, a reduction in budgeted expenditure of £700,000 and reserves of 5.6 months we felt that there was a sufficient buffer to absorb a further shortfall of income if this materialised.

TRUSTEES' REPORT (CONTINUED)

However, as the year progressed it became clear that legacy income, in particular, was falling well short of budget. This was largely the result of the slump in the property market, compounded by the fact that we did not receive the same number of large legacies as in previous years. We decided that our reserves were not sufficient to absorb the dramatic drop in income and we therefore decided to take further steps to reduce our expenditure.

We implemented a restructuring and associated redundancy programme towards the middle of the year that involved losing twenty per cent of staff posts. We have made the cuts in such a way that we believe our core charitable activities are preserved.

We started the year with reserves at 5.6 months (using the new method of calculating reserves, as detailed below, this figure would have been 4.6 months). Despite the large deficit this year we have ended the year with reserves of 5.2 months. This is because we have moved the designated organisational development fund back into unrestricted general funds and successfully shaved our spending following the cost-cutting programme.

Income

As highlighted above, legacy income, on which CPRE is heavily dependent, was hit heavily by the recession. The final figure of £735,000 fell short of the budgeted figure by nearly £600,000.

In recent years we have focussed on developing other income streams in order to reduce our reliance on legacy income. In particular, we have invested in regular giving and appeals programmes. The regular giving programme held up this year but the appeals programme looked as though it was going to fall well short of budget until we launched an emergency appeal towards the end of the year. Our supporters responded well to this appeal and we were delighted that this brought our appeal income in slightly above target.

We were sorry to see our membership numbers decline further during the year, although membership income met its budget. Our branches rely heavily on members for income, as well as volunteering support, so we instigated a supporter and brand review to investigate why numbers were dropping and how we could increase them. We are very excited about this review and we have some ambitious plans for introducing a new membership scheme that will connect our members more closely with their local branch and with local issues and campaigns. We plan to start implementing these plans in 2010.

CPRE was not alone in seeing a reduction in income, many of our trust supporters saw their income drop too. Our support from trusts has therefore declined, compared to previous years, but we are particularly grateful to those trusts who have continued to give generously throughout this difficult year.

Investment income and interest on our cash balances also reduced significantly as we cashed in deposits to fund the deficit.

Expenditure

When we set the budget for the year we made significant cuts to budgeted expenditure.

We prioritised all expenditure that was critical to the delivery of our core charitable objectives whilst looking at innovative ways of doing more with less. For example, we tried to deliver some of our work through building partnerships with other organisations who were better placed than us to ensure delivery.

TRUSTEES' REPORT (CONTINUED)

We had to make some very tough decisions about expenditure that supported our charitable aims but which was less critical to our short term core purpose. We recognised that the cuts that we made were not sustainable in the longer term.

In particular, we reduced the fundraising budget substantially by deciding not to carry out a donor acquisition programme but to wait until the outcome of the supporter and brand review could be translated into a new acquisition programme.

We reduced budgeted staffing costs at the start of the year by freezing all vacant posts and staff pay.

We also decided that money set aside as a designated fund for organisational development would be brought back into unrestricted general funds.

The reductions in budgeted expenditure saved a total of £700,000 compared to the previous year.

The restructuring resulted in savings in staffing costs of £460,000 per annum, but because of the cost of redundancy payments and the timing of the restructuring, we did not start to see savings in staffing costs until the end of the year.

However, by keeping all other areas of expenditure under very tight control we were able to save £250,000 over and above the savings already budgeted.

In summary, the budgeted deficit of £480,000 would have increased by the £600,000 shortfall in income, had it not been for the further savings in expenditure. This meant that the outturn for the year was £824,574 bringing our reserves to 5.2 months at the end of the year.

Future financial plans

We recognise that we have ended the year with a level of reserves that is below the minimum in the reserves policy. We believe that the purpose of reserves is to act as a buffer during these challenging financial times and, whilst we intend to move closer to a level of reserves that is at or above the minimum in the reserves policy over time, we do not intend to seek to build reserves in the next year.

