

### 3 ways to support CPRE

Please complete this form and return it to: **Supporter Services, CPRE, Freepost SW3524, LONDON SE1 0YZ.** *No stamp is needed.*

Mr/Mrs/Miss/Ms \_\_\_\_\_ Initials \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Telephone \_\_\_\_\_

Email \_\_\_\_\_

#### BECOME A MEMBER

**I would like to become a member.**

(Join by Direct Debit and receive three months' membership free.)

	Recommended minimum	or your preferred amount
Individual	<input type="checkbox"/> £28.00	£ _____
Joint (two adults)	<input type="checkbox"/> £37.00	£ _____
Family	<input type="checkbox"/> £43.00	£ _____
Concessionary*	<input type="checkbox"/> £12.00	£ _____
Under 25	<input type="checkbox"/> £6.00	£ _____
Organisation	<input type="checkbox"/> £31.00	£ _____

\* Includes those living on state pension, low income, income support or jobseekers' allowance.

You will also be a member of a CPRE county branch.

Please state county \_\_\_\_\_

NB CPRE has county based branches and a Greater London branch.

I would like to receive a copy of the constitution of CPRE  and/or my branch

#### GIVE A REGULAR GIFT

I wish to give CPRE a regular gift of £ \_\_\_\_\_ per month/quarter/year  
Please fill in the Direct Debit and Gift Aid Declaration overleaf.

#### GIVE A DONATION

I would like to give a gift of £ \_\_\_\_\_.  
Please fill in payment details below and Gift Aid Declaration overleaf.

#### PAYMENT

- I enclose a cheque/CAF voucher made payable to CPRE for £ \_\_\_\_\_
- I have completed the Direct Debit overleaf
- I wish to pay by Mastercard/Visa/American Express/CAFCard/Maestro

Please state total amount £ \_\_\_\_\_

Card No.

Expiry date   /   Start date   /   or Maestro Issue No. \_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### GET INVOLVED

Whether or not you decide to support CPRE financially, you can help us win vital campaigns.

- Please tick here if you would like to join our team of letter-writers
- Please tick here if you would like to receive our monthly campaigns email.

(Please make sure you complete your email address above.) **Thank you.**



## 'If you love our English countryside, please help us keep it green and beautiful'

**Bill Bryson, award-winning author and President of the Campaign to Protect Rural England, writes:**

'We are very lucky in England in having one of the loveliest landscapes the world has ever known. Yet we are losing it at an alarming rate, because of an apparently insatiable urge to cover large parts of it with inappropriately placed or poorly designed shopping centres and housing.'

If we value our countryside, we cannot simply sit back and let this happen. Every field, meadow and wildlife habitat that disappears under concrete is lost forever and future generations will be poorer for it.

That is why I got involved by becoming President of CPRE – and why I am asking you to play a part in defending our countryside in any way you can.

CPRE are passionate about protecting our countryside – especially as we know that the continuing destruction of it is not just disastrous but *unnecessary*. The needs of people for jobs and decent housing *can* be met without destroying the quality of life the countryside provides. For example, there is enough previously developed 'brownfield' land in England to build one million new homes without encroaching on a single field or meadow.

If you love our English countryside, please take a stand with me today and help to keep it green and beautiful.'

With best wishes



Bill Bryson

## 10 good reasons to join CPRE

- 1** We are the only national charity dedicated to defending the whole of the English countryside.
- 2** Our branches in every part of England are the champions of the countryside, campaigning to protect what is best about their areas.
- 3** We give rural England a voice, by pressing the Government and Parliament to support the countryside and restrict development on greenfield sites.
- 4** We campaign for positive action to strengthen rural communities, including more affordable housing and integrated public transport.
- 5** Our pressure on the Government to make greater use of urban land for housing has saved many acres of countryside from being built on.
- 6** Our campaigning saw Green Belts introduced in the 1950s, and we are still fighting many local campaigns to protect them.
- 7** Our campaigning led to the creation of England's National Parks. More recently, we won the battle for the South Downs and New Forest to become National Parks.
- 8** We are in the forefront of the campaign for 'green' farming, and for farmers to be given better incentives to conserve the countryside and its wildlife.
- 9** We have campaigned successfully to stop a number of road schemes that would have wrecked much-loved landscapes without producing lasting benefits.
- 10** With 27 square miles of countryside being lost to development every year, we need you to help us carry on the fight!

