



Aims

- a sustainable tourism sector
- fund conservation and environment
- demonstrate that tourism and conservation can be mutually supportive



Our Work

- Not for Profit company set up in 1993 to fundraise for conservation work
- Operating in Cumbria and the Lake District
- Over 350 members representing over 1200 individual businesses
- Supporting 32 projects (with over 350 projects funded over last 18years)
- Generating private sector donations from tourism related businesses of approx. £250,000 per year
- Total funds raised; approx £2 million to date

Projects



Access

- Footpaths & bridleways
- Miles without stiles
- Fix the Fells
- Cycle routes



Climate Change

- Car Free
- Love Your Lakes
- Low Carbon Lake District



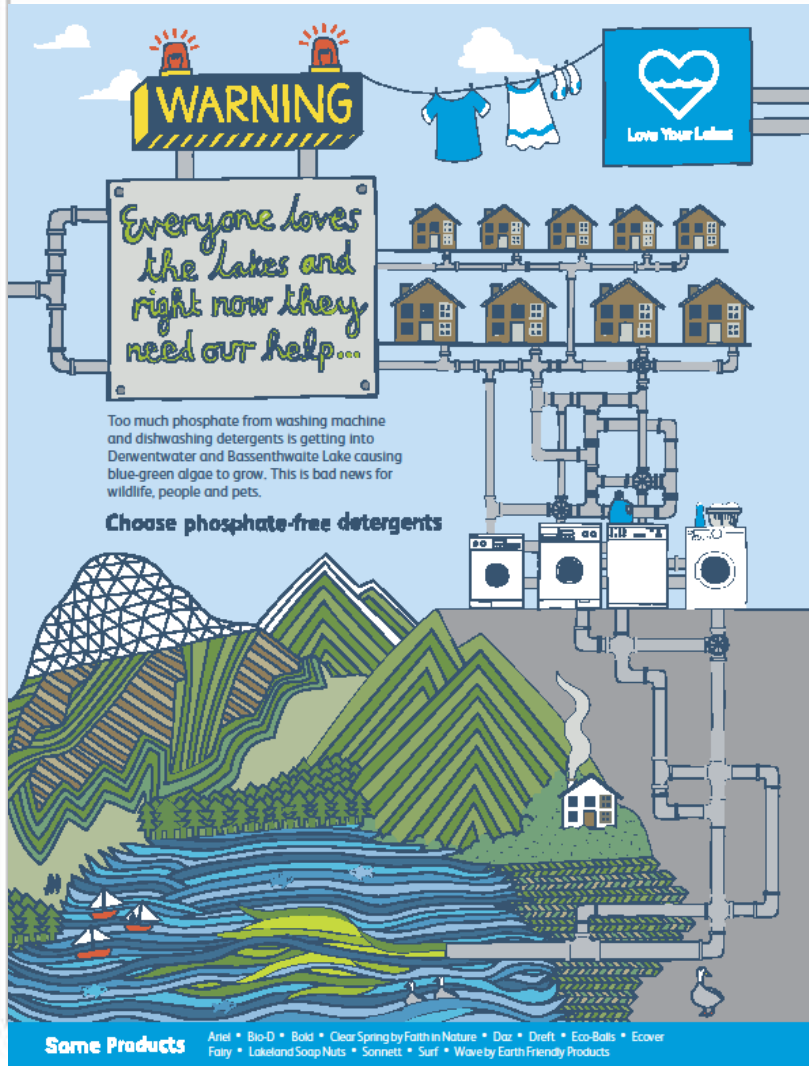
Culture & Communities

- Education
- Heritage
- Engagement



Wildlife & Wilderness

- Threatened landscapes & species
- Damaged habitats



Sustainable Tourism

'The quality of the landscape and the quality of the visitor experience are interwoven'

- Love Your Lakes
- Drive Less See More
- Sustainable Outdoor Events guidance
- A Green Eden
- Carbon Brokering
- Visitor Giving
- Advisory visits, support and training
- Promote our own and other accreditation schemes

Nurture Lakeland

Board of Directors / Trustees

12 members

Representing; tourism, private sector, conservation, public sector, membership.
Provide governance, support and expertise. Meet quarterly

9 Staff

Director, Finance/Office Manager, Sustainable Tourism Advisors x2, Project Leads x2,
Visitor Giving Staff x 1.2 FTE, Intern

Key Partners

National Trust Lake District National Park Cumbria Tourism
Natural England Private Sector

Nurture Lakeland

Nurture Lakeland

Registered charity, Lake District & Cumbria wide

Aim: Protection of the natural environment

Nurture Eden

Funded project but with own staff and local identity

Nurture Tourism

Trading subsidiary of Nurture Lakeland, Limited company, able to operate commercially anywhere in UK.

Gifts profits back to NL

Partnership

Conservation partners

- National Trust
- National Park
- Wildlife Trusts

Statutory partners

- District & County Councils
- Lake District National Park
- Cumbria Tourism

Business partners

- Hotels & Cafes
- Retailers
- Visitor Attractions

Income streams

'Sustainable income



- **Membership income**
- **Visitor Giving**
- **Projects**
- **Consultancy**
- **Donations**
- **Grants**
- **Key Partners**

Visitor Giving expenditure

Cost of fundraising 2012

Expenditure

- Salaries, 1.2FTE
- Financial management
- Overheads
- Marketing & PR
- Licences, IT, compliance

Total

- £41, 756



Return on Investment

Cash donations

- £150,000

Match funding

- £80,000

Total

- £230,000