



CAMPAIGN for
NATIONAL PARKS



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Campaign for National Parks

STRATEGY TO 2028:

Better, Equal, More

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National Parks in England and Wales





The independent voice of National Parks. For nature, for climate, for everyone.

We are the only independent charity dedicated to securing the future of National Parks in England and Wales. Our independence from Government means we can speak out for Protected Landscapes when no-one else can.

Founded in 1936, we bring together a campaigning collective of organisations and individuals from all walks of life, united in common cause. Our first campaigns resulted in the creation of our

National Parks. Now, inspired by our past, we fight for the future. We want a world where nature and people are thriving in our National Parks, where wildlife is wild and natural beauty is protected for generations to come; where everyone, no matter their age or background, can access, feel inspired by and fight to protect the future of these truly amazing landscapes. With National Parks at the heart of everything we do, we are here to unite, inspire and empower everyone to take action.

Our vision

Nature-rich National Parks for everyone.

Our mission

To inspire action for wilder, inclusive National Parks.



Our goals

1. BETTER

We will campaign for and win legislation, policies and management plans which rapidly deliver nature recovery and climate resilience in National Parks. We will campaign so decisions made by public bodies affecting National Parks prioritise nature and safeguard natural beauty.

2. EQUAL

We will champion equality in access and participation, and secure legislation, policy and management plans which deliver inclusive National Parks. We will promote new and diverse perspectives, from farm to city, school to boardroom. We will champion youth leadership and amplify multi-generational voices in our campaigning so that they are part of decision-making.

3. MORE

We will expand our movement, campaigning for new and enlarged National Parks and new opportunities to connect more people with natural beauty. We will campaign in support and solidarity for all Protected Landscapes.

We will embolden our campaigning, connect more people to our cause and hold Government and authorities to account. We will work with young people, National Park Societies, our Council and partners to deliver these goals. We will secure our future, so that our charity has the diversity of thinking, perspectives and funds we need to build collective campaigns, represent the public interest and remain the independent voice and conscience of National Parks for generations to come.

Why this strategy, now?

From the peaks of Eryri to the ancient oaks of the New Forest, the National Parks of England and Wales are our most treasured heritage. Providing escape, adventure and wellbeing to millions of people, they are also home to some of our most endangered species and threatened natural habitats.

Our first campaign resulted in the creation of National Parks in England and Wales more than 70 years ago. Since then, we have successfully fought to protect them from the ravages of industry and urbanisation. Our campaign successes include the creation of government-funded National Park Authorities and new National Parks. Our pioneering Mosaic project enabled thousands of people from diverse backgrounds to visit National Parks, many for the first time.

The protections put in place in the last century did not halt rapid biodiversity loss and species extinctions caused by land-use change and pollution. They are not enough in the face of climate crisis. They are insufficient to close inequalities, which exclude many young people and those from low income and ethnic minority backgrounds. Change is needed to make these places thrive for nature, are welcoming to all parts of society, and safeguard their natural beauty for future generations.

We want a future where nature is the priority in National Parks. As internationally recognised protected areas for nature, these spaces should be leading in nature recovery and climate resilience. Nature recovery should be faster at a landscape-scale, with cultural heritage and farming practices supporting the long-term conservation of nature, alongside larger wilder areas. We want a future where everybody can access and enjoy the huge health and wellbeing benefits National Parks provide; where participation in decision-making is inclusive and younger people have a say in the

future. We believe that this vision is only possible if the people who live in, work, farm, manage, visit and love our National Parks are supported to cherish and fight for these landscapes.

We must protect and retain what has been hard won by those before us and we must campaign for stronger laws and policies, for proper implementation. It is crucial that we do both: we cannot afford to stand still or to go backwards. The stakes are too high.

National Parks have been under-funded and side-lined in policy. While the National Park Authorities do have expertise, they lack the power, investment, and accountability needed to effectively scale action. National public assets are being sold off, or privatised, with few legal safeguards. Many people are left out of the decision-making process, with lack of representation across age, gender, ethnicity, class and (dis)ability, perpetuating cycles of inequality.

Our National Parks need champions in Westminster and the Senedd, and leadership to drive action across Government and all public bodies. Their future depends upon stronger laws, policies and plans that deliver for nature, climate and equality. We need to ensure that the millions of people who love our National Parks, and those that have not experienced or heard of them, can contribute to their futures and have their voices heard. We need to bolster these culturally important rural communities and enable land managers to enhance nature, access and climate resilience across landscapes.

As the only charity that is both completely focused on all National Parks and independent from Governments, we will rekindle the radical roots of our first campaigns and build a movement of public and political support for change.

