

Whilst reviewing our plans going forward it is fantastic to see a growing commitment from individuals, industry and government for nature and sustainability. With the publication of our updated business plan our Trustees, Staff team and volunteers plan to build on this increased commitment by focussing on:

- Our vision for a sustainable landscape fit for future generations.
- Our mission to give a voice to all those who campaign for, conserve and promote the Chilterns.
- Our impact powered by wonderful volunteers and commitment to sustainability, we aim to make a difference in three ways:

- 1 Protecting and enhancing BIODIVERSITY
- 2 Promoting the Chilterns CULTURE & COMMUNITY
- 3 Championing nature for HEALTH & WELLBEING

We can only make this difference with the continued support of our amazing volunteers, members, supporters, funders and partners across the charity sector, industry and government. Thank you all for all you have done so far, and look forward to working with you all going forward.



CHAIR: SIMON KEAREY

Registered with



FUNDRAISING  
REGULATOR



Over **6700+** members  
& **900+** volunteers



**Planning & development  
monitoring**



**Heritage & Arts Group**



**2200 miles of footpaths, cycleways  
& bridleways to help maintain**



**12 sites & 9 practical volunteer groups**

**Sites we maintain - as marked on map**

- 1 Bottom Wood - ancient woodland
- 2 Brush Hill Nature Reserve
- 3 Captain's Wood - woodland and nature reserve
- 4 Cholesbury Camp - site of iron age hill fort
- 5 Cobblers' Pits - woodland near Wendover Arm canal
- 6 Ewelme Watercress Beds and Nature Reserve
- 7 Hampden Monument - memorial to John Hampden who opposed the King's imposition of Ship Tax
- 8 Lacey Green Windmill - c1650 oldest smock mill in England
- 9 Marlow Common (North) - woodland common
- 10 Penn Jubilee Wood - meadow and woodland on the Chiltern Way
- 11 Prestwood Nature Reserve
- 12 Whiteleaf Hill - historic site, chalk cross and nature reserve

**Practical volunteer groups**

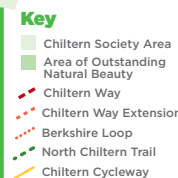
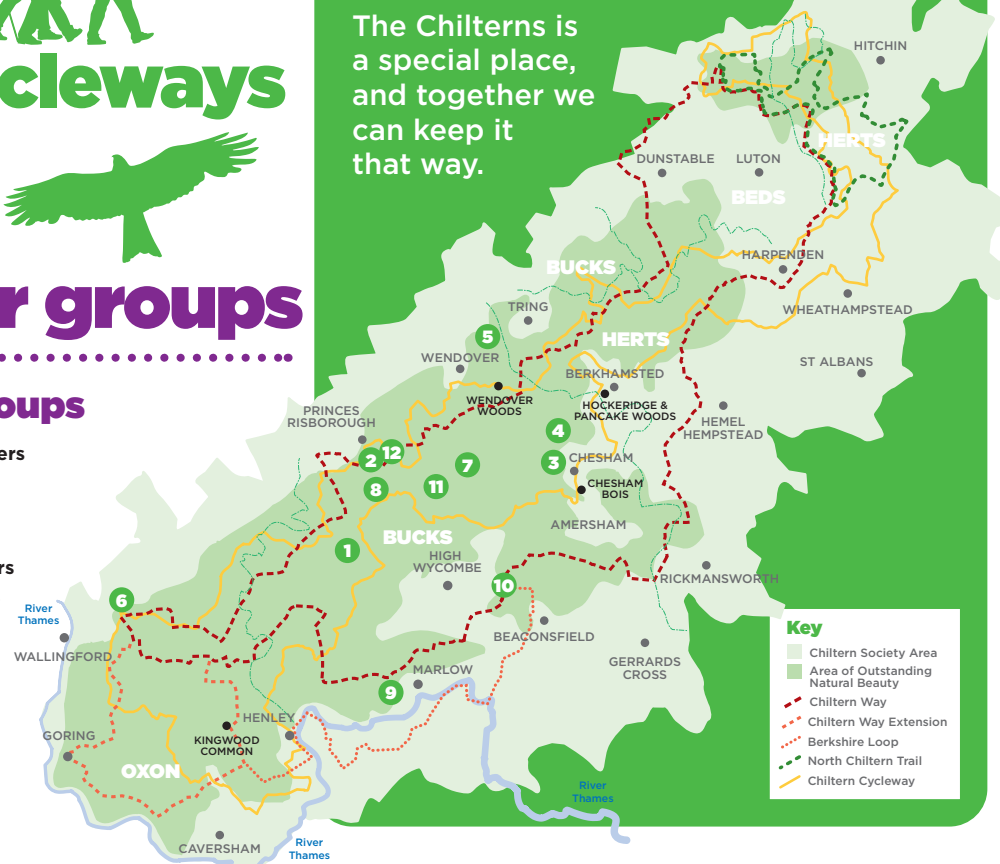
- 1 Wendover Woods Conservation Volunteers
- 2 Hockeridge and Pancake Woods Conservation Volunteers
- 3 Chesham Bois Conservation Volunteers
- 4 Central Chilterns Conservation Volunteers
- 5 North Chilterns Conservation Volunteers
- 6 Southern Chilterns Path Maintenance Volunteers
- 7 Central Chilterns Path Maintenance Volunteers
- 8 North Chilterns Path Maintenance Volunteers
- 9 Chiltern Chalk Streams Project

