



Lake District Foundation
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Caring for

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

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Our First Year

2017-2018





Welcome

COVER IMAGE:
ULLSWATER GLENCOYNE BAY,
CUMBRIA TOURISM

Meet our Chair...



I'm proud to present this report of the first year of the Lake District Foundation.

We've had a successful first year and have made great steps towards achieving our vision. We welcomed our new Director to the organisation and transferred all our activity from Nurture Lakeland. Our approach is to connect the visitor economy, our partners working in the natural environment and those who feel a connection with the Lake District. We are heartened to receive such a welcoming reception for our new charity and look forward to the opportunities ahead.

Meet our Director



Growing a new charity is an amazing challenge for any third sector leader. Doing this in a place as cherished and as prominent in the international consciousness as the Lake District is an opportunity that comes once in a career.

We have big plans at the LDF and are working hard to achieve our ambitious goals. It's been a busy year so far, running two organisations in parallel as we said goodbye to Nurture Lakeland and transitioned all our work into the new structure.

We are a tiny team of with the equivalent of 4 full time staff. We are growing and working with associates who fit our values and our plans. Cumbria is a place of great skill, intelligence and creativity and we are tapping into that in all our work. Our influential trustees are the heart of our organisation and I would like to thank the board, my staff and our volunteers for all this hard work. Working in a micro charity means

roles are very varied and constantly evolve. We do everything from working with national strategic partners on important policy to counting change from donation tins. That's what makes working in a charity so much fun.

We have had incredible support from the many that see the necessity of an independent charity that is non-campaigning, politically neutral and aims to make a positive difference by harnessing the love that people have for the area. This has allowed us to celebrate success with our first campaign for the Keswick to Threlkeld multi user trail, win contracts to deliver work with partners and develop new and innovate ways to raise funds from the public. Our first grants will shortly be awarded and there are many amazing projects that we can support come to life. I'm excited to see where the future takes us.

Sarah Swindley, Director

What we do

OUR VISION

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

OUR AIMS

We will inspire businesses, visitors and other donors to support projects and programmes of work across the Lake District. We will support the delivery of the shared aims of the Lake District National Park Partnership as the main fundraising and grant making partner. This will be achieved through innovative and successful fundraising campaigns locally, nationally and internationally. We will encourage partners to work together to ensure a coordinated approach to fundraising and income generation.

WORLD HERITAGE SITE INSCRIPTION OF THE ENGLISH LAKE DISTRICT

We are delighted that the English Lake District has been inscribed as a World Heritage Site, highlighting the international significance of our cultural landscape. We hope that this will encourage our visitors to stay longer, see something new, and immerse themselves in the local and authentic heritage experiences the Lake District has to offer; bringing benefits to the local communities and supporting projects that care for this special destination.



PHOTO: JOHN HODGSON



Sean
Conway

In November 2017 we were delighted to welcome Sean Conway as our adventure ambassador. Sean is an endurance adventurer, author and motivational speaker, who 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. This year he became the fastest every person to cycle unsupported across Europe from Portugal to Russia.

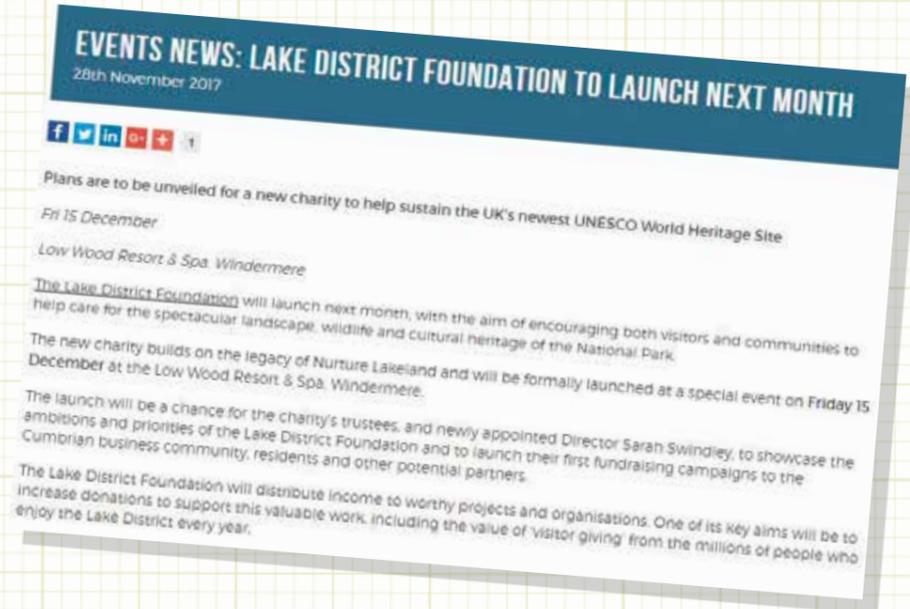
Despite being so busy breaking records, Sean has given a great deal of time to the charity this year. He kick-started our Keswick to Threlkeld 5km Challenge by running the 5km, donating, sharing on social media and encouraging others to do the same! Along with Alan Hinkes and Ricky Lightfoot, he was a star 'lot' at our Charity Auction and did numerous media interviews for us.

