



Lake
District
Foundation
visit.give.protect

ANNUAL REPORT

2018-2019



WELCOME

ANNUAL REPORT

Cover - River Esk Credit Dave Wills
Internal - Reflections in Brotherswater

GILL HOUSTON

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CHAIR

In our second year, the board of the Lake District Foundation has welcomed new trustees to the task of ensuring that the LDF manages its resources effectively in delivering our vision. I am proud to chair a board of extremely engaged and hardworking volunteers, determined to help LDF deliver its mission in a well-governed way.

As we focus on the areas where we intend to make a real difference, we've continued to forge new partnerships with other organisations, businesses and funders. We've joined forces with Lake District National Park Authority and Cumbria Tourism to look at the future of philanthropy in the natural environment. The project, with funding from NESTA, aims to investigate whether new technologies would work in the Lake District National Park, how they would be received, what they should look like and where they could be placed.

We also recognise the vital importance of inspiring future generations. This year we have launched our Youth Panel engaging young people from across Cumbria in helping to deliver our vision.

The external environment is challenging. The uncertain future posed by BREXIT and the continuing squeeze on the economy inevitably reflects on the fundraising environment faced by all charities. It is a sign of real strength that the LDF's amazing staff and volunteers continued to deliver fantastic results. I wish to pay tribute to those staff and volunteers and to thank you, our supporters, who give us the confidence and financial support to continue our work.



SARAH SWINDLEY

CEO



It's been an exciting and challenging first full financial year of operation. We have worked hard to articulate our role in connecting visitors, businesses and our amazing natural world. As the world around us changes so fast, we want to ensure we are taking full advantage of our digital age, ensuring that our focus on the natural world and our rural setting doesn't mean we aren't cutting edge in our approach.

Our work with the NESTA Rethinking Parks team means we are at the forefront of the exploration of how technology can benefit our National Parks. We have a tiny team, in an even smaller office – but I'm confident that our reach and impact is far beyond the sum of our parts. This is due to the hard work of our staff and volunteers, and the great support of our partners who share our vision of a sustainable future for the Lake District.

The role of the natural world in the health and wellbeing of our nation has never been more important and we want to make sure that our future plans encompass this, alongside the global challenge of climate change.





jamesbellphotography.co.uk

OUR VISION AND AIMS

OUR VISION

The organisational 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

The Lake District Foundation will inspire businesses, visitors and other donors to support projects and programmes of work across the Lake District. The charity 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. The charity will encourage partners to work together to ensure a coordinated approach to fundraising and income generation.





Ben Barnden

WHAT WE DO

VISITOR GIVING

Through Visitor Giving donations the LDF connects tourists and tourism businesses to conservation projects in the Lake District and Cumbria.

FUNDRAISING CAMPAIGNS

The LDF works independently and in partnership to deliver effective campaigns to fund programmes of work that help deliver the charity's vision.

PARTNERSHIP DEVELOPMENT

The LDF works across all sectors to drive collaboration and develop formal and informal partnerships.

PROJECT MANAGEMENT

The LDF leads or takes part in projects across the county that contribute to the charity's organisational vision.

INNOVATION

The LDF explores new ways of working that contribute to the charity's aims and brings resource in to maintain the core charity and in turn benefit the charity's beneficiaries and the wider LDNP partnership.



OUR IMPACT AND REACH



INCOME

£465,869



EXPENDITURE

£356,140

Some income is retained pending payout to beneficiary projects

212

BUSINESSES
FUNDRAISING

10

PROJECTS
SUPPORTED

05

AVERAGE WHOLE TIME
EQUIVALENT STAFF ACROSS YEAR

RETURN ON
INVESTMENT



NUMBER OF STAFF
BABIES BORN: TWO
(FUNDRAISERS OF
THE FUTURE)

PROJECTS AND FUNDING



KESWICK TO THRELKELD

Our first new major campaign closed at the beginning of the year. We raised over £100,000 towards the reinstatement of the much loved path, washed away in Storm Desmond in 2015. This contributed to the unlocking of significant funding from Highways England and other partners. We learnt so much through this process about how to connect with supporters. For such a new organisation, we are proud to reach this target.

