



The countryside charity
North and East Yorkshire



Trustee Recruitment Pack 2025

CPRE is “the countryside charity” that campaigns to promote, enhance and protect the countryside for everyone’s benefit, wherever they live.

Trustees: Jan Arger (Chair), Katie Atkinson (Vice-Chair)

Clair Jones (Treasurer), Morris Charlton, Sally Learoyd, Julie Chapman

Legal: Shoosmiths and Slater Heelis

Charity Number: 1174989

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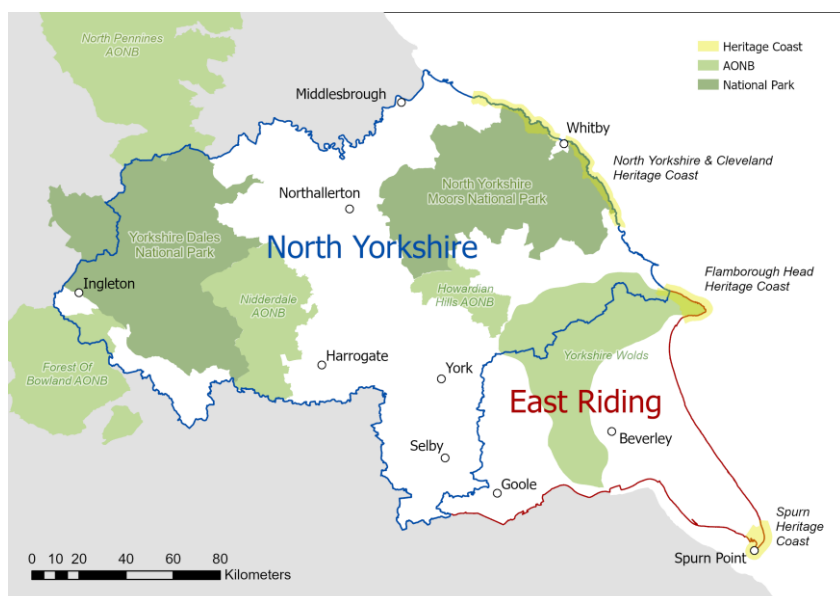
CPRE “The Countryside
Charity”

About CPRE North and East Yorkshire

CPRE is England's leading countryside charity which has worked for almost a century to support and promote the countryside. Today that commitment remains just as steadfast through tireless campaigning for a countryside that is rich in nature, accessible to everyone and which plays a crucial role in responding to the climate emergency.

The CPRE network comprises a national charity based in London and 41 local groups (independent charities) around the country, including CPRE North and East Yorkshire. The CPRE North and East Yorkshire (CPRENEY) area is vast - 6,900 square miles - stretching from south of the River Tees to Goole (south of the River Humber) and west to include all of North Yorkshire and eastwards to include all of East Yorkshire and its coastline. Within our jurisdiction we have two Green Belts - York and Harrogate - and our region also encompasses a number of nationally recognized landscapes:

- 2 National Parks: The North York Moors and The Yorkshire Dales
- 4 National Landscapes: Howardian Hills, parts of Nidderdale and Forest of Bowland plus the North Pennines
- 3 Heritage Coasts: North Yorkshire and Cleveland; Flamborough Head; Spurn Point



CPRE's North and East Yorkshire our charitable aims are clear - we 'promote and encourage for the benefit of the public the improvement, protection and preservation of the countryside of North and East Yorkshire and its towns and villages and the better development of the rural environment'. This includes campaigning for the right development in the right locations, objecting when necessary and lobbying to achieve joined up, well thought out and sustainable rural planning policies. Our activities are focused in the four strategic areas of:

- **Connecting people and countryside**, by reviewing and responding to local and national plans and related legislation on behalf of members and non-members, local groups, and parish councils and making sure that land is dedicated to green space and nature and otherwise used appropriately and efficiently;
- **Empowering communities**, by engaging with and informing members of the public and working with volunteers to help them promote, enhance, protect and enjoy North and East Yorkshire's countryside and environment;
- **Promoting rural life**, by raising awareness and campaigning for a sustainable rural economy, robust and healthy rural infrastructure and services, new and sustainable models of farming, and countryside management which reduces CO2 emissions to net zero and mitigates the impacts of the climate emergency;
- **Growing our capacity**, by communicating our aims, activities and achievements, attracting more members and supporters, managing our Charity well, and securing our long-term financial future.