In addition, we recognise that the charity sector is likely to be behind the private sector when the recovery comes.

We are also mindful that the legacy market is changing and that CPRE cannot continue to be as heavily dependent on legacies in the long term as it has been in recent years.

All of these factors make us cautious about the way forward.

We have ambitious plans to increase income, including revising our membership programme and introducing a new programme for individual giving. We are changing our programme of appeals and raffles and we continue to promote legacy giving. We will continue to invest in new fundraising initiatives such as event sponsorship and "in memoriam" giving.

We have tightened expenditure budgets even further and have reduced staffing costs by asking staff to volunteer to take unpaid leave.

The Board continues to monitor the financial results closely, and remains prepared to act further if the outlook deteriorates, but at this stage we believe we have struck the right balance between financial prudence and achieving our core charitable aims.

TRUSTEES' REPORT (CONTINUED)

Reserves Policy

The Trustees recognise that they have an obligation to apply the income that they receive towards CPRE's charitable objectives. They also recognise that the purpose of reserves is to act as a buffer during times of financial uncertainty.

The Trustees have therefore decided to move away from measuring reserves on a three year rolling basis in order that they can identify and act upon any deterioration in the finances more quickly.

The Trustees' revised free reserves policy is

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

"Trustees will set budgets over a three year period which will aim to 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 £1,696,064 and equate to 5.2 months' of expenditure.

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.

Designated Funds

The Trustees released the remaining designated fund, which was for organisational development, back into unrestricted general funds during the year for the reasons described above.

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 showed a gain of 12.3% which compares very favourably with the current Bank of England interest rate of 0.5%.

During the year we have had to realise £1.1m of our investment portfolio. Of this, £1m was required to fund the deficit and a further £100,000 has been transferred to an interest bearing bank account to meet any immediate cash requirements.

The investment portfolio showed an unrealised gain of £72,724 at the end of the year. This was in line with Trustees' expectations, though they are conscious that the stock market is particularly volatile at the present time and that these gains may be short term and unsustainable.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

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 and quality. They are the reason for our many lobbying and campaigning successes.

We recognise that our staff are under increased pressure as a result of the reductions in staffing, and the continued uncertainty over income, and we extend our gratitude to them for their professionalism and support in difficult times. Although pay has been squeezed, we have tried as far as is prudent to maintain funds for staff training and development, both individually and collectively. In particular, staff received special support following the implementation of the redundancy programme. For those staff who were made redundant, an outplacement service was provided.

CPRE's volunteers are also invaluable members of the organisation and the Board continues to be grateful for the huge amount of work they do. We were pleased to be able to continue with 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 the autumn Sharing Success Conference.

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 Norwich Union, 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.

Future Plans

A major focus of work in the year was to improve CPRE's cohesion, to build 'one CPRE' so that national office, the regional groups and the branches work closely together and complement each other's activities. In July 2009, the Trustees and SMT held a two day strategic planning session which largely focussed on organisational development. There are several important work streams that will be completed in 2010 or 2011, notably

- new procedures for developing policy positions, with greater input and therefore, it is hoped, greater buy-in from the branches,
- a project to refresh and strengthen CPRE's brand, and
- a major programme to improve our fundraising capacity. This will involve inviting national supporters to become members of a county branch. We plan to put final proposals to the 2011 AGM, following intensive consultation across CPRE.

CAMPAIGN TO PROTECT RURAL ENGLAND

TRUSTEES' REPORT (CONTINUED)

Some major projects will continue into 2010 or beyond, notably the highly successful Stop the Drop campaign against litter and fly-tipping and the Mapping Local Food Webs project. The research phase of this project is nearing an end and we hope that in 2010 it will begin to have a beneficial impact on public policy. We will explore the possibility of a new flagship campaign for 2011. We hope to revisit our Night Blight campaign against light pollution, in particular pressing for effective restrictions on wasteful lightening that prevents people from seeing the stars.