Special mention must be made of HF Holidays Pathways Fund and Cumbria Community Foundation/ United Utilities who committed grant funding to the project.



NATURAL ENGLAND – LIVING COAST

Working with Natural England, this project focusses on the economic potential of England's Coastal Path and how it can benefit the West Coast of Cumbria. We are working to connect business and communities to the natural assets of the area, in order to inspire connections and generate income for further work to be supported.



LOVE THE LANGDALES

We ran a specific 'Love the Langdales' Crowdfunding campaign and continued to work with more than 40 businesses who specifically support this project.

We supported the British Mountaineering Council's Mend Our Mountains Campaign for 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.



FIX THE FELLS

The Lake District Foundation continues to be the fundraising arm of the Fix the Fells Partnership, directly employing a dedicated fundraiser. Over £78,000 was raised for Fix the Fells in this financial year. This enabled the Fix the Fells staff and 300+ volunteers to continue their amazing work securing the future of the upland fell paths.

We launched a Crowdfunder campaign to raise £5,000 to fund vital repairs to the path from Stake Pass to Pike O'Stickle via Martcrag Moor. The cash raised will enable Fix the Fells volunteers to landscape erosion scars, improve drainage, and define the line of the path to avoid a fragile bog habitat.

Volunteers will also build new sections of the 'sheep fleece path' - a traditional type of path that involves 'floating' a gravel path over peat bog by using the fleece as a barrier between the ground and the path.

This approach, which is both sustainable and environmentally friendly, results in an excellent upland path that blends in effectively with its surroundings.

James Forrest, Fix the Fells Fundraiser, said: "The jagged skyline of Langdale is one of Lakeland's most beautiful sights - and the distinctive peaks of the Pikes are much-loved by walkers, runners, cyclists and tourists alike. But this popularity comes at a price."

"The Langdale Pikes are suffering from ongoing erosion caused by human activity. This is why the work of Fix the Fells' dedicated teams of rangers and volunteers is of crucial importance. Please help support this vital conservation work. Every donation - no matter how big or small - makes a real difference."