CPRE North and East Yorkshire activities in 2024

In 2024 alone, we responded to 67 different planning consultations and enquiries and provided evidence at four different planning appeals. We made three Interested Party representations to the Planning Inspectorate regarding Nationally Significant Infrastructure Projects for large scale solar farm projects. We also responded to 12 different Local Authority policy consultations with the professional support of our Planning and Heritage Consultants. And, we have influenced a significant number of planning decisions across our area of benefit including for sites where we argued the type of development proposed was unsustainable and unsuitable. Just a handful of our achievements over this 12 month period include:

- In support of a community interest group, providing a strong objection to a split-site solar farm in the Howardian Hills which was upheld by North Yorkshire Council's Planning Committee.
- Responding to a consultation regarding a proposed new hydraulic fracturing wellsite near Burniston (Scarborough) and arguing strongly that an Environmental Impact Assessment be required of the applicant; the Minerals Planning Authority agreed with our argument.
- Assisting a Richmond-based community interest group with a response, on Appeal, to an applicant's proposal for a highly inappropriate development on the outskirts of the town and adjacent to the Coast-to-Coast national trail; the Planning Inspector dismissed the Appeal based on the same arguments we had put forward.
- Working alongside a coastal Parish Council in East Yorkshire to empower community groups (including VOICE) and individual members of the public to respond to three separate major planning applications for large scale energy infrastructure projects in their small scale and particularly rural locale.
- Completing the first stage of a brand-new research project set up to investigate Local Authorities' commitments to mitigate and adapt to the climate emergency through their planning policies and the extent to which commitments are being fulfilled in practice through planning decisions. Our research has identified that eight Councils' performance on energy efficiency and CO2 emissions reduction in new construction, both against the commitments stated in their current Local Plans, and against what is actually needed in policy terms to properly address the climate crisis, is significantly lacking. As a result, we are lobbying for these authorities to urgently introduce policy that mandates all new housing (and non-residential development) be built to a 'net zero' standard including installation of rooftop solar panels - thereby reducing carbon emissions and the need for the current large 'take' of countryside for ground mounted solar panels.

Aims for 2025/26

As well as continuing to respond to planning consultations and enquiries, and build on our initial climate change planning policy research, over the next couple of years our aims are to:

- Following a recent strategic review of the charity's fundraising and communications with members, (undertaken with an external consultancy), implement the resulting recommendations to grow and strengthen our relationships with supporters and safeguard the charity's finances.
- Identify organisations (charities and not-for-profits) where CPRENEY might be able to collaborate on selected issues and initiatives of mutual interest to achieve even better outcomes for the countryside in North and East Yorkshire - and develop partnerships that meet these criteria.
- Ramp up our proactive campaigning with Local Authorities for planning policies that protect the countryside in a range of ways including meeting the challenge of climate change.

Day to day running of CPRE North and East Yorkshire

CPRENEY retains the services of a freelance Administrator to manage our virtual office, and the services of an outsourced Consultant to handle Planning responses and consultancy work. However the charity has no employed staff and relies on the efforts of its Trustees, many of whom undertake 'hands on' work, plus contributions from a small group of volunteers who carry out projects and initiatives under the leadership of the Trustee Committee. You can find copies of our annual report on [our website](#).

Why Join us?

We could not do what we do without the support of our amazing voluntary Trustees. Our Trustees have been instrumental to our success to date and with your support we can achieve even more. Our Trustees support us in many ways including general charity governance, fundraising, providing specialist advice, leading specific projects and initiatives, investigating proposed planning developments and much more! Every single person makes a difference to the countryside that we all feel so passionate about. We value their contribution enormously.