Our history

We've been campaigning for National Parks for over 80 years





Better, equal, more:

key campaign outcomes over the next 5 years

As an independent charity, we remain committed to our charitable objects to promote the protection, conservation and enhancement of

National Parks for public benefit. Our strategy is designed to enable us to adapt to opportunities and threats as they emerge.

Goal Outcome

Key milestones measuring positive change

BETTER EQUAL MORE

1

National Governments in England and Wales set stronger laws, policies and investment for all Protected Landscapes.

Stronger legislation in England and Wales, including new powers, duties on public bodies to further purposes, and legal accountability to ensure implementation, alongside laws that halt damaging activities, prioritises nature recovery and inclusivity, expedites designation and effectively deals with emerging issues and threats

Governments in England and Wales set national-level commitments and targets, with clear accountability mechanisms; national planning policy and legislation is retained and strengthened.

Public sector investment in Protected Landscapes, e.g. reformed land management schemes, strong effective frameworks to prevent greenwashing and to manage private investment.



BETTER EQUAL

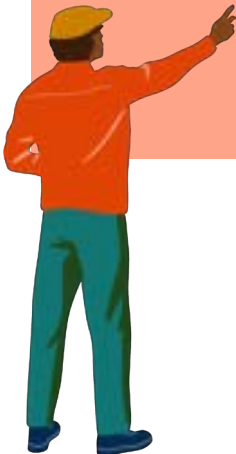
2

National Parks Authorities set out stronger management plans, with accountability for action across all public bodies

Effective, long-term management in place for nature recovery that seeks sustained impacts across majority of land and water; decisions made by relevant public bodies prioritise nature and safeguard natural beauty.

Management plans include specific and ambitious objectives for inclusion and equality, co-designed with under-represented groups, plus evidence and actions for nature recovery at scale and on public bodies' land.

National Park local plans support our nature, climate and equality goals, including effective policies on major development and wilder areas.



BETTER EQUAL MORE

3

A million campaigners take action. Young people have greater participation in National Park decision-making.



More merit-based and diverse appointments to National Park Authority Boards, in line with needs of National Park purposes.

New mechanisms ensure public voices influence national landscape partnerships in England and in Wales.

Youth leadership - including Ambassadors, campaigners and our New Perspectives projects - enables young people to influence National Park decision-making, with recommendations adopted by decision-makers.

BETTER EQUAL MORE

4

A new National Park for Wales. Greater collaboration, engagement and representation across the National Parks movement.



The new National Park in Wales (and opportunities for expanded National Parks) are progressed in ways that exemplify action on nature, climate and equality. With the Alliance for Welsh Designated Landscapes, we set out and build support for a shared vision of an exemplar National Park.

National Park Societies are supported, building collective capacity for coordinated campaigns to influence parliamentarians and inform responses to management plans, driving better practice across England and Wales.

Expanded forum for thought leadership and knowledge exchange including through our Council and collaborations with the Alliance for Welsh Designated Landscapes, Scottish CNP, Areas of Outstanding Natural Beauty, National Marine Parks and National Park Cities, as part of an international movement.

BETTER EQUAL MORE

5

Campaign for National Parks is thriving and sustainable, a strong independent voice for National Parks, trusted by the public and our partners to hold Government to account.

Our staff team is connected, empowered and supported to make a real difference, maintaining a work-life balance.

We have the diversity of perspectives, skills and experience across our Board and staff team.

Digital transformation of campaigning is building our supporter base and amplifying under-represented voices via inclusive communications, including key moments such as the 75th anniversary of the 1949 Act in 2024 and our 90th birthday in 2026.

Our business model enables growth and demonstrates return on investment, including from individual giving, trusts and foundations, project funding and organisational memberships.





Our values

Courageous and bold

Bringing together many voices to advocate for urgent action in the face of nature and climate emergencies and growing inequalities. As a campaigning charity, independent from Government, we can speak truth to power, fully focused on building political and public support for action.

