



# case study: opt out Elder Grove Bed & Breakfast

## B&B's fundraising recipe for success

Elder Grove are as serious about sustainability as they are about their cooking gaining numerous green awards.

They are now on a mission, with the help of their guests, to raise funding to repair upland fell paths throughout the region.

Nurture Lakeland helped them set up an 'opt out' scheme. When guests book, a small donation appears on their bill which they can leave or opt out of paying.

The money raised helps fund the local 'Fix the Fells' project and Elder Grove have already raised over £5,000 for the scheme.

*"Joining Nurture Lakeland helps us to preserve the Lake District we love and take major steps towards Green awareness."*

Paul & Vicky McDougall, owners

## The business

**Elder Grove is a family-run guest house offering you wonderful bed and breakfast in Ambleside.**

The house is a detached Lakeland building, built in the late 1800's and still retaining many original features.

The accommodation is warm and welcoming, and makes this Bed and Breakfast a great location for a holiday or weekend break in the Lake District.

Owners Paul and Vicky McDougall have lived in the Lake District all their lives and have a wealth of catering experience making breakfast a highlight of any stay.

Locally sourced products and home made jams, marmalade and bread are all on the menu.



They're the winners of Cumbria Tourism's 'Sustainable Business of the Year 2010' award. They've achieved green accreditation with a Gold Award from the Green Tourism Business Scheme and in 2008 they achieved a Cben Gold award.

# 'opt out' how it works

## Choose 'Opt out'

- Elder Grove wanted to raise funds for a local conservation or wildlife project and contacted Nurture Lakeland to discuss how they could contribute.
- They chose the 'opt out' scheme. A small fee is added to room bills listed as a contribution to a local conservation project of your choice supported by Nurture Lakeland. Guests are given the option to contribute or 'opt out' of the donation when booking.
- Regular updates on the chosen project's progress are provided along with opportunities to attend 'behind the scenes' events to see how the monies raised are being spent.
- Developing an opt out scheme can demonstrate to your staff, customers and the local community that your business recognises the responsibility it has to protect the local environment.
- Opt out is the most successful fund raising method with a 40% take up by guests.

- Opt Out incorporates easily into booking systems making it a zero admin option.

*"It's a great way of fundraising. Guests want to contribute to the local area when they stay and 'opt out' makes it really easy for them."*

Paul McDougall, owner

## Choose a project

Nurture Lakeland support over 30 local projects which means that you can support a project that is relevant to your business and to your customers.

Popular projects include Love Your Lakes, Fix The Fells, the Lake District Osprey Project, Save Our Squirrels, Miles Without Stiles and the Herdy Fund.

Each project makes a vital contribution to the conservation and protection of the environment, wildlife or local communities.

Elder Grove chose to support the 'Fix the Fells' project which had resonance with many walking and hiking visitors.

Fix the Fells is a project to repair and maintain the upland paths in the Lake District.



Elder Grove guests, through the 'opt out' scheme, have raised over £5,000 which is generously match funded by the Heritage Lottery Fund, bringing the total contribution for Fix the Fells to £15,000. Their efforts have earned them Nurture Lakeland 'gold' supporter status.

## See the results

The support of fundraisers like Elder Grove can make a big difference to conservation.

You will receive updates on your chosen project's progress, along with literature and marketing materials ensuring that your guests know about your fundraising activities.

The images below illustrate some of the valuable work carried out by the Fix the Fells project with the help of Elder Grove. It's just one example of a project benefiting from 'opt out' fundraising.

Before: Scarring from erosion



After: A repair by 'Fix the Fells'

