

EXPLORING VISITOR GIVING

Pembrokeshire Nature Partnership

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3/1/2019

PEMBROKESHIRE
NATURE
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PARTNERIAETH
NATUR
SIR BENFRO

 arwain sir benfro
LEADER Pembrokeshire

Cronfa Amcethyddol Ewrop ar
gyfer Datblygu Gwledig
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for
Rural Development
Europe Investing in Rural Areas

Llywodraeth Cymru
Welsh Government

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1. Executive Summary

On behalf of Pembrokeshire Nature Partnership, we were asked to investigate the appetite and likely uptake of a visitor giving scheme in Pembrokeshire. This report presents the findings of an online survey to both businesses and visitors, an analysis of current visitor giving schemes in delivery and some recommendations for next steps.

1.1. Visitor Survey

- Almost half the respondents (49%) were from England, 20% were local to Pembrokeshire and 26% from elsewhere in Wales.
- 18% of respondents visit Pembrokeshire once a year, and 9% twice a year. 28% are more regular visitors, visiting a few times a year. 18% visit a few times each week.
- Main reasons for visiting Pembrokeshire were for the beauty of the natural landscape (84%), because it is peaceful, quiet and/or relaxing (74%), for high quality beaches and/or bathing (71%), because of having enjoyed previous visits (63%) and to visit the Pembrokeshire Coast National Park (61%).
- 90% of visitors say the wildlife and landscape of Pembrokeshire is very important to them, and 9% say it is important – just one person remained neutral on the subject.
- Most features are important to visitors – particularly beaches and dunes, coastal slopes and cliffs, and footpaths. Woodlands and the marine environment were important to around 80% of visitors.

- When asked which feature was most important to them, the same features of beaches and dunes, coastal slopes and cliffs, and footpaths came out on top, followed by marine.
- Visitors were asked to name species of wildlife they associated with Pembrokeshire. Puffins, seals, dolphins and choughs were the most frequently mentioned.
- Visitors were asked which wildlife species they had seen on visits to Pembrokeshire, which made their visit memorable. Again, puffins, seals, dolphins and choughs were the most frequently mentioned, along with porpoises.
- Visitors were asked if they would contribute if their accommodation provider asked for a voluntary donation towards protection of Pembrokeshire's habitats and species, and if so, how much would be a reasonable donation. 68% said they would contribute (8% said no) and 24% were unsure. The majority (47%) suggested a contribution of £5.
- Specific campaigns for habitats/species would be most likely to make visitors donate regularly (62%).
- Visitors were asked if they would be more or less likely to choose accommodation or businesses that were a part of a Visitor Giving scheme. Almost a third (32%) said they would be more likely, but for almost half (47%) it would make no difference.
- Visitors were asked if they would support projects that take place away from where they choose to visit, if they benefited the wider environment and wildlife in general. 80% said yes.

1.2. Business Survey

- A quarter of respondents were activity providers, 17% serviced accommodation, 17% visitor attractions and 13% self-catering or retail.
- These businesses were a range of sizes, catering for between 50 and 150,000 guests or visitors each year (and on average 12,388).
- 92% of businesses think that the natural environment of Pembrokeshire is very important to their customers/visitors (8% think it is 'important').
- Footpaths, coastal slopes and cliffs, and beaches and dunes were the most popular in features it was important to maintain (although most features were considered important by a large percentage of businesses), and when forced into deciding which was the most important, 35% chose marine environments, and 23% chose beaches and dunes. Footpaths came third, chosen by 15% of businesses.
- When asked which wildlife species they think are associated with Pembrokeshire, puffins, seals and dolphins were most frequently mentioned.
- 42% of businesses think that their customers/visitors would contribute to a general fund for nature in Pembrokeshire, but half were unsure.
- Just over three quarters of businesses (77%) would feel comfortable signposting their customers/visitors to a voluntary donation scheme to preserve the local natural environment.
- The majority of businesses (92%) thought there would be a benefit to their business being associated with a scheme to help protect Pembrokeshire's natural environment.

1.3. Desk Based Study

- The desk-based study included 29 schemes in 16 UK National Parks, 1 national scheme in Scotland, and 17 schemes in 11 AONBs or geographic regions.
- The amount raised from Visitor Giving ranged from £4,000 £175,000 per year across National Parks.
- Those that are most successful have ongoing financial or capacity support to core costs.
- A variety of fundraising mechanisms are used, most schemes do not rely on one income source.
- Income from non-visitor sources e.g. consultancy, training, core partner funding was common
- Levels of business engagement varied across schemes
- The “call to action” strategies used by existing schemes are to either highlight the need for the whole area, or for a specific project.
- funds are allocated to either internal programmes of work, or given as grants to external project delivery organisations (usually decided by steering group / grants panel) depending on the structure of the scheme administrator.
- Visitor giving funds are allocated to a variety projects covering the following themes: Education and skills, Habitats and species, Access and recreation, and items such as benches and signposts.

1.4. Outline Recommendations and Next Steps

The recommendations are organised by the 4 key areas required in order to deliver a Visitor Giving Scheme:

- Governance / Management structure
- Collection Methods
- Marketing and campaigns
- Grant Making

Governance / Management Structure:

1. Determine best Governance Structure for the project, considering local dynamics.
2. Develop a local steering group with local stakeholders including businesses.
3. In order to maintain trust and support from local stakeholders, host a follow up event to feedback survey findings and discuss any discrepancies between perceptions vs data.

Collection Methods

1. Offer a range of donation collection methods to visitors, considering the viability of each in turn
2. Consider the outputs of the Lake District Foundation NESTA/Rethinking Parks programme which investigates the use of contactless giving in natural environments (Final report due September 2019).
3. Engage with warm businesses, then feedback success and willingness of visitors to participate to other business.

4. Develop a direct to visitor ask and identify key locations for a direct to visitor ask based on high footfall areas.
5. Highlight businesses that are making a contribution so that they can achieve a marketing benefit.
6. Supplement Visitor Giving income with income from non-visitor sources

Marketing and campaigns

1. Identify a marketing budget.
2. Develop a clear case for support, with Landscape at the heart.
3. Create a strong case for support, explaining why donations are needed
4. Include educational messaging
5. Consider age profiles and motivations when developing fundraising campaigns
6. Build on the existing strong sense of place for Pembrokeshire

Grant Making

1. Choose a grant making procedure appropriate for the chosen governance structure.
2. Use donations collected to fund a variety of projects across themes in order to appeal to a wide range of visitors, businesses, and locals.

2. Visitor Survey

The visitor survey went live at the end of March 2018 and ran until the end of August 2018. 188 responses were received.

All surveys are subject to some degree of statistical error. The size of this error varies with the sample size, population size and strength of response. The table below shows a range of sample sizes, and the margins within which you can be 95% certain that the figures will be true if the sample is a random one. For example, if you have a sample size of 500, and 80% of them answered 'yes' to a particular question, you could be confident that any repeat of the survey would generate between 76.5%-83.5% 'yes' answers.

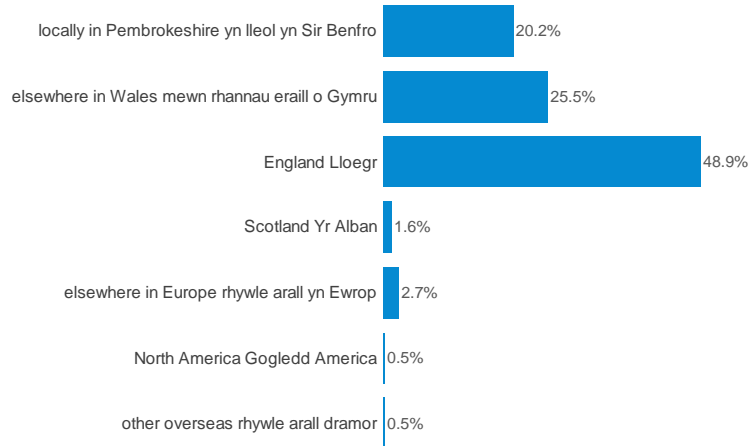
Statistical Reliability					
Sample size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
500	±2.6	±3.5	±4.0	±4.2	±4.4
400	±2.9	±3.9	±4.5	±4.8	±4.9
250	±3.7	±5.0	±5.7	±6.1	±6.2
100	±5.9	±7.8	±9.0	±9.6	±9.8
50	±8.3	±11.1	±12.7	±13.6	±13.9

A sample of 188 statistically produces answers at a 95% confidence level that will be accurate to +/-7.2% or better.

It is generally accepted that an error level of around +/-5% is satisfactory for reliable and robust results, within accepted market research industry standards – and this is slightly outside of that range. This means that results should be considered to be reasonably representative of the visitor population as a whole.

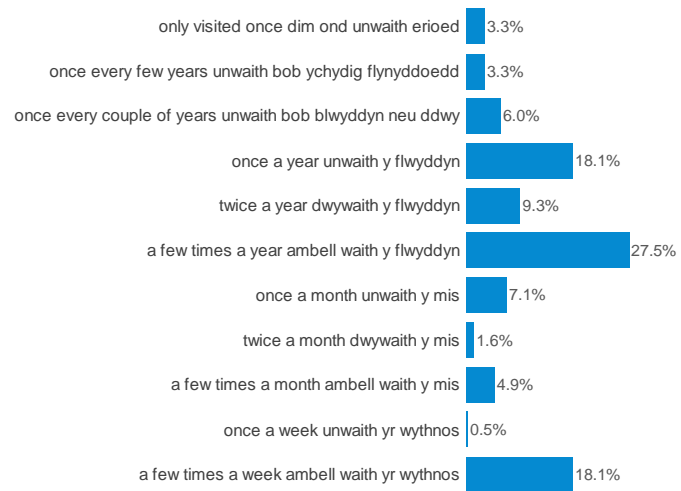
2.1. Origin

Almost half the respondents (49%) were from England, 20% were local to Pembrokeshire and 26% from elsewhere in Wales.



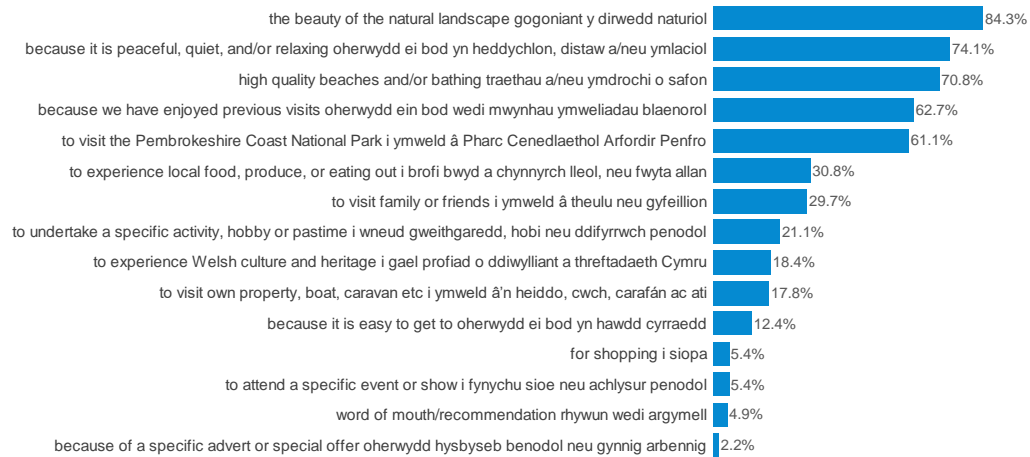
2.2. Visit Frequency

18% of respondents visit Pembrokeshire once a year, and 9% twice a year. 28% are more regular visitors, visiting a few times a year. 18% visit a few times each week.



2.3. Reasons for Visiting

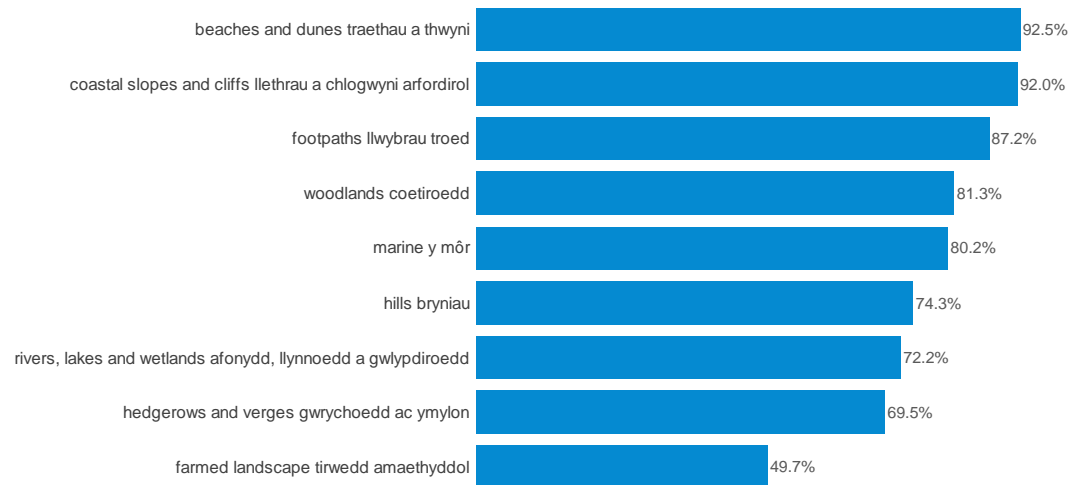
Main reasons for visiting Pembrokeshire were for the beauty of the natural landscape (84%), because it is peaceful, quiet and/or relaxing (74%), for high quality beaches and/or bathing (71%), because of having enjoyed previous visits (63%) and to visit the Pembrokeshire Coast National Park (61%).



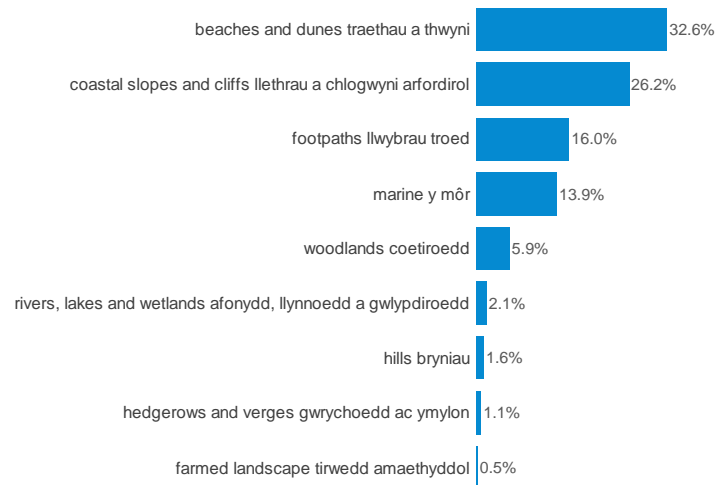
2.4. Wildlife/Landscape Importance

90% of visitors say the wildlife and landscape of Pembrokeshire is very important to them, and 9% say it is important – just one person remained neutral on the subject.