Our Ambassador

Total income for our First Year

£396,512.96





UPLAND TRAILS

Can we fix it? YES WE CAN!

As Lakeland's upland trail maintenance volunteers celebrate their first decade together, **James Forrest** helps them blow out the candles (pitchfork handles, of course...)

"Welcome - are you ready for a hard day's graft?" says our silver-bearded leader David, with a devilish grin. It's only 9am but Glenridding car park is brimming with folk chatting, laughing and busily readying themselves for the task ahead. Male and female, old and young, the crowd must be twenty-strong. I'm here to learn more about this army of unsung heroes who, week-in week-out, volunteer for Fix the Fells - a partnership led by the National Trust and Lake District National Park Authority that cares for the mountain paths of beautiful Lakeland.

Fast-forward three hours and I'm near the summit of Place Fell, shovel in one hand, brush in another. Ullswater is shimmering majestically in the distance while the razor-sharp ridge of Striding Edge is bathed in golden sunlight. "If you're going to be out grafting, this is the spot to do it," I think. I'm on my hands and knees, clearing rocks from a drain to ensure rainwater can flow safely off the mountain and not erode the path. I look downhill. Spread out below is a chain of volunteers, diligently sweeping soil from the stone pitching, carrying out minor repairs and re-landscaping erosion scars. Skilled and experienced rangers, who are responsible for the more complex and substantial repair work in the mountains, are on-hand to help out too. I'm struck with admiration for these fell fixers. This is not a special event - it is a regular 'drain run' on a random Thursday - but the passion and dedication shown is awe-inspiring.

And this commitment has been ongoing for a decade. Over the weekend of June 23 to 25 the Fix the Fells volunteer scheme, which boasts more than 100 members, reached a major milestone - ten years of practical work in the mountains since 2007.

An evening party attended by dignitaries and supporters was held at the National Trust's volunteer centre in Windermere, followed by - in true Fix the Fells style - some hands-on toil on the Tongue Gill path near Grasmere, creating a new path surface and digging drains. It is this relentless desire to get stuck in that has enabled the volunteers to achieve so much.

In 2016 they contributed 2,030 days to the cause, visited the fells 593 times to clear drains, and helped maintain and repair more than 250 upland paths. Such work is vital because the pounding of millions of pairs of hiking boots every year is causing ugly scars and environmental damage in the vulnerable mountains. But the volunteers - who are known as 'lengthsmen', a term used since medieval times when men would be paid to walk the length of a parish to repair roads and unblock ditches - are tackling this problem,

LDF in the media



Our Core Funders

We receive core funding from the following partners:



We are also grateful for the annual donations from our Business Supporters who are listed on our website: www.lakedistrictfoundation.org/our-business-supporters

We are also fortunate to work with fantastic local, national, and international businesses that fundraise with us. For a full list of our Business Fundraisers please visit our website: www.lakedistrictfoundation.org/our-business-fundraisers

To find out more about joining our network of Business Supporters and Fundraisers, including the benefits to your business, please get in touch. We would love to hear from you.

Notable business fundraising milestones this year included:

HAPIMAG'S BURNSIDE PARK

Hapimag's Burnside Park Resort at Bowness on Windermere has raised over £20,000 to date. "All the team here take great interest in the projects we support and in talking to our guests about how they have helped make a difference. I think this is the secret of our success – by making sure that all our guests understand how their donation is used, we find that very few guests choose to opt out of the scheme."

Lisa Holden, Resort Manager.