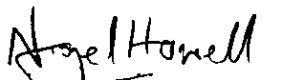
One of the highlights of 2009 was the launch of CPRE's 2026 Vision for the Countryside. This has informed our policy orientation, in particular the Countryside Manifesto we produced and promoted across England for the 2010 general election. At the time of writing, we do not know the complexion of the new government. This will clearly have a big impact on how we campaign and the issues we face. However, the main elements of our campaigning will remain whichever party or parties form the new government:

- a democratic planning system that pays proper regard to the value of a beautiful and living countryside,
- sustainable farming, with a particular focus on local foods, and
- a high profile campaign against rural litter and fly-tipping

Approved by the Trustees on 6 May 2010 and signed on their behalf by



Peter Waine
(Chair)



Nigel Howell
(Treasurer)

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

We have audited the financial statements of Campaign to Protect Rural England for the year ended 31 December 2009 set out on pages 25 to 40. These financial statements have been prepared in accordance with the accounting policies set out therein.

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 and Section 44 of the Charities Act 1993. 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

The trustees' (who are also the directors of Campaign to Protect Rural England for the purpose of company law) responsibilities for preparing the Annual Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice) and for being satisfied that the financial statements give a true and fair view are set out in the Statement of Trustees' Responsibilities.

We have been appointed auditors under the Companies Act 2006 and section 43 of the Charities Act 1993 and report to you in accordance with those Acts. Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (United Kingdom and Ireland).

We report to you our opinion as to whether the financial statements give a true and fair view, have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice and have been prepared in accordance with the Companies Act 2006 and the Charities Act 1993. We also report to you if, in our opinion, the information given in the Trustees' Annual Report is not consistent with the financial statements.

In addition, we report to you if, in our opinion, the charitable company has not kept adequate accounting records, if the charity's financial statements are not in agreement with those records, if we have not received all the information and explanations we require for our audit or if certain disclosures of trustees' remuneration specified by law are not made.

We read the Trustees' Annual Report and consider the implications for our report if we become aware of any apparent misstatements within it. Our responsibilities do not extend to other information.

Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (United Kingdom and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the trustees in the preparation of the financial statements, and of whether the accounting policies are appropriate to the charitable company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

Opinion

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 2009 and of its incoming resources and application of resources, including its income and expenditure, for the year then ended,
- the financial statements have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice,
- the financial statements have been prepared in accordance with the Companies Act 2006 and the Charities Act 1993, and
- the information given in the Trustees' Annual Report is consistent with the financial statements



