

PAYMENT BY DIRECT DEBIT

I wish to pay CPRE £\_\_\_\_\_ per month / quarter / year. **Thank you**

Instructions to your Bank/Building Society to pay by Direct Debit

Please fill in the form and send to:  
**CPRE, Freepost SW3524,  
London SE1 0YZ**



Name and full postal address of your Bank or Building Society

To: The Manager (Bank/Building Society)

Address

Postcode

Name(s) of Account Holder(s)

Bank/Building Society account number

Branch Sort Code

Banks and Building Societies may not accept Direct Debit instructions for some types of accounts.

Originator's Identification Number

Reference Number:

Instruction to your Bank or Building Society:

Please pay CPRE Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with CPRE and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)

Date

GIFT AID DECLARATION

I want CPRE to gift aid (please tick one option)

- ☐ All donations I make from the date of this declaration until I notify you otherwise.  
☐ The enclosed donation of £\_\_\_\_\_

Full name of taxpayer

Signature

Notes. You must pay an amount of income tax and/or capital gains tax at least equal to the tax CPRE reclaims on your donation in the tax year. If your circumstances change, you can cancel your declaration on 020 7981 2870.

CPRE holds and manages data in strict accordance with the Data Protection Act (1998).

We would like to keep you informed of our future activities but if you would prefer NOT to receive future communications please tick the box ☐

Occasionally other organisations with beliefs sympathetic to our own ask to write to our supporters. If you prefer NOT to hear from them please tick the box ☐

Campaign to Protect Rural England, a company limited by guarantee, registered in England number 4302973. Registered charity number 1089685.

## Threats to tranquillity

### New buildings and infrastructure

New housing consumes more countryside than any other kind of development. Nationally, a greenfield area the size of Middlesbrough vanishes under bricks, mortar, concrete and asphalt each year. During 2005/06, construction began on over 8,000 new homes in the North East.

### New roads

The Government plans to fund at least 11 road schemes in the region over the next 10 years. The noise from a busy road can extend over miles of countryside.

### More planes and runways

The Government's Aviation White Paper signals a massive increase in air travel and the expansion of airports and associated development. The Government supports plans for expansion at Newcastle and Durham Tees Valley airports.

### Increased light pollution

Dark, star-filled night skies are an important aspect of the experience of tranquillity – but our careless, fast-growing use of outdoor light is blotting out our view of the stars. Satellite data shows that light pollution is rapidly increasing in the region. In 2000, the North East had only 31% of its truly dark skies left. From 1993 to 2000, the region's night skies got 28% brighter.

### Inadequate funding for land management

There is growing concern about the ability of farmers to find the resources necessary to maintain land in a way which protects and enhances the experience of tranquillity. A 2005 study CPRE and the NFU commissioned found much of the landscape management work England's farmers carry out was uncompensated, this unpaid labour was worth £412 million a year.



Tranquillity benefits all of us,  
in all kinds of ways

**Being able to experience tranquillity helps us all – young and old, city and country dwellers alike. It helps sustain our bodies and our minds and contributes enormously to our quality of life. For example:**

### Tranquillity helps the economy

Rural areas rely on tranquillity to attract visitors. According to a recent survey, it's why 49% of us visit the countryside. Based on Government data, this suggests that through rural tourism, tranquillity directly supports 186,200 jobs and 12,250 small businesses and contributes £6.76 billion a year to our economy.

### Tranquillity is good for our health

Exposure to nature has been shown to reduce blood pressure, reduce heart attacks, increase mental performance and soothe anxiety. Studies have found that playing in the countryside has a positive impact on children's development, and they are less likely to be obese.

### Tranquillity reduces stress

There is convincing evidence of the importance of the natural environment in helping people to recover from stress. A recent review of over 100 studies shows that the primary reasons for visiting natural environments include escape from the stress of urban areas and the experience of tranquillity and solitude.

### Most positive features of the countryside:

Tranquillity, say 58% of people

Scenery, say 46%

Open space, say 40%

source: Department for Environment, Food and Rural Affairs

## Tranquillity matters

### Tranquillity matters to all of us, for all kinds of reasons

CPRE's new maps offer an important new way to keep track of our priceless, increasingly threatened tranquil places – and thereby help to conserve and enhance them. We want decision makers to use the maps to do this.

