



The wildlife that lives in the beautiful landscapes of the Lake District and Cumbria is fragile. Outdoor events can have a significant local impact on the natural environment. Huge numbers of feet (and wheels) pounding the fells and valleys can lead to damage to footpaths, soil erosion, water pollution, damage and disturbance to habitats and wildlife.

Nurture Lakeland inspires and enables visitors, tourism businesses, event organisers and communities to recognise the threats that the natural environment faces and to help to take care of it.

We run a 'visitor giving scheme' with businesses which is a simple process for securing financial donations from visitors and challenge event participants to contribute to the funding of a range of conservation projects. In this way each year we raise £thousands in support of projects including footpath and erosion repair by Fix the Fells, habitat management and creation, species protection, pollution control and prevention.

Visitor Giving is a simple way to enable participants to give something back to the landscape they love, while at the same time enhancing your credentials as an event organiser committed to environment sustainability. Event participants are asked to make a reasonable voluntary donation in addition to the event entry fee (eg £1, £2 or £5). For example, when event participants book a place online they can simply opt to add a donation to their booking. It doesn't cost the event organiser anything other than a small amount of administrative time. You simply need to keep a tally of the donations received, assign this income to a code for charitable donations in your accounts and pay the funds to Nurture Lakeland after the event.

We're a centre of excellence on responsible tourism – supporting our corporate business members with information and advice on how to reduce their environmental footprint. We also carry out research into the environmental impacts of tourism, explore solutions and deliver responsible tourism campaigns, events and training. We also provide free resources which enable both businesses and visitors to take action to enjoy this special place in an environmentally sensitive way.

For more information contact [info@nurturelakeland.org](mailto:info@nurturelakeland.org), or call 01539 822622

[www.nurturelakeland.org](http://www.nurturelakeland.org)

We are a company limited by guarantee (Nurture Cumbria Ltd) and a registered charity (no 1130453).