Tina Allison

Senior Statutory Auditor

For and on behalf of

Horwath Clark Whitehill LLP

Statutory Auditor

St Bride's House

10 Salisbury Square

London, EC4Y 8EH

Date 1 June 2010

CAMPAIGN TO PROTECT RURAL ENGLAND
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 31 DECEMBER 2009

	Notes	Unrestricted Funds £	Restricted Funds £	Endowment Fund £	2009 Total £	2008 Total As restated £
INCOMING RESOURCES						
Voluntary income						
Subscriptions		855,659	-	-	855,659	852,954
Less Branch and regional group share of subscriptions	1b)	<u>(432,800)</u>	<u>-</u>	<u>-</u>	<u>(432,800)</u>	<u>(429,036)</u>
		422,859	-	-	422,859	423,918
Branch income		1,500	-	-	1,500	6,398
Regional income		22,840	-	-	22,840	40,513
Donations, legacies and similar incoming resources	2 & 3	<u>2,221,895</u>	<u>300,840</u>	<u>-</u>	<u>2,522,735</u>	<u>3,228,871</u>
Total Voluntary Income		2,669,094	300,840	-	2,969,934	3,699,700
Activities for generating funds						
Merchandise income		32,238	-	-	32,238	28,787
Investment income	4	17,528	1,608	-	19,136	83,284
Other incoming resources	5	<u>23,035</u>	<u>-</u>	<u>-</u>	<u>23,035</u>	<u>18,910</u>
Total incoming resources		2,741,895	302,448	-	3,044,343	3,830,681
RESOURCES EXPENDED						
Cost of generating funds	6	929,733	5,000	-	934,733	1,200,425
Merchandise costs	6	<u>9,601</u>	<u>-</u>	<u>-</u>	<u>9,601</u>	<u>31,128</u>
Net incoming resources available for charitable application		1,802,561	297,448	-	2,100,009	2,599,128
Charitable activities						
Influence land use in town and country for people and nature		826,334	39,921	-	866,255	894,944
Protect and enhance beauty, tranquillity and local distinctiveness		641,910	260,269	-	902,179	649,491
Increase and harness public and political support for the countryside		453,318	72,357	-	525,675	1,209,180
Build organisational capability to support our campaigning aims		574,187	14,517	-	588,704	559,690
Governance costs		114,494	-	-	114,494	223,721
Total resources expended	7	3,549,577	392,064	-	3,941,641	4,768,578
Net outgoing resources for the year		(807,682)	(89,616)	-	(897,298)	(937,897)

CAMPAIGN TO PROTECT RURAL ENGLAND
STATEMENT OF FINANCIAL ACTIVITIES
(INCORPORATING AN INCOME AND EXPENDITURE ACCOUNT)
YEAR ENDED 31 DECEMBER 2009

	Notes	Unrestricted Funds	Restricted Funds	Endowment Fund	2009 Total	2008 Total <i>As restated</i>
		£	£	£	£	£
Net outgoing resources for the year		(807,682)	(89,616)	-	(897,298)	(937,897)
Realised loss on investments		-	-	-	-	(109,338)
Unrealised gains on investments		65,971	-	6,753	72,724	228,394
Net movement of resources in the year		(741,711)	(89,616)	6,753	(824,574)	(818,841)
Funds brought forward		2,437,775	205,722	71,189	2,714,686	3,533,527
Funds carried forward At 31 December 2009		1,696,064	116,106	77,942	1,890,112	2,714,686

All of the charity's activities are continuing


There are no gains and losses other than those shown above

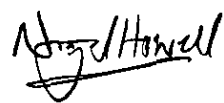
The notes on pages 29 to 40 form part of these financial statements

**CAMPAIGN TO PROTECT RURAL ENGLAND
BALANCE SHEET
AS AT 31 DECEMBER 2009**

	Notes	2009 £	2008 £
FIXED ASSETS			
Tangible assets	10	98,622	134,405
Investments	11	<u>829,007</u>	<u>1,866,601</u>
		<u>927,629</u>	<u>2,001,006</u>
CURRENT ASSETS			
Debtors	13	482,502	470,431
Regional bank balances		154,202	167,410
Cash at bank and in hand		<u>449,863</u>	<u>421,853</u>
		1,086,567	1,059,694
CREDITORS: amounts falling due within one year	14	<u>(124,084)</u>	<u>(346,014)</u>
NET CURRENT ASSETS		<u>962,483</u>	<u>713,680</u>
NET ASSETS		<u>1,890,112</u>	<u>2,714,686</u>
FUNDS			
General funds	15	1,696,064	1,854,262
Designated funds	18	<u>-</u>	<u>583,513</u>
Total unrestricted funds		<u>1,696,064</u>	<u>2,437,775</u>
Restricted funds	16	116,106	205,722
Endowment fund	17	<u>77,942</u>	<u>71,189</u>
		<u>1,890,112</u>	<u>2,714,686</u>

The financial statements were approved and authorised for issue by the board and were signed on its behalf on 6 May 2010

 } Peter Waine
 (Chair)

 } Nigel Howell
 (Treasurer)