**The Direct Debit Guarantee:** This guarantee is offered by all banks and building societies that take part in the Direct Debit scheme. The efficiency and security of the scheme is monitored by your own bank or building society. If the amounts to be paid on the payment dates change, CPRE will notify you 10 working days in advance of your account being debited or as otherwise agreed. If an error is made by CPRE or your bank/building society, you are guaranteed a full and immediate refund from your branch of the amount paid. You can cancel a Direct Debit at any time, by writing to your bank or building society. Please also send a copy of your letter to CPRE.

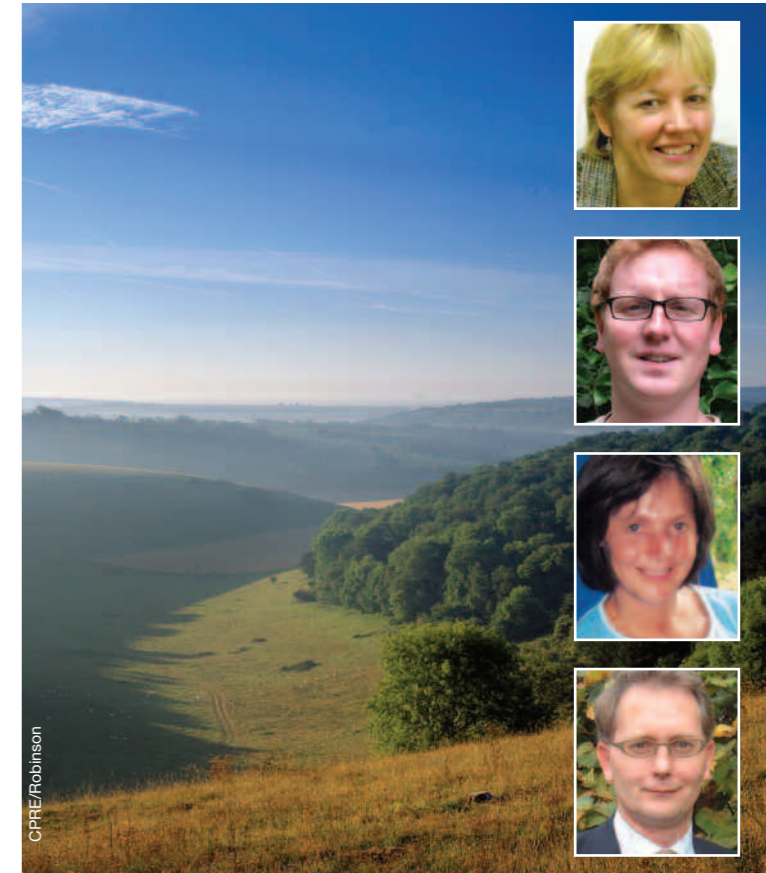
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Campaign to Protect Rural England – a company limited by guarantee registered in England, number 4302973. Reg Charity No 1089685



Campaign to Protect Rural England

## It's time to stand up for our countryside



CPRE is fighting the battles that need to be fought to protect our precious English countryside. But we need you to add your voice to ours.

# We need your help to stop more of rural England disappearing under concrete

Something very worrying is happening in England today. Our countryside is constantly being encroached upon by sprawling retail parks, housing estates, new and expanded airports, multi-lane highways and much more. 27 square miles of countryside – an area almost the size of Leicester – is being swallowed up by development every year.

CPRE – the Campaign to Protect Rural England – is made up of people who care passionately about protecting our countryside. We are a campaigning organisation with branches in every county of England, and strong teams at national and regional level. And **we make a difference** as you will see in this leaflet. **But if we are to stop the relentless destruction of our countryside, we need your support.**

There are three different ways you can help CPRE – by becoming a member, by giving a donation or regular gift, and by getting involved in our campaigning work.

