



Lake
District
Foundation
visit.give.protection.org.uk

ANNUAL REPORT

2019–2020





WELCOME

ANNUAL REPORT

GILL HOUSTON

.....

CHAIR



2019 saw both flood warnings in place in Cumbria due to extreme weather events and 47 million visitors to the Lake District – our vision of sustaining the Lake District landscape, wildlife and cultural heritage still has relevance today.

Three years on from our inception we continue to deliver our vision, working through local partnerships to deliver leading-edge research and innovative fund-raising schemes. This year we conclude our NESTA funded Rethinking Parks Project with insightful findings regarding the use of contactless technologies for fund-raising. Our fund-raising, and critically the generous donations from you our supporters, has enabled many local organisations to undertake a wide range of projects – including many that mitigate the impacts both of extreme weather events and visitors on the Lake District.

Our Trustees offer their expertise to ensure appropriate governance of our charity and its' fundraising. I am proud to be Chair of such a talented and motivated group of Trustees and I thank these volunteers for their input in ensuring we deliver our strategy appropriately.

The Covid 19 pandemic has already had a huge impact on LDF in the first three months of our new financial year. My thanks to our tremendous staff for their wonderful adaptability during the lockdown and for their achievements in 2019/20.

Next year, we already know we will have to find new ways of working due to the impact of Covid 19. There will be many other challenges to our work and to the environment, but we look forward to meeting these to deliver our vision for the Lake District landscape, wildlife and cultural heritage.



SARAH SWINDLEY

.....

CEO

The great work that we carried out in 2019-20 now feels like a message from a different age. Our world is changing around us in ways we never imagined and running a small charity now needs very different skills. The small staff team have adapted in amazing ways to home working and many of our supporters have contacted us to say that even though they are facing financial hardship, they still want to help us care for the Lake District.

The impact of the modest amounts of money we distribute through our grants programmes shows what can happen when people who care about this special place have the resources to bring their ideas to life.

Our tourism businesses and visitors have given generously and enabled this work.

Working in partnership is at the heart of what we do, and we continue to make these connections for the benefit of this amazing place and those who love it.

I'm excited about the future of the organisation, not least because of the opportunity that the National Lottery Heritage Fund Heritage Horizons programme presents – and which you can read more about in this report. Through this programme of work, we are leading a collective ambition to create the largest nature recovery network in the country and will work tirelessly to make this happen, for the benefit of our communities and our nation.





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.





WHAT WE DO

- 🌿 We work to care for the landscape, wildlife and cultural heritage of the National Park.
- 🌿 We aim to increase access to and engagement with the National Park by everyone, creating a 'park for all'.
- 🌿 We inspire individuals, communities and businesses to care for this special place, and increase awareness of the issues that our local environment is facing.
- 🌿 We support the local community to develop local, community owned solutions to protect and conserve the park environment.
- 🌿 We are developing innovative approaches to conserving and sustaining this environment and share our learning with others in similar areas.
- 🌿 We want to use the Lake District itself as a catalyst for change – engaging visitors with the natural world in ways that can influence behaviour in their own communities.
- 🌿 We promote collaborative partnership working and make connections and seek to find shared values.



OUR IMPACT AND REACH



INCOME

£402,831



EXPENDITURE

£416,613

13

PROJECTS
SUPPORTED

5.5

NUMBER OF
STAFF

150

BUSINESSES
FUNDRAISING FOR US

INCLUDING

110

BUSINESS WHO ARE
ACTIVELY FUNDRAISING

AND

40

WHO ARE HOSTING COLLECTION
BOXES ON OUR BEHALF

TIMELINE OF A YEAR

APRIL
2019

Our first outdoor contactless donation points went live, as part of our Nesta Rethinking Parks project.

JUNE
2019

We were excited to launch of our new 'Looking After the Lake District' project, enabling people to sponsor work (from rangers to park furniture!) across the national park – raising nearly £40,000 in its first year.

JULY
2019

The first Fix the Fells summer helicopter lifts, depositing tons of stone up in the fells for use in repairs.

DEC
2019

Big Give Appeal Launched raising £30,000 in seven days for our Fix the Fells Project!

NOV
2019

The launch of a charity partnership with Kendal Mountain Festival, inspiring visitors to the festival to support community conservation activity.

OCT
2019

Five small grants awarded through our Small Grants Programme, supporting innovative community projects.