Constructive and dynamic

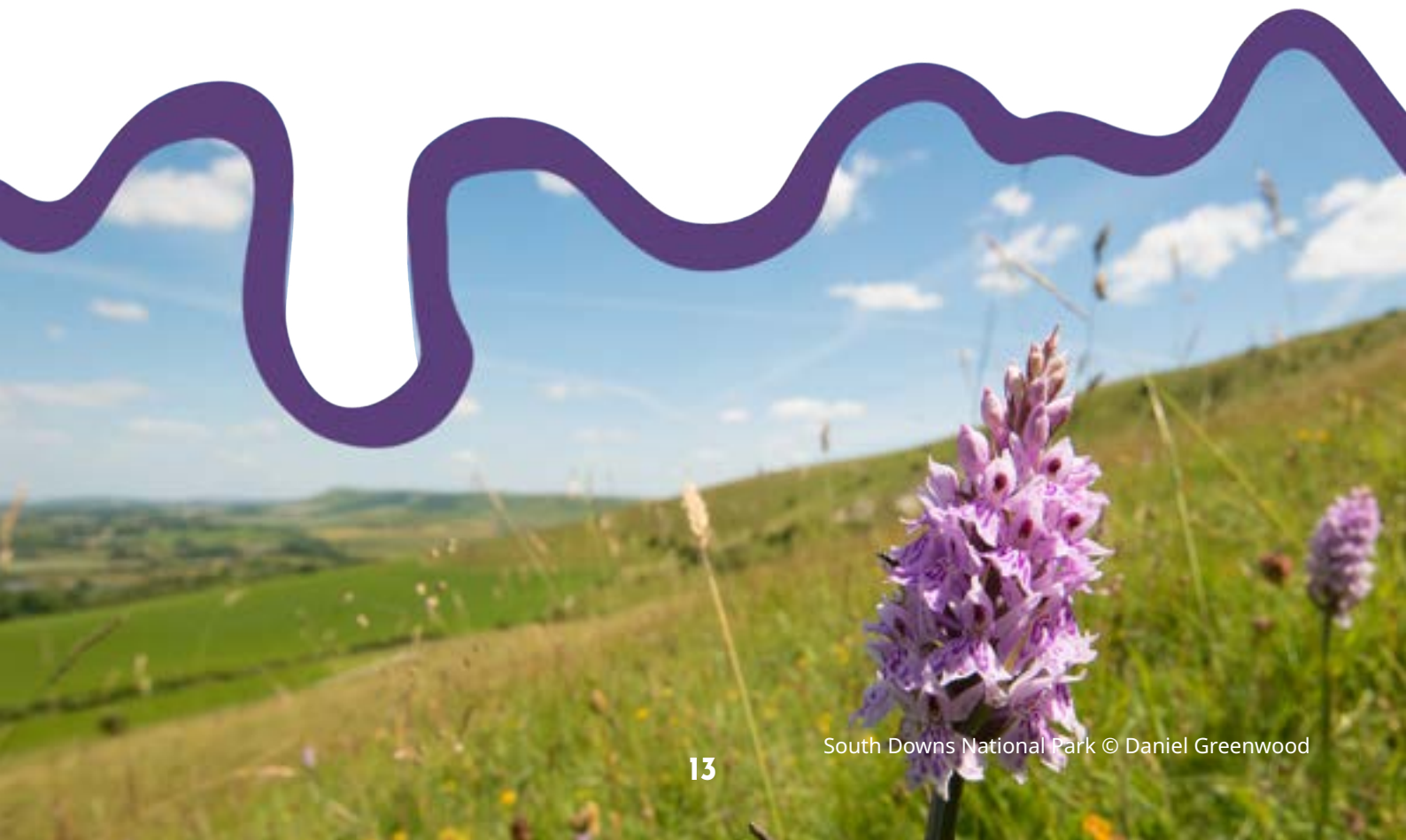
Ready to get stuck in and try new things. Pursuing our objectives for nature, climate and equality whilst seeking opportunities to enrich and enhance the diversity of cultural heritage. Reframing narratives to show how people that love our National Parks – land managers, farmers, communities and the millions of visitors – can together be a force for action.

Collaborative and inclusive

We champion diverse and young voices and empower participation for people who are recurrently and historically unheard and unrepresented in decision-making.

Credible and trusted

Campaigning and storytelling grounded in practice and evidence. Building connections from the grassroots, our Friends and National Park Societies, across Protected Landscapes and the international movement.



Our toolbox:

what we will do to achieve our goals

Our strategy recognises that evidence is not enough to change mindsets and behaviour. Underpinning it all is our need to build our campaigning infrastructure and use different tools to shift the debate and build public and political support for our vision.

Advocating the case for change

All our work will be grounded in a solid foundation of policy expertise, responses and advocacy. We will undertake analysis and commission research, working with others to use best available data, and share our findings widely. We will seek to understand and track progress on the health of National Parks including the state of nature, climate change and inequalities. We will encourage knowledge exchange and draw on international evidence; all with a view to underpin campaigns and advocacy that secure political support and influence Government policy (with a particular focus on 2024 Westminster & 2026 Senedd elections).

Exemplar projects

We will deliver exemplar projects to bring to life the changes we are advocating, showing decision-makers places that tell our story and demonstrate what is possible. Our projects will focus on how we can engage the public in developing policy and management recommendations and will build on the success and learning from Mosaic and our New Perspectives pilot.

Campaign spikes and responsive actions

We will work with our new Youth Collective, National Park Societies, Council and wider partners to plan public-facing campaign spikes every year to add urgency and create momentum for change. Together, we will respond to major threats to National Parks and take advantage of opportunities that help deliver our goals. We will support and amplify others' campaigns.