Most features are important to visitors – particularly beaches and dunes, coastal slopes and cliffs, and footpaths. Woodlands and the marine environment were important to around 80% of visitors.



When asked which feature was most important to them, the same features of beaches and dunes, coastal slopes and cliffs, and footpaths came out on top, followed by marine.



2.5. Wildlife Associations

Visitors were asked to name species of wildlife they associated with Pembrokeshire. Puffins, seals, dolphins and choughs were the most frequently mentioned.

Species	Number of Respondents
puffins	82
seals	47

dolphins	26
chough	22
seabirds (general)	18
birds (general)	17
gannet	9
Red kite	9
Manx shearwater	8
porpoise	8
otters	6
razorbill	6
cormorants	4
wild flowers	4
jellyfish	3
seagulls	3
crabs	3

lobsters	2
birds of prey	2
adders	2
badgers	2
foxes	2
geese	2
guillemots	2
oystercatchers	2
peregrine falcon	2
ravens	2
sheep	2
Welsh ponies	2

They were asked which wildlife species they had seen on visits to Pembrokeshire, which made their visit memorable. Again, puffins, seals, dolphins and choughs were the most frequently mentioned, along with porpoises.

Species	Number of Respondents
seals	68
puffins	56
dolphins	35
chough	25
porpoise	22
birds (general)	14
gannet	11
peregrine falcon	10
razorbill	10
seabirds (general)	10
Manx shearwater	9
jellyfish	8
badgers	7
foxes	7

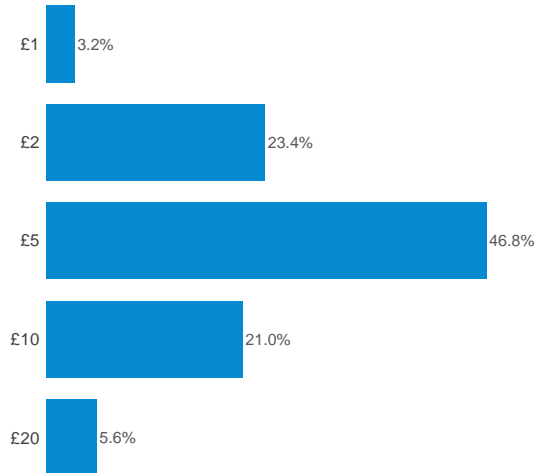
guillemots	7
butterflies	6
buzzards	6
crabs	6
otters	6
Red kite	6
bats	5
owls	5
adders	4
cormorants	3
fulmars	3
kingfisher	3
sheep	3
fish	2
ravens	2

rabbits	2
whales	2

2.6. Visitor Giving

Visitors were asked if they would contribute if their accommodation provider asked for a voluntary donation towards protection of Pembrokeshire's habitats and species, and if so, how much would be a reasonable donation. 68% said they would contribute (8% said no) and 24% were unsure.

The majority (47%) suggested a contribution of £5. Almost a quarter would pay £2 and another 21% would pay £10.



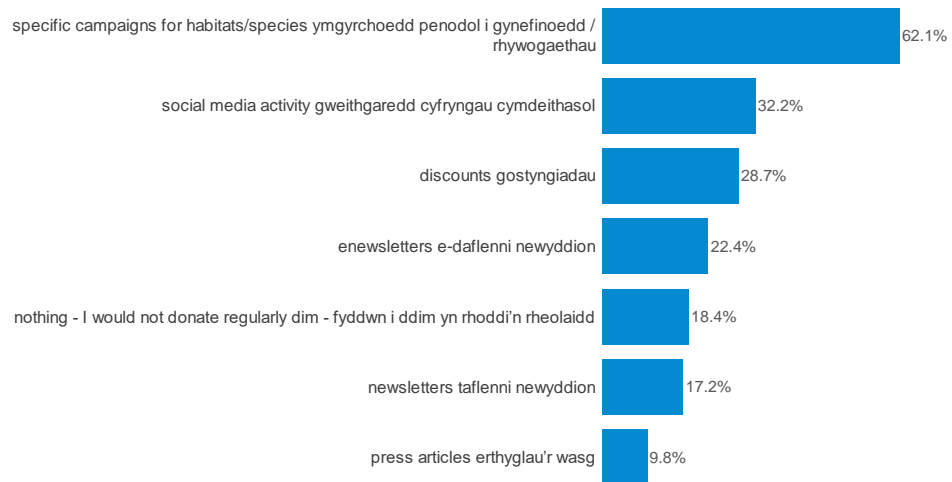
A couple of comments:

"Depends what it is actually for. I would put more money in for some things than for others."

"£2-£10 per night depending on type/quality of accommodation, size of party and length of stay,"

"regular £5/10 per month - depends how the money is going to be used."

Specific campaigns for habitats/species would be most likely to make visitors donate regularly (62%).



for National Parks and natural environment lies with the government. Preferably not this government."

"I contribute towards my mum's household bills - including council tax; pay car parking when we are visiting and am a member of the local Wildlife Trust so probably wouldn't contribute a further regular amount"

"It would be great to be told what the donation went on and impact Comments about what might encourage visitors to donate more regularly included:

"collection boxes at sites of interest or local pubs/cafes, pin badges - similar to RSPB, MCS or supporting Pembrokeshire's' wildlife and car stickers supporting Pembrokeshire's' wildlife"

"essentially information about where the money is being spent and why it is not possible to fund it from other sources"

"Exclusive merchandise"

"Initiative towards establishing a marine protected area in Pembrokeshire"

"Investment in "honeypot" facilities e.g. toilets to concentrate/prevent misuse of the landscape"

"Holidaying in Pembrokeshire is not cheap. If anything, I think owners of holiday cottages should contribute, but really the responsibility but would donate anyway as I'd love people to enjoy what I have experienced now in the future"

"Would be good to have a Pembrokeshire magazine"

"ease of making a donation e.g. leaflets in self-catering cottages, visitor attractions"

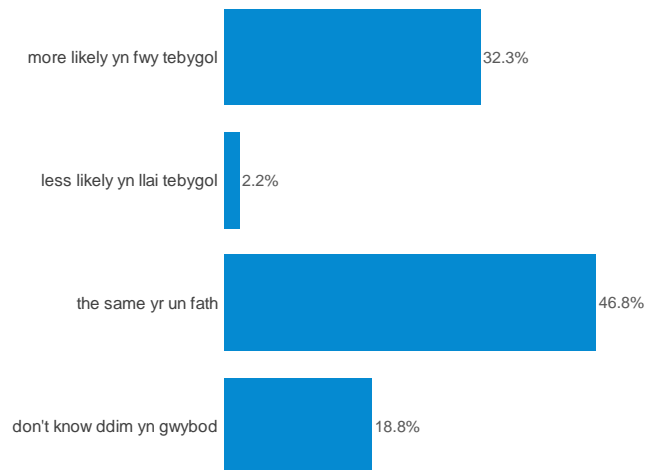
"Campaigns run by the Wildlife Trust"

"I don't think responsibility for national parks should be passed off onto the public. I've already paid for my holiday"

"I don't like paper newsletters as I'd rather the money was spent on projects"

"I tend to give my charitable donations to organisations like Cancer Research or RNLI"

Visitors were asked if they would be more or less likely to choose accommodation or businesses that were a part of a Visitor Giving scheme. Almost a third (32%) said they would be more likely, but for almost half (47%) it would make no difference.



Often, work to protect or enhance the natural environment needs to take place away from where the ultimate benefit may be seen, or such work may be to the benefit of wildlife and the environment in general e.g. work to reduce river pollution can result in improved feeding grounds for estuary birds, or cleaner beaches for everyone.

Visitors were asked if they would support projects that take place away from where they choose to visit, if they benefited the wider environment and wildlife in general. 80% said yes, 4% said no, and 16% were unsure.

They were provided with an opportunity to make further comments. These are repeated here verbatim:

"I'm a member of the Exec Committee of the Friends of Pembrokeshire Coast National Park. We could possibly get involved in specific campaigns?"

"Both locals and visitors like to hear stories about wildlife to help them learn about them and understand and enjoy the richness of what we have but often don't see until it is pointed out in an engaging way"

"This idea is great and probably ticks boxes under the Wellbeing of Future Generations Act - collaboration and long-term view would be at least two aspects."

"Great idea!"

"I am a life member of Nat Trust, English Heritage, Woodlands Trust, 2 wildlife Trusts, Chiltern Society and a load of bird and wildlife charities. Create an organised charity with a clear role and then I'd likely join it but transactional voluntary giving per visit will irritate and not provide structure or clear goals and benefits."

"I love Q13 - not enough organisations are brave enough to explain/address/tackle this aspect - well done for including it. Also, could the funds be used to support/match work of WTSWW or national park to maximise benefits? Lastly I would encourage opportunity to donate when buying local produce/visiting key attractions not just via accommodation (a bit like how gift aid works is you can choose from 2 different prices where one includes the donation"

"I fully support any schemes that will help safeguard the natural environment of Pembrokeshire, it's such a special place"

"Your coastal paths are our favourite in the UK."

"The National Park is not the only agency that protects the wildlife and landscape of Pembrokeshire. I would want to know that voluntary groups and charities would have a fair chance to access any funds raised from this scheme. How would local communities benefit - could they access funds to improve a local area important to them even if it didn't have much wider impact? Could the funds be available to farmers to encourage them to farm in a way which supports wildlife?"

"Educational sites should be set up at beach areas to educate and encourage people to be more respectful to their surroundings and local wildlife."

"I grew up in Pembrokeshire, love the place"

"Visiting Skomer and the puffins was one of the best days of my life - I'm 48 :)"

"I think all in Pembrokeshire do a fantastic job of protecting the wildlife/environment as well as welcoming tourism I also love the fact Pembrokeshire is very dog friendly thank you"

"Always get Pembrokeshire it is on every visit, makes me sit and contemplate for first day at least."

"I think a donation is a great way to sustain what's there now for longer for others as humans we should take responsibility for the experience others may have in the future a little goes a long way sometimes and I would value being part of a positive impact for the future I love Pembrokeshire"

"Wildlife is fundamental to our visits to Pembrokeshire. Habitat creation, enhancement and management should be of prime importance within and adjacent to the National Park."

"I love Pembrokeshire for personal reasons and I am concerned about protecting local wildlife. I love canal walking and bird spotting."

"We visit for the dog-friendly walks, beaches, pubs, cafes and accommodation. We try to support dog-friendly businesses while there so would be more likely to donate in these places and especially if projects also benefit dog owners."

"Love Pembrokeshire, the work done with wildlife, it's dog friendliness and support of tourism"

"If such a scheme is launched then it should include publication of how much is raised and transparency on how it's spent. Thought should be given to being able to claim tax relief through charitable gift aid. Also set up so that the funds raised can be used to draw in

match funding from other sources. There should be an emblem/brand for the scheme so that participating providers can use it as part of their marketing - why not offer a voucher to spend at the National Park centre or the National Park heritage posters"

"I don't have any spare pennies to contribute else I would. Pembrokeshire is stunning, supporting local farmers will help keep it that way."

"Pembrokeshire's coastal areas have an ethereal quality that always makes us sad to leave. The information centre in St David's is first class and its quality and standard could be replicated elsewhere?"

"Maybe holiday cottages could offer 'free' membership of the wildlife trust"

"Coastal erosion protection is needed."

"some printed info would be good to leave in our holiday accommodation for our visitors"

"We stay in a relative's holiday property so do not visit paid for accommodation. We love walking along Tenby's beaches and the wider coastal path."

"I am not in favour of this sort of funding, which is basically a stealth tax. Such projects should be financed by local and national governments as part of their responsibility to protect our natural heritage. Requesting additional funds from an already squeezed public is immoral. This sort of funding could easily be afforded by the state if the current government's austerity programme were to be ended."

"I feel it would need to be current projects advertised to visitors so that they are moved to contribute when they are in the area. I guess that regular contributions from visitors would be hard come by."

"It is a good idea to ask visitors to make a donation to all popular tourist resorts to protect the environment and wildlife within it. These beautiful places need to be preserved for future generations and it takes all of us to contribute and help with this. I would go so far as to say that a tax should be charged just like they do in The Balearics."

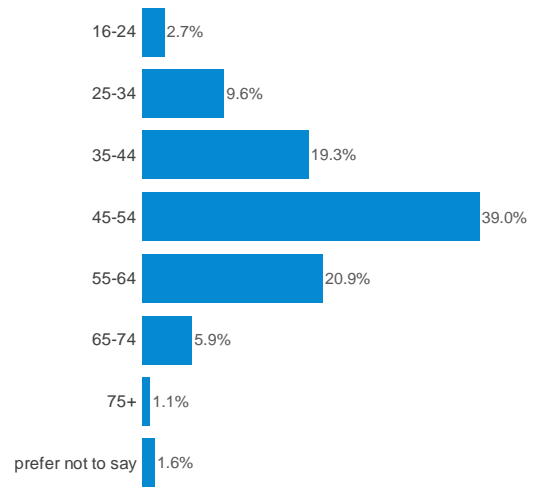
"Is there a way to apply this today visitors?"

"Pembrokeshire is so beautiful, I really appreciate everyone's efforts to look after it. As a family, we try to do our bit whilst we are visiting such as litter picking. It truly is a stunning place."

"Littering has increased at a terrible rate, I would like to see more education on prevention of littering/fly tipping with much higher fines. General accidents like a piece of paper falling out of someone's pocket obviously no fines but ask the person to pick it up. Stopping the production of plastic would be the best for any environment. Recycling helps, but it doesn't stop the environmental problems."

2.7. Age Profile

There was a good spread of age groups, with the majority (39%) aged between 45 and 54 years old.

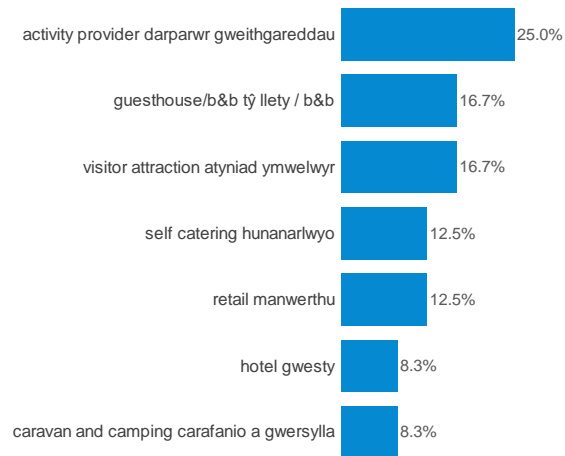


3. Business Survey

The business survey went live at the end of March 2018 and ran until the end of August 2018. 26 responses were received. Given the sample size, results should be considered as indicative only.