### You can help

CPRE is working hard to draw attention to the importance of tranquillity, and to measure and protect it. You can support our efforts by:

- discussing this leaflet with neighbours, work colleagues and organisations with a stake in this vital issue. Contact us if you'd like more copies;
- finding out more about our tranquillity campaign and these maps by visiting our website ([www.cpre.org.uk](http://www.cpre.org.uk)) or contacting our Campaigns Team today. Telephone 020 7981 2869 or email [campaigns@cpre.org.uk](mailto:campaigns@cpre.org.uk); and
- joining or supporting CPRE – see the attached form.



Campaign to Protect Rural England

Campaign to Protect Rural England  
128 Southwark Street, London SE1 0SW  
Tel: 020 7981 2800  
Email: [info@cpre.org.uk](mailto:info@cpre.org.uk)  
[www.cpre.org.uk](http://www.cpre.org.uk)

CPRE is a registered charity (no. 1089685) and a company limited by guarantee (no. 4302973).

CPRE is very grateful for the support of the Esmée Fairbairn Foundation in making this campaign possible.

October 2006

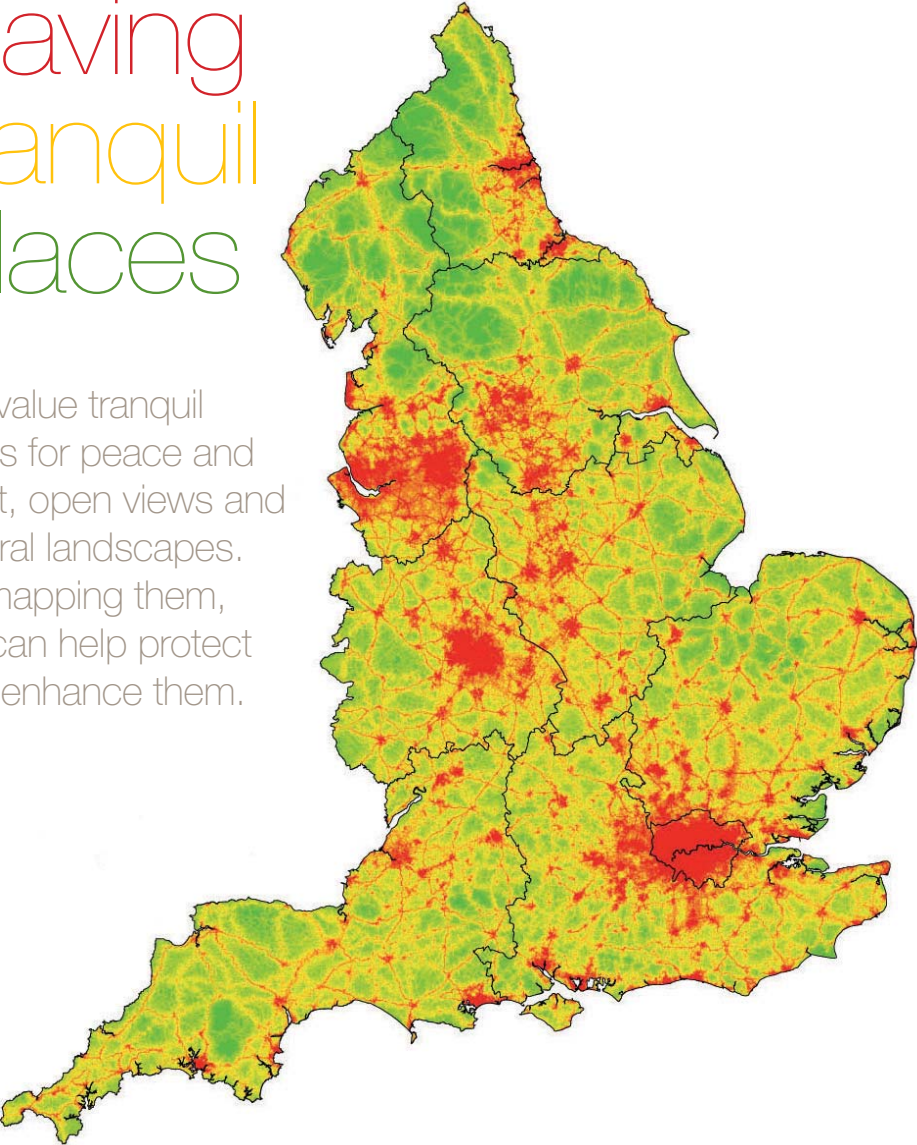
Design: [www.thiswayupdesign.co.uk](http://www.thiswayupdesign.co.uk)



Campaign to Protect Rural England

Saving  
tranquil  
places

We value tranquil areas for peace and quiet, open views and natural landscapes. By mapping them, we can help protect and enhance them.







