



Lake
District
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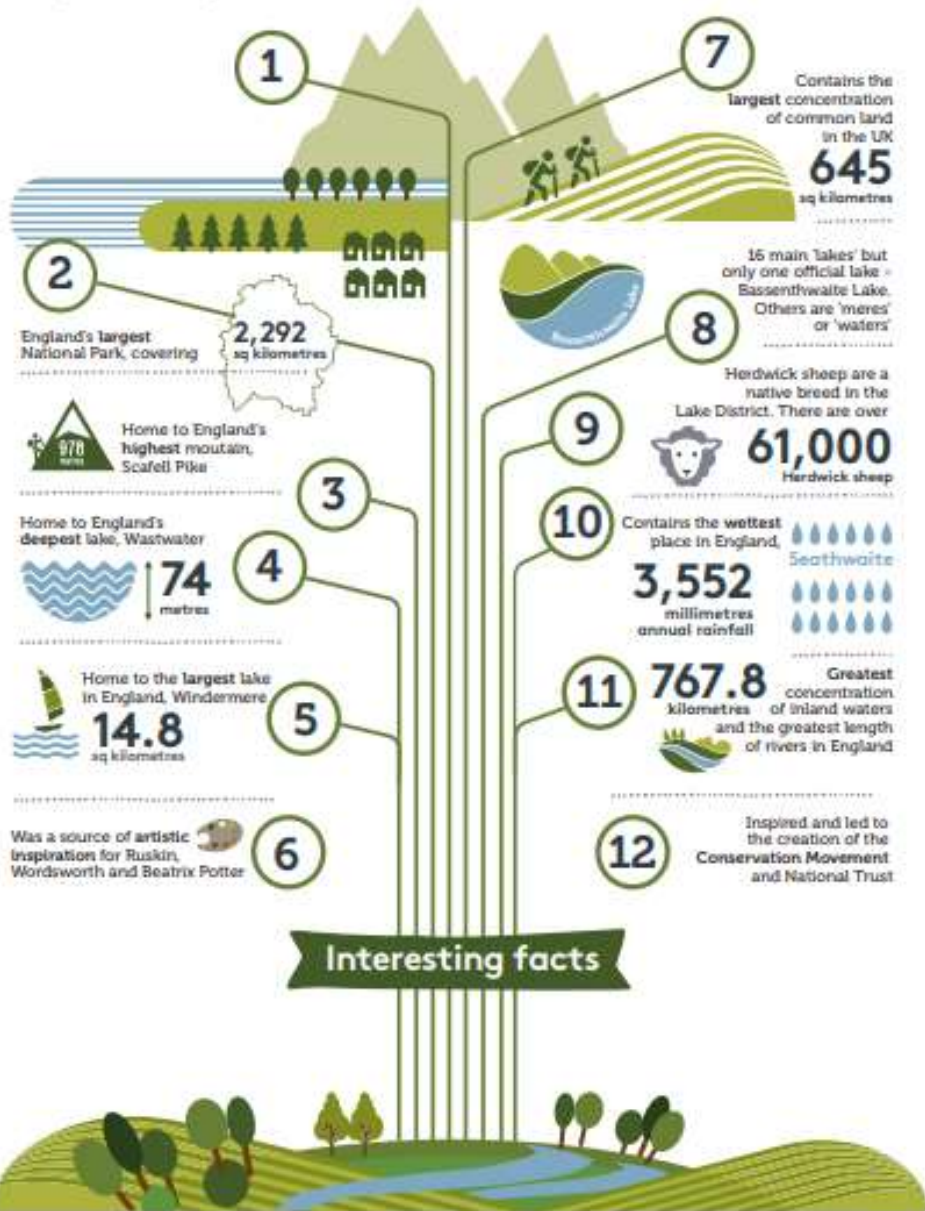
Connecting Tourism Business and Conservation Projects in the English Lake District

Sarah Swindley
CEO
Lake District Foundation

- New foundation established in August 2017
- Grant making and fundraising arm Foundation, working with the Lake District National Park Partnership
- Highly regarded for ground breaking Visitor Giving Scheme
- Generated over £3 million to date for local conservation projects







Raising Awareness

- Connecting Visitors and Businesses to Causes
- Behaviour Nudge
- Valuing what we have
- Inspiring young people

Mitigating Impact

- 19 million visitors and rising
- Working with communities
- Macro Environmental Issues

Digital Solutions

- Smart Parks and IOT
- Overlaying datasets
- Emergent tech





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World Heritage



The Lake District became a World Heritage Site in July 2017 joining iconic locations such as the Taj Mahal, the Great Barrier Reef and Grand Canyon as a place of international acclaim.