We are a friendly Board and are keen for people with a wide range of skills and experience to be involved in our work, so we hope that by joining us, you will also have the chance to use your particular expertise to make a real difference to our beautiful countryside.

Trustee role - what is expected?

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| Remuneration: | This position is not remunerated but Trustees can claim reasonable out of pocket travel expenses incurred fulfilling the duties of the role. |
| Time commitment: | <p>Trustees are expected to attend meetings every 2-3 months and an annual AGM (held online) and they are also expected to undertake some work in between meetings to fulfil their responsibilities. In total this amounts to approximately 2 days per month on average.</p> <p>Trustees are initially appointed for a three year term (subject to re-election by members on an annual basis) and, generally, a maximum term of six years.</p> |
| Location: | The role is home based with attendance at some in-person meetings. Most of our Trustee meetings are held in-person (currently at a venue in Thirsk), and some meetings are held on-line. |
| Important Links | <p>Website - Everything we do gets promoted on our website from articles to planning responses, to competitions and any events held or supported across North and East Yorkshire.</p> <p>Facebook - We use Facebook to promote our campaigns, highlight any applications that we are responding to; promote events and share information.</p> <p>Instagram - We use Instagram to highlight the beautiful North and East Yorkshire Countryside and make ourselves publicly accessible.</p> |

Trustee vacancies - specific requirements

We have three Trustee vacancies to fill, each of which will have its own specific expertise and focus, as well as carrying out general Trustee responsibilities, and they are as shown below. N.B. Applicants for all roles will need to live (and/or) work in North or East Yorkshire.

Trustee and Supporter Development Lead

Responsible for:

- Informing and guiding the Trustee Board on matters pertaining to Supporter Development and coordinating and driving activities forward to meet agreed aims e.g. through leading a Board working group.
- Leading the recruitment of a Communications and Supporter Care Officer and taking responsibility for communicating organisational requirements and providing feedback to the individual once engaged.

Required skills: Manager/senior level expertise in Supporter Development/Fundraising.

Trustee and Local Authority Communications Lead

Responsible for:

- Informing and guiding the Trustee Board on matters relating to Local Authorities, specifically how best to campaign for policy change that benefits the countryside.
- Coordinating and driving activities forward to meet agreed aims e.g. through leading a Board working group.

Required skills: Manager/senior level experience in policy development in Local Authorities and/or as policy advisor to Local Authorities.

Trustee and Land Management Lead

Responsible for:

- Informing and guiding the Trustee Board on matters relating to Land Management, in particular how best to connect with and influence the land owning communities (farmers and estates owners) to jointly achieve change that benefits the countryside.
- Coordinating and driving activities forward to meet agreed aims e.g. through leading a Board working group.

Required skills: Experience in farming (tenant or owner) OR estate management (at senior/manger or consultancy level OR gamekeeping.



Trustee - General Role Description

Trustees have the ultimate responsibility for directing the affairs of CPRE North and East Yorkshire, and ensuring that it is solvent, well-run and delivers the charitable outcomes for which it has been set up.

What you will be doing

- Working in partnership with the rest of the Trustee Board to set CPRE North and East Yorkshire (CPRENEY) strategic direction and overall policy
- Setting goals and targets and monitoring progress towards these
- Ensuring resources are applied exclusively in pursuance of CPRENEY's objects
- Protecting and managing the property of CPRENEY and ensuring the proper investment of funds
- Ensuring CPRENEY complies with its Memorandum and Articles, charity law, company law and other relevant legislation or regulations
- Ensuring the effective and efficient administration and financial stability of CPRENEY
- Safeguarding the reputation and values of CPRENEY
- Building relationships with potential donors and fundraising contacts
- Advocating the work of CPRENEY via your network
- From time to time representing CPRENEY at events.