3.1. Business Profile

A quarter of respondents were activity providers, 17% serviced accommodation, 17% visitor attractions and 13% self-catering or retail.

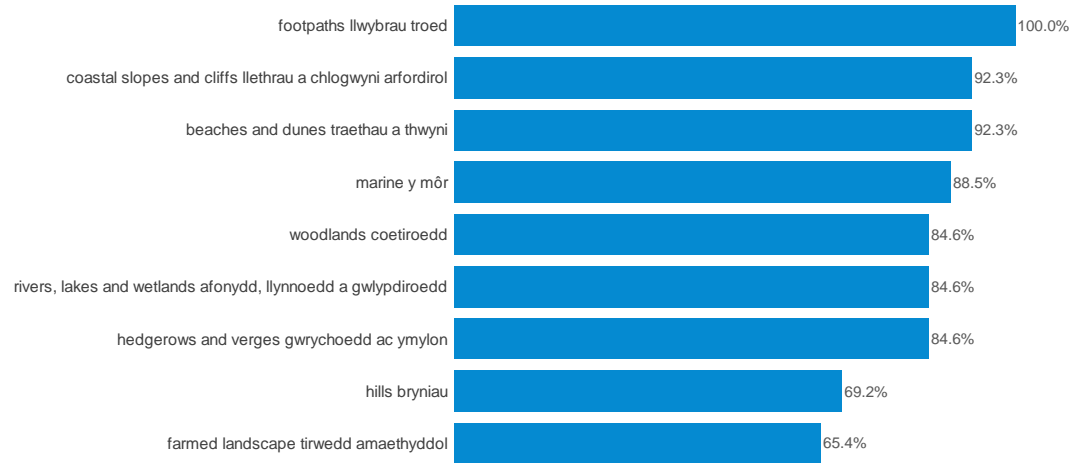


These businesses were a range of sizes, catering for between 50 and 150,000 guests or visitors each year (and on average 12,388).

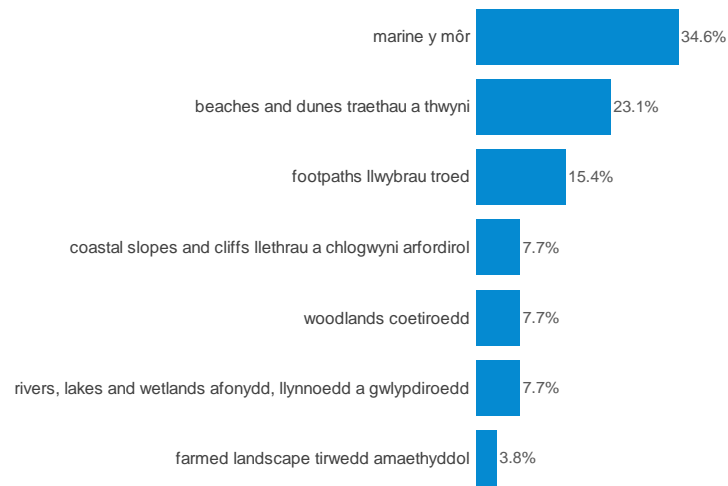
3.2. Natural Environment

92% of businesses think that the natural environment of Pembrokeshire is very important to their customers/visitors (8% think it is 'important').

Pembrokeshire has a wealth of natural resources and we are exploring working with businesses and visitors to support the protection of these areas. Which of the following features do you think are important to maintain?



And which is the most important?



Footpaths, coastal slopes and cliffs, and beaches and dunes were the most popular in the first question (although most features were considered important by a large percentage of businesses), and when forced into deciding which was the most important, 35% chose marine environments, and 23% chose beaches and dunes. Footpaths came third, chosen by 15% of businesses.

When asked which wildlife species they think are associated with Pembrokeshire, puffins and seals were most frequently mentioned:

Species	Number of Respondents
puffins	20

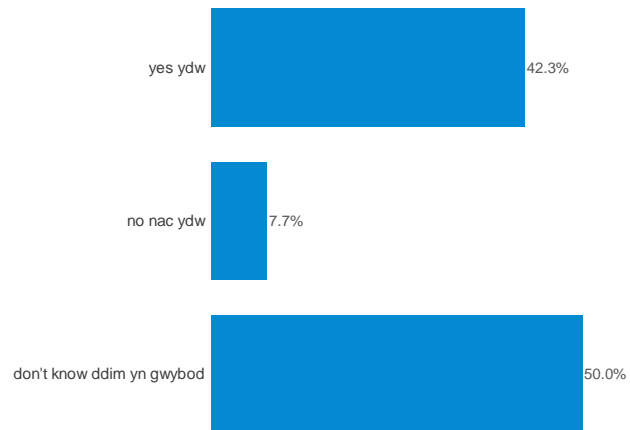
seals	13
dolphins	7
chough	5
gannet	4
Red kite	4
razorbill	4
seabirds (general)	3
lobsters	3
buzzards	3
porpoise	2
crabs	2
badgers	2
guillemots	2
peregrine falcon	2
owls	2

birds (general)	1
Manx shearwater	1
oystercatchers	1
auks	1
sheep	1
basking sharks	1
bats	1
bees	1
cows	1
fish	1
Fulmars	1
mackerel	1
rabbits	1
salmon	1
scallop	1

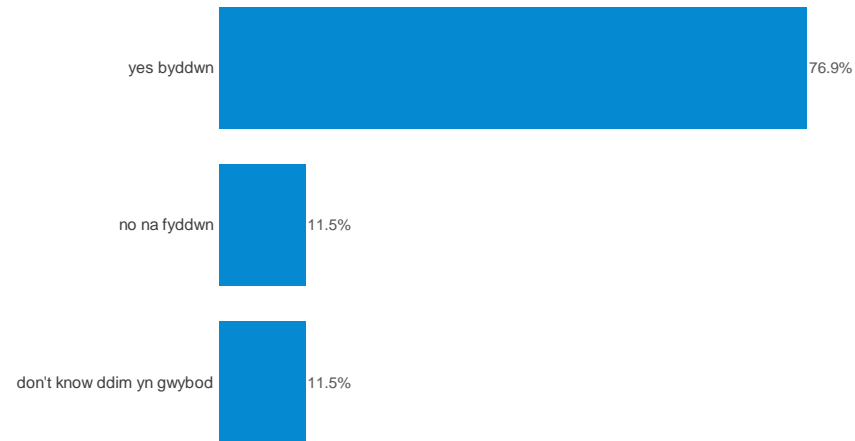
sea bass	1
small red damselfly	1
tentacled lagoon worm	1
water buffalo	1

3.3. Visitor Giving

42% of businesses think that their customers/visitors would contribute to a general fund for nature in Pembrokeshire, but half were unsure.

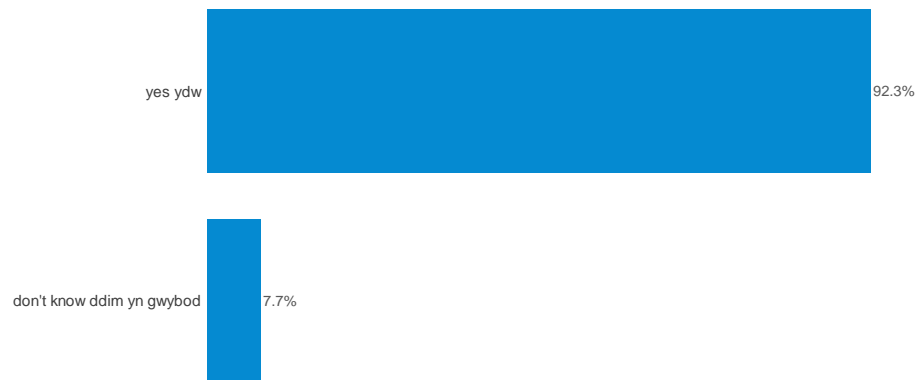


Just over three quarters of businesses (77%) would feel comfortable signposting their customers/visitors to a voluntary donation scheme to



preserve the local natural environment.

The majority of businesses (92%) thought there would be a benefit to their business being associated with a scheme to help protect Pembrokeshire's natural environment.



3.4. Responses from Business (verbatim)

Businesses were asked if they had concerns about this kind of visitor giving scheme. These are repeated here verbatim:

"People donating to charity need to know exactly where their money is going and how well it is being spent. There are already lots of charities in Pembrokeshire managing nature reserves, often at a considerable loss. We rely very heavily on visitors donating directly to these charities and becoming members, committing financial support in the long-term. A scheme like this could stop people joining NGO's as they might have already given a one-off donation. Any scheme like this also needs to have minimal administration costs and needs to publish what percentage of monies raised are being spent on direct conservation."

"Bluestone runs its own charitable foundation. We wouldn't want the two schemes to compete on resort or on our web page."

"It might conflict with the general assumption that the natural world is free to onlookers"

"With our current culture of increasing rates and taxes the appetite may be poor if not well communicated. Today we have to dig deep in our shallow pockets for too many good causes."

"How will it impact on existing organisations such as the South & West Wales Wildlife Trust; Sea Trust; RSPB? If people wish to donate surely the existing organisations are the best gateway to this, rather than creating another from scratch? Would rather focus money and energies on educating people (visitors and locals) on how to protect and respect the area they are in - improved bins and recycling; leaving flora and fauna in situ (rather than picking and digging up flowers) banning the use of pebbles and driftwood for commercial use (people take bags of both from the beaches, but leave litter?!)"

"Would not want to push it on customers but would happily offer it up and promote the cause. I think local residents should also contribute"

"Only that it should be very much about encouraging residents and visitors to look after the natural environment themselves and not to be about asking for money"

"The natural environment is important throughout the UK. Visitors should be doing their thing at home to promote and protect that which is most valuable. It therefore follows that protecting what is found in Pembrokeshire is down to the population of this county. Visitors contribute to the economy already through their spend. All businesses should seek to protect our natural heritage."

"Visitors feeling like they are being asked for more money, as well as visitors spending their money on the Visitor Giving scheme and thus not spending their money in the individual businesses (e.g. in a gift shop). If businesses felt that they were losing custom, I assume that those businesses would not continue to be involved in the scheme."

"Possibly; it would need to be very carefully signposted, publicised and managed in an open way."

"No. As long as we can demonstrate where and how people's donations are being spent."

"Great idea, encourages locals and visitors to feel more involved with our local environment"

"yes, who would benefit"

"Yes. That it will be spent on admin."

Businesses were asked if they had any ideas about what might help. These are repeated here verbatim:

"Examples of funded projects, statistics on wildlife/species declines, sticker/badge for supporting scheme?"

"Money raised needs to support local charities who are already doing the work on the ground but struggling financially with the loss of all financial support from NRW."

"Greater Pembrokeshire Nature Partnership branding across interpretation boards of members, leaflets and facilities linking not just to the partnership but to common information and the funding links."

"Engaging the local population and educating them. Helping to make them feel engaged and responsible for protecting our natural environment."

"Better plastic recycling facilities by PCC. More green initiatives and more information for tourists and locals on their impact on the environment"

"Planting a tree"

"All businesses encouraged to engage in sound environmental practices (support provided where necessary). Businesses provide funding for projects that improve the natural heritage."

"A percentage of the funds raised going back into the business/site that the visitor who made the donation visited, so there is an incentive for businesses to support the scheme."

"If they could be policed, maybe donation boxes in relevant tourist car parks? Card donations in collaboration with accommodation providers and attractions?"

"Voluntary donations (i.e. not compulsory)."

"Collection boxes in booking offices, that people could be pointed to at the point of booking the activity."

"Transparency of who would benefit and how would they would qualify to receive funds"

"Money directly spent on landscape and marine environment. Tree planting for flood defences and to prevent agricultural run-off etc."

4. Existing Visitor Giving Models: Desk Based Study, with recommendations for a Pembrokeshire Scheme

The second part of this investigation consisted of an analysis of current visitor giving schemes in delivery.

The desk-based study included 29 schemes in 16 UK National Parks, 1 national scheme in Scotland, and 17 schemes in 11 AONBs or geographic regions.

For each scheme, the following 4 key areas required in order to deliver a Visitor Giving Scheme were considered:

- Governance / Management Structure
- Collection Methods / How funds are raised
- Marketing and campaigns
- Grant Making / Activities Supported

Other details such as annual amounts raised were included where available. The amount raised from Visitor Giving ranged from £4,000 to £175,000 per year across National Parks.

The full dataset for the desk-based study of existing visitor giving schemes can be found in

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
The Broads National Park	The Broads Trust (Norfolk & Suffolk Broads Charitable Trust)	LOVE THE BROADS	Active	<ul style="list-style-type: none"> • Improve access and visitor interpretation • Biodiversity protection • Landscape protection • Conservation education for the next generation 	<ul style="list-style-type: none"> • Opt In/Out • Sponsored product/service • Sale of pin badges & guidebooks • Donations 	<p>Over £27k raised since 2012</p> <p>Nearly 75 business partners</p>	<p>http://www.lovethebroads.org.uk</p> <p>info@lovethebroads.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
Dartmoor National Park	DNPA	Recreational Dartmoor	Active	<ul style="list-style-type: none"> Path maintenance 	<ul style="list-style-type: none"> Public donations Organisers of large-scale events 	Current Project: Nuns Cross Path, Princetown Path repair, restoration and improvements following storm damage 2014	http://www.dartmoor.gov.uk/wildlife-and-heritage/our-conservation-work/donate-for-dartmoor
		Natural Dartmoor	Active	<ul style="list-style-type: none"> Species & habitat protection 	<ul style="list-style-type: none"> Public Donations 	Currently 2 projects supported: <ul style="list-style-type: none"> Conserving the Southern Damsely Dartmoor House Martin Project 	
		Historic Dartmoor	Active	<ul style="list-style-type: none"> Archaeological and historic site protection 	<ul style="list-style-type: none"> Public Donations 	Currently 3 projects supported: <ul style="list-style-type: none"> Repairs to wheelpit at Hexworthy Mine 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Education 		<ul style="list-style-type: none"> • Community excavation at North Hall Manor • Archaeological learning box for visiting schoolchildren 	
		General Fund	Active	<ul style="list-style-type: none"> • Landscapes • Wildlife • Heritage 	<ul style="list-style-type: none"> • Public Donations 	Small grants scheme	
Exmoor National Park	ENPA	CAREMOOR FOR EXMOOR	Active	<ul style="list-style-type: none"> • Nature conservation • Heritage conservation • Access projects 	<ul style="list-style-type: none"> • Donation boxes • Donations for ENPA events, walks, talks 	Established 2005 with no dedicated resources; re-launched 2015 with 1 P/T admin support provided by ENPA staff. Income £4-5K p.a. pre-2015; has risen to £20k 2017-18 with aim to increase further. Primarily a VG scheme – corporate	http://www.exmoor-nationalpark.gov.uk/_data/assets/pdf_file/0010/946954/CareMo-or-Business-Support.pdf

