

The ACRE Strategy on one page

Our ambition for 2030

We will have helped improve the quality of life for rural communities and supported those in greatest need.

How we will achieve it

We will
Campaign

We will
Enable

We will
Unlock

The pillars that support our work

A resilient organisation

A strong network

Increased profile

Working in partnership

In order to deliver our ambition we will focus our external activities in three areas during our strategy period:

Campaigning

We will raise awareness and understanding of rural issues and work to ensure public policies support thriving rural communities.

Enabling

We will increase the opportunities for rural communities to make their voice heard and take action to shape their future.

Unlocking

We will ensure equitable access to investment, essential services and opportunities for growth – particularly for those most in need.