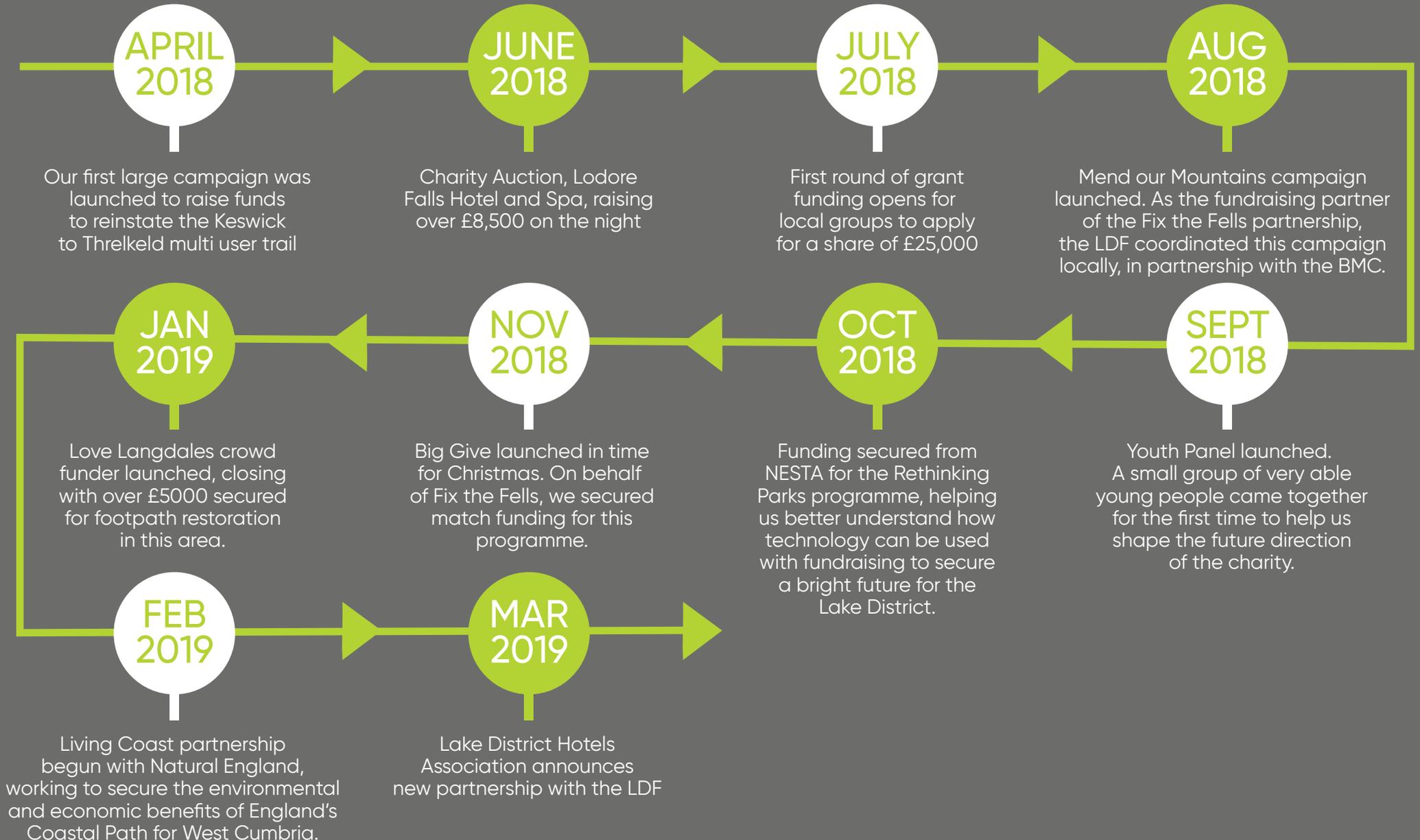
NESTA: RETHINKING PARKS

We received grant funding over an 18 month period from NESTA as part of the national Rethinking Parks programme. The focus of this work is to explore how new and emergent technology can be used to connect with the 20 million annual visitors to the national park, encourage sustainable patterns of behaviour and invite donations. This is a partnership project, led by the Lake District Foundation but delivered in partnership with Cumbria Tourism and the Lake District National Park Authority. Cumbria Tourism lead on the marketing and messaging whilst the LDNPA lead on the governance and sustainability of the in-park work.

The first phase of the project consisted of a visitor survey and testing of marketing messages across partnerships. Contactless donation points are now deployed across the park as part of the testing phase. We are continually refining the message and collecting data to understand visitor behaviour. Learning from the project will be shared across the partnership and the other UK national parks. We will report more next year!

TIMELINE OF A YEAR

ITS BEEN A BUSY YEAR!



OUR AMBASSADORS

THANKS FOR THEIR CONTINUED SUPPORT



SEAN CONWAY

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"I am proud to be an Ambassador for the Lake District Foundation, because I feel I am doing my part to help preserve this wonderful landscape that we are privileged to live in, both now and for the future."



KATE RAWLES

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"I have thoroughly enjoyed working with the LDF over the last year. Since returning from my South American biodiversity bike ride I've been hugely motivated to try to support wildlife and landscapes in my own region. LDF have given me all sorts of opportunities to do this and to meet some of the amazing people who are working for wildlife, biodiversity and landscapes across the Lake District."



