**CPRE London: Campaigns Officer - Candidate Briefing Pack**

March, 2021

**Advert**

***CPRE London – Campaigns Officer (part time - 0.6 FTE), c£24,000 pa pro rata***

Do you value London’s green spaces? Want to help protect them and improve London’s environment? CPRE London is looking for a campaigner to strengthen its capability to protect and enhance green spaces across Greater London.

The closing date for applications is noon Wednesday 7 April. Interviews will be held on Tuesday 13 and Wednesday 14 April.

**About CPRE London**

CPRE is England’s leading countryside charity. The charity comprises a National Office and 42 local groups, including CPRE London, each of which operates as a distinct charity. At a national level, CPRE campaigns for a beautiful and thriving countryside that is valued, enjoyed and is accessible to everyone. At a local level, the CPRE London branch covers the area of the 32 boroughs of Greater London and campaigns for London to be a green, sustainable, and vibrant world city.

We do this through working to bring the value and enjoyment of our local green spaces and surrounding countryside - its beauty, tranquillity, wildlife, and places to escape – closer to everyone’s doorsteps. To help guide our activities, we have established three key strategic objectives for CPRE London:

• We advocate for policies and plans that protect and improve the London Green Belt, Metropolitan Open Land, and other green spaces.

• We campaign for better use of London's built environment and natural resources including more affordable homes, good urban design, more sustainable travel (public transport, cycling, walking), less waste and lower carbon emissions.

• We promote London’s green spaces for people to visit, discover and enjoy, including being more inclusive of the many diverse communities across London.

CPRE London has a strong reputation for providing evidence-based, well-reasoned and passionate campaigning. In doing this we draw on our core strengths:

• We are recognised as London’s leading environment charity in protecting green spaces and providing solutions for our city

• We are respected by GLA and Borough policy makers as an authoritative voice in the planning and development of London

• We are trusted by a network of more than 100 community groups to provide critical advice to support their local campaigns

• We are backed by a powerful national organisation that amplifies our voice, enhances our resources, and increases our impact.

CPRE London recent activities have included:

• Exposing the scale of threats to green spaces in London which go against agreed policy and persuading politicians to take action.

• Finding ‘Space to Build’ – researching and demonstrating to local authorities how we can make better use of unused & wasted land for housing in London

• Collaborating with others to publish the “London Boroughs Healthy Streets Scorecard” to encourage more sustainable modes of transport

• Launching the ‘Go Parks’ London Initiative which supports the activities of Parks Friends Groups

• Campaigning to create at least ten new district parks in London from sites which are protected but which are unloved and not well-used

• Developing a plan to expand the Walk London network with at least six new, high quality green walking routes that link green spaces and bring nature closer to people.

• Co-ordination and leadership of the environmental asks for the next Mayor of London.

Our current priorities are outlined in an annex to this paper. As we build on these activities, we are undertaking more projects in the areas of making better use of natural resources and promoting London’s green spaces for people to enjoy. Funding for these projects is coming from a variety of Trusts and Foundations. To ensure the right skills and experience is brought to the delivery of these projects, we are increasingly working in partnership with other environmental bodies. This approach is attractive to funders who see CPRE London as a body with a strong reputation and coordinating skills to manage the expertise brought by other organisations.

CPRE London has over 2,000 members and supporters. We provide them and the wider public with information and guidance on issues affecting London’s environment through our website, a regular Green London newsletter, and other mailings. We carry out research, publish reports and issue press releases to communicate our messages. We collaborate with staff from the National Charity, also based in central London, to increase the impact of our activities and influence politicians, policy makers and opinion formers.

CPRE London runs a small office and currently employs three part-time staff members, headed by a Director who reports to the Chair. As a charity we have a Board of Trustees and a number of volunteers who work under the leadership of the staff on specific projects and initiatives.

We are based in Clerkenwell at 70 Cowcross Street, London, EC1M 6EL. Our office is a shared workspace alongside other professionals/organisations involved in the built environment, including architectural practices, urban designers, and other special interest groups. This helps us maintain links with other organisations working on related issues in London and further afield.