Covering over

**650  
square miles**

of iconic rolling hills, sparkling chalk streams and historic pathways and market towns, we are the voice of all those who conserve, campaign for and promote the Chilterns. We work with our volunteers, members and partners to tackle some of the most serious threats to the countryside and care for this unique landscape.

The Chilterns is a special place, and together we can keep it that way.



## Our vision

**is for sustainable landscapes and communities fit for future generations.**

Devoted to sustainability, we want to see a diverse and resilient Chilterns, where people are connected to nature and local heritage.

As the protected landscape closest to London, and accessible by Tube, the Chilterns is characterised by the tranquillity of magnificent beech woodlands, sparkling chalk streams, deeply wooded valleys, quiet lanes and an extensive network of historic routes. These, and the people living and working in the area, require sustainable protection from the threats of climate change, ecological disasters and overbearing development.

## Our mission

**is to give a voice to all those who conserve, campaign for and promote the Chilterns.**

For over 50 years the Chiltern Society has empowered individuals to improve their part of the Chilterns. The dedication and hard work of Volunteers is at the heart of what we do. We build strategic partnerships with major national and local stakeholders, and provide expertise, guidance, training, and a framework to support volunteers, enabling individuals and communities to take sustainable, positive action in their environment.



### Campaign

to cut overbearing development and limit the effects of climate change to reduce biodiversity loss and protect our wildlife habitats



### Conserve

Chiltern landscapes, nature recovery networks, tranquillity, heritage, footpaths and all rights of way



### Promote

enjoyment and environmental understanding of the Chilterns and encouraging health and wellbeing

## Our impact

**Powered by our Volunteers and commitment to sustainability, the Chiltern Society aims to make a difference across our pillars of impact: BIODIVERSITY, CULTURE & COMMUNITY, HEALTH & WELLBEING.**



# Our operational KPIs

## Engage more volunteers

Number of volunteer roles	July 2022	June 2026
Sites, Conservation and Chalk Streams	499	Show growth in line with strategic direction
Rights of Way & PMVs (Path Maintenance Volunteers)	253	
Planning & HS2	42	
Heritage & Arts	75	
Central (inc Trustees)	31	
<b>Total</b>	<b>900*</b>	