SEPT
2019

Launch of our Save Our Reds Appeal, raising over £15,000 to support this iconic Lake District species.

JAN
2020

We helped the Herdwick Breeders Association launch a successful crowdfunding appeal to raise vital funds to repair their storm damaged event kit.

FEB
2020

Launch of the Green Business Network, with over 60 businesses attending the inaugural event.

MAR
2020

Following a competitive process, we were delighted to receive an invitation to apply to the National Lottery Heritage Fund Heritage Horizons Programme, one of just 12 organisations nationally invited to compete for a share of £50m to help revolutionise UK Heritage.

OUR AMBASSADORS

THANKS FOR THEIR CONTINUED SUPPORT



SEAN CONWAY

.....

"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

.....

"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

Executive Director, Lake District Estates



MIKE INNERDALE

Director, National Trust North West Region



ANDY AIREY

Outdoor Specialist



KEITH ASHCROFT

Area Director, Environment Agency



GILL HAIGH

Managing Director, Cumbria Tourism



MATT HARNETT

Head of Marketing, Pure Cottages



JOHNATHAN KAYE

Owner, Cedar Manor Hotel, Windermere



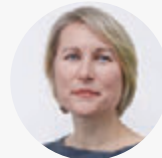
RICHARD LEAFE

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



GAYNOR MURPHY

Head of Stakeholder Relations,
United Utilities

FOND FAREWELL

TO JOHN OSBOURNE AND ANDREW CRAIG-MAIR



PARTNERSHIPS

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



**We Are
The Lakes**
World Heritage



The External
Fundraising Group

The Business Task
Force

GREEN BUSINESS NETWORK

Building on our work with the local business community, the end of this year saw us launch a new Green Business Network for Cumbria. Our inaugural event brought together around 60 businesses to explore environmental sustainability in their business operations. Combining expert presentations and the sharing of local best practice, our longer terms plans for this work include enabling the development of wider peer learning through creation of an online forum and plans for a conference to showcase what businesses are doing across Cumbria.



PROJECTS



KESWICK TO THRELKELD

Work continues to reinstate this much-loved trail and we are pleased to have played our part. We retain a designated fund in our accounts for this project that will be used towards the end of construction to fund work that supports interpretation and connection with the local community.



FIX THE FELLS

We continue to play a key role in this partnership project, working with the National Trust, Friends of the Lake District, Natural England and the Lake District National Park Authority to tackle the impact of footfall and weather on our fragile upland habitats. LDF contributes to the partnership work and raised over £139,000 in 2019/20, making Fix the Fells our largest currently funded programme.

There remains an ongoing need for the work, which is supported by an amazing army of over 130 volunteers who work with the rangers to look after the fells. Volunteers completed 907 drain clearance runs and work parties in 2019 – a total unsurpassed since the volunteer scheme was formed in 2007. Their support provides the equivalent to a total of 2,767 workdays out on the fells!

Recent figures revealed that one in five of an estimated 19 million Lake District visitors went fell walking last year, highlighting the vital role that the project plays in supporting the landscape and sustainability of the Lake District.





SAVE OUR REDS

Together with partners we brought together a network of micro volunteer led groups working independently across Cumbria on work to protect and conserve the native Red Squirrel population. Together we developed a small project to provide training, access shared resources (such as specialist skills and equipment) and develop campaigning and fundraising material. This resulted in an ongoing fundraising campaign and a large donation committed from Forest Holidays.



ORREST HEAD – MILES WITHOUT STILES

For many visitors to the Lake District, Orrest Head is an introduction to both hill walking and the Lakeland landscape. The stunning panoramic view is just a short walk from Windermere Station, however not everyone can get to this special viewpoint. The path just below the summit has steep steps and is rocky near the top. There is an unofficial, alternative route avoiding the steps, but this is also becoming eroded and rocky and the landscape is getting damaged.

We are supporting the development of a project to enable more people to be able to enjoy and appreciate the view from Orrest head, creating improved access to the summit through creation of an alternative, easy-gradient path to the viewpoint suitable for people with pushchairs and rugged mobility scooters.



RETHINKING PARKS – NESTA

Our work on this flagship programme continued during 19/20, with the roll out of our first outdoor contactless giving points across the National Park. Whilst engagement with this technology in the natural world has been slower than we might have hoped, we know that this will be an increasing route to donors in the future and we are proud to be part of this work.