The notes on pages 29 to 40 form part of these financial statements

CAMPAIGN TO PROTECT RURAL ENGLAND
CASH FLOW STATEMENT
YEAR ENDED 31 DECEMBER 2009

	2009 £	2008 £
Reconciliation of Net Movement in Funds to Cash (Outflow) from Operating Activities		
Net movement in funds in the year	(824,574)	(818,841)
Depreciation	50,026	43,497
Net realised and unrealised (gains) on investments	(72,724)	(119,056)
Dividend income received	(17,107)	(57,184)
Bank and other interest received	(2,029)	(26,100)
Investment management charges paid	10,318	11,428
Bank charges paid	-	8,551
(Increase) in debtors	(12,071)	(81,142)
Decrease/(Increase) in regional cash balances	13,208	(13,869)
Decrease in stock	-	7,644
(Decrease)/Increase in creditors	(221,930)	70,453
NET CASH (OUTFLOW) FROM OPERATING ACTIVITIES	(1,076,883)	(974,619)
 CASH FLOW STATEMENT	 2009 £	 2008 £
Net Cash (Outflow) from Operating Activities	(1,076,883)	(974,619)
 Returns on Investments and Servicing of Finance		
Dividend income received	17,107	57,184
Bank and other interest received	2,029	26,100
Bank charges paid	-	(8,551)
	19,136	74,734
 Capital Expenditure and Financial Investment		
Purchase of tangible fixed assets	(14,243)	(59,962)
Proceeds from sale of investments	1,100,000	1,000,000
Purchase of investments	-	(910,661)
Net cash inflow from investing activities	1,085,757	29,376
Increase/(Decrease) in Cash	28,010	(870,509)
 Analysis of Changes in Cash		
Balance at 1 January	421,853	1,292,362
Net cash inflow/(outflow)	28,010	(870,509)
Balance at 31 December	449,863	421,853

The notes on pages 29 to 40 form part of these financial statements

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS
YEAR ENDED 31 DECEMBER 2009

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 2009

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 combined 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.

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. The charitable activity headings in the Statement of Financial Activities have been amended in line with CPRE's revised strategic plan. Comparative figures have also been restated as appropriate but this has had no effect on the 2008 total resources expended or net outgoing resources.

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 2009

2. DONATIONS, LEGACIES AND SIMILAR INCOMING RESOURCES

2009	Unrestricted Funds £	Restricted Funds £	Total Funds £
General donations	24,179	-	24,179
Major donations	1,000	-	1,000
Committed giving	815,435	-	815,435
Give As You Earn donations	10,499	-	10,499
Appeal receipts	439,788	-	439,788
Raffle income	81,645	-	81,645
General corporate and trust donations (note 3)	114,144	300,840	414,984
Legacies	735,205	-	735,205
	<u>2,221,895</u>	<u>300,840</u>	<u>2,522,735</u>
 2008			
General donations	181,761	-	181,761
Major donations	8,623	-	8,623
Donations in kind	-	132,159	132,159
Committed giving	769,058	-	769,058
Give As You Earn donations	11,015	-	11,015
Appeal receipts	489,890	-	489,890
Raffle income	54,801	-	54,801
General corporate and trust donations (note 3)	85,983	339,040	425,023
Legacies	1,156,541	-	1,156,541
	<u>2,757,672</u>	<u>471,199</u>	<u>3,228,871</u>

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 2009, our estimate of the value of legacies that had been bequested to CPRE, but which had not been included in the financial statements, was £697,924 excluding all bequests where there is a remaining life interest and £1,072,524 including these life interests

