



The countryside charity  
London

## **Social Media Volunteer Position**

Candidate Briefing Pack  
February 2020



## Social Media Volunteer Position

At CPRE London we are passionate about promoting the importance and benefits of developing a greener London with links to the surrounding countryside.

We're looking for a volunteer with experience in managing social media channels for professional or personal use and shares a similar passion for environmental issues. It's a fantastic opportunity to be involved with a dynamic organisation that is protecting London's green spaces and championing efforts to enhance it's environmental, recreational and cultural qualities for more people to enjoy

Our social media channels are a key part in bringing our work to a wider audience and attracting new people to support us. You will be able to use your experience and energy to the full as we develop ways of engaging new supporters as donors, volunteers and campaigners - and inspire new audiences to be part of our movement.

The role is accountable to the Director, CPRE London. It is home based with occasional attendance at meetings. We hope that you will be able to contribute 3-4 hours each week to suit your availability. Our team will provide you with training and support to develop in your role.

### Key Areas of Responsibility

- Creating social media content about the activities, achievements and interests of CPRE
- Promoting & encouraging people to engage with our social media posts
- Responding to enquiries received through social media channels or passing onto other where appropriate
- Analysing and monitoring the impact of our social media activities and recommending improvements

### Skills / Experience

- An interest in the countryside and environmental issues
- Experience of using social media platforms
- Knowledge of different social media platforms and how to use them
- Good online communication skills and attention to detail

### Benefits of the role

- The use of your skills and experience to contribute to the success of our charity and make a positive difference to making London a greener city
- The opportunity to enhance your CV by developing additional new skills and gaining valuable experience
- The opportunity to become involved with events and workshops on a local and national level
- We provide out-of-pocket travel expenses

### How to apply

Applications should be made by submitting a letter explaining how you believe you could use your skills to help CPRE London in working for a greener city that benefits everyone who lives or works there. Please also include a CV. Applications should be emailed to Danny Garvey, CPRE London Vice-Chair at [danny.garvey@btinternet.com](mailto:danny.garvey@btinternet.com)

**Closing Date for Applications:** Friday, 13<sup>th</sup> March 2020

**Interviews:** Wednesday 18<sup>th</sup> March or Wednesday 25<sup>th</sup> March at our office (70 Cowcross Street, EC1M 6EL)



## About CPRE London

Our Vision is for London to be a green, sustainable and vibrant world city. The challenge is for a better use of land and a wiser stewardship of natural resources. London should have a dynamic economy, be surrounded by pleasant countryside and become a greener, more sustainable city with lower carbon emissions and less waste. We want to encourage a stronger sense of place, with better urban design, good quality of life and greener, safer neighbourhoods for everyone who lives in, works in or visits London.



CPRE London provides evidence-based, well-reasoned and passionate campaigning. We have a long track record of achievement and are experts in the planning system and landscape character. Recent successes include:

- Securing support for our Manifesto for Green Spaces and Green Infrastructure by all major political parties during the 2016 London Mayoral Election – we are doing similarly for the 2020 Mayoral Election
- Launching a major report, “Safe Under Us”, on the pressures affecting Green Belt and Metropolitan Open Land with the support of leading architect Richard Rogers
- Helping local campaign groups protect precious Green Belt and open space from development, such as *Oakfield Playing Field in Redbridge*, which were threatened by inappropriate housing development
- Publishing research on “Space to Build” showing that there is enough underused and derelict land to build over 1 million homes within Greater London without touching green spaces.
- Influencing policies in the New London Plan, including strengthening protection for the Green Belt and Metropolitan Open Land, and hosting a seminar on “How Green is the London Plan?” for policy makers and opinion formers.
- Launching the “Go Parks” London Initiative supporting the activities of dozens of parks Friends Groups during the Love Parks and National Park City Weeks

CPRE London acts with integrity, openness and honesty, basing our advocacy on strong evidence and proposing solutions wherever possible. In doing this we draw on our core strengths:

- We are London's leading environment charity in protecting green spaces and providing solutions for our city
- We are respected by 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 is a regional branch of the national environmental charity, the Campaign to Protect Rural England. We campaign to save Green Belt, Metropolitan Open Land and other green spaces in Greater London, and to make our capital city a better place to live for everyone. We have a particular interest in protecting green spaces, improving neighbourhoods, making better use of wasted space, promoting green infrastructure and supporting well designed, high density development which meets the needs of diverse communities across the city.

We have 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 e-bulletin, and other mailings. We carry out research, publish reports and issue regular 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 directly to the Chairman. The organisation has a number of volunteers who work under the leadership of the staff on specific projects and initiatives.

We are based in 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.

## Appendix: Our Priorities

As part of our new three-year strategic plan, we have identified a number of 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.