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				(path improvements)	<ul style="list-style-type: none"> • Annual subscription • Corp sponsored product/service 	<p>sponsorship a lesser priority. Themed campaigns work best (e.g. dormouse conservation); currently developing a 'Donate a Gate' scheme.</p> <p>Challenges: competing with other fundraisers on Exmoor (Butterfly Conservation, Plantlife, National Trust, Wildlife trusts, Calvert trust); lack of resources (staff & budget) limits growth ambitions. Currently exploring whether CareMoor could adopt DEC model and become an umbrella organisation for fundraising on Exmoor and, if so,</p>	<p>caremoor@exmoor-nationalpark.gov.uk</p> <p>ENPA contact: Philip Kiberd, Funding Officer</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						whether it should be re-constituted as a Charity.	
Lake District National Park	LDNPA	MAKE A DONATION	Active	<ul style="list-style-type: none"> • Sponsor a finger post, gate, stile or bridge • Specific designated projects • Sponsor an apprentice or ranger • Volunteer-led events 	<ul style="list-style-type: none"> • Donations via LDNPA website 	<p>Interactive map allows donors to pick an area of the NP</p> <p>Drop-down list of items available for sponsorship</p>	http://www.lakedistrict.gov.uk/caringfor/donate

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				(walks & talks)			
Lake District National Park / Cumbria	Lake District Foundation	LAKE DISTRICT FOUNDATION	Active	<ul style="list-style-type: none"> • Landscape, wildlife and cultural heritage projects • Fix-the-Fells • Keswick to Threlkeld Railway Path (01 Jan – 31 Jul 2018) 	<ul style="list-style-type: none"> • Opt In/Out • Donation envelope • Donation box • Sponsored product/service • Sponsored event • Corporate Supporters 	<p>Established December 2017 as new charity, LDF</p> <p>VG scheme formerly operated by Nurture Lakeland (2007 – 2017) and first established as the Tourism & Conservation Partnership (1994-2007)</p> <p>Corporate Supporter Scheme: Approx 150 corporate supporters making an annual donation (March 2018)</p>	<p>https://lakedistrictfoundation.org</p> <p>info@lakedistrictfoundation.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					<ul style="list-style-type: none"> Individual supporters 	<p>Visitor Giving Scheme: 186 local businesses fundraise through Visitor Giving Scheme</p> <p>Individual supporters – on-line donation through web-site and/or specific campaigns</p>	
New Forest National Park	NFNPA	OUR PAST, OUR FUTURE	Active	<ul style="list-style-type: none"> Habitat restoration Forest skills Education 	<ul style="list-style-type: none"> Phone Post (cheques & postal orders) 	<p>A £4.4m scheme supported by the Heritage Lottery Fund.</p> <p>21 projects to restore lost habitats, develop Forest skills and inspire a new generation to champion and care for the New Forest</p>	http://www.newforestnpa.gov.uk/residents/get-involved/donate

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		ANIMAL ACCIDENTS REDUCTION CAMPAIGN	Active	<ul style="list-style-type: none"> • Reduce animal accidents • Driver education 		Particularly aim to reduce number of accidents injuring/killing New Forest ponies	
		GENERAL DONATION	Active	<ul style="list-style-type: none"> • Education • Conservation • Commoning 		Unable to fund memorial benches, plaques or trees as not a landowner	
		FAMILY TREES	Active	<ul style="list-style-type: none"> • Planting of community wildlife spaces 	<ul style="list-style-type: none"> • By application 	Families invited to come to an event to celebrate a birth, marriage or life of a relative with the planting or community wildlife spaces. The commemorative scheme enables donors to help establish the wood	http://www.newforestnpa.gov.uk/residents/get-involved/family-trees

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						as a whole, not plant/sponsor a specific tree as future work will include thinning out the trees.	
	New Forest Produce Ltd	NEW FOREST MARQUE	Active	<ul style="list-style-type: none"> • ??? 	<ul style="list-style-type: none"> • Membership Fee 	<p>Set up to champion local businesses producing and providing food, drinks and crafts with clearly defined New Forest provenance. Goods must be grown, reared, caught, brewed, produced or processed in the New Forest.</p> <p>Ltd. Co. has been set up to administer c/o NFNPA offices.</p> <p>Members benefit from use of logo and web-site listing.</p> <p>Currently approx. 140-150 member businesses (split roughly into 20%</p>	<p>https://newforestmarque.co.uk</p> <p>hello@newforestmarque.co.uk</p> <p>tel: 01590 646648</p> <p>address c/o NFNPA</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts								
NATIONAL PARKS UK															
						<p>hospitality, 55% food & drink producers/retailers, 20% specialist & craft producers/retailers; 5% other).</p> <p>Turnover-related annual membership fee:</p> <table data-bbox="1413 798 1901 1118"> <tr> <td>> £15k</td> <td>£80</td> </tr> <tr> <td>£15k-£100k</td> <td>£185</td> </tr> <tr> <td>£100k-£500k</td> <td>£325</td> </tr> <tr> <td>£500k+</td> <td>£500</td> </tr> </table>	> £15k	£80	£15k-£100k	£185	£100k-£500k	£325	£500k+	£500	
> £15k	£80														
£15k-£100k	£185														
£100k-£500k	£325														
£500k+	£500														
Northumberl and National Park	Northumberla nd National Park Foundation	NORTHUM BERLAND NATIONAL PARK		<ul style="list-style-type: none"> Protection, conservation & enhanceme 	<ul style="list-style-type: none"> More details required 	Independent charity set up August 2014 “to help raise funds for Northumberland National Park after it was hit by Government cutbacks”. Research found	Contact: Rosie Thomas, Head of Fundraising &								

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		FOUNDATI ON		nt of the NNP <ul style="list-style-type: none"> • Public education • Major project: The Sill national Landscape Discovery Centre 		<p>“people more likely to donate to a separate charity than to the park’s authority”. Principal activity: “<i>to promote, assist & encourage the protection, conservation and enhancement of the NNP and its environs and to advance the education of the public reading the same</i>”</p> <p>Admin provided by NNPA</p> <p>Funds raised:</p> <p>2016/17 £426.4k (£225k towards The Sill; £200k towards works in the Ingham Valley & excavation of ancient sites)</p>	Communications, NNPA Tel: 01434 611543 rosie.thomas@nnpa.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>2015/16 £175k (125k towards The Sill; £50k restoration of eroded paths)</p> <p>2014/15 £200k (all towards The Sill)</p> <p>The Sill: National Landscape Discovery Centre – a programme of arts, education, interpretation & discovery</p>	
North Yorks Moors National Park	NYMNPA	DONATION S & MEMORIAL S FUND	Active	<ul style="list-style-type: none"> • Wildlife conservation • Tree planting • Path/bridleway repairs and improvemen 	<ul style="list-style-type: none"> • Donate via web-site, e-mail, telephone or post 	Low key – details buried in National Park website	http://www.northyorkmoors.org.uk/looking-after/donations-and-memorials-fund

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> ts incl. signage & replacing stiles with gates • Bridge repairs & improvements • Specific designated projects 			
Peak District National Park	PDNPA	ACCESS FUND	Active	<ul style="list-style-type: none"> • Access improvements (path repair & improvements) 	<ul style="list-style-type: none"> • On-line via PDNPA website • By post, telephone or 	Established September 2014 Income 2017 £7,800; Expenditure £10,500	http://www.peakdistrict.gov.uk/donate Contact: Sue Smith

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				ts, signage, accessibility improvements, new concession paths, etc)	at bank (bank details included on web-page)	Income 2016 £23,000; Expenditure £10,400 Income 2015 £3,800; Expenditure £620	sue.smith@peakdistrict.gov.uk
		DONATIONS & LEGACIES	Active	<ul style="list-style-type: none"> Unspecified 	<ul style="list-style-type: none"> E-mail contact 	<p>Specific e-mail address for donations given on web-site</p> <p>Separate e-mail address for legacies also provided</p>	
		MEND OUR MOUNTAINS*	Active	<ul style="list-style-type: none"> Designated path repairs 	<ul style="list-style-type: none"> On-line via PDNPA website Link to BMC website 	<p>*In partnership with BMC.</p> <p>Current project: the Mam Tor Great Ridge path. £17k raised to date for the Peak District.</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		<p>General comment: web-site particularly easy to navigate via a separate Tab for 'Donate' on Home page.</p> <p>Second route to 'Donate' via on-line Shop & Bookings tab (also featured on Home page)</p>					
South Downs National Park	SDNP Trust	DONATION S & LEGACIES	Active	<ul style="list-style-type: none"> Unrestricted within objects of the charity 	<ul style="list-style-type: none"> On-line via SDNPA web-site, by post, etc On-line shop selling branded clothing & bags 	<p>The South Downs National Park Trust is an independent charity with aim to: "work with partners to enhance and protect the South Downs National Park for future generations."</p> <p>Governed by an independent Board of Trustees. Supports projects that "enhance the well-being of our beneficiaries, the individuals and communities of the South Downs National Park and all those who visit it".</p>	<p>https://www.southdowns.gov.uk/donate</p> <p>Contact: James Winkworth james.winkworth@southdowns.gov.uk Tel: 01730 814810</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>SDNPA is founding patron & has covered operating costs until 2021. Link to MOU dated July 2017 on SDNPA web-site.</p> <p>Charity Number 1174975 Company Reg. No. 10719031</p> <p>All info and activities of the trust are currently hosted on the SDNPA web-site (April 2018)</p>	
		MEND OUR WAYS*	Active	<ul style="list-style-type: none"> Path repairs & improvement 	<ul style="list-style-type: none"> On-line via SDNPA web-site 	<p>*In partnership with BMC.</p> <p>Fundraising to repair the South Downs Way</p> <p>Target £120k. Funded to date: £65.8k (April 2018)</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
	South Downs Society	FRIENDS OF THE SOUTH DOWNS	Active	<ul style="list-style-type: none"> • preservation of the beauty and amenities of the South Downs for the public benefit • Lobbying 	<ul style="list-style-type: none"> • Membership subscriptions (individual) • Donations • Bequests 	<ul style="list-style-type: none"> • An independent, member-led charity. Positions itself as “<i>the National Park Society for the South Downs</i>”. • Income December 2017 £91k • Income shows steady decline from £152.2k in 2013 • Key Issues: dwindling membership and declining income from legacies. Expenditure currently exceeds income, resulting in draw-down from investments. Also concern that the fund-raising strategies of the SDNP Trust set up in 2017 (<i>see above</i>) might cut across those of the 	<p>https://www.southdownssociety.org.uk</p> <p>Email: enquiries@southdownssociety.org.uk</p> <p>Tel: 01798 875073</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						South Downs Society, further eroding income. Considering whether to re-brand and become more of a campaigning organisation.	
Yorkshire Dales National Park	YDNPA	THREE PEAKS PROJECT	Active	<ul style="list-style-type: none"> Path maintenance in Three Peaks area 	<ul style="list-style-type: none"> Online donations via debit/credit card or paypal Sales of Three Peaks app Online shop (branded goods) 	<ul style="list-style-type: none"> App developed with funding from EOCA. Priced at £2.99 for i-phone app & £1.99 for android version Branded merchandise: fridge magnets, mugs, clothing, sundries https://yorkshire-dales-national-park-authority.myshopify.com/collections/3-peaks Friends of the Three Peaks membership fees: Individual 	http://www.yorkshiredales.org.uk/looking-after/how-you-can-help/donate3peaks info@yorkshiredales.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					<ul style="list-style-type: none"> • Car Parking fees • Friends of the Three Peaks membership fees • Recycling • Donations from charity walk participants 	<p>£10 p.a. minimum; Corporate £20 p.a. minimum. Corporate Friends can also stock Three Peaks branded merchandise.</p> <ul style="list-style-type: none"> • Recycle printer cartridges & mobile phones. Scheme operated by Recycle4Charity. £1 per inkjet/up to £5 per toner cartridge; 50% of recycling value of mobile phone <p>3. http://www.recycle4charity.co.uk/Register/C29158</p>	
Brecon Beacons National Park	BBNPA	DONATIONS & LEGACIES	Active	<ul style="list-style-type: none"> • Unrestricted 	<ul style="list-style-type: none"> • via online shop • telephone 	<ul style="list-style-type: none"> • No specified use for donated funds but cannot be used for memorial benches or trees 	http://www.beaconsnpa.gov.uk/the-authority/donations-and-legacies

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					<ul style="list-style-type: none"> • post • proceeds from online shop sales 	<ul style="list-style-type: none"> • Online shop sells printed materials (maps, guides, books, etc.) and a small range of branded and non-branded goods (mugs, fridge magnets, bookmark, etc.) • Other income: filming and professional photography fees (photography from £250 per day; filming up to £2,000 per day; plus staff time @ £50 per hour; all prices excl. VAT) 	
		BRECON BEACONS TRUST	Closed	<ul style="list-style-type: none"> • Environmental conservation, protection and improvement 	<ul style="list-style-type: none"> • Not stated 	<ul style="list-style-type: none"> • Removed from Charity Commission Register Jan 2018; stated reason: funds spent • Registered Jan 2009 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				t within BBNP <ul style="list-style-type: none"> • Education in the above • Education in archaeology within or affecting BBNP 		<ul style="list-style-type: none"> • Grants awarded to other charities or voluntary bodies “to enable local people, communities and voluntary organisations to positively conserve and enhance the Brecon Beacons National Park” • Awarded over £1m to 66 local projects from 2009-2017 	
Pembrokeshire Coast National Park	PCNA	SPONSOR A GATE	Active	<ul style="list-style-type: none"> • Path maintenance 	<ul style="list-style-type: none"> • Application form download from web-site • Payment by post (cheque) or telephone 	<ul style="list-style-type: none"> • £600 to sponsor a gate for 10 years • Includes personalised plaque • Limited number of benches and picnic tables available for sponsorship 	http://www.pembrokeshirecoast.wales/default.asp?PID=841

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					(debit/credit card)		
	PCNA & NATIONAL MUSEUM OF WALES (AMGUEDDF A CYMRU)	ORIEL PARC GALLERY & VISITOR CENTRE	Active	<ul style="list-style-type: none"> • Not Stated 	<ul style="list-style-type: none"> • Visitor Centre & Gallery (free admission) with trading income from café, gift shop & meeting room hire • Membership Fees (Friends of Oriel Parc) 	<ul style="list-style-type: none"> • Open 9.30-17.00 7 days/week (10.00-16.30 Nov-Feb) • 2 meeting & conference rooms available for hire (£70 per day; £35 half day; £12 per hour. All prices incl VAT). Capacities: 52 & 30 Theatre style or 28 & 14 Boardroom0 • Friends of Oriel Parc membership fees £10 p.a. with free attendance at talks • Otherwise, £3 fee to attend talks 	http://www.pembrokeshirecoast.wales/default.asp?PID=92