# Tranquillity: one of the countryside's most precious gifts

**The quickest way to get away from it all and lift your spirits? Easy. Walk in a tranquil area – a largely natural place free from intrusive, manmade noise and structures. Tranquil areas please all our senses. We feel the ground beneath our feet, hear birdsong, running water and the wind in the trees, enjoy the solitude and find space to think. We forget time... and troubles. Within minutes, we're under the spell of tranquillity.**

We all need tranquillity for our mental, physical and spiritual health. For many, the possibility to experience tranquillity is what makes the countryside different from the city. When we search out rocky coastlines and sweeping downs, stunning sunsets and gushing waterfalls, we are really searching for tranquillity. It's one of the countryside's greatest gifts to us all.

Sadly, it's getting harder and harder to experience tranquillity in the countryside. Aircraft disrupt the calm, roads dissect the landscape and swathes of buildings and 'anywhere' housing dominate the view.

Tranquillity hasn't been easy to define or pinpoint on a map up to now, because it arises from a combination of physical features and human experience. But while tranquillity is hard to measure, it's very important that we do measure it. Once we agree on how to do this, then we can make decisions about land use and land management that protect it – and track how good a job we're doing.

**So we've mapped tranquillity...**  
To create a map of tranquillity in England, the Campaign to Protect Rural England (CPRE) commissioned researchers to ask people what they think tranquillity is, what enhances it and what detracts from it and how important those factors are to them.

Their answers were used to decide what data to gather and analyse across the country, telling us about each locality's closeness to roads and buildings, how noisy and crowded it is, how near to water, and whether it offers views of open countryside.

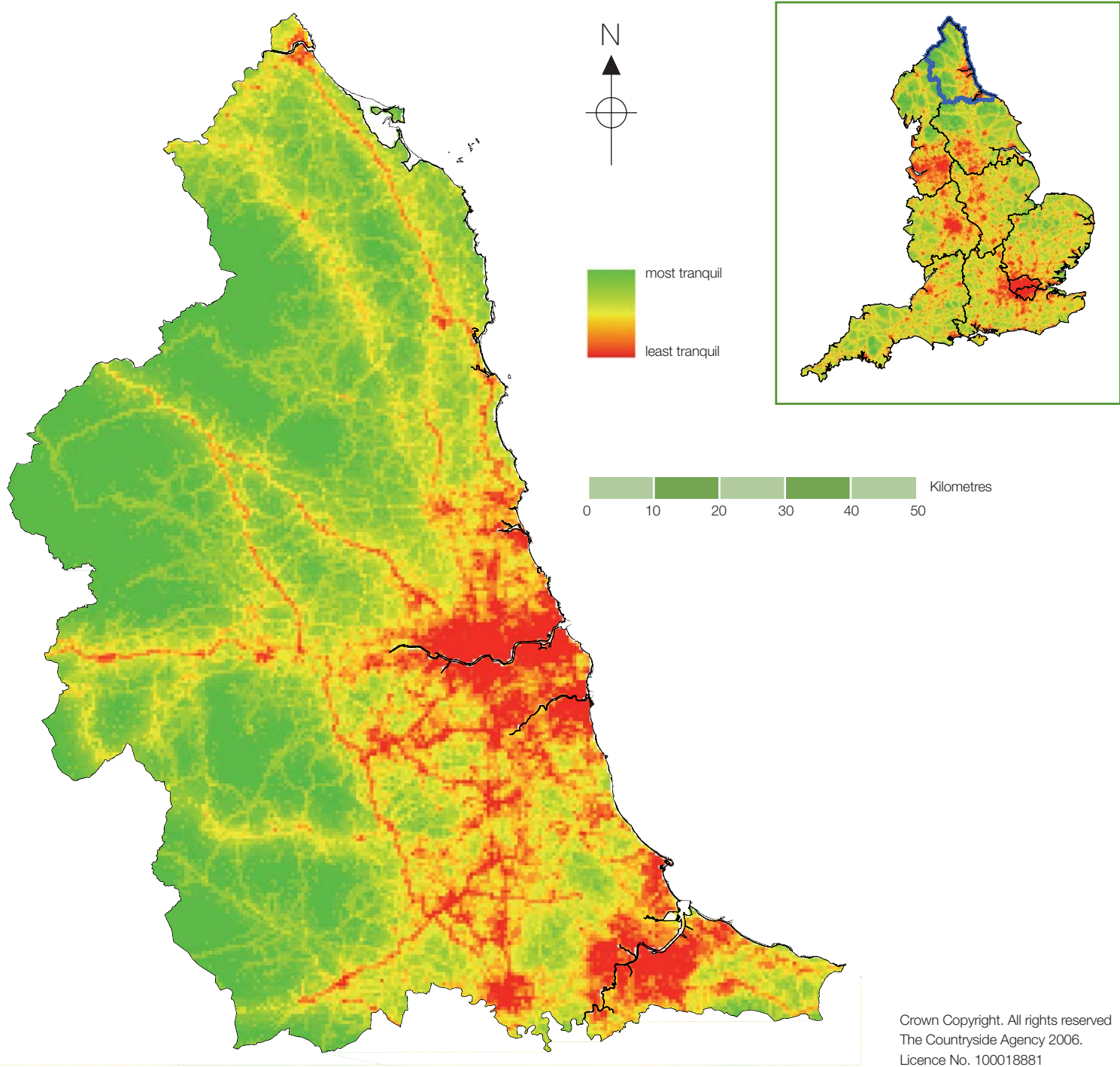
### Tranquillity:

The quality of calm experienced in places with mainly natural features and activities, free from disturbance from manmade ones.

We've divided the entire land area into 500 metre by 500 metre squares, scored each of these for tranquillity according to the balance of positive and negative factors, and colour coded them accordingly.

The researchers have discovered there are few places in England where you're likely to experience tranquillity. This highlights all the more the need to protect places locally and nationally which offer tranquillity.

## Tranquillity in North East England



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## How to protect, enhance and reclaim tranquillity

### Local, regional and national governments should:

- develop land use, transport, landscape and land management policies that reflect the importance of tranquillity and protect it;
- include tranquillity in a measure of the quality of the countryside; and
- take decisions about land use, transport and development that protect and enhance tranquil landscapes.

### We should:

- resist development and change which would threaten rural tranquillity; and
- try to influence local planning documents so that they contain objectives and policies to protect and enhance tranquillity.

**CPRE is working hard to save the tranquillity our countryside provides. You can help us.**



## 3 WAYS TO SUPPORT CPRE

### Please complete and return to:

Supporter Services, CPRE, Freepost SW3524, London, SE1 0YZ  
(No stamp needed)

Name (Mr/Mrs/Miss/Ms) (BLOCK CAPITALS PLEASE)

Address

Postcode

Telephone

Email

### OPTION 1. GIVE A REGULAR GIFT

I would like to give CPRE a regular gift of £\_\_\_\_\_ per month/quarter/year.  
Please fill in the Direct Debit and Gift Aid Declaration overleaf.

### OPTION 2. GIVE A DONATION

I would like to give CPRE a donation of £\_\_\_\_\_  
Please fill in payment details below and Gift Aid Declaration overleaf.

### OPTION 3. BECOME A MEMBER

I would like to become a member and receive *Countryside Voice* magazine, a membership card, half-price entry to 230 houses and gardens, local branch membership & news. Join by Direct Debit and receive 3 months' free membership.

#### Recommended minimum

☐ Individual £25.00

☐ Joint £33.00

☐ Family £39.00

☐ Concessionary\* £12.00

☐ Under 25 £12.50

☐ Organisation £30.00

#### My preferred amount

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

£ \_\_\_\_\_

\*For those living solely on state pension, income support or jobseekers allowance.  
You will also be a member of a CPRE county branch. Please state county: \_\_\_\_\_

N.B. CPRE has county-based branches and a Greater London Branch.

I would like to receive a copy of the constitution of CPRE ☐  
and/or my branch ☐

### PAYMENT

☐ I enclose a cheque/CAF voucher made payable to CPRE.

☐ I have completed the Direct Debit overleaf.

☐ I wish to pay by Mastercard/Visa/American Express/CAF Charity Card/Maestro.

Please state total amount £ \_\_\_\_\_

Card No.

Expiry Date / /  Start Date / /

Maestro Issue No.

Signature \_\_\_\_\_

Date \_\_\_\_\_

### GET INVOLVED

Whether or not you decide to support CPRE financially, you can still help us win vital campaigns.

☐ Please tick here if you would like to join our team of letter-writers

☐ Please tick here if you would like to receive our monthly campaigns email

(Please make sure you complete your email address above). **Thank you.**