



how opt-out visitor giving works for...

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It's pretty simple here.

We have a poster in the Room Information Folder explaining all about it, and when the guest comes to pay, the £2 is on the bill already. We ask them if they spotted it in the room folder, and the majority say "yes" and "that's fine". If they say "no, we haven't read about it", we give a very brief explanation and we have a backup copy in reception along with some literature explaining about the projects we support.

Right on top of the counter at reception is the certificate that Nurture Lakeland provide showing how much we have collected. Most people realise that £2 is less than the bag of sweets they are about to buy at the petrol station and have no problem with it. **We make it very relaxed and casual** – no pressure.

We have another file in the Lounge with loads more information, extra info about other Nurture projects too such as Drive Less See More and Love your Lakes.

There have **only been 2 guests who have said no, in 5 years.** We don't sometimes pop it on the 1 night business stays, as the

company pays in advance via agencies, and the same goes with a few guests who just have their accommodation paid for in advance and don't open a tab whilst they are here for drinks or food. Both of these examples are few and far between – **99% pay the donation** but we do use some discretion if necessary.

We then add the total amount collected to our daily total sheet (everyone has a basic system for counting revenue) and at the end of the month, we total these up. Every quarter we add them up and pay Nurture Lakeland!

That just about sums it up.