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
	Friends of PCNP	FRIENDS OF PCNP	Active	<ul style="list-style-type: none"> • Help protect, conserve and enhance PCNP for those who live in or visit 	<ul style="list-style-type: none"> • Membership fees • Income from guided walks, visits and illustrated talks • Donations 	<ul style="list-style-type: none"> • Independent charity, founded 1991 • Income Y/E April 2017 £8.7k • Activities included lobbying & volunteer work parties • Personal membership fees*: £15 single; £25 joint; £30 family; £20 one-adult family; £300 single lifetime. (* as at April 2018) • Business membership by application • Application via web-site with gift-aid declaration on submission page. Payment via PayPal, debit or credit card 	http://www.fpcnp.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<ul style="list-style-type: none"> Download application form for payment by post 	
Snowdonia National Park	Arloesi Gwynwss Wledig	LEADER PROGRAM ME	Pilot (under review)	<ul style="list-style-type: none"> Snowdon Mountain Paths Snowdon Circular Route Young People 	<ul style="list-style-type: none"> Opt In Charged-for services (e.g. Wi-Fi) Donation Boxes 	<p>Established Jan 2016; Closed November 2017</p> <p>Permanent scheme to be confirmed May 2018</p> <p>Initially 9 businesses, grew to 60 participants by end of pilot</p> <p>Business could self-select fund-raising method</p> <p>Year 1 raised £3,500 – donated to Snowdonia Society to fund 48 young people gain accreditation in Practical Conservation</p> <p>Year 2 raised £10,500 plus match funding from Snowdonia NP –</p>	<p>http://www.eryri.llyw.cymru</p> <p>Snowdonia National Park Authority: Helen Pye</p> <p>http://www.arloesigwyneddwledig.com/?lang=en</p> <p>AGW: Rhian Hughes</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>funds to be used for the 'Cwellyn' Footpath</p> <p>Pilot scheme covered Snowdonia but intention is to extend across Gwynedd</p> <p>If confirmed, permanent scheme will be operated by some other organisation</p>	
Cairngorms National Park	CNPA	N/A	N/A	•	•	No direct donation scheme published on the Authority's website, but link provided to the Outdoor Access Trust for Scotland (<i>see below</i>)	http://cairngorms.co.uk
Loch Lomond & The Trossachs	LL&TNPA		Active	• Red Squirrels	• Donations on-line via PayPal, Debit or Credit	• On-line donations available for 2 specific projects: Red Squirrels, and the Tom Weir Statue Campaign. The latter	http://www.lochlomond-trossachs.org

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Tom Weir Statue Campaign • NP Activities (unspecified) 	<ul style="list-style-type: none"> • Card, or Electronic Funds Transfer • Income from Meetings & Events • Filming & photography fees 	<ul style="list-style-type: none"> • has raised around £50k since its launch Feb 2012. • “National Park HQ opens for meetings & events” – item buried in web-site (search “donate”). Offers 2 conference suites (capacity 120) & a boardroom (capacity 10), plus break-out spaces. Priced from £150 per day. Catering available. • Filming and professional photography fees (commercial photography/music video from £1,000 per day; TV programme/series from £500 per day; filming from £1,000 per day; plus staff time @ £50 per 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>hour/£250 per day; all prices excl. VAT)</p> <ul style="list-style-type: none"> Other: have developed an e-Book in partnership with John Muir Trust. NP donated £13k; no information if this is on an income-split basis or not. 	
Scotland	OUTDOOR ACCESS TRUST FOR SCOTLAND (OATS)	OATS & COAT TRADING Ltd (Trading Subsidiary)	Active	<ul style="list-style-type: none"> Conserve & protect natural heritage & environment Facilitate & maintain public access 	<ul style="list-style-type: none"> Grants and key funders Public donations (on-line by credit/debit cards or by text) 	<ul style="list-style-type: none"> Co Ltd by Guarantee with charitable status. Registered April 2017. Originally formed as the Upper Deeside Access Trust in 1998 and re-named the Cairngorms Outdoors Access Trust 2008. Has now expanded activities across Scotland to include both Scottish National Parks. 	<p>https://www.outdooraccessstrustforscotland.org.uk</p> <p>Chief Exec: Dougie Baird</p> <p>dougie@outdooraccessstrustforscotland.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Public education • Advocacy of health & well-being benefits of outdoor access 	<ul style="list-style-type: none"> • Training activities • Profits from trading subsidiary (COAT) 	<ul style="list-style-type: none"> • Donations a relatively minor source of income: in 2016/17, Balmoral donated £10k, Friends of Loch Lomond & the Trossachs donated £5k, with £2.4k from other donors. • Main source of funds is grants from key partners. Total £1.6m in 2016/17. Top 4 funders: Heritage Lottery £745k, Cairngorms NPA £294k, Loch Lomond & Trossachs NPA £210k, Forestry Commission of Scotland £191k. • OAT is a SQA Approved Centre delivering path skills training 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<ul style="list-style-type: none"> Trading subsidiary turnover 2016/17 £224.5k. Net profit gift aided to the charity £23.5k. Principal activity: consultancy services (path condition surveys, path specification, path feasibility studies, contract management, expert witness) 	

The desk based study revealed a range of options available in each key area, summarised in the following sections below.

4.1. Governance / Management Structure Options

A host organisation will need to be identified to act as responsible authority. The following governance structures are in current use in visitor giving schemes across the UK:

- Charitable Trust / Foundation
- National Park Authority / AONB

- Membership organisation
- Ltd company

Each option will have differences in its viability to succeed in a destination, ability to generate funds (including claim tax relief and access non-visitor income e.g. grants), and its ability to work with businesses, residents and visitors.

This will be in part determined by those who are able to put time and resource into sustaining the project.

Considerations will need to be given to the time and resources required to set up any new body, and consider that all of the structures above will have some inherent management overheads e.g. board meetings, reporting to regulatory bodies.

On investigation of all visitor giving schemes in place across the UK, those that are most successful have ongoing financial or capacity support to core costs.

Determine best Governance Structure for the project, considering local dynamics.

While the survey did not explicitly ask about governance structures, it was addressed in many on the verbatim responses, namely concerns that any new scheme did not detract from giving to other existing organisations. This could be addressed by involving all stakeholders at the outset.

Recommendation: Develop a local steering group with local stakeholders including businesses.

It should also be noted that based on the experience of the Lake District Foundation, a new scheme would likely “mop-up” any additional donations from visitors who did not know where to donate or do not want to donate to existing organisations, rather than divert donations from existing organisations. To motivate collaboration, donations to the scheme could be used on partnership projects with existing organisations, or given as grants to existing organisations.

Recommendation: In order to maintain trust and support from local stakeholders, host a follow up event to feedback survey findings and discuss any discrepancies between perceptions vs data.

One survey respondent noted that they wanted to see their donations used for collaborative projects with a long term view. A coordinated scheme could help to meet this need.

4.2. Collection Methods Options

The following donation collection methods are in current use in visitor giving schemes across the UK:

- Additions to bookings / bills
- Sponsored products i.e.10% of sales of coffee
- Sale of products or merchandise / shop (online or physical)
- One-off donations
- Regular donations inc. subscriptions / memberships/ lotteries

- Sponsored events / fundraising in memory

The mechanisms for one-off donations were varied and included:

- Cash (donation boxes, donation envelopes)
- Over the phone
- Online
- Cheques
- Legacies (aka bequests / leaving a gift in a will)
- Text Donate (though note that use of this mechanism is in decline and the largest provider, JustGiving, will cease operating this service on 31st March 2019. The services from the next leading providers may be cost prohibitive.)

When considering the viability of the above collection methods in Pembrokeshire it is worth considering the following:

- Potential income generated
- Ability to claim Gift Aid declarations
- Ability to collect further donor details and consent for marketing purposes

- Administrative costs (staff and service providers)
- Donor trends

Recommendation: Offer a range of donation collection methods to visitors, considering the viability of each in turn

Donor and consumer habits are constantly changing. For example, contactless donations are revolutionising financial transactions. For more information see

Appendix B - Visitor Perceptions of Visitor Giving and Contactless Donation Technology

Recommendation: Consider the outputs of the Lake District Foundation NESTA/Rethinking Parks programme which investigates the use of contactless giving in natural environments (Final report due September 2019).

A low cost start up option could include using volunteers to manage online only donations see Appendix C - Outline Financial Model - Direct to visitor, volunteer led, online only.

For all fundraising mechanisms, adherence to the fundraising regulator code is advised

<https://www.fundraisingregulator.org.uk/code>

The role of businesses

The role of businesses in any of the above collection methods may vary significantly, and could range from no involvement (use public spaces to collect), to signposting (e.g. hosting leaflets that demonstrate ways to donate), to collecting donation at point of billing, to making a donation from their profits / sales.

The number of businesses surveyed in the investigation was small, but given that only 42% of businesses believed that visitors would contribute through accommodation, the uptake of businesses willing to take collections from visitors may be low. 50% of businesses were unsure whether visitors would want to donate. This is in contrast with the visitor response, where 68% said that they would contribute through accommodation and only 24% were unsure. The following resources may be useful when encouraging businesses to take part - Appendix D - Sample Resources for Businesses

Recommendation: Engage with warm businesses, then feedback success and willingness of visitors to participate to other business.

Whilst it is useful to identify key local businesses that can help support the project, other visitor giving projects indicate that the business relationships can be time consuming to

maintain and impact/time spent is not always offset by income generated. See Appendix E - Outline Financial Model

Recommendation: Develop a direct to visitor ask and identify key locations for a direct to visitor ask based on high footfall areas.

Anecdotally, some visitors thought that it was the responsibility of accommodation providers and other businesses to care for the destination. Furthermore, 92% of businesses respondents wanted to be associated with the scheme.

Recommendation: Highlight businesses that are making a contribution so that they can achieve a marketing benefit.

Income from non-visitor sources

Many of the existing schemes relied on a varied mix of income from visitors, and in addition many have had initial seed funding and may require ongoing investment.

Some also relied on income from non-visitor sources such as sale of services e.g. filming or training, consultancy, and grant applications. An analysis of the viability of these additional income sources is outside the scope of this study, but it is worth mentioning that many visitors and business surveyed noted that they would like to see their donations being supplemented by grants or used as match funding leverage.

Recommendation: Supplement Visitor Giving income with income from non-visitor sources

4.3. Marketing and campaigns

A strong and consistent call to action is important for any fundraising campaign.

Support from locals and visitors for a project is dependent on ongoing marketing to raise profile and maintain brand awareness, coupled with a clear call to action.

Recommendation: Identify a marketing budget

The two main call to action strategies used by existing schemes are to either highlight the need for the whole area, or for a specific project.

84 % of the visitors to Pembrokeshire surveyed identified that the Landscape was their main reason for visiting. It would therefore follow that this should be highlighted in campaigns developed. Following this model, the broader (landscape level) case for support would link in with the specific projects funded by using language such as “help us look after this special landscape. Your donations will be used to fund projects such as...”.

Restricting the case for support to specific projects or species does not seem to attract further income, but does make a complex administrative burden.

Recommendation: Develop a call to action with Landscape at the heart.

It is safe to presume that the visitors are very familiar with the landscape, wildlife and habitats of Pembrokeshire as there are lots of repeat visitors – only 3.3% of survey respondents visited once. A broad call to action may be enough for these visitors, or they may need more information about the challenges Pembrokeshire faces and the need for additional funding.

Recommendation: Create a strong case for support, explaining why donations are needed

Interestingly, both visitors and businesses noted the potential opportunities for educational messaging as well as fundraising. Any marketing opportunities should include educational messages, and could even be a lead element of a campaign. For example a campaign about littering could include a donation ask.

Recommendation: Include educational messaging

While the largest age group (39%) visting Pembrokeshire was aged between 45 and 54 years old, visitor ages ranged from 16 to 75+. Different ages will have different donation preferences as well as different motivations for donating. In general younger visitors will be motivated by adventure and exploration, while older visitors will be motivated by time with family and nostalgia.

Recommendation : Consider age profiles and motivations when developing fundraising campaigns

The importance of habitats and species to both visitors and businesses was similar, for example both visitors and businesses agree that puffins and seals are iconic to the area. This indicates that there is a strong shared “sense of place” among visitors and businesses and that fundraising campaigns and messages will be attractive to both visitors and businesses.

Recommendation: Build on the existing strong sense of place for Pembrokeshire

4.4. Grant Making

Of the existing visitors giving schemes analysed in the desk-based study, there were two main ways that funds are allocated:

- Funds are allocated to internal programmes of work
- Funds are given as grants to external project delivery organisations (usually decided by steering group / grants panel)

Recommendation: Choose a grant making procedure appropriate for the chosen governance structure

Across existing schemes in the UK, visitor giving funds are allocated to a variety projects covering the following themes:

- Education and skills
- Habitats and species
- Access and recreation
- Items such as benches and signposts, and even to rangers

According to the survey of Pembrokeshire visitors and businesses, there is a strong recognition of species and habitats from both visitors and businesses. There was also an interest in access and recreation projects, particularly footpaths.

Recommendation: Use donations collected to fund a variety of projects across themes in order to appeal to a wide range of visitors, businesses, and locals.