Hapimag's Burnside Park has raised over £20,000 to date



Heart of the Lakes raised over £18,000 in one year

LAKE DISTRICT SELF-CATERING AGENCY

The award-winning Lake District self-catering agency Heart of the Lakes, with offices based in Ambleside and Keswick raise over £18,000 last year. Fix the Fells. The monies raised will be used to sponsor a Fix the Fells upland path ranger – their "Woman At the Top"!

Sue Jackson, Partner of Hearts of the Lakes says; "We look forward to continuing to work alongside the new Lake District Foundation and are extremely excited to hear about the new initiatives that both the business community and our loyal visitors can get involved with. By working together, we can ensure this very special landscape that we work, live in and enjoy all year round is looked after for future generations and visitors alike."

Our Trustees



GILL HOUSTON (CHAIR)

**Associate Lecturer,
The Open University**

Previously a business consultant and a business owner, Gill now applies her experience to developing the next generation of business managers through her role as associate lecturer at the Open University Business School. Gill, driven by her passion for the environment, has retrained in Environmental Decision-making and is involved in local projects that build community resilience and sustainability. Outside work, Gill is a keen rower, hillwalker and skier as well as supporting her husband run a small farm.



MIKE INNERDALE (VICE CHAIR)

Assistant Director, National Trust North West Region

Mike has been Assistant Director in the North West since 2011. He's responsible for National Trust's operations and business in North Lancashire and Cumbria. Prior to that he was General Manager for the Trust in the Peak District.



PETER HENSMAN (TREASURER)

**Executive Director of
Lake District Estates**

Peter received an OBE in 2014 for his voluntary services to Cumbria's rural economy. He was Chairman of the Cumbria Rural Enterprise Agency for six years and is Chair of Kendal Futures Board and the Lake District National Park Authority's Business Task Force. Lake District Estates owns Ullswater Steamers and Ravenglass and Eskdale Railway and is a corporate supporter and fundraiser for the Lake District Foundation



ANDY AIREY

Andy is a Cumbrian outdoor enthusiast. He is a keen walker, runner, skier, and biker and loves living life outdoors. Andy recently left his role as director of iconic Keswick outdoor retail shop George Fisher Ltd after 26 years, and as a very active and influential member of the Outdoor Industries Association, Andy brings immense knowledge of both the retail sector and local conservation issues.



KEITH ASHCROFT

**Area Director,
Environment Agency**

Keith Ashcroft is the Environment Agency's Area Manager for Cumbria and Lancashire. Born and bred in Lancashire, he developed his strong interest in the environment wandering the Cumbrian Fells which led him to study Geology at Leeds University. He has worked in a number of roles for the Agency regionally and nationally before "coming home" in 2011 to lead the operational delivery of the Agency's role in Cumbria and Lancashire. His role including managing flood risk, working with industry – including the water, shale gas and nuclear sectors and other partners to protect and improve the natural environment in the North West.



PETER JACKSON

**Owner of Heart of the Lakes, a
holiday cottage letting company**

Peter was a founder member of Nurture Lakeland in 1994 when it was called The Tourism and Conservation Partnership. Heart of the Lakes is a corporate supporter of our organisation and a key fundraiser.



ANDREW CRAIG-MAIR

**General Manager,
Ambleside Park**

Ambleside Park is a private hotel overlooking the top end of Windermere for the sole use of John Lewis & Waitrose employees and their families. Although not open to the public Andrew recognises the importance of supporting the community in which they operate and is a great advocate of the lakes and local countryside.



GILL HAIGH

**Managing Director,
Cumbria Tourism**

During her 25 year career in marketing and communications, Gill has gained substantial leadership experience across both the private and public sectors. Gill was previously Director of Marketing and Recruitment at the University of Cumbria. Her previous jobs include North West Public Relations Manager for the National Farmers' Union, having begun her career as a journalist. Gill lives near Kirkby Lonsdale with her husband and two children and enjoys spending her leisure time walking in Cumbria.



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NEVIL JEFFERY

**General Manager, Low Wood
Bay Hotel, Windermere**

The Low Wood Bay is part of the English Lakes Hotel group which has received multiple accolades for its commitment to sustainability. All six hotels in the group have achieved awards for excellence in the Green Tourism Business Awards and the Low Wood Bay Hotel has gained a Gold award, which is the highest standard. The Hotel group has been a long time supporter of local environmental initiatives.



