



The countryside charity
London

Working for a greener city



CPRE London Director

Candidate Briefing Pack
Spring 2025

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1. About CPRE London

CPRE London is a leading environmental charity in the capital. We are part of the CPRE network comprising a national charity “the countryside charity”, who believe in countryside and green spaces that are accessible to all, rich in nature and playing a crucial role in responding to the climate emergency. There are 42 local branches in the network, including CPRE London.

CPRE London’s mission is to work to make London a well-planned, greener, climate resilient and nature rich city, which benefits everyone.

Our Vision is that by 2030 London has become a well-planned, climate resilient, nature rich city. It will be surrounded by a flourishing Green Belt, with a ring of trees and other habitats. It has an expanding network of green spaces, which are well used by all. Streets are greener and encourage walking and cycling. Development includes more affordable, well-designed homes with good facilities nearby, to reduce car dependency and support Londoners to live low carbon, healthy lives.

CPRE London operates at the cutting edge of the intersection between green spaces and the environment, housing, transport and planning.

To turn our vision into reality, in the next five years we will:

- **Protect** London’s green space and Green Belt; and encourage sustainable development.
- **Enhance** London’s green spaces, including creating new parks, greening our streets and surrounding the capital with a ring of trees
- **Engage** a wide range of people to connect with nature and promote equal access to green space and enhanced wellbeing

To enable these goals, we will:

- **Influence** decision makers, and the London and Borough Plans, by promoting understanding of the importance of well-planned, sustainable development, and green space
- **Build** our capacity to deliver our strategy and projects, to better achieve our strategic goals, including raising more funds to support our work

Supporters of our work include a strong network of members, trustees, staff, volunteers and a community of friends of parks and campaigning organisations, supported by a range of donors and funders.

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 Boroughs 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.

CPRE London's 2024 activities included:

- **Through our [London Tree Ring](#) project, we identified over 200 potential tree planting sites** to help link existing wooded areas and wildlife habitats and create a continuous treescape around the capital, linking together a rich mosaic of other habitat. We have been consulting with local authorities, landowners, community groups, environmental bodies and philanthropists to find land that can be used for planting trees or rewilding. A public facing map of woodland creation opportunities has been made available in partnership with Greenspace Information for Greater London.
- **We have supported more than 50 local campaign groups standing up for green spaces under threat** over the year
- **Following the publication of our Green Defenders Report, we launched the [Green Defenders Network](#).** This is bringing together campaigners from across the capital who met 4 times across the year to learn from one another and share successful approaches.
- **Our [Hedgerow Heroes](#) project enabled 2,698 metres of hedgerow to be planted or restored** in 29 locations across London. This included 1,699 metres of newly planted hedgerows, 455 metres of planting in gaps in existing hedgerow, 440 metres laid and 104 metres of dead hedge (made from cut branches, saplings and foliage that provides a habitat for wildlife and recycles pruning waste). Around 925 people attended hedgerow events, mainly led by friends groups.
- **Through our [Go Parks London](#) project, we have supported 581 friends of green space groups over the year.** Our London Friends of Green Spaces Network Coordinator increased capacity of these groups by linking them up to funding and free resources, helping form new borough forums for mutual support, running capacity building sessions, and providing bespoke advice and support.
- **We organised the [Mayoral Environment Debate in March](#).** This was part of our campaign around London's mayoral election on behalf of the More Natural Capital Coalition. We wanted to make candidates more aware of key environmental issues. Former CPRE London Chair, Tony Burton, grilled candidates or members of their team on the GLA's Environment Committee, on their plans on everything from protecting the Green Belt to shifting to more sustainable forms of transport and boosting water quality in the capital. The debate took place in front of a packed house, including environmental charity groups, and an additional online audience.
- **We led the Healthy Streets Coalition to publish the fifth [Healthy Streets Scorecard](#).** This prompts London borough councils to deliver action on healthier streets. We recognised Islington and Waltham Forest as this year's top inner and outer boroughs and encouraged other boroughs to learn from their example.