This project worked to explore the role of new and emergent technology in helping to connect with and engage visitors across the park and as a route to encourage more sustainable patterns of behaviour and encourage donations. Whilst this project has concluded, we will be continuing to explore the role of digital in supporting our aims and will be building on the learning and experience of this work.

SMALL GRANTS FUND

Our Small Grants Fund is made possible thanks to donations from businesses in the tourism economy across the Lake District National Park and Cumbria. They know that their visitors and customers value this special place and are keen to have the opportunity to put something back. Local community groups can apply for grants of up to £2500 for creative and sustainable projects which support our aims of sustaining the spectacular landscape, wildlife and cultural heritage of the Lake District. This year we awarded small grants to nine local community projects from our Small Grants Fund.



GROWING WELL SCHOOL FARM VISIT PROGRAMME 2020

School children will have the opportunity to visit Sizergh Farm to learn how food is grown, what it needs to grow and to get their hands dirty in a range of activities. Through this grant we hope to inspire future generations to get involved in horticulture and the natural world.



BEE HIDE PROJECT AT HERON HILL SCHOOL

This project will provide a safe, inclusive, viewing area for the children and the wider community to enjoy and learn about bee keeping and the role and importance of bees in our ecosystem.



HERDWICK SHEEP BREEDERS SOCIETY

Awarded funding for the repair of their marquee which suffered storm damage. This kit is vital to enable them to continue to hold local shows, with their work linking strongly to the World Heritage Status of the Lake District.



WILDLIFE AND HERITAGE GARDEN (CALDERBRIDGE AND PONSONBY COMMUNITIES)

This project aims to rejuvenate community areas to attract more wildlife. In doing so, the community also hopes to create new opportunities to bring together different generations.

“

The LDF grant has enabled us to purchase swift nest boxes. A lot of these are being used by in Yealand Redmayne which has only a couple of nest sites. These small groups are very vulnerable to disturbance as they are likely to desert the area if something stops their successful breeding. By encouraging more birds, it is hoped there will be more attracted to the vicinity and thus help preserve their presence there.

Swifts in the Community

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SWIFTS IN THE COMMUNITY (SITC)

SITC have an army of volunteers who monitor the numbers of nesting swifts, which are in decline due to modern building design. They also give lots of local advice to local communities about how best to support these world travellers.



STAVELEY WOODLANDS

(Cumbria Wildlife Trust) is a recently extended nature reserve. The project will involve walling off a section of land, hedging and the installation of bird and bat boxes, as well as creating a trail guide and way markers to guide people around the reserve.



SPACE INVADERS

(South Cumbria River's Trust) This ongoing project is aimed at eradicating Invasive Non-Native Species (INNS) such as Himalayan Balsam and allowing native wildlife to thrive.



FARMING WITH NATURE

(Ullswater Catchment CIC) will see 40 wooden cages, each planted on farmland with one oak tree and surrounded by other scrub plants, providing habitat for other wildlife. The trees will help to improve soil structure and aid flood management.



CONISTON WILDFLOWER MEADOW

(Coniston Parish Council) will see the community space in the centre of the village turned into a beautiful wildflower meadow.

“

The LDF grant has been a huge help in demonstrating how to incorporate nature into a farmed environment. As a result of the completed tree cages we've been asked to install many more on farmland in our area which given current climate concerns can only be a positive thing.

Ullswater CiC

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'LOOKING AFTER THE LAKE DISTRICT'

SPONSORING THE LAKE DISTRICT

In May we were delighted to launch our 'Looking After the Lake District' programme. With millions of visitors each year, combined with our Cumbrian climate, constant repairs, maintenance and improvements are needed across the park. Working together with the National Park Authority we developed a sponsorship programme, enabling people to support the park through the sponsorship of a range of items – including rangers and apprentices and park furniture such as gates and way makers. The scheme has already proved incredibly popular, with support from across the globe!



THANKS TO THE SUPPORTERS OF OUR WORK

Our work would not be possible without the support of local businesses our community and our funders.

OUR KEY FUNDERS



THANKS TO THE CHARITABLE TRUSTS AND FOUNDATIONS

Who have supported our work



WILLIAM DEAN
COUNTRYSIDE
AND EDUCATIONAL
TRUST

SEVEN PILLARS OF
WISDOM TRUST

THE ASTOR
FOUNDATION

THE ROBERT
CLUTTERBUCK
CHARITABLE TRUST



THANKS TO THE SUPPORTERS OF OUR WORK

Partnering with a local and sustainable businesses whose values align with those of the Lake District Foundation supports our efforts to care for a protect the Lake District. Their support makes a huge difference to our work, and we would like to thank the wonderful local businesses who supported our work in 19/20.