5. Appendices

5.1. Appendix A - Desk Study of Existing Visitor Giving Schemes

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
The Broads National Park	The Broads Trust (Norfolk & Suffolk Broads Charitable Trust)	LOVE THE BROADS	Active	<ul style="list-style-type: none"> • Improve access and visitor interpretation • Biodiversity protection • Landscape protection 	<ul style="list-style-type: none"> • Opt In/Out • Sponsored product/service • Sale of pin badges & guidebooks • Donations 	<p>Over £27k raised since 2012</p> <p>Nearly 75 business partners</p>	<p>http://www.lovethebroads.org.uk</p> <p>info@lovethebroads.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Conservation education for the next generation 			
Dartmoor National Park	DNPA	Recreational Dartmoor	Active	<ul style="list-style-type: none"> • Path maintenance 	<ul style="list-style-type: none"> • Public donations • Organisers of large-scale events 	Current Project: Nuns Cross Path, Princetown Path repair, restoration and improvements following storm damage 2014	http://www.dartmoor.gov.uk/wildlife-and-heritage/our-conservation-

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		Natural Dartmoor	Active	<ul style="list-style-type: none"> Species & habitat protection 	<ul style="list-style-type: none"> Public Donations 	Currently 2 projects supported: <ul style="list-style-type: none"> Conserving the Southern Damsely Dartmoor House Martin Project 	work/donate-for-dartmoor
		Historic Dartmoor	Active	<ul style="list-style-type: none"> Archaeological and historic site protection Education 	<ul style="list-style-type: none"> Public Donations 	Currently 3 projects supported: <ul style="list-style-type: none"> Repairs to wheelpit at Hexworthy Mine Community excavation at North Hall Manor 	

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<ul style="list-style-type: none"> Archaeological learning box for visiting schoolchildren 	
		General Fund	Active	<ul style="list-style-type: none"> Landscapes Wildlife Heritage 	<ul style="list-style-type: none"> Public Donations 	Small grants scheme	
Exmoor National Park	ENPA	CAREMOOR FOR EXMOOR	Active	<ul style="list-style-type: none"> Nature conservation Heritage conservation Access projects 	<ul style="list-style-type: none"> Donation boxes Donations for ENPA events, walks, talks 	Established 2005 with no dedicated resources; re-launched 2015 with 1 P/T admin support provided by ENPA staff. Income £4-5K p.a. pre-2015; has risen to £20k 2017-18 with aim to increase further. Primarily a VG scheme – corporate	http://www.exmoor-nationalpark.gov.uk/data/assets/pdf_file/0010/946954/CareMo-or-Business-Support.pdf

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				(path improvements)	<ul style="list-style-type: none"> • Annual subscription • Corp sponsored product/service 	<p>sponsorship a lesser priority. Themed campaigns work best (e.g. dormouse conservation); currently developing a 'Donate a Gate' scheme.</p> <p>Challenges: competing with other fundraisers on Exmoor (Butterfly Conservation, Plantlife, National Trust, Wildlife trusts, Calvert trust); lack of resources (staff & budget) limits growth ambitions. Currently exploring whether CareMoor could adopt DEC model and become an</p>	<p>caremoor@exmoor-nationalpark.gov.uk</p> <p>ENPA contact: Philip Kiberd, Funding Officer</p>

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						umbrella organisation for fundraising on Exmoor and, if so, whether it should be re-constituted as a Charity.	
Lake District National Park	LDNPA	MAKE A DONATION	Active	<ul style="list-style-type: none"> Sponsor a finger post, gate, stile or bridge Specific designated projects 	<ul style="list-style-type: none"> Donations via LDNPA website 	Interactive map allows donors to pick an area of the NP Drop-down list of items available for sponsorship	http://www.lakedistrict.gov.uk/caringfor/donate

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Sponsor an apprentice or ranger • Volunteer-led events (walks & talks) 			
Lake District National Park / Cumbria	Lake District Foundation	LAKE DISTRICT FOUNDATION	Active	<ul style="list-style-type: none"> • Landscape, wildlife and cultural heritage projects 	<ul style="list-style-type: none"> • Opt In/Out • Donation envelope • Donation box 	Established December 2017 as new charity, LDF VG scheme formerly operated by Nurture Lakeland (2007 – 2017) and first established as the Tourism	https://lakedistrictfoundation.org info@lakedistrictfoundation.org.uk

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Fix-the-Fells • Keswick to Threlkeld Railway Path (01 Jan – 31 Jul 2018) 	<ul style="list-style-type: none"> • Sponsored product/service • Sponsored event • Corporate Supporters • Individual supporters 	<p>& Conservation Partnership (1994-2007)</p> <p>Corporate Supporter Scheme: Approx 150 corporate supporters making an annual donation (March 2018)</p> <p>Visitor Giving Scheme: 186 local businesses fundraise through Visitor Giving Scheme</p> <p>Individual supporters – on-line donation through web-site and/or specific campaigns</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
New Forest National Park	NFNPA	OUR PAST, OUR FUTURE	Active	<ul style="list-style-type: none"> Habitat restoration Forest skills Education 	<ul style="list-style-type: none"> Phone Post (cheques & postal orders) 	<p>A £4.4m scheme supported by the Heritage Lottery Fund.</p> <p>21 projects to restore lost habitats, develop Forest skills and inspire a new generation to champion and care for the New Forest</p>	http://www.newforestnpa.gov.uk/residents/get-involved/donate
		ANIMAL ACCIDENTS REDUCTION CAMPAIGN	Active	<ul style="list-style-type: none"> Reduce animal accidents Driver education 		<p>Particularly aim to reduce number of accidents injuring/killing New Forest ponies</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		GENERAL DONATION	Active	<ul style="list-style-type: none"> • Education • Conservation • Commoning 		Unable to fund memorial benches, plaques or trees as not a landowner	
		FAMILY TREES	Active	<ul style="list-style-type: none"> • Planting of community wildlife spaces 	<ul style="list-style-type: none"> • By application 	Families invited to come to an event to celebrate a birth, marriage or life of a relative with the planting or community wildlife spaces. The commemorative scheme enables donors to help establish the wood as a whole, not plant/sponsor a specific tree as future work will include thinning out the trees.	http://www.newforestnpa.gov.uk/residents/get-involved/family-trees

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
	New Forest Produce Ltd	NEW FOREST MARQUE	Active	<ul style="list-style-type: none"> • ??? 	<ul style="list-style-type: none"> • Membership Fee 	<p>Set up to champion local businesses producing and providing food, drinks and crafts with clearly defined New Forest provenance. Goods must be grown, reared, caught, brewed, produced or processed in the New Forest.</p> <p>Ltd. Co. has been set up to administer c/o NFNPA offices.</p> <p>Members benefit from use of logo and web-site listing.</p>	<p>https://newforestmarque.co.uk</p> <p>hello@newforestmarque.co.uk</p> <p>tel: 01590 646648</p> <p>address c/o NFNPA</p>

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts								
NATIONAL PARKS UK															
						<p>Currently approx. 140-150 member businesses (split roughly into 20% hospitality, 55% food & drink producers/retailers, 20% specialist & craft producers/retailers; 5% other).</p> <p>Turnover-related annual membership fee:</p> <table data-bbox="1422 1021 1892 1332"> <tr> <td>> £15k</td> <td>£80</td> </tr> <tr> <td>£15k-£100k</td> <td>£185</td> </tr> <tr> <td>£100k-£500k</td> <td>£325</td> </tr> <tr> <td>£500k+</td> <td>£500</td> </tr> </table>	> £15k	£80	£15k-£100k	£185	£100k-£500k	£325	£500k+	£500	
> £15k	£80														
£15k-£100k	£185														
£100k-£500k	£325														
£500k+	£500														

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
Northumberl and National Park	Northumberla nd National Park Foundation	NORTHUM BERLAND NATIONAL PARK FOUNDATI ON		<ul style="list-style-type: none"> • Protection, conservation & enhanceme nt of the NNP • Public education • Major project: The Sill national Landscape Discovery Centre 	<ul style="list-style-type: none"> • More details required 	<p>Independent charity set up August 2014 “to help raise funds for Northumberland National Park after it was hit by Government cutbacks”. Research found “people more likely to donate to a separate charity than to the park’s authority”. Principal activity: “to promote, assist & encourage the protection, conservation and enhancement of the NNP and its environs and to advance the education of the public reading the same”</p> <p>Admin provided by NNPA</p>	<p>Contact: Rosie Thomas, Head of Fundraising & Communications, NNPA</p> <p>Tel: 01434 611543</p> <p>rosie.thomas@nnpa.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>Funds raised:</p> <p>2016/17 £426.4k (£225k towards The Sill; £200k towards works in the Ingham Valley & excavation of ancient sites)</p> <p>2015/16 £175k (125k towards The Sill; £50k restoration of eroded paths)</p> <p>2014/15 £200k (all towards The Sill)</p> <p>The Sill: National Landscape Discovery Centre – a programme of arts, education, interpretation & discovery</p>	

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
North Yorks Moors National Park	NYMNPA	DONATION S & MEMORIAL S FUND	Active	<ul style="list-style-type: none"> • Wildlife conservation • Tree planting • Path/bridleway repairs and improvements incl. signage & replacing stiles with gates 	<ul style="list-style-type: none"> • Donate via web-site, e-mail, telephone or post 	Low key – details buried in National Park website	http://www.northyorkmoors.org.uk/looking-after/donations-and-memorials-fund

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> • Bridge repairs & improvements • Specific designated projects 			
Peak District National Park	PDNPA	ACCESS FUND	Active	<ul style="list-style-type: none"> • Access improvements (path repair & improvements, signage, accessibility improvements) 	<ul style="list-style-type: none"> • On-line via PDNPA website • By post, telephone or at bank (bank details) 	Established September 2014 Income 2017 £7,800; Expenditure £10,500 Income 2016 £23,000; Expenditure £10,400	http://www.peakdistrict.gov.uk/donate Contact: Sue Smith sue.smith@peakdistrict.gov.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				ts, new concession paths, etc)	included on web-page)	Income 2015 £3,800; Expenditure £620	
		DONATION S & LEGACIES	Active	<ul style="list-style-type: none"> Unspecified 	<ul style="list-style-type: none"> E-mail contact 	Specific e-mail address for donations given on web-site Separate e-mail address for legacies also provided	
		MEND OUR MOUNTAINS*	Active	<ul style="list-style-type: none"> Designated path repairs 	<ul style="list-style-type: none"> On-line via PDNPA web-site Link to BMC web-site 	*In partnership with BMC. Current project: the Mam Tor Great Ridge path. £17k raised to date for the Peak District.	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		General comment: web-site particularly easy to navigate via a separate Tab for 'Donate' on Home page. Second route to 'Donate' via on-line Shop & Bookings tab (also featured on Home page)					
South Downs National Park	SDNP Trust	DONATION S & LEGACIES	Active	<ul style="list-style-type: none"> Unrestricted within objects of the charity 	<ul style="list-style-type: none"> On-line via SDNPA web-site, by post, etc On-line shop selling branded clothing & bags 	The South Downs National Park Trust is an independent charity with aim to: "work with partners to enhance and protect the South Downs National Park for future generations." Governed by an independent Board of Trustees. Supports projects that "enhance the well-being of our beneficiaries, the individuals and communities of the	https://www.southdowns.gov.uk/donate Contact: James Winkworth james.winkworth@southdowns.gov.uk Tel: 01730 814810

Pembrokeshire Nature Partnership: Exploring Visitor Giving

Report by the Lake District Foundation

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<p>South Downs National Park and all those who visit it".</p> <p>SDNPA is founding patron & has covered operating costs until 2021. Link to MOU dated July 2017 on SDNPA web-site.</p> <p>Charity Number 1174975 Company Reg. No. 10719031</p> <p>All info and activities of the trust are currently hosted on the SDNPA web-site (April 2018)</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		MEND OUR WAYS*	Active	<ul style="list-style-type: none"> Path repairs & improvement 	<ul style="list-style-type: none"> On-line via SDNPA website 	<p>*In partnership with BMC.</p> <p>Fundraising to repair the South Downs Way</p> <p>Target £120k. Funded to date: £65.8k (April 2018)</p>	
	South Downs Society	FRIENDS OF THE SOUTH DOWNS	Active	<ul style="list-style-type: none"> preservation of the beauty and amenities of the South Downs for the public benefit 	<ul style="list-style-type: none"> Membership subscriptions (individual) Donations Bequests 	<ul style="list-style-type: none"> An independent, member-led charity. Positions itself as “<i>the National Park Society for the South Downs</i>”. Income December 2017 £91k Income shows steady decline from £152.2k in 2013 	<p>https://www.southdownssociety.org.uk</p> <p>Email: enquiries@southdownssociety.org.uk</p> <p>Tel: 01798 875073</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> Lobbying 		<ul style="list-style-type: none"> Key Issues: dwindling membership and declining income from legacies. Expenditure currently exceeds income, resulting in draw-down from investments. Also concern that the fund-raising strategies of the SDNP Trust set up in 2017 (<i>see above</i>) might cut across those of the South Downs Society, further eroding income. Considering whether to re-brand and become more of a campaigning organisation. 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
Yorkshire Dales National Park	YDNPA	THREE PEAKS PROJECT	Active	<ul style="list-style-type: none"> • Path maintenance in Three Peaks area 	<ul style="list-style-type: none"> • Online donations via debit/credit card or paypal • Sales of Three Peaks app • Online shop (branded goods) • Car Parking fees • Friends of the Three Peaks 	<ul style="list-style-type: none"> • App developed with funding from EOCA. Priced at £2.99 for i-phone app & £1.99 for android version • Branded merchandise: fridge magnets, mugs, clothing, sundries https://yorkshire- dales-national-park- authority.myshopify.com/collecti ons/3-peaks • Friends of the Three Peaks membership fees: Individual £10 p.a. minimum; Corporate £20 p.a. minimum. Corporate 	<p>http://www.yorkshiredales.org.uk/looking-after/how-you-can-help/donate3peaks</p> <p>info@yorkshiredales.org.uk</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					<ul style="list-style-type: none"> membership fees • Recycling • Donations from charity walk participants 	<p>Friends can also stock Three Peaks branded merchandise.</p> <ul style="list-style-type: none"> • Recycle printer cartridges & mobile phones. Scheme operated by Recycle4Charity. £1 per inkjet/up to £5 per toner cartridge; 50% of recycling value of mobile phone <p>4.</p> <p>http://www.recycle4charity.co.uk/Register/C29158</p>	
Brecon Beacons	BBNPA	DONATIONS & LEGACIES	Active	<ul style="list-style-type: none"> • Unrestricted 	<ul style="list-style-type: none"> • via online shop 	<ul style="list-style-type: none"> • No specified use for donated funds but cannot be used for memorial benches or trees 	http://www.beacons-npa.gov.uk/the-

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
National Park					<ul style="list-style-type: none"> • telephone • post • proceeds from online shop sales 	<ul style="list-style-type: none"> • Online shop sells printed materials (maps, guides, books, etc.) and a small range of branded and non-branded goods (mugs, fridge magnets, bookmark, etc.) • Other income: filming and professional photography fees (photography from £250 per day; filming up to £2,000 per day; plus staff time @ £50 per hour; all prices excl. VAT) 	authority/donations-and-legacies

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
		BRECON BEACONS TRUST	Closed	<ul style="list-style-type: none"> • Environmental conservation, protection and improvement within BBNP • Education in the above • Education in archaeology within or 	<ul style="list-style-type: none"> • Not stated 	<ul style="list-style-type: none"> • Removed from Charity Commission Register Jan 2018; stated reason: funds spent • Registered Jan 2009 • Grants awarded to other charities or voluntary bodies “to enable local people, communities and voluntary organisations to positively conserve and enhance the Brecon Beacons National Park” • Awarded over £1m to 66 local projects from 2009-2017 	

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				affecting BBNP			
Pembrokeshire Coast National Park	PCNA	SPONSOR A GATE	Active	<ul style="list-style-type: none"> Path maintenance 	<ul style="list-style-type: none"> Application form download from web-site Payment by post (cheque) or telephone (debit/credit card) 	<ul style="list-style-type: none"> £600 to sponsor a gate for 10 years Includes personalised plaque Limited number of benches and picnic tables available for sponsorship 	http://www.pembrokeshirecoast.wales/default.asp?PID=841
	PCNA & NATIONAL MUSEUM	ORIEL PARC GALLERY	Active	<ul style="list-style-type: none"> Not Stated 	<ul style="list-style-type: none"> Visitor Centre & Gallery (free 	<ul style="list-style-type: none"> Open 9.30-17.00 7 days/week (10.00-16.30 Nov-Feb) 	http://www.pembrokeshirecoast.wales/default.asp?PID=92