\*604 individual volunteers

## Income & expenditure - 5 year plan

Income & expenditure	June 2021	June 2022*	June 2023	June 2024	June 2025	June 2026	June 2027
Income	£289,594	£315,883	£330,000	£337,070	£354,387	£371,961	£379,800
Projects	-	£56,348	£284,500	£200,00	£200,000	£200,000	£200,000
Legacies Income	£121,259	£195,422	£105,000	£105,000	£105,000	£105,000	£105,000
<b>Total Income</b>	<b>£410,853</b>	<b>£567,653</b>	<b>£719,500</b>	<b>£642,070</b>	<b>£659,387</b>	<b>£676,961</b>	<b>£684,800</b>
Expenditure	£430,231	£491,279	£785,133	£691,483	£676,715	£677,203	£682,955
<b>Operating Surplus/Deficit</b>	<b>-£19,378</b>	<b>£76,374</b>	<b>-£65,633</b>	<b>-£49,413</b>	<b>-£17,328</b>	<b>-£242</b>	<b>£1,845</b>

\*June 2022 income & expenditure are provisional

## Membership growth

Number of members	June 2021	June 2022	June 2023	June 2024	June 2025	June 2026
<b>Annual growth*</b>	<b>6,685</b>	<b>6,659</b>	<b>6,817</b>	<b>6,954</b>	<b>7,093</b>	<b>7,235</b>

\*1% growth 2022-23, then 2% year on year growth

## Grow social media engagement by 10% annually

Growth to be shown across all social media platforms  
(numbers shown as of July 2022)



**2.5k**  
fans



**5.2k**  
followers



**2.8k**  
followers



**92**  
followers

# Our values

## At the Chiltern Society we believe in being:

**Collaborative** by building effective and impactful partnerships both internally and externally. We will ensure we have clear agreements with those we work with, formalised when appropriate.

**Forward Looking** by continuously looking to improve our people, processes and services. We will build on our past and embrace change and challenges ahead as an ever-evolving organisation.

**Open and Transparent** by listening and openly sharing our ideas. We encourage people to communicate openly, sharing both our failures and successes.

**Inclusive** by challenging ourselves to create ways of encouraging diversity of age, gender, ethnicity, thinking, physical ability, and socio-economic grouping. We will look to guard against unconscious biases, preferences and assumptions.

**Respectful and Trustworthy.** We aim to be respectful and trustworthy to all our stakeholders: public, members, volunteers, supporters, partners and colleagues.

# Governance & Management

## Governance

- Ensure financial stability and identify funding opportunities that will generate financial and other benefits for the Society
- Ensure sound governance, effective management and protection of the CS staff, volunteers, assets and operations

## Management infrastructure

- Implement forward looking improvement of all processes (IT, online, data management, HR, Training, H&S)
- Develop and maintain appropriate levels of expertise to deliver the Society's objectives
- Provide a positive & forward-looking office environment: for staff, volunteers and members
- Ensure performance management for all strategic areas, operations, risks and opportunities, projects and staff

## Ensure Society activities adhere to Charitable Objects

### Promote

conservation of the tranquillity, heritage and diversity of the entire Chilterns area.

### Encourage

high standards of town and country planning and design in the Chilterns.

### Raise

awareness and understanding of the character and heritage of the Chilterns among people of all ages and cultures.

## Operating Structure

### Chiltern Society Executive Council

Comprises of up to 15 nominated trustees (meets 6 times a year)

### Management Committees

(Chaired by nominated Trustees)

- Fundraising & Awareness
- Officers (inc Finance & Governance)
- Volunteers
- Rights of Way
- Conservation
- Heritage & Arts
- Planning & HS2
- Food & Farming

### Core Staff

- Chief Officer
- Head of Conservation
- Ranger (part time)
- Volunteer Manager
- Planning Manger (part time)
- Head of Fundraising & Awareness (part time)
- Marketing & Events Coordinator (part time)
- Membership Administrator (part time)

Supported by project funded staff