- **We helped win one more streetpark for London.** Following our [2022 campaign](#) to turn St John Street near CPRE London's office in Farringdon into a park, Islington Council announced plans to do just that. Street parks are an ideal way to improve access to green space for Londoners, as well as help mitigate the effects of flooding and rising temperatures.
- **Alongside local campaigners, we have responded to 13 local plan consultations.** Following our [response to the Ealing Local Plan in 2023](#), the council's new draft published in 2024 reversed some of their plans which threatened significant swathes of protected Green Belt and Metropolitan Open Land. However, the council is still proposing to allow development on some more limited areas, so work to challenge this continues.
- **The [Urban Tree Festival](#) was the biggest to date**, celebrating the joy that green spaces can bring to all. What was six years ago a weekend of walks was this year a nine-day spring festival comprising 112 events attracting over 3,200 visitors from diverse groups across London. Widening access to nature is a key focus and highlights of the festival included an accessible nature cycle for people with mobility difficulties with Wheels for Wellbeing and a walk in Epping Forest for refugees and asylum seekers with Fences and Frontiers and also with Black Girls Hike.
- **We now have more than 30 regular and skilled [volunteers](#) contributing more than 140 hours a week**, giving us more capacity to achieve our goals. We also grew our sustainable funding by adding the Big Give Green Match Fund to our funding mix. Matched giving appeals raised nearly £40,000 over the year.

Our current focus includes:

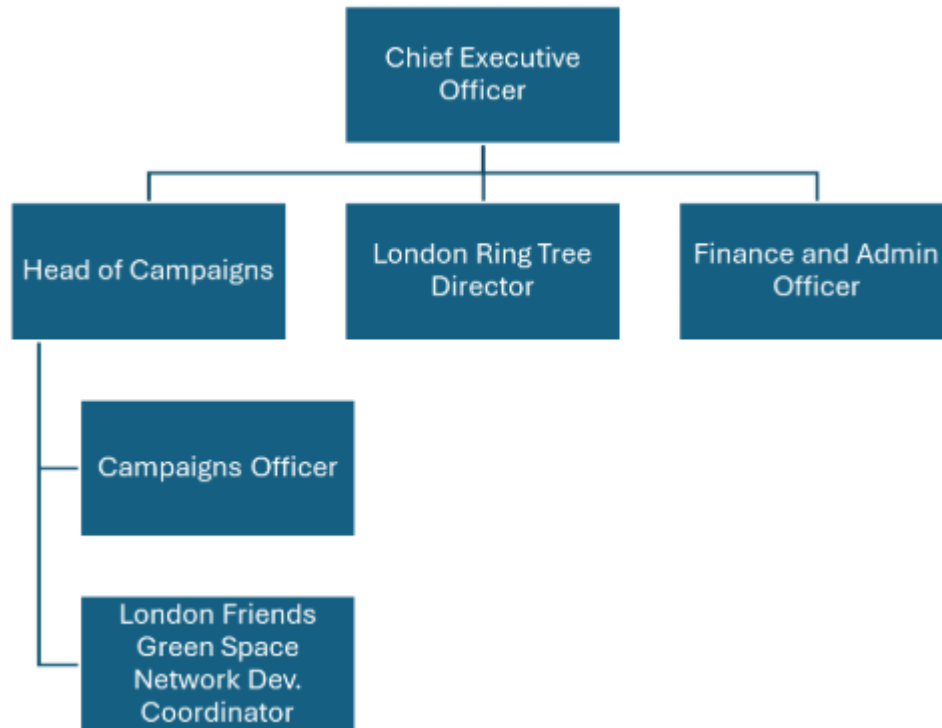
1. Highlighting the importance and relevance of Green Belt in a climate and nature crisis
2. Campaigning for action on affordable housing that won't worsen the climate and nature crises
3. Promoting greening the Green Belt and maximising its benefits for people, nature and the planet through the London Tree Ring

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, 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 CPREs around London to extend our impact and to protect and celebrate the countryside around the capital.