The Lake District National Park now a UNESCO World Heritage site holds the title within the cultural landscape category.

The Park welcomes over 19 million visitors a year and set to grow as momentum builds with the new international status.

Our Vision

- The Lake District will be an example of sustainable development in action. A place where its prosperous economy, world class visitor experiences and vibrant communities come together to sustain the spectacular landscape, its wildlife and cultural heritage.

Our Mission

- We will do this by:
- Raising funds and distributing them to effective projects that share our goals.
- Working in partnership to access new income streams.
- Being open to innovation and emerging areas of business where they support delivery of our vision.



Sean became the first person to cycle, swim, and run the length of Great Britain, from Land's End to John o'Groats.

In 2016 he completed the world's longest triathlon, a 4,200 mile journey around the coast of Britain.

2018 he set a new world record for the fastest crossing of Europe by bicycle from Portugal to Russia in 24 days covering 4,000 miles.



Home now is the Lake District National Park, of which he is passionate about and is the perfect base to train for his next adventure.

Ambassador Kate Rawles

A former university lecturer, first in environmental philosophy and then outdoor education,

Kate now works freelance. Her overall aim is to help deliver a massive wake up call: raising awareness and inspiring effective, intelligent action on some of our most urgent environmental challenges. She has lectured at numerous universities and organisations and is a powerful and popular public speaker.

Kate set up and runs Outdoor Philosophy courses, using the power of wild places to support personal and professional positive action on environmental sustainability and to explore all important questions about values and worldviews, particularly in relations to humans and the natural world.



1. Business Fundraiser & Supporter
2. Tourism Economy
3. CSR benefits
4. Marketing reach

1. Businesses Fundraiser

What is it?

- Ask your customers for a donation
 - Donate a percentage of bookings or profit
 - At point of booking or billing
 - Sell a sponsored product
 - Donation envelopes / boxes
 - Hold fundraising events
 - Support staff fundraising
- Match fund!

1. Businesses Fundraisers

Will it benefit my business?

- Increased staff engagement and retention
- Authentic and meaningful stories to share with your customers
- Reach your CSR goals
- Meet like-minded businesses
- Playing a part in the conservation of our special destination

1. Businesses Fundraisers

Case studies

- Heart of the Lakes – percentage of income
- Cedar Manor – opt out
- Lowthwaite B&B – opt out
- Sarah Nelsons Grasmere Gingerbread – sponsored product
- Coniston Coppermines – opt in online
- Westmorland Hotel – donation envelopes
- Wheelbase – donation box

1. Businesses Fundraisers

Challenges/ barriers to uptake

- Nervous about asking for a donation
 - But our data show customers want to contribute
- National brands
 - Difficult to resolve but has been possible
- Already fundraising for alternative charity
 - Wish them best of luck and keep in touch with newsletter
- No time to set up
 - Can be very quick and we can put in touch with business mentor
- Lack of staff engagement
 - We can come to do training

- In August 2018 LDF made its first call for project applications.
- 35 projects applied
- Projects were scored against criteria including :
 - Track Record
 - Link to World Heritage Site
 - Value for Money
 - Link to the Lake District National Park Partnership plan
 - Impact / Public Benefit
 - Evidence of Need
 - Evidence of Innovation
 - Volunteer/Community Engagement

- Five projects were awarded a total of £160,000:

| Project | Organisation |
|---|---|
| Adopt a beck – Dash beck | West Cumbria Rivers Trust |
| Making it Count for Wildlife | Cumbria Local Nature Partnership (CLNP) |
| Haweswater Woodland Planting | Royal Society for the Protection of Birds |
| Lakeland Arctic-Alpine Vegetation Restoration Project | John Muir Trust |
| Community Heritage Engagement | Action for Communities in Cumbria |



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Project Messaging

CONISTON BOATING CENTRE

Coniston Water is full of life.
Let's help keep it this way.

Tap to donate at any of our contactless donation points.

It only takes a **small donation** to make a **big difference**.

Thank you for your support.

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LANGDALE ESTATES

The Langdale valleys are breathtaking.
We need your help to care for them.

Tap to donate at any of our contactless donation points.

It only takes a **small donation** to make a **big difference**.

Thank you for your support.

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An Evolving Conversation - for each generation to have

People love the area and will continue to visit

Our 19 million+ visitors present challenges and opportunities

Whose Park? Everyone's and no ones?

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