

nurture lakeland

2014-15 Annual Report



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“The natural environment needs our help now more than ever as tourism pressure grows and public funding declines. We want locals and visitors to be able to continue to enjoy a healthy, beautiful landscape. Because of the commitment of local businesses to fundraising and sustainability, we’re able to protect and enhance the natural assets of the area - so that people keep coming back.”

Gill Houston, Chair of Board of Trustees, Nurture Lakeland



Visitor Giving

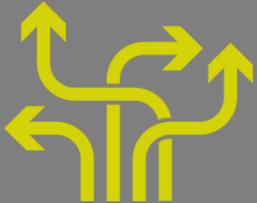
The majority of visitors come to Cumbria because of the quality of our natural environment. Whilst the grand landscapes will always look impressive, the habitats and species which live here are fragile and under threat. Businesses are increasingly recognising that their success depends on the quality of the natural environment and are helping to protect it by joining our 'visitor giving' fundraising scheme. A whole range of businesses - small B&Bs, hotels, holiday parks, visitor attractions and retailers amongst other - are helping to raise funds for the natural environment by asking their customers for small, voluntary donations towards a range of practical conservation projects. It all adds up!



£116,392 raised



115 business fundraisers



28 projects funded



Beneficiary projects

The money raised with the help of businesses, communities and individuals, is disbursed to a range of projects. Some are large scale, ongoing initiatives that need year on year support. Others are small, short term, community projects that would otherwise struggle to find funding.



We help to protect Britain's only native squirrel by our support for Red Squirrels Northern England and Penrith and District Red Squirrels

£9,675



Repairing paths - keeping local fells accessible & beautiful . As well as fundraising for the project, we 're on the Project Board.

£45,127



Dubwath Silver Meadow – a beautiful wetland nature reserve which is lovingly managed by a cohort of local volunteers.

£1,740



Protecting the rare osprey - a great sight for visitors. We support the Lake District Osprey Project which is led by the Forestry Commission

£502



We also supported several other projects, including via our Small Grants Fund (see below).

£21,011



Small grants fund

We invited community groups and other local organisations in Cumbria to apply for funding for small, local projects which would benefit the environment. We look for projects which result in outcomes that are accessible to the general public. The projects might increase biodiversity, improve water quality, connect places, increase understanding of the natural environment or improve conservation skills.

Some of the projects we funded this year included a community orchard in Allithwaite, hedgerow planting along a new community footpath, funding for a youth group who are creating wildflower beds for a community, support for a barn owl study, funds for tools to help volunteers manage overgrown scrub.

Grants totalling £5,686 were awarded to 7 projects.