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

3. GENERAL, CORPORATE AND TRUST DONATIONS

2009	Unrestricted Funds £	Restricted Funds £	Total £
Esmee Fairbairn	-	43,580	43,580
Plunkett Foundation – Big Lottery	-	207,260	207,260
Underwood Trust	30,000	-	30,000
Keep Britain Tidy	-	25,000	25,000
Rufford Maurice Laing Foundation	-	20,000	20,000
Kinsurdy Charitable Trust	6,000	-	6,000
Winton Capital Management	5,750	-	5,750
NFU Mutual	-	5,000	5,000
CHK Charities Limited	5,000	-	5,000
Donald Forrester Trust	5,000	-	5,000
The Peacock Charitable Trust	4,000	-	4,000
The Mercers' Company	3,000	-	3,000
The Essex Trust	3,000	-	3,000
The Bearrem Charitable Trust	2,500	-	2,500
H D H Wills 1965 Charitable Trust	2,000	-	2,000
The Amelia Chadwick Charitable Trust	2,000	-	2,000
Donations below £2,000	45,894	-	45,894
	114,144	300,840	414,984

2008

NFU Mutual	-	5,000	5,000
Esmée Fairbairn	-	43,580	43,580
Plunkett Foundation – Big Lottery	-	140,160	140,160
Underwood Trust	-	50,000	50,000
Edward S Hogg Charitable Trust	-	2,000	2,000
Rufford Maurice Laing Foundation	-	80,300	80,300
ENCAMS	-	18,000	18,000
Jack Peake Trust	10,602	-	10,602
Mr P F J Bennett	10,200	-	10,200
Philip Lambert	7,623	-	7,623
Mr J M H Simon	7,000	-	7,000
Miss Hanson's Charitable Trust	6,075	-	6,075
Tolkien Trust	6,000	-	6,000
Winton Capital Management	5,875	-	5,875
CHK Charities Limited	5,000	-	5,000
The Peacock Charitable Trust	4,000	-	4,000
The Mercers' Company	3,000	-	3,000
The Essex Trust	3,000	-	3,000
The Bearrem Charitable Trust	2,500	-	2,500
Donations below £2,000	15,108	-	15,108
	85,983	339,040	425,023

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

4. INVESTMENT INCOME

	2009 £	2008 £
UK listed securities	7,467	37,375
Non-UK listed securities	9,640	19,809
Bank interest	2,029	26,100
	<u>19,136</u>	<u>83,284</u>

5. OTHER INCOMING RESOURCES

	2009 £	2008 £
CPRE Publications	17,644	439
Advertising income	4,000	12,000
Miscellaneous fundraising	1,391	6,471
	<u>23,035</u>	<u>18,910</u>

6. COST OF GENERATING FUNDS

	Unrestricted Funds £	2009 Restricted Funds £	Total Funds £	2008 Total Funds £
Fundraising costs:				
Direct costs	206,201	-	206,201	241,957
Employment costs	192,807	-	192,807	205,713
Overheads	81,539	-	81,539	103,251
Merchandise expenditure	9,601	-	9,601	31,128
Total	<u>490,148</u>	<u>-</u>	<u>490,148</u>	<u>582,049</u>
Membership and supporter costs:				
Direct costs	217,585	5,000	222,585	349,820
Employment costs	162,766	-	162,766	199,534
Overheads	68,835	-	68,835	100,150
Total	<u>449,186</u>	<u>5,000</u>	<u>454,186</u>	<u>649,504</u>
TOTAL COST OF GENERATING FUNDS	<u>939,334</u>	<u>5,000</u>	<u>944,334</u>	<u>1,231,553</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, 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 2009

7. ANALYSIS OF EXPENDITURE

	Direct Employment Costs	Support Costs (including Support Staffing Costs)	Direct Costs	2009 Total	2008 Total As restated
	£	£	£	£	£
Cost of generating funds	355,573	150,374	438,387	944,334	1,231,553
Charitable activities					
Influence land use in town and country for people and nature	519,431	219,670	127,154	866,255	894,944
Protect and enhance beauty, tranquillity and local distinctiveness	554,661	234,569	112,949	902,179	649,491
Increase and harness public and political support for the countryside	235,137	99,441	191,097	525,675	1,209,180
Build organisational capability to support our campaigning aims	351,203	148,526	88,975	588,704	559,690
	1,660,432	702,206	520,175	2,882,813	3,313,305
Governance costs	37,687	15,938	60,869	114,494	223,721
Total expenditure	2,053,692	868,518	1,019,431	3,941,641	4,768,578
Support cost breakdown by charitable activity	Overheads	IT	Finance	HR	Total
	£	£	£	£	£
Influence land use in town and country for people and nature	172,424	15,404	16,923	14,919	219,670
Protect and enhance beauty, tranquillity and local distinctiveness	184,118	16,447	18,071	15,933	234,569
Increase and harness public and political support for the countryside	78,054	6,973	7,660	6,754	99,441
Build organisational capability to support our campaigning aims	116,582	10,414	11,442	10,088	148,526
Total support costs	551,178	49,238	54,096	47,694	702,206