OUR TRUSTEES



(Chair)
GILL HOUSTON



(Treasurer)
PETER HENSMAN



MIKE INNERDALE

Director, National Trust North West Region



ANDY AIREY

Outdoor Specialist



KEITH ASHCROFT

Area Director, Environment Agency



GILL HAIGH

Managing Director, Cumbria Tourism



ANDREW CRAIG-MAIR

General Manager, Ambleside Park



JOHNATHAN KAYE

Owner, Cedar Manor Hotel, Windermere



RICHARD LEAFE

Chief Executive, Lake District
National Park Authority



JO HAMER

School Business Manager,
Dallam School



ELSPETH LEES

Head of Department Science,
Natural Resources & Outdoor
Studies University of Cumbria



JOHN OSBORNE

Director, Harrison Drury Solicitors



GAYNOR MURPHY

Head of Stakeholder Relations,
United Utilities

FOND FAREWELL

TO NEVIL JEFFERY AND SUE AND PETER JACKSON



PARTNERSHIPS

Working in partnership is the only way we can achieve our goals. We are active members of:



**We Are
The Lakes**
World Heritage



**CUMBRIA
LOCAL
ENTERPRISE
PARTNERSHIP**

The External
Fundraising Group

The Business Task
Force

YOUTH PANEL

We launched our very first Youth Panel. Designed to engage with 15-18 year olds, we wanted to understand what young people value in the Lake District and Cumbria, what projects they feel are important to support and what life is like for them living in the area.



CASE STUDIES



CEDAR MANOR HOTEL & RESTAURANT, WINDERMERE

As long-term fundraisers for the Lake District Foundation, the hotel has raised over £14,000 for environmental conservation projects. Never short of new ideas to demonstrate sustainable tourism in action, they are holders of a Gold Sustainable Tourism Award, were 2018 winners of Cumbria Tourism's Sustainable Tourism Award and were voted the UK's Sustainable Hotel of the Year 2018 at the prestigious Catey Awards.

WHY FUNDRAISE FOR THE LAKE DISTRICT FOUNDATION?

We passionately believe it's important that visitors understand that although the Lake District National Park – now a World Heritage Site – is free to visit, tourism has a cost. The millions of visitors each year can have a negative impact on the environment and so the park needs regular maintenance. If all visitors gave just £1 per visit, we would have £millions per year to restore paths, protect flora, fauna and their habitats, and to celebrate our cultural heritage. Funds raised by the Lake District Foundation go to projects that carry out this work.



COTTAGE IN THE WOOD, WHINLATTER

As part of their commitment to protecting the natural landscape and special habitats surrounding their business, The Cottage in the Wood is a long-term fundraiser for the Lake District Foundation. They do this in a novel way, selling bottles of their own water, bottled at source from a spring in their grounds.

WHAT MADE YOU CHOOSE TO FUNDRAISE FOR THE LAKE DISTRICT FOUNDATION BY DONATING PROCEEDS FROM THE SALES OF BOTTLED WATER?

Having our own spring and being able to bottle and serve our own water creates a unique product that we're very proud of. The water tastes wonderful, whether still or sparkling and is remarkably nutritious. It's a natural resource and when we decided that we wanted to 'give something back' to help protect and preserve the natural environment around us, donating the proceeds from sales of our own water seemed a perfect 'fit'.



CASE STUDIES



PARK CLIFFE CAMPING AND CARAVAN ESTATE, WINDERMERE

Park Cliffe have raised a fantastic £2,700, over the last two years, for their chosen campaign, Fix the Fells. This has attracted match funding of a further £860, bringing the total funds raised to over £3,500 – a fantastic achievement in such a short period of time. Not only are guests given an opportunity to make a voluntary donation when they book their stay online, the business also holds regular fundraising events.

WHY DID YOU CHOOSE TO SUPPORT THE LAKE DISTRICT FOUNDATION?

Outside of London, Cumbria attracts more visitors than any other part of England. They come to enjoy the landscapes, the open spaces and wildlife, and the cultural heritage of the region. Without looking after these things, now and for future generations, visitors would look elsewhere and our business would suffer. So, in looking for a way to give something back, we chose to support the Lake District Foundation. It is a local charity, it raises funds for environmental conservation projects that are close to our hearts, and we know our guests are even more generous when they see that we are also making a donation out of our profits.



SARAH NELSON'S GRASMERE GINGERBREAD

Grasmere Gingerbread® is committed to sustainable and environmentally-responsible food production. Whilst recognising that visitors – drawn to the area's unique landscapes and traditional ways of life – are vital for the success of their business and the wider local economy, it understands the pressures exerted upon the environment by tourism. Consequently, the Lake District Foundation has been one of their chosen charities since 2010. Over the last nine years Grasmere Gingerbread® has donated £5,000 to help us in our mission to care for, protect and preserve the special landscapes, wildlife habitats and cultural heritage of Cumbria.