CPRE London runs a small office with five part-time staff, headed by a Chief Executive Officer 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.

Organisation chart:



Location

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 became a Charitable Incorporated Organisation in 2024.

We have eight trustees including our Chair, Suzanne Wise, who meet at least on a quarterly basis and who support the charity in a variety of operational ways as and when appropriate. They are a talented group who are hugely supportive of the staff and volunteers, bring a wide range of experience and who are working to make CPRE London a great place to work and volunteer.

2. Job Description and Person Specification

Reports to: Branch Chair (Suzanne Wise / Board of Trustees)

Responsible for: 4 part-time Staff members and volunteers (c30-35 at any one time)

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

Key responsibilities

- Work with trustees to deliver CPRE London's Strategy and Operational Plan
- Lead and line manage CPRE London's staff team and support, manage and maintain our volunteer capacity
- Develop CPRE London's financial base, to include delivery of a broad-based funding strategy embracing grants, earned income, legacies and member and supporter appeals and donations. It is expected that fundraising activity will account for up to 20% of the role
- Develop and promote CPRE London, enhancing its profile, reputation and reach
- Represent CPRE London at the highest level and develop and maintain strong personal relationships with CPRE National, politicians, policy makers, major donors, grant-makers, media and corporate interests
- Foster a culture of shared ambition, effective delivery and collaboration, including through coalitions, partnerships and relationships with the wider CPRE network
- Embody and foster CPRE London's values and behaviours: Influential, Inclusive, Integrity
- Work to improve CPRE London's diversity and inclusion, both within the organisation and its volunteers but also in terms of access for all to London's green spaces
- Play a hands-on role in developing and delivering relevant campaigns and initiatives, working with volunteers as necessary, with accountability for specific projects from time to time. (Current examples would include the London Tree Ring Project and the Urban Tree Festival.) You will chair the More Natural Capital Coalition.
- Oversee the management of CPRE London's funds, including its financial records, ensuring compliance, and collaborating with staff and trustees to maintain accurate and timely financial operations
- Work with trustees to ensure appropriate risk management and good governance of CPRE London, including regular and timely reporting to the Board.

Desirable skills and experience

- A successful track record of organisational leadership and management, including working with trustee Boards on strategy development and delivery, ideally within the environmental charity sector
- Demonstrable impact through managing, maintaining and growing financial and volunteer organisational capacity
- 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
- Whilst a financial qualification is not a requirement, you must be numerate and capable of understanding simple financial accounts
- 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 that impact CPRE London's mission; particularly the intersection between housing, planning and the protection and enhancement of green spaces.

Whilst experience working within the environmental charity sector is desirable this is not essential and other charity sector experience will be considered. The role will provide the successful candidate with opportunity to expand your knowledge of environmental issues.

Main terms and conditions

- Salary will be £50k per annum FTE – pro rata for 0.8 full-time hours
- Hours will be the equivalent of a four-day week (28 hours) by agreement with the Chair. Some occasional evening and weekend work will be required for which time off in lieu is available
- CPRE London encourages flexible working, but the Director will be expected to be in the London office at least 2 days a week. For the right candidate, a focus on a Term Time working pattern will be considered
- Holiday entitlement will be 20 days per year plus public holidays
- 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

To apply for the role of CPRE London Chief Executive Officer, 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 your skill set matches the job description in the information you provide.

Please also 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 sent to hr@cprelondon.org.uk

The deadline for applications is 6th May 2025.

Longlisting: 8th May

Panel Interviews and shortlisting: 12th/13th May

Final interviews: 19th / 20th May

The current Director, Anna Taylor, whose role is being replaced by that of the CEO, is available for an informal conversation about the role if that would be helpful.

She can be contacted on anna@cprelondon.org.uk in the first instance.