By becoming a CPRE member, **you will add to our influence and strengthen our voice.** You will also receive a range of membership benefits including our colourful and informative magazine *Countryside Voice* three times a year, half price entry to over 200 houses and gardens, and local branch membership including news about issues and campaigns in your own area.

**But however you choose to support CPRE, please do it today, because our countryside really needs you.**

## All over England, people like you are making a difference...



Corinne Meakins

### Defending our countryside

Large parts of England are now threatened by regional plans, imposed by the Government, which could impose massive new housing developments on the countryside. Corinne Meakins is one of CPRE's regional campaigners who has challenged these plans and argued for a more sustainable approach to planning and land use. As co-ordinator of CPRE's response to the East of England regional plan, she submitted well-researched evidence about the damaging consequences of the plan, as well as positive proposals for improving it. She says: **'Unless we can make the Government realise there are limits to growth our countryside is heading for disaster.'**



CPRE/Robinson Skyscan



John King

### Campaigning for sustainable transport

Despite paying lip service to green policies, the Government is persisting with massive road-building plans which threaten to destroy many cherished landscapes and wildlife habitats. John King is Planning Officer of CPRE's Peak District and South Yorkshire branch, which is campaigning to protect local landscapes against new road-building plans. It also campaigns for better public transport, and for better planning of housing and industrial development so that people don't have to travel long distances to work. John says: **'More roads simply lead to more traffic. We campaign for practical alternatives to road-building that will cut congestion by reducing traffic growth.'**



CPRE/Robinson



Helen Phillips

### Working with rural communities

Many parts of rural Berkshire suffer from heavy traffic, often pounding down lanes and through villages at excessive speeds. As chairman of the CPRE's Windsor and Maidenhead district group, Helen Phillips is working with parish councils in her area to tackle this problem. One solution is to introduce 'quiet lanes' – routes where traffic speeds are reduced and heavy vehicles are discouraged. It's one example of how CPRE works with parish councils and amenity groups to improve the quality of life in rural areas. As Helen says: **'The local knowledge of parish councils and the campaigning skills of CPRE are a powerful combination.'**



CPRE/Robinson



Tom Oliver

### Supporting rural life

CPRE recognises that the beauty and prosperity of the countryside go hand in hand. We work closely with farmers and others who manage rural landscapes to maintain a beautiful countryside. We champion 'green' farming policies that reward farmers realistically for caring for the land and its wildlife. We support local food networks, including retaining village shops and post offices. We also campaign for more affordable housing in rural areas where it is needed. Tom Oliver is CPRE's Head of Rural Policy, and the driving force behind CPRE's policies for promoting rural prosperity. He says: **'If we are to protect the countryside, we should promote a thriving and sustainable rural way of life.'**



CPRE/Larry Warr



Campaign to Protect Rural England

CPRE/Stevens

### PAYMENT BY DIRECT DEBIT

I wish to pay CPRE the sum of £ \_\_\_\_\_ per month/quarter/year (delete as appropriate). **Thank you.**

#### Instructions to your bank/building society to pay by Direct Debit

Originator's Identification Number: 724245

Reference Number:



#### Name and full postal address of your Bank or Building Society:

To: The Manager \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Name(s) of account holder(s) \_\_\_\_\_

Bank/Building Society account no

Branch sort code

#### Instruction to your bank/building society:

Please pay CPRE Direct Debits from my account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee.

I understand that this instruction may remain with CPRE, and if so, details will be passed electronically to my Bank/Building Society.

Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

### GIFT AID DECLARATION



**I want CPRE to treat as Gift Aid all donations I make from the date of this declaration until I notify you otherwise.**

Full name of taxpayer \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Notes:** You must pay an amount of income tax and/or capital gains tax at least equal to the tax CPRE reclaims on your donation in the tax year. If your circumstances change, you can cancel your declaration on 020 7981 2870.

CPRE holds and manages data in strict accordance with the Data Protection Act 1998. We would like to keep you informed of our future activities, but if you would prefer NOT to receive future communications, please tick the box.

Occasionally other organisations with beliefs sympathetic to our own ask to write to our supporters. If you would prefer NOT to hear from them, please tick this box.

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[www.cpre.org.uk/support](http://www.cpre.org.uk/support)

**If you care too, please join us today >**