



The countryside charity
Hampshire

CPRE Hampshire's Countryside Awards Sponsorship Information

About CPRE Hampshire, the countryside charity

CPRE is the countryside charity that campaigns to promote, enhance and protect the countryside for everyone's benefit, wherever they live. Our vision is for a beautiful and thriving countryside that enriches all our lives. With a local CPRE in every county, we work with communities, businesses and government to find positive and lasting ways to help the countryside thrive - today and for generations to come.

During the coronavirus pandemic, there's been a surge of appreciation for the countryside and an awareness of the role that green spaces and nature play in our wellbeing. We're realising the value of the countryside nearest to our homes.

CPRE Hampshire is based in Winchester and was registered as a charity in 1966. We have around 1,700 members, six district groups across the county and a team of hard-working volunteers, supported by a small staff team.

About CPRE Hampshire's Countryside Awards

The Countryside Awards are organised by CPRE Hampshire, the countryside charity.

Our Countryside Awards celebrate a beautiful, diverse and living countryside that everyone can value and enjoy and demonstrate the many benefits of our countryside and green spaces. We divide the awards into four different categories. The Awards categories are:

- **Community and Voluntary**
- **Young People**
- **Rural Enterprise** - Community enterprise and rural businesses, profit/not-for-profit
- **Making Places** - Buildings and/or landscapes within Hampshire



We welcome entries from all sections of the community; projects both big and small which support our mission of 'standing up for the countryside'. These could involve volunteers, the community, young people and business representatives, and can be found in projects, products, buildings, businesses, service or social enterprise.

We have a sponsor for each of the awards categories (confirmed sponsors are Southern Co-op and Hastoe). **We are looking for two new sponsors – a sponsor for the Young People category and a sponsor for the Rural Enterprise category.** The Young People category celebrates work that supports young people, with a particular focus on developing an appreciation, knowledge and love of the countryside and environment. The Rural Enterprise category recognises businesses or council organisations which enhance the rural environment and/or rural economy.



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We launch the awards in early March, the closing date for entries is in June, judges visits to finalists (about 4-6 per category) in June/July, and once the finalists are selected, the online public voting would run through August. **The presentation ceremony takes place in September. Our president, the Earl of Malmesbury gives the keynote speech and Her Majesty's Lord Lieutenant for Hampshire, Nigel Atkinson Esq, makes the presentations.** There is usually an audience of about 100 in attendance and a representative from each sponsor presents the category winner with their certificate and/or plaque.



Jason Allen Photography

How will sponsors benefit from the awards?

In return for supporting the awards, CPRE Hampshire can offer involvement with a hardworking and committed charity dedicated to enhancing and protecting the countryside. The charity has a number of publications and media opportunities where sponsors logos, names and activities can be advertised, and articles published. These include:

- Website www.cprehampshire.org.uk
- Bi-annual 12-page members' newsletter, Hampshire Views
- Monthly e-newsletter and ad hoc e-newsletters sent to over 2,300 subscribers
- Social media - Facebook (over 500 page likes, 577 followers), Twitter (c.1,500 followers) and Instagram (almost 200 followers)
- Press releases sent to Hampshire-wide media contacts

We have a dedicated Countryside Awards Project Manager and in-house comms/PR person working on securing ample media coverage across a range of channels for the awards, sponsors, finalists and winners throughout the duration of the project.

We ask each sponsor for a donation of £2,500 to the charity each year that the awards are run – currently every other year. For information on the last Countryside Awards held in 2019 please visit www.cprehampshire.org.uk/countryside-awards

For enquiries, please contact:

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