**CPRE LONDON CAMPAIGNS OFFICER**

**ROLE PROFILE AND PERSON SPECIFICATION**

**Campaigns Officer (part time – 0.6 FTE) £24,000 pa (pro-rata) - office based, flexible hours to be agreed. Fixed term for one year with the possibility of extension**

**Job description: Campaigns Officer**

**Purpose**

Thepurpose of the Campaigns Officer role is to enable CPRE London to enhance its capability to promote and support efforts to protect and improve local green spaces across Greater London.

**Role profile**

The Campaigns Officer will have the following key responsibilities:

* develop, plan and deliver projects and campaigns to protect and promote green spaces, and help shape strategic campaign priorities
* monitor and engage with local planning casework which could impact on green spaces
* maintain a database of threats to green spaces
* research and write reports and consultation responses on these issues
* develop and strengthen local volunteer action that supports our goals
* be a source of expertise and advice on green space issues
* build a network of campaigners, partners, supporters and other stakeholders to raise the profile of CPRE London and identify areas for collaboration
* support communications and fundraising around these activities
* handle enquiries from members of the public
* assist with office administration and liaison with the Board of Trustees
* undertake any additional duties in line with the purpose of the role as requested by the Director

The Campaigns Officer will report to the Director while working closely with the Head of Green Spaces on particular projects and campaigns. The post will be based in our office at Cowcross St.

# **Person specification**

**Knowledge, skills and experience**

The postholder will have a passion for the value of urban green spaces and the ability to promote their importance to a range of stakeholders, including policy and decision makers, and the media.

**The postholder will have:**

* A degree and/or professional qualification in an appropriate subject area
* Experience of working with small campaigning organisations in the charity sector
* Good interpersonal skills and experience in building relationships with other organisations, stakeholders and members of the public
* An ability to guide and support the day to day work of local volunteers
* Experience of collaborating in the delivery of succesful projects
* Experience of delivering communications strategy and working with the media
* Good written and oral communication skills
* Experience of undertaking research into policy topics and writing reports
* Experience of fundraising in the charity sector including assisting with grant applications and reporting to funders
* A flexible and can-do attitude
* A good understanding of environmental issues and related policy and political processes within London
* A commitment to the strategic objectives of CPRE London

CPRE London,17 March, 2021

**Annex: CPRE London Priorities**

As part of our three-year strategic plan, we have identified several projects that show we are actively interested in promoting and improving London’s green spaces. Additionally, we are interested in having people actively engage and enjoy London’s landscapes. These project ideas include:

1. Protect and enhance the use of London’s green spaces

• Gather and publish information about the extent of ‘protected’ green space within London, including Green Belt and Metropolitan Open Land, and the development threats it faces. This will enable communities and public bodies to better understand the nature of green space, the threats faced, taking action to resist them, and provide guidance on devising stronger policies and actions to minimise loss of green spaces in London.

• Increase the benefits gained from green space in London. We will seek to unlock the untapped cultural and ecological potential of different types of green space by working with local communities to expand, unite and develop a network of local groups with an interest in green spaces.

2. Improve London’s built environment and green infrastructure

• Promote the best use of ‘wasted spaces’ in London to provide high quality, mixed use development and particularly affordable housing. We will take forward our recent “Space to Build” report which identifies a wide range of types of space and locations, including around transport interchanges, which we should make better use of. This would help reduce development pressure on valuable green space and enable us to show where development should take place.

• Improve the design of new green space/infrastructure by promoting good practice through an award scheme. There is a strong political commitment to increasing green cover in London and a growing body of technical knowledge. This needs to be applied more effectively with local communities involved in design and delivery, with an awards scheme to identify and promote good practice.

3. Promote public appreciation and enjoyment of London’s landscapes

• Promote the importance of ‘peaceful places’ in the city by defining its nature, mapping its extent, showing how it can be increased, and improving access to these places. There is growing awareness of the wellbeing benefits of access to places of calm and tranquillity in urban areas, including in the Mayor of London’s recent draft Environment Strategy. Nationally, CPRE has a track record of promoting rural tranquillity measures to safeguard and enhance it which can usefully be developed in an urban context

• Reveal the landscape which is the foundation of London’s environment to increase understanding and appreciation of its role in shaping the lives of its inhabitants and provide opportunities for public engagement.