

Grant Application

Application Details			
Fund	Holehird Trust	Grants Officer	Annalee Holliday
Organisation	The Lake District Foundation	Application No	23727
Aims of the group	<p>Lake District Foundation (LDF) work across the Lake District National Park, Cumbria – which covers over 2000km of landscape in the Northwest of England. The Lake District National Park is the largest of the ten designated National Parks in England.</p> <p>LDF exists to support the landscape, wildlife and cultural heritage of the Lake District. Our strategic objectives are to:</p> <ul style="list-style-type: none"> To protect, conserve and care for the environment of the National Park. To increase access and engagement of the park by everyone, creating a 'park for all'. To inspire individuals, communities and businesses to care for the park, and increasing awareness of the issues that our local environment is facing. To support the local community to develop local, community owned solutions to protect and conserve the park environment. To develop innovative approaches to conserving and sustaining this environment and share our learning with others in similar areas. To harness the Lake District itself as a catalyst for change – engaging visitors with the natural world in ways that can influence behaviour in their own communities. 		
Post Town	KENDAL	District	South Lakeland

Grant Priority	UNSDG
6	Life on Land

Funding Request		
Project Cost	Total requested	Amount recommended
£9,781.00	£9,781.00	£2,000.00

Expenditure	
<p>Staff costs: £5,732.00 Marketing Manager at £14.4 per hour (salary plus on costs) x 4 hours per week x 40 weeks - £1728 Project Manager: £15.40 per hour (salary plus on costs) x 5 hours per week x 52 weeks - £4004</p> <p>Volunteer costs: £270.00 Travel expenses for volunteer organisers @ 0.45p per mile;</p> <p>Operational costs: £400.00 Little pick event materials (first aid kit; cleaning products; hand sanitizer) - estimate, number of small items.</p>	<p>Office, Overhead, Premises Costs: £859.00 Office overheads at 15% of total salary costs (meeting and workspace; IT; printing; postage; line management)</p> <p>Capital costs: £2,220.00 3 x customised beach clean stations @ £500 each 1 x Station Refill Kit @ £140 2 x Group Litter Pick kits @ £290 each All from the Two Minute Beach Clean Foundation (therefore of appropriate quality and responsibly and ethically sourced as well as customisable)</p> <p>Publicity costs: £300.00 leaflet, poster and QR code design and print</p>

Income	
Amount of funding raised so far	£0.00 NA
Quotes Received	Yes

Project Details

Project title	Love Your Lake - Micro Action to Clean Up our Lakes
What would you like to do with your grant?	<p>We will deliver a sustained 'clean up' campaign centred around Windermere, the largest natural lake in England.</p> <p>Windermere is a nationally important place for wildlife, within both the lake and the surrounding shores. However, the lake is facing several threats including the impact of wastewater, dwindling reed beds, threats from invasive species and litter, plastic pollution. During the pandemic we have seen just how much people value access to natural spaces. However, we have also experienced significant challenges to our local environment as we welcomed 'new' users to the park and with a number of visitors leaving behind significant amounts of rubbish and litter.</p> <p>Our project will see a programme of activity, aiming to increase awareness of these challenges and engage visitors, businesses and local communities in playing a role in tackling the issue of litter and plastic pollution in the lake.</p> <p>Our project has three aims, with activities delivered under each of them:</p> <p>Inform – Raise awareness and engage local communities, tourists and the business community of the issues facing Windermere and our Lakes.</p> <p>Act – Inspire and enable people to take individual action through the siting of 3 'cleaning stations', and which we hope will encourage longer term behaviour change, and organising and engaging community groups, businesses/tourists in 4+ litter pick events.</p> <p>Learn and Prevent – Analysing evidence drawn from practical action (e.g. types and concentration of waste) to develop targeted more initiatives to reduce litter, plastic and wastewater pollution</p>
How do you know that the people in your community want this project/activity and what evidence have you collected to demonstrate this?	<p>LDF have strong links with the business community in the local area, with over 50 fundraising for us and projects we deliver and support. Many of our business supporters often request opportunities for practical environmental and conversation activities for their staff or customers to participate in and so there is demand for community based environmental activity which people can meaningfully participate in on an ad hoc or occasional basis.</p> <p>We know that there is significant and sustained community concern for Windermere and its health and biodiversity. We have seen significant engagement with other recent campaigns to tackle phosphate pollution, citizen science projects to monitor the water quality of the lake, and community litter pick responses in the immediate aftermath of the pandemic. As such we feel that there is clear demand from the local community in helping to address the issue, and for getting involved as part of the solution.</p>
How has the COVID-19 pandemic affected the way you now currently support your beneficiaries?	<p>The pandemic has brought many new users to the Lake District, and which has played an invaluable role in supporting the health and wellbeing of people during this time. However, some visitors are less familiar with accessing natural spaces and may be less well prepared or knowledgeable than more regular visitors. We have seen a number of high-profile and distressing reports of destructive and damaging littering in and around our lakes. We want these visitors to continue to access these spaces – and which are after all, parks for all - but we want to support them to do so in a way which helps to protect and conserve this unique environment. The siting of visible cleaning stations, opportunities to share and highlight involvement through social media, and visible community litter picks will help to raise awareness of conservation efforts, make it easy to get involved and hopefully inspire small changes in behaviour.</p>
Explain how the people or community accessing your services are	<p>Our project is primarily focused on improving the environment and biodiversity of an important green and blue space - Windermere, and as such will not directly target disadvantaged communities. However, one of the factors informing the development of the project has been the change in visitor demographic during the pandemic, and which has been so encouraging to see. Part of our mission is to ensure that the Lake</p>