HOW DO YOU FUNDRAISE FOR THE LAKE DISTRICT FOUNDATION?

We originally launched our fundraising scheme under the title 'Leave No Crumbs' – which subverted the story of Hansel and Gretel Hansel who LEFT a trail of breadcrumbs in the forest to find their way back home. It was a fun way of promoting sales of our crumbs – a natural by-product of the baking process. A delicious and versatile ingredient in both savoury and sweet dishes, our Grasmere Gingerbread® crumbs are sought after by celebrity chefs, local restaurants and home cooks alike.



OUR PLANS FOR THIS YEAR

NEXT YEAR WILL CONTINUE TO BE BUSY!

We are growing our West Cumbria support with a specific fund for the area. Working in partnership, we will run campaigns for Miles Without Stiles and Red Squirrels. We also want to grow our Youth Panel, ensuring we support young people and the #YearofGreenAction

THANKS

THANKS TO OUR KEY FUNDERS:



GRANTS RECEIVED FROM:



HF Holidays (Keswick to Threlkeld)



Cumbria Community Foundation (Keswick to Threlkeld)

And the **212 businesses** actively fundraising for us - we couldn't do it without you! Full list is on our website:

www.lakedistrictfoundation.org/our-business-supporters



SMALL GRANTS FUND

WE AWARDED FIVE PROJECTS FROM OUR SMALL GRANTS FUND:



WEST CUMBRIA RIVERS TRUST - ADOPT A BECK – DASH BECK

Practical measures, such as footpath clearance, coppicing and bank stabilisation to improve the habitat of Dash beck for a range of wildlife, particularly salmon and trout, and improve the safety and accessibility of the footpath from Bassenthwaite village to the lake.



RSPB – HAWESWATER WOODLAND PLANTING

Plant 400 individually protected native trees on a carefully selected area of Mardale Common, extending the existing ancient woodland and contributing to the resilience of our iconic Lake District landscape, as older trees are lost. The new open woodland will create important habitat for wildlife and improve soil stability.



JOHN MUIR TRUST - LAKELAND ARCTIC ALPINE VEGETATION RESTORATION

Increase the populations of threatened and restricted numbers of arctic-alpine species on the crags of the Helvellyn range in the Lake District National Park.



CUMBRIA LOCAL NATURE PARTNERSHIP - MAKING IT COUNT FOR WILDLIFE

Review and identify the priorities and strategies for caring for our wildlife in Cumbria, ensuring that future funding is invested in the best possible places and projects to deliver benefits for wildlife, place and people.



ACTION WITH COMMUNITIES IN CUMBRIA – WORLD HERITAGE – COMMUNITY HERITAGE

A series of community workshops throughout Cumbria & the Lake District to help residents understand and take ownership of the Cultural Heritage of the Lake District World Heritage Site, encouraging residents to embrace and celebrate their own cultural heritage.



FUNDRAISERS

Here are just some of our fantastic fundraisers. A full list can be viewed at www.lakedistrictfoundation.org/fundraising-in-your-business



LANGDALE



Lake District Lodge Holidays

Podgy Paws



STAFF



SARAH SWINDLEY

CEO



SARAH SMITH

Operations Manager



SANDRA EDMONDSON

Administration Officer



CAROLINE CONWAY

Campaigns and Events Manager



PAM PURCELL

Finance Manager



JAMES FORREST

Fix the Fells Fundraiser



LORRAINE IRVING

Project Development Officer





**Lake
District
Foundation**
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Caring for

THE ENGLISH LAKE DISTRICT
WORLD HERITAGE SITE

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FIND OUT MORE

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@lakesfoundation



Lake District Foundation



Lake District Foundation

The Lake District Foundation a charity registered in England and Wales with the charity number 1174201, and is registered with the Fundraising Regulator.

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REGULATOR**