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
	OF WALES (AMGUEDDF A CYMRU)	& VISITOR CENTRE			admission) with trading income from café, gift shop & meeting room hire • Membership Fees (Friends of Oriel Parc)	<ul style="list-style-type: none"> • 2 meeting & conference rooms available for hire (£70 per day; £35 half day; £12 per hour. All prices incl VAT). Capacities: 52 & 30 Theatre style or 28 & 14 Boardroom0 • Friends of Oriel Parc membership fees £10 p.a. with free attendance at talks • Otherwise, £3 fee to attend talks 	
	Friends of PCNP	FRIENDS OF PCNP	Active	<ul style="list-style-type: none"> • Help protect, conserve and 	<ul style="list-style-type: none"> • Membership fees 	<ul style="list-style-type: none"> • Independent charity, founded 1991 	http://www.fpcnp.org.uk

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NATIONAL PARKS UK							
				enhance PCNP for those who live in or visit	<ul style="list-style-type: none"> • Income from guided walks, visits and illustrated talks • Donations 	<ul style="list-style-type: none"> • Income Y/E April 2017 £8.7k • Activities included lobbying & volunteer work parties • Personal membership fees*: £15 single; £25 joint; £30 family; £20 one-adult family; £300 single lifetime. (* as at April 2018) • Business membership by application • Application via web-site with gift-aid declaration on 	

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NATIONAL PARKS UK							
						submission page. Payment via PayPal, debit or credit card <ul style="list-style-type: none"> Download application form for payment by post 	
Snowdonia National Park	Arloesi Gwynwss Wledig	LEADER PROGRAM ME	Pilot (under review)	<ul style="list-style-type: none"> Snowdon Mountain Paths Snowdon Circular Route Young People 	<ul style="list-style-type: none"> Opt In Charged-for services (e.g. Wi-Fi) Donation Boxes 	Established Jan 2016; Closed November 2017 Permanent scheme to be confirmed May 2018 Initially 9 businesses, grew to 60 participants by end of pilot Business could self-select fund-raising method	http://www.eryri.llyw.cymru Snowdonia National Park Authority: Helen Pye

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NATIONAL PARKS UK							
						<p>Year 1 raised £3,500 – donated to Snowdonia Society to fund 48 young people gain accreditation in Practical Conservation</p> <p>Year 2 raised £10,500 plus match funding from Snowdonia NP – funds to be used for the ‘Cwellyn’ Footpath</p> <p>Pilot scheme covered Snowdonia but intention is to extend across Gwynedd</p> <p>If confirmed, permanent scheme will be operated by some other organisation</p>	<p>http://www.arloesigwy.neddwlledig.com/?lang=en</p> <p>AGW: Rhian Hughes</p>

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NATIONAL PARKS UK							
Cairngorms National Park	CNPA	N/A	N/A	•	•	No direct donation scheme published on the Authority's web-site, but link provided to the Outdoor Access Trust for Scotland (<i>see below</i>)	http://cairngorms.co.uk
Loch Lomond & The Trossachs	LL&TNPA		Active	<ul style="list-style-type: none"> • Red Squirrels • Tom Weir Statue Campaign • NP Activities (unspecified) 	<ul style="list-style-type: none"> • Donations on-line via PayPal, Debit or Credit Card, or Electronic Funds Transfer 	<ul style="list-style-type: none"> • On-line donations available for 2 specific projects: Red Squirrels, and the Tom Weir Statue Campaign. The latter has raised around £50k since its launch Feb 2012. • "National Park HQ opens for meetings & events" – item buried in web-site (search "donate"). Offers 2 conference 	http://www.lochlomond-trossachs.org

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
					<ul style="list-style-type: none"> Income from Meetings & Events Filming & photography fees 	<ul style="list-style-type: none"> suites (capacity 120) & a boardroom (capacity 10), plus break-out spaces. Priced from £150 per day. Catering available. Filming and professional photography fees (commercial photography/music video from £1,000 per day; TV programme/series from £500 per day; filming from £1,000 per day; plus staff time @ £50 per hour/£250 per day; all prices excl. VAT) 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<ul style="list-style-type: none"> Other: have developed an e-Book in partnership with John Muir Trust. NP donated £13k; no information if this is on an income-split basis or not. 	
Scotland	OUTDOOR ACCESS TRUST FOR SCOTLAND (OATS)	OATS & COAT TRADING Ltd (Trading Subsidiary)	Active	<ul style="list-style-type: none"> Conserve & protect natural heritage & environment Facilitate & maintain public access 	<ul style="list-style-type: none"> Grants and key funders Public donations (on-line by credit/debit cards or by text) 	<ul style="list-style-type: none"> Co Ltd by Guarantee with charitable status. Registered April 2017. Originally formed as the Upper Deeside Access Trust in 1998 and re-named the Cairngorms Outdoors Access Trust 2008. Has now expanded activities across Scotland to include both Scottish National Parks. 	<p>https://www.outdooraccesstrustforScotland.org.uk</p> <p>Chief Exec: Dougie Baird</p>

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
				<ul style="list-style-type: none"> Public education Advocacy of health & well-being benefits of outdoor access 	<ul style="list-style-type: none"> Training activities Profits from trading subsidiary (COAT) 	<ul style="list-style-type: none"> Donations a relatively minor source of income: in 2016/17, Balmoral donated £10k, Friends of Loch Lomond & the Trossachs donated £5k, with £2.4k from other donors. Main source of funds is grants from key partners. Total £1.6m in 2016/17. Top 4 funders: Heritage Lottery £745k, Cairngorms NPA £294k, Loch Lomond & Trossachs NPA £210k, Forestry Commission of Scotland £191k. 	dougie@outdooraccess.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
NATIONAL PARKS UK							
						<ul style="list-style-type: none"> • OAT is a SQA Approved Centre delivering path skills training • Trading subsidiary turnover 2016/17 £224.5k. Net profit gift aided to the charity £23.5k. Principal activity: consultancy services (path condition surveys, path specification, path feasibility studies, contract management, expert witness) 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
Isle of Arran	Visit Arran	ARRAN TRUST	Active	<ul style="list-style-type: none"> Conservation and community projects throughout the Isle of Arran 	<ul style="list-style-type: none"> Web-site Just Giving 	<p>Established January 2011 (Note: Nurture Lakeland provided consultancy)</p> <p>2016-17: Income £49.5k; Grant Funding £26.7k</p> <p>Projects funded can include wildlife, paths and trails, marine, conservation, and sustainability. Applicants must demonstrate a clear and positive contribution to the environment, and projects should be accessible to members of the public, and benefit the local community.</p>	<p>https://www.arrantrust.org</p> <p>Shiela Gilmour, Executive Director</p> <p>info@arrantrust.org</p>

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
Isle of Wight	Island 2000 Trust T/A Natural Enterprise Ltd		Active	<ul style="list-style-type: none"> The Isle of Wight's natural environment and rural economy 	<ul style="list-style-type: none"> Grants Fees Profits from trading subsidiary 	Total income Y/E March 2017: £180k (Note: Turnover information for Natural Enterprise Ltd not available from Companies House, but 'Other Creditors' at Y/E March 2017 stood at £426k – presumably some or all of this was to be covenanted back to the Island 2000 Trust in 2017-18). In addition to the 3 projects detailed below, the Trust also supports: <ul style="list-style-type: none"> Royal IoW Agricultural Society IoW Rural SME Fund 	http://www.island2000.org.uk
		GIFT TO NATURE	Active	<ul style="list-style-type: none"> Owns and manages 	<ul style="list-style-type: none"> Management fees 	<ul style="list-style-type: none"> Feb 2016, entered into 20-year agreement to manage and 	https://gifttonature.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
				<p>countryside, green space & nature reserves across the IoW</p> <ul style="list-style-type: none"> • Management of IoW Council's countryside Estate 	<ul style="list-style-type: none"> • Shop (retail outlet) • Donations • Supporters 	<p>reinvigorate 25 sites (170 ha) owned by IoW Council. £84k invested in 2016/17. All sites provide free access to local communities & visitors.</p> <ul style="list-style-type: none"> • Shop (with garden area) sells new and 'preloved' items: <ul style="list-style-type: none"> ❖ locally-sourced plants ❖ outdoors & garden goods ❖ home décor/artwork/jewellery reflecting or using the 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						<p>natural world in its design</p> <ul style="list-style-type: none"> • Donations via web-site facilitated by: <ul style="list-style-type: none"> ❖ 'Go Cardless' to make from bank a/c without debit or credit card. Regular supporters can choose monthly Direct Debit of £3, £6 or £12 ❖ Credit/debit card donations using secure online service 'MyDonate' 	

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						<ul style="list-style-type: none"> ❖ 'Donate when you shop' (via Easyfunding) (note: has raised only £44 from 16 supporters when viewed 25/04/18) ❖ 'Shop at Amazon' – link to Amazon from web-site results in charity receiving a donation for each shopper accessing by this route ❖ Text Giving 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
		ISLAND RIVERS PARTNERSHIP	Active	<ul style="list-style-type: none"> Safeguard/improve health of freshwater, estuarine and coastal ecosystems across and around the IoW 	<ul style="list-style-type: none"> Funding bids Community involvement 	<ul style="list-style-type: none"> Hosted by the Island 2000 Trust, in partnership with the Environment Agency, Natural Enterprise, the Hampshire and Isle of Wight Wildlife Trust, Wight AONB, Isle of Wight Council, Southern Water, the CLA, NFU, the Isle of Wight Estuaries Project and Arc Consulting. 	http://www.islandrivers.org.uk/island-rivers
		WIGHT MARK		<ul style="list-style-type: none"> Food provenance scheme for IoW 	<ul style="list-style-type: none"> 	<p>Launched April 2014 by IoW Royal Agricultural Society</p> <p>Open to food and drink producers, processors and sellers whose business is based within the scheme boundary.</p>	http://wightmarque.co.uk

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						Available to food & drink industry businesses who actively promote, support and use local food, drink and produce. 30-35 Members at April 2018	
Cotswold AONB	Cotswolds Conservation Board	CARING FOR THE COTSWOLDS	Active	<ul style="list-style-type: none"> • Conservation (landscape) • Wildlife habitats • Footpaths and bridleways 	<ul style="list-style-type: none"> • Opt In/Out • On-line donation via web-site • Rural skills courses 	Participating business described as 'Members'	http://www.cotswolds-aonb.org.uk/looking-after info@cotswoldsaonb.org.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
				<ul style="list-style-type: none"> Historical heritage 			
Forest of Bowland AONB	Champion Bowland	CHAMPION BOWLAND	Active	<ul style="list-style-type: none"> Community environmental projects 	<ul style="list-style-type: none"> On-line and text donations (via BT MyDonate and Vodafone JustGiving services) Sponsored product 	<p>Small grants up to £700</p> <p>Champion Bowland reconstituted as Charitable Incorporated Organisation (CIO) July 2017 (set up 2012 as a Co Limited by Guarantee)</p> <p>Income £10.4k 2016/17 (£19.7k 2015/16)</p> <p>Activities supported:</p> <p>a) Managing the AONB's Sustainable Development Fund – £18k in 2015/16. 3 new</p>	<p>http://www.championbowland.org.uk</p> <p>Address: c/o Kettledrum, Root Hill Estate Yard, Dunsop Bridge, Clitheroe, Lancs BB7 3AY tel: 01200 448000</p>

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Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
					<ul style="list-style-type: none"> • Charity Calendar • Sales of publications (NB: deficit in 2015-16) 	<p>grants awarded. 5 paid out from previous years, totalling £22.4K</p> <p>b) Managing the AONB's Farm Visit Transport Fund – supported 6 groups visiting farms in Bowland, and reimbursed £540 of transport costs.</p> <p>c) Champion Bowland's own grant scheme supported 2 new projects, totalling £1,070. These were:</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						5. • Lancaster Bee Keepers pollinator patches around Hornby and Caton 6. • The Cloudspotting Festival's Bee Hive activity	
Suffolk Coast & Heaths AONB	Suffolk Coast & Heaths AONB	COMMUNITY & CONSERVATION FUND	Active	<ul style="list-style-type: none"> • Conservation • Access • Education 	<ul style="list-style-type: none"> • Supporter businesses: Opt In, donation boxes, sponsored product, etc 	Established Approx. 2003. Operates on a low-key basis – annual income “ <i>in the low £’000s</i> ” Small grants scheme, typically £500-£600 per application 6 projects funded 2017-18; total £3k awarded Challenges: “Best return is to work with the visitor businesses, but in practice	http://www.suffolkcoastandheaths.org/grants-and-funding Suffolk Coast & Heaths AONB: Cathy Smith

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
					<ul style="list-style-type: none"> • Donations for walks & talks • Sales of publications • Corporate & Individual donations 	<p>they don't like being treated as a 'group'. Working with 30 to 50 businesses on a one-to-one basis is too time consuming."</p> <p>Projects funded: http://www.suffolkcoastandheaths.org/grants-and-funding/community-and-conservation-fund</p>	
		SUFFOLK SECRET S FUND	Fund-raising: active	<ul style="list-style-type: none"> • Family activities • Promotion of out of 	<ul style="list-style-type: none"> • Opt In 7. 	<p>Suffolk Secrets holiday Cottages is "by far" SC&H's principal fund-raiser. Established a separate 'ring-fenced' scheme in late 2016 with a pledge of £25k to fund projects for 2017 & 2018. Grants now all disbursed but hoping to</p>	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
			Applica tions: Closed	season tourism <ul style="list-style-type: none"> Local food producers 		re-run grant applications every two years.	
Dedham Vale AONB & Stour Valley (Essex/Suffolk border)	Dedham Vale AONB & Stour Valley Project	STOUR VALLEY CHAMPIONS	Active	<ul style="list-style-type: none"> Stour Valley Environment Fund (run by Essex County Council) 	<ul style="list-style-type: none"> Local businesses, primarily via donation boxes Corporate sponsors Donations for walks & talks 	Stour Valley Environment Fund established 2011 as an endowed charity with Essex Community Foundation (reg. charity no. 1052061). Grants of up to £2,500 given to voluntary and community organisations working to enhance the environment and community life in the Stour Valley area, on both Essex and Suffolk sides of the River Stour.	http://www.dedhamvalestourvalley.org/grants-and-funding Dedham Vale AONB & Stour Valley Project: Cathy Smith

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AONBs and OTHER AREAS UK							
						Low-key; annual income “ <i>in the low £’000s</i> ”	(see also Suffolk Coast & Heaths AONB)
North Devon	The Tarka Country Trust	THE TARKA COUNTRY TRUST	Active	<ul style="list-style-type: none"> • Education / training • Environmental & heritage conservation 	<ul style="list-style-type: none"> • Donations • Grants 	<ul style="list-style-type: none"> • Co Ltd by Guarantee with charitable status, founded 1999 • Income Y/E March 2017 £26.9k • Provides grants to community groups through the Community Wildlife Fund for projects that benefit wildlife & involve the community. Max grant £500 	www.tarka-country.co.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						<ul style="list-style-type: none"> • Receives and gives funding to help run or support projects across north Devon. Current projects: <ul style="list-style-type: none"> ❖ Freshwater Pearl Mussel Project – Devon Wildlife Trust ❖ Life on the Verge. Providing funds, equipment & expertise to help communities manage their verges. Funded by Heritage Lottery Fund, North Devon Biosphere, Devon CC, North Devon 	

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AONBs and OTHER AREAS UK							
						<p>Coast AONB and Marsdens Devon Cottages (VG scheme raising funds for the North Devon Biosphere Foundation)</p> <ul style="list-style-type: none"> ❖ Vessel Monitoring Scheme – administering a scheme run by Common Seas 	
	North Devon Biosphere Foundation	MARSDENS DEVON COTTAGES	Active	<ul style="list-style-type: none"> • Environmental work in the North Devon 	<ul style="list-style-type: none"> • Visitor Giving (Opt-Out) 	<ul style="list-style-type: none"> • Scheme operated in partnership between the North Devon Biosphere Foundation and 	https://www.marsdens.co.uk/about-us/north-devon-biosphere

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
				Biosphere Reserve		<p>Marsdens Holiday Cottages. Has been running “for several years”</p> <ul style="list-style-type: none"> • £1 per booking; over £5k raised to date (April 2018) • North Devon Biosphere Reserve centres on the sand dune system at Braunton Burrows, and extends to include N Devon Coast AONB, the Taw and Torridge estuaries and all land (Including communities) that drains into them, and the sea as far as Lundy Island in the Bristol Channel. 	