LANGDALE



The Quiet Site • Treetop Trek Limited • Ambleside Park Hotel • Lowthwaite B&B • LetMe • Hillcroft Caravan Park • Rydal Mount • Discover Adventure Ltd • Threshold Sports • The Wild Hart • Ascendancy Apparel • Ravenglass & Eskdale Railway • Cottage in the Wood • Cicerone Press Ltd • Haven Cottage • Elterwater Hostel • Brierholme Guest House • Rothay Manor • Milburn Grange • Ullswater Steamers • Ramblers Association (Lake District Area) • Laurel Cottage • Lindeth Fell Country House Hotel • The Wainwright Society • Thornleigh Hotel • Monkhouse Hill Cottages • Windermere Marina Village • Alastair Herd Photography • Thorney How (Independent Hostel) • Park House Barn • 1 Park Road • Burnside Park Hapimag • Matson Ground Estate Company • All of the Lake District • CumbriaShare

And thanks to the further 40 businesses who host a collecting tin on our behalf



BUSINESS CASE STUDIES



CEDAR MANOR HOTEL & RESTAURANT, WINDERMERE

"We've been supporting the foundation since 2007, shortly after taking over Cedar Manor. We were introduced to the foundation and understood quickly that a few pounds from each guest would do great work for local charities. What struck a chord for us was the Lake District National Park is a place to come to for free – asking the guests for a £2 donation to help keep the footpaths maintained, preserve red squirrels and do other great work was a no-brainer. We then looked at our "green" journey and visitor giving is part of gaining green accolades, so as we were already embarked on this process, it was a big tick for us. The guests really don't mind and love the fact that they can contribute to the well-being of the park."

Caroline & Johnathan Kaye, Cedar Manor

THE BATH HOUSE

"At The Bath House, we are delighted to support the Lake District Foundation. Having a rural business based within the landscapes of the Dales and Lakes continually reminds us of the need to preserve and care for the landscape and environment on our doorstep. We are delighted to be partnering with an organisation that shares our vision for preserving and sustaining the natural environment."

Over the past few months we have perhaps all had time to reflect on what long term implications of the Covid 19 Pandemic may be for everyone and at the Bath House we are taking this experience as a warning of just how fragile the environment in which we live in, is. The global forces of nature are not something humanity can be complacent about and for our part as a business we are even more committed to following a path which helps reduce our impact on the planet.

While monetary costs may be more for both us and our consumer in the short term, we will continue to make all our products with natural ingredients which are sustainably sourced and eco-certified. With the rising awareness of the effects of plastics and their negative impact on the environment we intend to reduce our use of plastic containers by over 70% and will introduce refillables in the next twelve months. We also will continue to reduce the amount of packaging we use something we believe in and our customers are asking for.

We are looking forward to working more closely with the Lake District Foundation sponsoring projects where we can link our fragrances and products to places or inspirational aspects of the unique Lakeland environment."

Nigel & Abigail Brooks

BUSINESS CASE STUDIES



THE CLIMBERS SHOP

We are very proud to support The Lake District Foundation by pledging 50p from every sale of our branded Nalgene Water Bottles so they can continue their vital work in protecting the beautiful, unique, fragile, World Heritage Site that we love.

This autumn we plan to build on the valuable information provided at The Lake District Foundation's inaugural Green Business initiative by measuring the carbon footprint of our whole business and ensuring that whatever the winter season may bring, the health of our staff, customers and the environment remain at the heart of our business decisions. This spring and summer have proved how intrinsically linked we all are.

Last year was our 60th anniversary and we used this milestone as a launch pad to embark on a more sustainable path and resulting in over £35,000 in donations to local charities and projects such as Fix the Fells, Mountain Rescue and Community Action Nepal. By working with local charity Brathay to launch the Ambleside Trail 60 Ultra Marathon we succeeded in creating a fantastic event which not only showcased some of the best scenery the Lake District has to offer but also food from some of our fabulous local hotels and cafés.