JOHNATHAN KAYE

**Owner of Cedar Manor Hotel,
Windermere**

Cedar Manor has won multiple awards and is consistently at the top of Trip Advisor ratings. During the course of a 10 year refurbishment programme, the business has achieved a Gold award in the Green Tourism Business Scheme and is a corporate supporter and fundraiser for the Lake District Foundation.



RICHARD LEAFE

**Chief Executive, Lake District
National Park Authority**

Richard joined the Lake District National Park Authority as Chief Executive in June 2007. Previously he was Regional Director in the North West for Natural England, a role he took up in October 2006. Richard worked for one of Natural England's predecessors, English Nature, for 15 years. A Fellow of the Royal Geographical Society, outside work Richard is a keen climber, runner, cyclist and skier. From September 2012 Richard became a Board Member for the Environment Agency.

K2T highlight

At the Lake District Foundation launch event in December 2018 we announced our first fundraising campaign – a partnership with the Lake District National Park Authority to raise funds for the reconnection of the Keswick to Threlkeld Railway Path which was badly damaged in Storm Desmond in 2015.

The campaign raised over £70,000 from members of the public and local businesses and organisations in just 6 months. The total was increased further thanks to a £30,000 grant from United Utilities and as we write, money continues to come in.

72 locally based businesses supported the campaign by making a donation, sharing information, holding fundraising events, or donating raffle prizes.

Community groups also played an important role, especially with support for fundraising events including the duck race.

As part of the campaign, we hosted our first ever charity auction night and raised over £8,600 from 40 lots. Local businesses and celebrities donated fantastic prizes including a day on the Lake District Fells with Alan Hinkes OBE; the first Briton to climb the world's highest mountains, the fourteen 8,000m peaks.

It is testament to the amazing community spirit in Keswick that this much has been raised in such a short space of time. The energy and enthusiasm of residents and visitors who miss this path so much has been nothing short of inspirational. The Lake District Foundation is proud to have played our part in this.



Braithwaite School completed the K2T challenge



Local community groups supported the duck race



Podgy Paws and Cake Salad were two businesses that backed the campaign



Our first charity auction was a great success

Fix the Fells highlight

FIX THE FELLS UPDATE

It has been an exciting year for Fix the Fells and we are delighted to continue to be the fundraising partner for this partnership project. A highlight was a walk around Buttermere with celebrity pooches "Max and Paddy". Many dogs and their walkers turned out to raise funds and enjoy a lovely walk.

A fun fundraising idea from celebrity dogs 'Max and Paddy'.



We are looking forward to taking part in the British Mountaineering Council's Mend Our Mountains Campaign this Autumn.

The national campaign aims to raise £1 million to repair paths in the UK's 15 National Parks – one of those paths being the route to the summit of Scafell Pike. The mountain is a much-loved place but the sheer numbers of visitors, along with severe weather events, are putting the mountain under increasing pressure.

The money raised in this campaign will be used to repair sections of various paths on the way to the top of Scafell Pike, where the summit cairn will also be rebuilt.

We've seen members of the public set up their own challenge events via our JustGiving Fix the Fells Campaign and we've welcomed the commitment of many new businesses, who join our long-standing fundraisers for Fix the Fells.

Other projects funded

In addition to Fix the Fells and Reconnecting Keswick to Threlkeld already mentioned, grants were made to:

- Brigham Parish Council to deliver a Community Wildflower Planting project
- Cumbria Wildlife Trust for their Barkbooth Lot, Flowers & Fells and Living Seas projects
- Cumbria County Council for the Cumbria Outdoors project
- Eden Rivers Trust with Glenridding and Patterdale community flood group for the Glenridding Beck Bank Stabilisation project
- Forestry Commission for the Lake District Osprey Project
- Lake District National Park Authority for their Ullswater Way Maintenance Project
- Lancashire Wildlife Trust for their Warton Crag Nature Reserve and Living Seas project
- Patterdale Estate Trust to build a Red Squirrel Bridge
- Patterdale School Support Group for the Nurture Nature Now project
- Penrith & District Red Squirrels for their Red Squirrel Conservation project
- Red Squirrels Northern England for their Red Squirrel Conservation and Monitoring project
- South Cumbria Rivers Trust for their Experience the River project

Deborah Hunter at Cumbria Outdoors says, "Our aim is to deliver the John Muir Award to as many young people as possible and we use your funding to subsidise the cost to the school and the young people who engage in the project. The schools are grateful for your funding and there wouldn't be the opportunity for the young people to engage if the subsidy wasn't available."

