

# case study: opt in Langdale Estate

## Langdale Estate 'opt in' helps repair the fells

Langdale Estate were aware that many guests would welcome the opportunity to contribute to a local conservation project.

Nurture Lakeland helped it set up an 'Opt In' scheme. When guests book, a small donation appears on their bill which they can choose to tick and opt in to making a donation to a local environmental project.

Langdale has raised over £162,674 to regenerate footpaths in the Langdale Valley.

The money funds 'Our Man at the Top' a full-time member of staff working with teams on the 'Fix the Fells' project helping to regenerate paths in the Langdale Valley as well as a conservation project protecting the red squirrel.

## The business

**Located in the heart of the Lake District the award-winning 35-acre Langdale Estate offers a choice of hotel, self catering and timeshare accommodation.**

The Estate offers an impressive choice of 56 en-suite luxury hotel rooms, self catering lodge and apartments, two distinctly styled restaurants, three bars, Lakeland pub, conference facilities and extensive leisure and health and beauty facilities.

From the reuse of historic building materials to energy efficient design to day-to-day conservation efforts, this luxury hotel has a reputation for environmental responsibility.

The Estate is ideally situated for walking throughout the National Park whether you are keen on short, medium or more strenuous routes.

Langdale's famous Scandinavian Lodges offer exceptional modern comfort, with the convenience of having all the facilities you will ever need right on your doorstep.



# 'opt in' how it works

## Choose 'opt in'

- Langdale Estates were keen to raise funds for a local conservation or wildlife project and contacted Nurture Lakeland to discuss how they could contribute.
- They chose the 'Opt In' fundraising scheme. When guests book, a small donation appears on their bill which they can choose to tick and opt in to making a donation to a local project.
- Regular project updates are provided, along with opportunities to attend 'behind the scenes' events which reveal exactly how the donations are being used.
- Opt In incorporates easily into booking systems eliminating administration time.
- Setting up an Opt in scheme can demonstrate to staff, customers and the local community that your business recognises its responsibility to the local environment and community
- Publicity provided by Nurture Lakeland will ensure that future fundraising targets and achievements are publicised.

*"A lot of people come to us because of our conservation efforts. It really is becoming an 'added extra'."*

Nick Lancaster, Operations Director

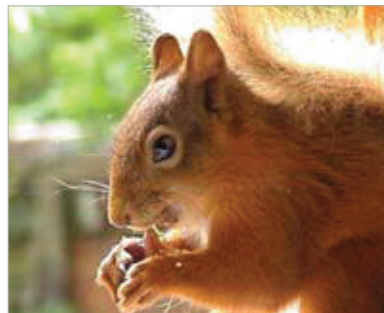
## Choose a project

Nurture Lakeland supports 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.

Within the Lake District community Langdale Estates are active in supporting the 'Our Man at the Top' upland path workers who maintain paths to protect the surrounding landscape.



Endangered red squirrels also get support from Langdale Estates. With luck these native squirrels may be seen on the hotel grounds.

## See the results

The support of fundraisers like Langdale Estates 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 support of Langdale Estates has helped the Fix the Fells project repair 160 Lake District paths, although a further 70 are still in need of fixing.



The Save our Squirrels project is working to protect and increase the numbers of red squirrels across the county. They are currently working with landowners to carry out conservation work to benefit the reds in five designated red squirrel reserves at Whinlatter, Thirlmere, Greystoke, Whinfell, and Garsdale/Mallerstang.