The general skills and experience you need

- A knowledge of and commitment to CPRE aims, policies, campaigns and brand and awareness and interest in issues facing the countryside
- Good written and verbal communication skills and fully IT literate
- The ability to network and build warm and positive relationships at all levels
- The ability to operate impartially and objectively, including the necessity to avoid any perception of political partiality of alignment
- Proven big-picture thinking ability and the ability to process details and get to the heart of an issue
- The enthusiasm, commitment and availability to devote the necessary time and effort needed for this role
- A broad understanding of the responsibilities of charity trustees (full induction training will be provided)
- Live in North or East Yorkshire
- All Trustee applicants must be or become a member of CPRENEY prior to appointment.

What's in it for you

- Use your skills and experience to contribute to the success of our charity and make a positive difference to the countryside of North and East Yorkshire
- Meet like-minded people and enjoy being part of a team
- Develop new skills, gain valuable experience and broaden your network
- Get involved with social events and workshops on a local and national level
- We'll support you to develop in the role and provide you with relevant training including an induction
- We provide out-of-pocket travel expenses.

How to apply?

If you are interested in becoming a Trustee and would like to discuss the role and find out more about the charity then please contact us at info@cpreney.org.uk to arrange an informal chat.

To apply, please go to our website and click on Get involved becoming a Trustee or Volunteer: [Become a Trustee or Volunteer - North and East Yorkshire](#)

The deadline for applications is midnight on Friday 6th June.

We will invite all short-listed applicants to interviews with the Chair, Vice-Chair and Trustee/recruitment facilitator Sally Learoyd which we anticipate holding over the period Monday 16th - Thursday 26th June using video conferencing, such as Zoom or MS Teams. Additionally applicants to the Supporter Development and Land Management Lead vacancies will be asked to meet online (via Zoom or TEAMS) with other members of the Trustee Board also within this timeframe.

Please let us know in your application if there are any reasons you would find it difficult to access or use video conferencing to speak with us, so we can discuss alternative arrangements.

Contact book

There are a number of organisations that can provide information or assistance to trustees. These include:

Charity Commission - the regulator of charities in England and Wales
<https://www.gov.uk/government/organisations/charity-commission>

Association of Chairs (AoC) - offers resources and support to chairs and vice-chairs of charities and non-profit organisations
<https://www.associationofchairs.org.uk>

Charity Finance Group (CFG) - champions best practice in finance management in the voluntary sector
<http://cfg.org.uk/about-us.aspx>

Directory of Social Change (DSC) - provides trustee training courses, publications, and several free resources
<https://www.dsc.org.uk>

Ethical Property Foundation (EPA) - UK charity which offers voluntary organisations free property guidance, advice and workshops and a wide range of expert advice on legal issues and premises management
<http://www.ethicalproperty.org.uk>

The Foundation for Social Improvement (FSI) - provides strategic support for small charities
<http://www.thefsi.org>

Fundraising regulator - the independent regulator of charitable fundraising
<https://www.fundraisingregulator.org.uk>

ICSA: the Governance Institute - trains, informs and represents the interests of governance professionals across all sectors and offers free to access guidance notes specific to the charity sector
<https://www.icsa.org.uk>

Information Commissioner's Office (ICO) - UK's independent body set up to uphold information rights
<https://ico.org.uk>

National Association for Voluntary and Community Action (NAVCA) - England's largest network of local charities and community groups
<https://www.navca.org.uk>

National Council of Voluntary Organisations (NCVO) - champions the voluntary sector and volunteering. Connects, represents, and supports voluntary organisations, from the smallest community groups to the largest charities
<https://www.ncvo.org.uk>

Reach Volunteering - provides a trustee recruitment service and useful resources for charities and people interested in joining trustee boards
<https://reachvolunteering.org.uk>

Small Charities Coalition (SCC) - helps trustees, staff and volunteers of small charities (those with an income of less than £1 million) access the skills, tools and information they may need
<http://www.smallcharities.org.uk/home>

Wales Council for Voluntary Action (WCVA) - supporting and representing the third sector and volunteering across Wales
<https://www.wcva.org.uk/home>

Join in:
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