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
						Note: Marsdens is a brand owned by The Original Cottage Company Ltd	
Cornwall	Permanently Brilliant	CoaST	Active, but not as VG Scheme	<ul style="list-style-type: none"> B2B Networking 	<ul style="list-style-type: none"> Consultancy 	<ul style="list-style-type: none"> Operated by Permanently Brilliant, a social enterprise (Co Ltd by Guarantee) based in Cornwall Only reference to VG on web-site has link to a NL document dated 2012 	www.coastproject.co.uk http://www.permanentlybrilliant.com Tel: 07816 061780 (Director) info@coastproject.co.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
Cornwall	Cornwall Wildlife Trust	CWT VISITOR GIFTING	Active	<ul style="list-style-type: none"> Wildlife & habitat protection / improvement 	<ul style="list-style-type: none"> Opt in/out Sponsored product donations 	<ul style="list-style-type: none"> Businesses devise and run their own scheme & donate proceeds to CWT CWT provide posters, information for customers and ongoing support Examples include opt-out (£2 per booking), opt-in (£5 per week per booking), £1 donation for use of washing machine/tumble dryer, 10p per bag of bird seed sold, donations for wildlife guides. 	<p>http://www.cornwallwildlifetrust.org.uk</p> <p>Antonia Mullaly, Business Support Manager</p> <p>Tel: 01872 302 264</p> <p>Email: antonia.mullaly@cornwallwildlifetrust.org.uk</p>

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AONBs and OTHER AREAS UK							
		1% for the PLANET	Active	<ul style="list-style-type: none"> Living Seas Project 	<ul style="list-style-type: none"> Opt-In business donation (not strictly a VG scheme) 	<ul style="list-style-type: none"> Global scheme - Companies donate 1% of annual turnover to environmental organisation registered on the scheme. 1 business has nominated CWT to date. 	
Cornwall (Lizard Peninsular)	Lizard Peninsular Holiday Cottages	PENINSULAR PAYBACK SCHEME	Closed 2012	<ul style="list-style-type: none"> Coverack Space 2000 	<ul style="list-style-type: none"> Opt-Out 	<ul style="list-style-type: none"> £5 per week per booking £875 raised & presented to Coverack Space 2000, to run events and activities to benefit the community. Was set up as a short-term fundraiser, not a permanent scheme 	www.lizardholidaycottages.co.uk

Area of Operation	Governance	Scheme Name	Status	Activities Supported	Collection Methods	Other Information	Contacts
AONBs and OTHER AREAS UK							
South Pennines (Lancs/West Yorkshire Borders)	Pennine Prospects	LOVE THE SOUTH PENNINES	Pilot scheme closed 2015 Limited on-going activity	<ul style="list-style-type: none"> Landscape/natural environment protection in designated area 	<ul style="list-style-type: none"> Branded merchandise sold by local business participants 	<p>Area covered extends from Skipton & Ilkley (North), to Oldham (South), Bradford & Huddersfield (East) to Blackburn & Bolton (West).</p> <p>Pilot scheme was part of a LEADER funded local distinctiveness project set up by rural regeneration company Pennine Prospects. Local businesses raised money through sale of branded merchandise. Pilot closed 2015.</p> <p>Small-scale on-going activity continues through sale of branded products (e.g. lapel badges, calendar, etc) via local businesses. Full VG scheme not</p>	<p>https://www.pennineprospects.co.uk</p> <p>Contact: Adele Adams, Business and Events Manager Telephone: 01422 264684</p> <p>Adele.Adams@pennineprospects.co.uk</p>

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AONBs and OTHER AREAS UK							
						<p>implemented due to lack of capacity & lack of funding.</p> <p>May consider re-brand/re-launch in future (no specific timescale)</p>	

5.2. Appendix B - Visitor Perceptions of Visitor Giving and Contactless Donation Technology

There is a national and international shift away from cash towards card transactions. More than 50% of all retail transactions now use cards and people are carrying less cash. With this in mind, it is key that fundraising initiatives think about new and emerging technologies in their fundraising mix.

In October 2018, a survey was commissioned in the Lake District National Park to gauge visitor's appetite for contactless donation technology.

The headline findings are included here for information and to give a general indication of peoples donating habits in the natural environment. The full report is available on request.

Summary

- 766 visitors and potential visitors to the Lake District responded to an online survey about visitor giving.
- A third of respondents were aged between 55 and 64 years old (33%), with 23% 45-54 years old, and 21% 65-74 years old.
- The majority were frequent visitors, with 40% having visited many times before, and 32% visiting many times each year.
- 10% make trips to the Lake District just for the day, and 38% for overnight stays only. Just over half (52%) make both day trips and overnight visits.
- Just over half of respondents make their trips as a post-family group (51%). 12% visit with friends, and one in ten are in multi-generational family groups.
- Most popular activities while on a trip were visiting the countryside (86%), visiting towns and villages (81%), visiting restaurants and pubs (around 70%), visiting heritage attractions (66%) and long walks of more than 2 miles (65%).

- 91% of visitors currently donate to charity. The majority (72%) donate occasionally to particular projects. Almost half (48%) donate regularly by direct debit, and 34% give in person to street collectors.
- For making donations in the Lake District National Park, there were larger proportions of people interested in donating to specific species, and to particular projects. Around 30% scored their interest in donating to these as an 8, 9 or 10.
- People were asked how likely they would be to donate at a contactless card donation point in the Lake District. Opinion was mixed. 31% said they were either 'likely' or 'very likely' to donate, but 40% were 'unlikely' or 'very unlikely' to donate to a contactless card donation point in the Lake District. Younger people were most likely to donate this way, as were family groups, and pre-family groups.
- People were asked what sort of information would prompt them to donate. They wanted specific information (64%). Just under half (43%) wanted listings about what impact different sized donations would have.
- Over half (58%) of respondents said they would make a donation to the Lake District every time they visited, and 17% said they would make an annual donation. Others said they would not donate, or would only do so on an ad hoc basis, would donate when they had the money, or when they felt inclined to do so, or for particular projects that appealed to them.
- People were asked when, where and how they would most likely to donate. Preferred ways were during the visit (51%), in cash (43%), while out and about in the park (37%) and in person (36%). 30% preferred contactless card payments.
- People were asked about the size of any donation they might make. The maximum was £100, but £5 was the most common response. The average amount across all responses was £6.27.
- People were given the chance to make any further comments about donating to look after the Lake District. Some of the themes were: people already feeling like they contribute through membership of other organisations e.g. the National Trust, Mountain Rescue, RSPB etc; belief that the government should provide more support to the area; wanting any donations to go 100% to the cause and not be spend on

admin/salaries; suggestions to apply a tourist tax instead; and feeling like a contribution is already being made to the local economy through their visit.

5.3. Appendix C - Outline Financial Model - Direct to visitor, volunteer led, online only.

	Core Costs ¹	Number of Businesses Recruited	Income Raised	Core Investment needed ²	Grant Income Available
Year 1	4,000	10	4000	0	0
Year 2	4000	20	8000	0	4000
Year 3	4000	30	12000	0	8000

¹ Volunteer led, some in kind support, needs initial seed investment or in kind support for: Branding and marketing , IT support, Volunteer expenses and training

² all costs recouped from donations.

5.4. Appendix D – Sample Resources for Businesses

Get Started in Just Five Easy Steps

Step 1 - Choose your fundraising method

There are many ways that you can fundraise for the Lake District Foundation in your business. The most successful fundraising mechanisms are:

- Percentage revenue – your business makes a donation for every sale, for example £1 on every booking, or 50p on every product
- Opt out donations – a voluntary donation has been added to the bill and your customer can tell you if they want to remove it. Please note that you cannot do this with online booking – instead you can give customers the chance to “opt in”
- Opt in donations – give your guests the chance to add their own donation, perhaps when booking online or while ordering their breakfast.
- Event fundraising - Hold a an event such as a gala dinner or coffee morning and donate any proceeds raised
- Match funding – for any of the mechanisms above you may want to consider matching your customer’s donations. Studies show that people are more likely to donate when they know their donation will be matched.

If you would like to know more about any of the above fundraising mechanisms we can put you in touch with another business with similar mechanism, or take a look at our case studies enclosed

We know that every business is different and so to help you to choose a mechanism you may want to think about:

- How do your customers book and when do they pay?
- What is the size of your business and the current price points?
- Your customers - what interests them and why do they visit?

- What opportunities do you have for communication with customers?

You will need to record how many donations you collect, this can be a simple pen and paper tally or it can be integrated with your current financial system. You do not pay VAT on any donation income raised – you are simply holding the funds before transferring to us.

Once you have decided upon a fundraising mechanism and start date, we will send you a link to our business web-portal which includes marketing materials such as posters and logos, and bank details for your bookkeeping or financial records.

If you have any questions during the set up process we will be more than happy to help.

Step 2. - Communicate your goals and targets with your staff and customers

For your fundraising to be successful, it is important that all staff are aware of what you are trying to achieve, so think about all of the members of staff that your customer meet during their stay, for example reception staff, waiting staff etc. We can visit your business to talk to your staff by arrangement.

Use the marketing materials in the web-portal to share your fundraising goals with your customers. Display information on your website, newsletters, social media and in your property.

We will be back in touch one month after your start date to see how your fundraising is going and whether you need any further support, but remember, you can always contact us at any time.

Step 3 - Transfer your funds raised to the LDF

You will receive bi-annual (March and October) prompts from us by email to remind you to transfer your donations by BACS or cheque, but you can send donations more frequently if you wish. Our bank details are available in the web-portal.

Upon receipt of your donation we will send a letter and a bespoke certificate (example enclosed) with your cumulative fundraising total. You may wish to keep these letters for your accounting and financial records. We will also send project updates after each grant panel meeting, so that you can see the impact of your hard work!

Step 4 - Celebrate your success!

Use your certificate and project updates to celebrate your success with your customers. Remember to thank your customers too, it will give them that warm fuzzy feeling and will encourage them to donate more in the future! We can support you with press releases (examples enclosed) when you reach significant fundraising milestones.

Step 5 - Repeat!

We hope that you will continue to fundraise with us year after year, and you will see the benefit as your donations add up!

Business Benefits of Visitor Giving

Your support helps to care for the landscapes and wildlife of Pembrokeshire on which many businesses depend.

Here are some benefits to your business:

1. Increased customer offer by giving them the opportunity to have that warm fuzzy feeling of “giving something back”.
2. Invites to meet our influential board members, ambassadors, and like-minded businesses at exclusive events.
3. Increased staff engagement and retention, and increased links with the local community.
4. Authentic impact stories to share with your customers— content, images, facts and figures, with new projects funded every 6 months.
5. Marketing materials including logos, posters, window stickers and fundraising certificates, plus listing on our website.
6. Bespoke press support at significant fundraising milestones.
7. Progress against your CSR goals
8. Meet the expectations of your customers, while ensuring the future sustainability of your business.
9. Know that you are playing a vital part in caring for our special destination.

Corporate Gift Aid

Thank you for your interest in donating to our charity.

Your business can claim tax relief on donations of money to charity under corporate Gift Aid. The way this works depends on whether your business is a company, you are a sole trader or trading partnership. Whilst charities can thank you, there are limits on what they can give as a token of appreciation. In compliance with this 'benefit rule' we will send you an acknowledgement of the donation, literature about our charity's work, and any other small tokens of appreciation for the gift where requested/appropriate.

What is the most tax-effective way for my company to donate money to charity?

Companies

To give through Gift Aid, your company simply makes a gift of money to charity and deducts that amount from its total profits before calculating its corporation tax. Therefore, the company receives corporation tax relief on the full donation. Corporate Gift Aid works slightly differently from Individual Gift Aid and your company does not need to complete a Gift Aid declaration or deduct any tax from the donation.

Self-employed (sole-trader or trading partnership)

Gift Aid donations from the self-employed are treated in the same way as gifts from individuals. These gifts will be treated as paid from taxed income and the charity will claim the relief on qualifying donations from sole traders. These gifts should be accompanied by a Gift Aid declaration.

If you pay tax at a higher rate, you can reclaim the difference between the basic rate of tax claimed by the charity in Gift Aid and the higher rate you pay on the gross gift. For more information, see information on the next page.

If you would like further clarification please get in touch, and thank you again for your support.

5.5. Appendix E - Outline Financial Model - Business Led Visitor Giving.

	Core Costs	Number of Businesses Recruited ³	Income Raised ⁴	Core Investment needed	Income Available for grant making ⁵
Year 1	25,000	20	8,000	25,000	8,000
Year 2	25,000	40	16,000	17,000	8,000
Year 3	25,000	100	40,000	0	15,000

³ This model assumes 0.5 FTE employed staff member, with some additional in-kind contributions of marketing and branding support from partners.

⁴ This is modelled on an average annual donated income per business of £400. This figure is based on the average annual donation from the 220 businesses currently fundraising for the Lake District Foundation. Local costs and business make up will differ. Pembrokeshire National Park has a higher percentage of smaller operators.

⁵ Assumes core grant funding available