Connecting Tourism Business and Conservation Projects in the English Lake District

Sarah Swindley
CEO
Lake District Foundation
Who we are

- 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
Lake District National Park

1. Contains the largest concentration of common land in the UK, covering 645 sq kilometres.
3. Home to England's highest mountain, Scafell Pike.
5. Home to the largest lake in England, Windermere, 14.8 sq kilometres.
7. 16 main 'lakes' but only one official lake - Bassenthwaite Lake. Others are 'meres' or 'waters'.
8. Herdwick sheep are a native breed in the Lake District. There are over 61,000 Herdwick sheep.
9. Contains the wettest place in England, Seathwaite, 3,552 millimetres annual rainfall.
10. Greatest concentration of inland waters and the greatest length of rivers in England, 767.8 kilometres.
11. Inspired and led to the creation of the Conservation Movement and National Trust.

Interesting facts
Sustainable Tourism – Our Role

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
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.
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.
Opportunities for Visitor Giving

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

• 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
Recently Funded

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

<table>
<thead>
<tr>
<th>Project</th>
<th>Organisation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopt a beck – Dash beck</td>
<td>West Cumbria Rivers Trust</td>
</tr>
<tr>
<td>Making it Count for Wildlife</td>
<td>Cumbria Local Nature Partnership (CLNP)</td>
</tr>
<tr>
<td>Haweswater Woodland Planting</td>
<td>Royal Society for the Protection of Birds</td>
</tr>
<tr>
<td>Lakeland Arctic-Alpine Vegetation Restoration Project</td>
<td>John Muir Trust</td>
</tr>
<tr>
<td>Community Heritage Engagement</td>
<td>Action for Communities in Cumbria</td>
</tr>
</tbody>
</table>
Coniston Water is full of life.
Let's help keep it this way.

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

It only takes a small donation to make a big difference.
Thank you for your support.

It only takes a small donation to make a big difference.
Thank you for your support.
Coins & Notes
Tap to donate
From just £3
It only takes a small donation
to make a big difference.
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?

sarah.swindley@lakedistrictfoundation.org

@swindley
@lakesfoundation