The first Lake District Foundation grants panel will meet in September 2018 to allocate grants of up to £5,000 to effective projects that meet our criteria.

Pupils enjoy a residential course to experience and study the wildlife and landscapes of the Lake District.



Partnership work

Working in partnership is the only way we will achieve our goals. The Lake District contains world class management expertise in landscape, wildlife, environment and heritage. We will always look to draw on this specialist knowledge to help shape our direction.

We are proud to be a member of the Lake District National Park Partnership.

This group of 25 organisations represents the public sector, communities, NGOs and the business community who are all stakeholders in the Lake District. Collectively, we have a vision for the area and a jointly owned

management plan. The priorities outlined in this plan will help us determine where we make grants and focus our work.

ADDITIONALLY, WE ARE MEMBERS OF:

- The World Heritage Steering Group
- The External Fundraising Group
- The Business Task Force
- The Climate Change Sub Group
- Catchment Pioneer Steering Group

In all these fora, our role is to provide connection and embed innovative financing approaches in order to help secure sustainability of the work done.

Forward look

WHAT WILL THE NEXT 12 MONTHS HOLD?

We are planning 2 new campaigns that will look to raise funds directly from the public to distribute to great work in the Lake District.

We are working with Natural England on an exciting piece of work on the Cumbrian West Coast, linked to the new national coastal path.

We are developing our partnership with Cumbria Tourism and others to look at how we use every opportunity to promote sustainable tourism habits and approaches. This will include work on water quality.

We will continue our work with the Fix the Fells partnership and look to raise funds together for this nationally important work.

We will continue to be transparent and accountable in all that we do, keep our costs to a minimum and look to maximise our impact. We will grow our audiences and use innovative ways to do this.

We will continue to be part of the evolving masterpiece that is the English Lake District.

Staff and volunteers



SARAH SWINDLEY
Director

Sarah joined the Lake District Foundation from her previous role as CEO of Lancashire Women's

Centres where since 2011 she successfully developed the size, turnover and impact of the charity. She is excited to be taking on this new role at such an important time in the history of the Lake District.



SARAH SMITH
Operations Manager

Sarah joined us in 2013 as a volunteer before managing a number of sustainable tourism

campaigns, and now oversees the day to day running of the charity. Sarah is passionate about sustainable tourism and loves working with businesses and visitors to have a positive impact on the landscape and wildlife of Lake District.



SANDRA EDMONDSON
Administration Officer

Sandra keeps everything running smoothly; supporting our events and campaigns, and helping with the day to day running of the charity

and our busy office.



CAROLINE HOPPE

Campaigns and Events Manager
Caroline joins the team to ramp up our fundraising campaigns. She is bursting with energy and

ideas and can't wait to get things moving! Caroline loves exploring the Lakes whether it be fell running, cycling, swimming or walking, she gives it all a go with her adventure buddy Millie, her dog, in tow.



PAM PURCELL
Finance Manager

Pam is a freelance finance manager. She has many years of experience and loves to

make the figures work.



TRACEY GANNON
International Partnerships

Tracey swapped Kyoto, Japan for Cumbria in 2017 after 20 years in Japan teaching

environmental communication and sustainability to graduate students. She now develops partnership campaigns with overseas markets which results in international visitors donating to the Lake District Foundation and beneficiary projects.



JAMES FORREST

Fix the Fells Fundraiser
James is a self-confessed, fell walking addict. He has climbed all 214 Wainwrights and is

passionate about protecting Lakeland's mountains. He has a decade of experience in charity fundraising and is also a qualified journalist. James is currently taking a break to write a book about his walking adventures and will be returning in October 2018.

Finally, we are so grateful to our volunteers that gave their time and energy to us during our first year. Sue Harrison helps us with all manner of office admin and research and is always a superstar at our events – the Charity Auction was no exception. Rode Filgueira Ponce helped us to update and manage our database – vital to our fundraising work. She also helped to catalogue our photo library and took the very high quality photos of our staff.

We are also supported by three Fix the Fells donation box volunteers Alan Manby, Tina Holt and Rick Toyer who distribute and manage the boxes in Ambleside, Keswick and Bowness.

Thank you