Barn Owl Study



Allithwaite Community Orchard



Skelton to Unthank Community Footpath

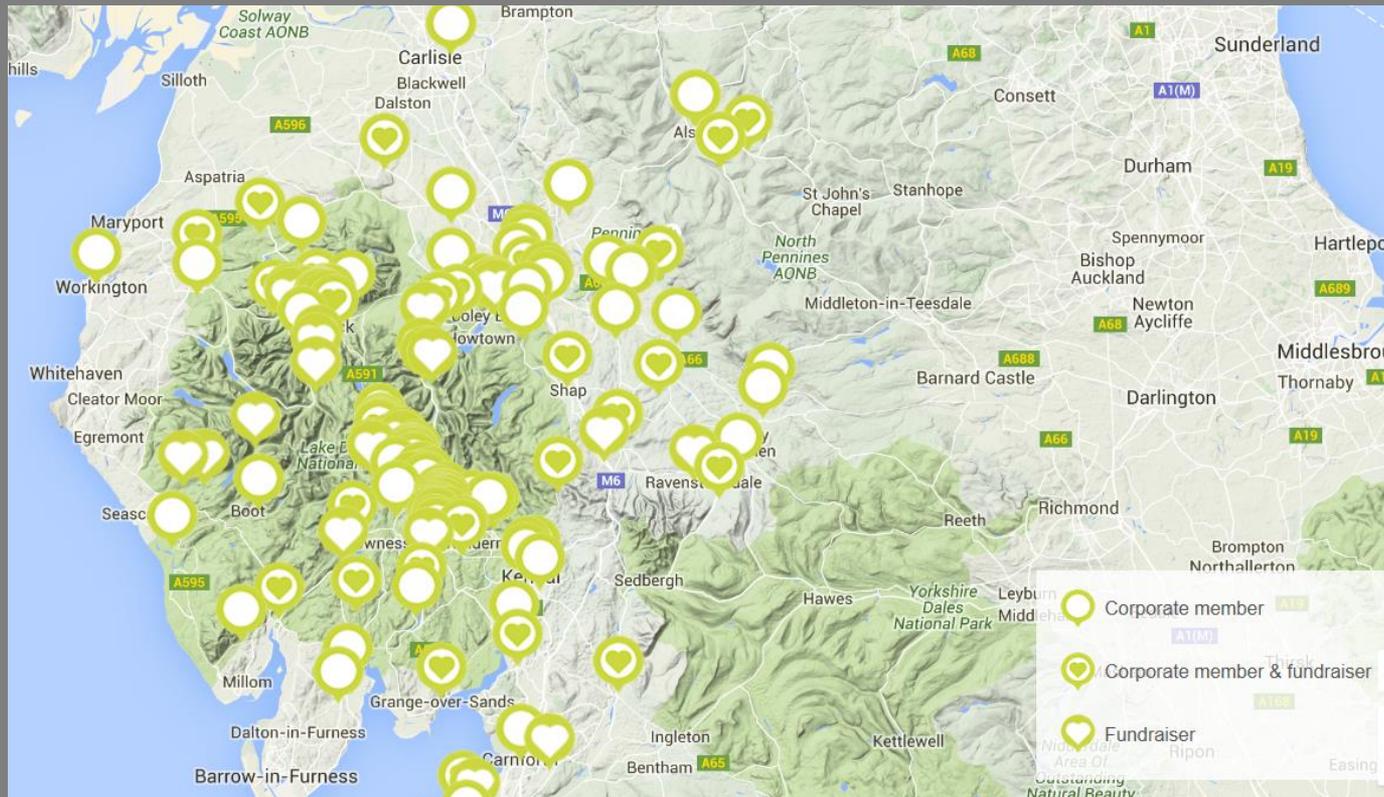


Blooming Youth





Our supporters

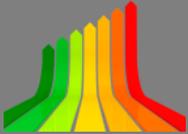


We launched our new interactive [Green Business Directory](#), which maps those businesses which either fundraise for us, or are corporate members of Nurture Lakeland. Some businesses are both fundraisers and members. It's great to see so many businesses acknowledging the importance of the natural environment to the success of their business.



Research

We worked on three projects this year:



Low Carbon Cottages: a Knowledge Transfer Partnership with the University of Cumbria. The project looked at the carbon emissions and running costs of traditionally built holiday cottages of which there are thousands in the Lake District and Cumbria. The traditional nature of their construction means that many of these cottages have a high carbon footprint, despite only being occupied 30-50% of the year. The resulting toolkit is available to download at :

<https://nurturelakeland.org/our-impact/research/low-carbon-cottages#sthash.YAoE8kB2.dpuf>

Supported and funded by Innovate UK (Technology Strategy Board), British Energy Coast Campus, The Sustainable Development Fund, The University of Cumbria and The Lake District National Park.



Lake District on a Plate: commissioned by the Cumbria Rural Growth Network, via Cumbria Tourism. Our report identifies and the limitations to local food demand and supply in the Lake District. The final report was published in April 2015 and is available to download at: <https://nurturelakeland.org/our-impact/research/lake-district-on-a-plate>



Opportunities for Payment for Ecosystem Services: on behalf of RSPB and in conjunction with the Lake District National Park Partnership. This looked at the 'services' that natural systems can provide, such as water quality, recreation, biodiversity and carbon sequestration and considered how investment for the enhancement of these natural benefits could be secured.

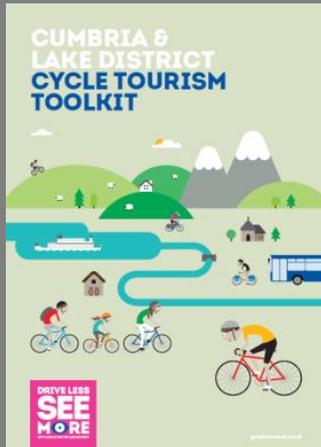


Campaigning



As part of the Drive Less See More: Explore project we continued to promote sustainability and help visitors go 'car-free' by highlighting food and drink, heritage, accessibility and family activities all accessible using low carbon transport options.

The Go-Lakes Travel cycling toolkit was completed & distributed to businesses. Everything a business needs to know to be cycle friendly.



We launched an online DIY 'itinerary generator' for businesses to create their own, tailored material.
www.travelplanningapp.co.uk



Challenge events are popular in the Lakes. We updated our comprehensive Guide to Sustainable Organised Recreation Events





Accounts 2014-15

Income: £248,469

Core funding 13%
Grants & services 29%
Donations, gift aid & sponsorships 51%
Donation from *Nurture Tourism 6%
Other 1%

Expenditure: £248,891

Grants given 37%
Staffing & expenses 41%
Contractors 8%
Marketing 3%
Overheads & capital items 9%
Other 2%

*Nurture Tourism Ltd is the commercial subsidiary of Nurture Lakeland and is the organisation from which we run our Corporate Membership scheme and undertake consultancy work. Any profits from Nurture Tourism are donated to Nurture Lakeland and have been included in the accounts above.