CONQUER LAKE DISTRICT

"Conquer Lake District are a local business with a passion for the outdoors and believe it is our responsibility to promote, protect and preserve our incredible National Park. Our beautifully designed patches and gifts are eye catching and make the perfect keepsake for treasured memories of a Lake District visit.

We partnered with the Lake District Foundation in January 2019, and decided to donate 5% from every single product sold, both online and in their 40 stockists, raising an impressive £2,013.41 in one year! We've also donated T shirts to the Lake District Foundation for raffle prizes, enabling even more funds to be raised, and designed a beautiful bespoke patch for the Lake District Foundation to give their new supporters as a thank you gift. Through our quality goods we aim to inspire people to have fun and celebrate the adventure whilst also caring for our majestic and delicate landscape. We may be a small business, but we are proud to have made such a huge commitment and it was important to us to build a charitable element into our strategy from the beginning.

We believe in making quality products that connect people with the projects that care for our majestic yet delicate National Park. it is wonderful to see people returning to the Lake District and enjoying the great outdoors following the Coronavirus restrictions, and we are proud that we can help them to give something back too."

Caroline Fisher

LOOKING AHEAD

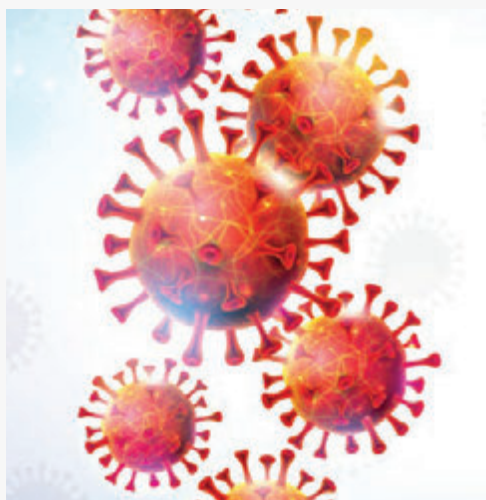


NATIONAL LOTTERY HERITAGE HORIZONS

In early 2020 we were delighted to be chosen as one of just twelve projects nationally to be placed in the running for National Lottery Heritage Horizon Awards. Projects that showed vision, ambition and the potential to be truly transformational nationally were invited to apply to the scheme and following a rigorous selection process we were invited forward to compete for a share of £50m.

Lake District Foundation are leading a partnership of organisations, including the 25 members of the Lake District National Park Partnership. Our vision for our project will see systemic change in the management of the natural heritage of the Lake District National Park, working across a number of compelling themes, including the climate change emergency, recognising and protecting our cultural and natural heritage, future proofing our farming, and creating a 'park for all'.

We are working on preparation of our application for development funding to help us further hone our ideas, and if successful will see us launch the first stage of the project in 2021.



CORONA VIRUS IMPACT

As this financial year ends, the full impact of the Corona Virus Pandemic is becoming increasingly evident. To safeguard the longevity of the charity we took the difficult decision in March to reduce some of our activities, closing our office and supporting our staff to work safely from home.

However, we are continuing to work to look after the Lake District and our natural world. Our climate emergency isn't going away, and the pandemic has highlighted just how interconnected and dependent we are on our natural world. We have also seen how nature is providing real solace to people in these difficult times, and the positive benefits that people are reporting helps to underline just how important it is that, as we come out of this pandemic, we tackle the problems facing nature and look ahead to a green recovery. As part of our work we are working with the tourism industry to ensure that we are doing all that we can to recover as quickly and sustainably as possible.



STAFF



SARAH SWINDLEY

CEO



SARAH SMITH

Operations Manager



SANDRA EDMONDSON

Administration Officer



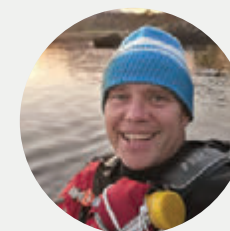
CAROLINE CONWAY

Campaigns and Events Manager



PAM PURCELL

Finance Manager



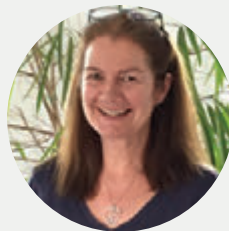
STEVE TONKIN

Digital Lead and Fix the Fells Fundraiser



LIZ ISLAM

Trust Fundraiser



PAULINE SANDERSON

Donor Stewardship Lead





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.

This report has been printed on sustainably sourced paper.



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**FUNDRAISING
REGULATOR**