

Campaign tips



>Whether you want to save a meadow or change planning legislation, effective campaigning is a powerful way to:

- Promote good and prevent bad decisions
- Influence opinion and behaviour
- Raise awareness on issues that are important to you
- Improve the law, regulations or guidance, and implementation at regional and local level

Camaigning is not just about lobbying.

A successful campaign requires:

- Good planning from the start
- Sound skills and arguments
- Time and usually money
- Communicating your messages
- Using local government, media, the public
- Letters, leaflets, meetings

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Planning Help is a project of the Campaign to Protect Rural England

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The Campaign to Protect Rural England exists to promote the beauty, tranquillity and diversity of rural England by encouraging the sustainable use of land and other natural resources in town and country.

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