Building the movement via diversity and digital transitions

Over the last 80 years, we have worked with National Park Societies, our Council, Friends and supporters to campaign collectively. From this strong foundation of deep knowledge and expertise – which we shall always value – we will expand the movement. We will build our digital infrastructure to reach and engage more people and volunteers and to diversify who is involved, and help our partners to do so too, creating campaigns that are relevant, representative and radical to secure Protected Landscapes of the future.

Our toolbox continued...

Securing our own future

We will invest in our internal systems and funding models, ensuring our organisation has the diversity of skills, perspectives and expertise we need to cultivate an inclusive and intergenerational movement.

Leveraging change

Each of these tools will leverage change in others, building momentum towards a changing political context whereby Protected Landscapes are prioritised and invested in. Key moments, such as securing new legislation, help build public and political awareness and create a leverage point, a source of accountability and add pressure to act. Throughout, our role is to be the connector across the movement: the only organisation that is completely focused and independent to coordinate change and harness external events.

We are a campaigning charity. It is crucial that our plans take account of external opportunities – the extent we can influence change, support and calls for action, and our ability to raise funds – and external risks that may come to rise. In the midst of such external uncertainty, this strategy sets out the destination – the goals – we will aim for and the key changes that indicate our success. We will develop annual plans that set out specific actions to deliver our strategy and measure our impact. We will take advice from National Park Societies, our Council, Young Ambassadors and others we are working with to inform these annual plans.

*Campaign for National Parks
Board of Trustees, April 2023*



APPG in Westminster, Rose O'Neill and New Perspectives Bursary winners © Nick Hall



New Perspectives winner Kwesia and team in South Downs National Park © Kwesia



National Park Societies Conference, Eryri National Park © Rose O'Neill



Our theory of change

VISION
GOALS
OUTCOMES
MILESTONES
ACTIVITIES
PROBLEM

Our Vision: Nature-rich National Parks for everyone
Our mission: To inspire action for wilder, inclusive National Parks

BETTER We will secure legislation, policies and management plans which rapidly deliver nature recovery and climate resilience in National Parks; decisions made by public bodies affecting National Parks prioritise nature and safeguard natural beauty.

EQUAL We will champion equality in access and participation and secure legislation, policy and management plans which deliver inclusive National Parks. We will promote new and diverse perspectives, champion youth leadership, and amplify multi-generational voices in campaigns.

MORE We will expand our movement, campaigning for new and enlarged National Parks and new opportunities to connect more people with natural beauty. We will campaign in support and solidarity for all protected landscapes.

National Governments in England and Wales set stronger laws, policies and investment.

National Parks Authorities set out stronger management plans, with accountability for action.

A million campaigners take action. Young people have greater participation in National Park decision-making.

A new National Park for Wales. Greater collaboration, engagement and representation across National Parks movement.

Our charity is thriving and sustainable. A strong independent voice trusted by the public and our partners to hold Government to account.

New legislation prioritises nature recovery and inclusivity, and places new duties, powers and accountability. Planning policy strengthened. Public sector investment & strong framework for private investment.

Management plans include evidence and actions for nature recovery at scale and on public land, plus objectives for inclusion co-designed with under-represented groups. Local plans inc. robust policies on major development and wilder areas.

More merit-based, diverse appointments to National Park Authority Boards and mechanisms for public to influence national partnerships. Our youth-led campaigns and New Perspectives projects influence decision-making.

National Park Societies build collective campaigns capacity and impact. With the Alliance for Welsh Designated Landscapes, we set out and build support for our vision of an exemplar National Park. Expanded Council and collaborations with Scottish CNP; AONBs; National Park Cities & National Marine Parks.

CNP staff supported to grow and develop. Enhanced diversity Board and team. Digital transformation supports inclusive communications, campaigns and new ways to volunteer. Refreshed business model enables growth.

Advocating the case for change. Update the evidence base & policy positions to secure political support & influence Governments (with focus on 2024 Westminster & 2026 Senedd elections).

Deliver spike campaigns & responsive actions with new Youth Collective, Council & National Park Societies.

Design, fund & deliver exemplar projects to bring diverse public voices into campaigns, tell compelling stories, highlight problems & solutions.

Build the movement investing in digital & diversity transformation to expand campaign reach, engage public & volunteers.

Securing our own future through fundraising and updating operational systems.

Rapid biodiversity loss, species extinctions, climate breakdown. Inequality in access to National Parks and participation in decision-making (younger people & those from low income and ethnic minority backgrounds with least opportunity). Authorities lack power, investment and accountability frameworks. Lack of consistent political commitment & champions.




**CAMPAIGN for
NATIONAL PARKS**

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