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. The charity introduced a new strategic plan this year with slightly different strategic aims from the previous year. The comparative figures have been restated to match the current strategic aims.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

8. EMPLOYEE INFORMATION

The average number of employees, on a full-time equivalent basis, in CPRE in 2009 was as follows

	2009 No	2008 No
Full time	37	51
Part time (FTE)	11	15
	<u>48</u>	<u>66</u>

Employee costs were as follows

Salaries	2,040,892	1,926,545
National insurance	192,457	200,200
Pension contributions	85,201	113,516
	<u>2,318,550</u>	<u>2,240,261</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. At the end of the year 44 (2008 57) members of staff were members of the Group Personal Pension Plan. Higher paid employees are members of the Group Personal Pension Plan.

One employee received remuneration during the year in the band £80,000 to £90,000 (2008 one employee received remuneration in the band £70,000 to £80,000). One employee (2008 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 (2008 none). Travelling expenses reimbursed to 10 (2008 9) Trustees during the year amounted to £5,406 (2008 £9,593).

AUDITOR'S REMUNERATION

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

	2009 £	2008 £
Audit costs	18,800	17,840
Taxation advice		
Corporation tax	1,200	2,700
VAT	-	11,990
Total	<u>20,000</u>	<u>32,530</u>

The VAT advice in 2008 related to VAT recovery under the partial exemption scheme

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

10. TANGIBLE FIXED ASSETS

	Leasehold Improvements	Computer Equipment £	Furniture and Equipment £	Total £
Cost				
At 1 January 2009	236,947	150,521	124,311	511,779
Additions	-	9,141	5,102	14,243
At 31 December 2009	236,947	159,662	129,413	526,022
Depreciation				
At 1 January 2009	143,695	114,772	118,907	377,374
Charge for the year	26,190	20,568	3,268	50,026
At 31 December 2009	169,885	135,340	122,175	427,400
Net book value				
At 31 December 2009	67,062	24,322	7,238	98,622
<i>At 31 December 2008</i>	<i>93,252</i>	<i>35,749</i>	<i>5,404</i>	<i>134,405</i>

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

11. INVESTMENTS

	Unrestricted Funds £	Endowment Fund £	Total £
Value at 1 January 2009	1,795,412	71,189	1,866,601
Withdrawals	(1,100,000)	-	(1,100,000)
Unrealised gains	65,971	6,753	72,724
Management fee charged to SOFA	(10,318)	-	(10,318)
Value at 31 December 2009	751,065	77,942	829,007
 Cost at 31 December 2009	 686,624	 71,255	 757,879

	Unrestricted funds						Endowmen t funds Equities	Total
	Index linked £	Equities £	Global funds £	Gold £	Other £	Unquoted £	Cash £	£
UK investments	110,558	19,952	44,540	56,515	803	2	51,555	361,867
Non-UK Investments	218,714	222,947	11,779	13,699	-	-	-	467,139
Investment asset	-	-	-	-	1	-	-	1
Value at 31 December 2009	329,272	242,899	56,319	70,214	804	2	51,555	829,007
 Cost at 31 December 2009	 292,073	 236,660	 49,627	 48,520	 8,187	 2	 51,555	 757,879

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 (£75,281), C F Ruffer Baker Steel Gold (£56,515) and GBP Capital (£51,268).

