



CPRE London Director

Candidate Briefing Pack January 2022



Working for a greener city

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1. About CPRE London

CPRE London is a leading environmental charity in the capital. We campaign for London to be a green, sustainable, and vibrant world city. We are part of the CPRE network comprising a national charity and 42 local branches, including CPRE London, which campaigns for a beautiful and thriving countryside that is valued, enjoyed and accessible to everyone.

CPRE London has a strong reputation for providing evidence-based passionate campaigns which make a difference. In doing this we draw on our core strengths:

- We are recognised as London’s leading environment charity in protecting green spaces and promoting better use of land to reduce building pressure on greenfield sites
- We are respected by GLA, London Borough and other policy makers and politicians 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
- We have over 2,000 members and supporters from across London who back our work

The last two years of a global pandemic have demonstrated the importance of our work. London’s green spaces and neighbourhoods have never been more valued or more important.

Our work is guided by the following vision, mission and strategic goals:



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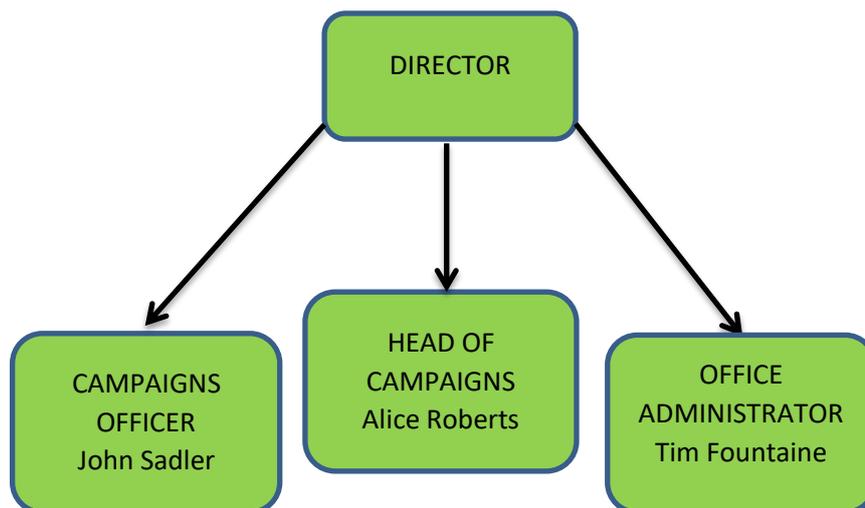
CPRE London’s recent activities include:

- Exposing the scale and range of threats to London’s green spaces which conflict with agreed policy and securing action to protect them
- Finding ‘Space to Build’ – researching and demonstrating to local authorities how we can make better use of unused & wasted land for housing in London
- Securing continued protection for the Green Belt in the London Plan

- Publishing the Healthy Streets Scorecard assessing progress towards more sustainable transport borough by borough in collaboration with others
- Leading Go Parks London to promote the capital's remarkable variety of parks and green spaces and the network of volunteer Friends Groups which looks after them
- Providing leadership and co-ordinating the environmental asks of the London Mayor through the More Natural Capital coalition of environmental and transport groups
- Supporting local volunteers and campaigners in protecting green spaces and improving planning decisions in their neighbourhoods
- Celebrating London's countryside, including leading roles in the Urban Tree Festival and London Rivers Weeks, supporting hedgerow planting, protecting dark skies and tranquillity and running a London-wide photographic competition
- Campaigning for Ten New Parks and expansion of the Walk London network
- Running Growing Together and Rural Rides to support greater engagement with green spaces and the countryside for marginalised groups in east London

Our work is supported by member subscriptions, donations, grants and legacies. We are looking to grow and extend our financial support so we can expand our role and impact. Collaboration and partnership are central to the way we work and we have a growing reputation for co-ordinating and bringing together the range of charities and voluntary organisations concerned with London's environment. Our work is evidence based and supported by research and strong communications. We work closely with CPRE nationally and with local CPRE's around London to extend our impact and to protect and celebrate the countryside around the capital.

CPRE London runs a small office with four part-time staff, headed by a Director who reports to the Chair. We benefit from the support of volunteers and interns who work under the leadership of the staff on specific projects and initiatives.



We are based at 70 Cowcross Street, London, EC1M 6EL. Our office in Clerkenwell 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 is a registered charity and we are in the process of becoming a Charitable Incorporated Organisation. We have eight trustees, including our Chair Tony Burton CBE, who meet on a quarterly basis. They bring a range of experience and are elected each year at our Annual Meeting.

2. Job Description

Reports to: Branch Chair (Tony Burton)

Responsible for: Staff members

Purpose of role: To lead CPRE London towards its vision and manage its strategic direction and delivery

Key responsibilities

- Work with trustees to develop and deliver CPRE London's Strategy and Operational Plan
- Line manage CPRE London's staff team and grow and support our volunteer capacity
- Put CPRE London on a more sustainable financial footing, including development and delivery of a broad based funding strategy embracing grants, earned income, legacies and member and supporter appeals and donations
- Develop and promote CPRE London, enhancing its profile, reputation and reach
- Foster a culture of shared ambition, effective delivery and collaboration, including through coalitions, partnerships and relationships with the wider CPRE network
- Represent CPRE London at the highest level and develop and maintain strong personal relationships with politicians, policy makers, major donors, grant-makers, media and corporate interests
- Play a hands-on role in developing and delivering relevant campaigns and initiatives
- Work with trustees to ensure good governance of CPRE London

Desirable skills and experience

- A successful track record of organisational leadership and management, including working with non-executive Boards on strategy development and delivery
- Integrity, passion and dedication to CPRE London's mission
- Outstanding communication, interpersonal, networking and persuasion skills
- Experience of generating and securing external support and funds
- Understanding and experience of the role of campaigning charities, including evidence of successful advocacy, partnership working and use of the media
- Understanding of and insight into the cultural, social, economic and political influences on achieving CPRE London's mission
- A commitment to CPRE London's developing role in a complex and diverse world city

Main terms and conditions

- Salary will be £45k per annum fte – pro rata for 0.6 full-time hours
- Hours will be the equivalent of a three-day week (21 hours) by agreement with the Chair. Some occasional evening and weekend work will be required for which time off in lieu is available
- Holiday leave will be 20 days per year plus public holidays. You are not expected to take Christmas Day, Boxing Day and New Year's Day from your annual leave
- This is a permanent role
- Appointment is subject to a thirteen week probationary period
- The appointment may be ended by three months' notice given by either side
- A pension scheme with NEST is available

3. How to apply

If you wish to apply for the role of CPRE London Director then please submit both a CV and a personal statement explaining your motivation for the application and why you are well placed to take up the role. It would be helpful if you addressed how you match the job description in the information you provide. Please complete the diversity monitoring form and provide details for two referees and let us know if we are free to approach them.

Applications should be submitted online via CharityJob or alternatively sent to neil@cprelondon.org.uk

The deadline for applications is 1 February.

We anticipate interviewing shortlisted candidates on 16/17 February.

The current Director, Neil Sinden, is available for an informal conversation about the role if that would be helpful. Neil can be contacted at neil@cprelondon.org.uk