12. TRADING SUBSIDIARY

CPRE Enterprises Limited

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

CPRE Enterprises Limited has been dormant throughout 2009. 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	2009 £	2008 £
Cash at bank	<u>2</u>	<u>2</u>
Called up share capital	<u>2</u>	<u>2</u>

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

13. DEBTORS	2009	2008
	£	£
Other debtors	204,225	97,517
Accrued income	142,638	230,597
Prepayments	135,639	142,317
	<u>482,502</u>	<u>470,431</u>

14. CREDITORS: amounts falling due within one year	2009	2008
	£	£
Trade creditors	40,381	39,966
Subscription share owed to Regional Groups	-	17,708
Subscription share owed to branches	-	108,229
Taxation and social security	41,228	109,087
Sundry creditors	-	5,860
Accruals	42,475	65,164
	<u>124,084</u>	<u>346,014</u>

15. ANALYSIS OF NET ASSETS BETWEEN FUNDS

	Tangible Fixed Assets £	Investments £	Net Current Assets £	Total £
Unrestricted Funds	98,622	751,065	846,377	1,696,064
Restricted Funds	-	-	116,106	116,106
Endowment Fund	-	77,942	-	77,942
	<u>98,622</u>	<u>829,007</u>	<u>962,483</u>	<u>1,890,112</u>
At 31 December 2009	<u>98,622</u>	<u>829,007</u>	<u>962,483</u>	<u>1,890,112</u>

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

16. RESTRICTED FUNDS

	<i>Balance at 1 January 2009 £</i>	<i>Incoming Resources £</i>	<i>Resources Expended £</i>	<i>Balance at 31 December 2009 £</i>
The Rufford Maurice Laing Foundation – Green Belt	39,353	-	35,327	4,026
The Rufford Maurice Laing Foundation – Sharing Success	-	20,000	13,826	6,174
NFU Mutual	-	5,000	5,000	-
Esmée Fairbairn Foundation	16,395	43,580	59,975	-
The Plunkett Foundation	88,125	207,260	245,327	50,058
WWF	4,594	-	4,594	-
Keep Britain Tidy	-	25,000	12,382	12,618
Purslow Legacy	38,146	-	14,942	23,204
CPRE Mark	19,109	1,608	691	20,026
Total restricted funds	205,722	302,448	392,064	116,106

The donations from the Esmée Fairbairn Foundation and Keep Britain Tidy are for the Litter Campaign. In addition, the Rufford Maurice Laing Foundation has donated money towards the Green Belt and Sharing Success campaigns.

The Plunkett Foundation fund is our share of the Making Local Food Work project which is funded by the Big Lottery and led by Plunkett.

The donation from NFU Mutual was to support the membership Houses and Gardens Scheme and the Tranquillity campaign respectively.

The Purslow legacy is a donation towards our work on hedgerows.

The CPRE Mark fund is used for the branch award scheme as noted in Note 17.

17. ENDOWMENT FUND

	<i>Balance at 1 January 2009 £</i>	<i>Transfers £</i>	<i>Investment gains £</i>	<i>Balance at 31 December 2009 £</i>
Endowment Fund (Colonel Hill)	71,189	-	6,753	77,942

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.

CAMPAIGN TO PROTECT RURAL ENGLAND
NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)
YEAR ENDED 31 DECEMBER 2009

18. DESIGNATED FUNDS

	<i>Balance at 1 January 2009 £</i>	<i>Outgoing Resources £</i>	<i>Transfers £</i>	<i>Balance at 31 December 2009 £</i>
Organisational development fund	583,513	-	(583,513)	-
	<u>583,513</u>	<u>-</u>	<u>(583,513)</u>	<u>-</u>

19. OPERATING LEASE

At 31 December 2009, CPRE was committed to making the following annual payments in respect of a non-cancellable operating lease

	Land and Buildings	
	2009	2008
	£	£
Expiring within 2-5 years	301,300	301,300

The lease expires in April 2012