<p>disadvantaged and tell us about the issues they face</p>	<p>District is for everyone, and in particular we are keen to see greater access by communities from the urban fringe surrounding the park. Our project will play a small role in encouraging people to consider the impact of their behaviour on the environment and helps to ensure that the park remains and enjoyable and accessible place for all.</p>
<p>Partnership working</p>	<p>We are a member of the Lake District National Park Partnership, a formally constituted group of 25 key stakeholders working across the National Park (including local councils, the Wildlife Trust, Environment Agency and National Farmers Union) representing a wide range of interests. We share the view that the future of the National Park will only be secured by working together. Whilst our project is not directly delivered in partnership, we will inform and engage our partners and stakeholders in the work of the project. This includes:</p> <p>Lake Users – We will further develop our links with recreational users of the lake, including Lake District Open Water Swimmers, Swim the Lakes, Chill Swim and yacht, boating and rowing clubs increasing awareness of the importance of reducing plastic pollution into the lake and encouraging longer term behaviour change.</p> <p>Public bodies – As a member of the LDNP Partnership we have established relationships with key public bodies, e.g. Environment Agency and LDNP Authority, who we will work with to ensure that our proposed project links in with wider initiatives regarding the lake. We will share evidence and learning generated through this project to inform local policy regarding the improvement and preservation of Windermere,</p> <p>Local communities - We have strong school, community, and business networks through small grants programmes that we deliver and have a growing network of community links. Through outreach work we will engage with these groups, supporting them to inform and participate in clean up and research activities.</p>
<p>Outline the benefits and outcomes that you expect to achieve as a result of the funding</p>	<p>Our work is focussed on improving the environment of Windermere. Windermere is a nationally important place for wildlife, within the lake and the surrounding shores, However, the lake is facing several threats including the impact of wastewater, dwindling reed beds, threats from invasive species and litter, plastic pollution. Our project, which is part of a wider programme of activity we are developing, will seek specifically to tackle the issue of litter and plastic pollution in the lake (with LDF leading other projects working to tackle issues such as phosphate pollution).</p> <p>Our project will aim to tackle this issue, and in doing so seek to increase community engagement in responding to the issue and build understanding of the impact and causes of litter and plastic pollution around the lake.</p> <p>Our project will seek to contribute to a range of short- and longer-term outcomes which will aim to improve the health of Windermere. These include:</p> <ul style="list-style-type: none"> - Increased level of community, business and voluntary activity and volunteering in conservation activities around the Lake - Reduced levels of pollution (litter and plastic) around the Lake area - Improved visual appearance of the Lake and surrounding environment -Improved public awareness about the causes and consequences of litter and plastic pollution around the Lake -Increased level of knowledge and understanding regarding the factors contributing to and causing litter and plastic pollution around the lake. -The conservation and protection of important natural spaces (longer term outcome) - Improved water quality (longer term outcome)
<p>How you will collate, measure and report the benefits you describe?</p>	<p>For the range of project outcomes we have identified (and which relates to our wider organisational Theory of Change which forms the framework for all the evaluation of all project activities which we run) we will identify several outcome indicators for each of the outcomes our project aims to achieve. This may include numbers of participants in clean up events, numbers of cleaning station hosts, estimates of litter collections, recording evidence of skills developed, and use of before and after photographs.</p>

	<p>Data and evidence from this project will then be used to inform preventative activity for example, developing a programme of visitor or specific recreational users group awareness raising activity relating to identified areas of concern. We will also aim to share data through 2 Minute Beach Clean App, adding to wider understanding of litter and plastic pollution. Through this work we hope our work will continue to have impact on improving the habitat around Lake Windermere after the formal conclusion of the project.</p>		
<p>How does the project/activity progress after this funding ends, or is it one-off?</p>	<p>This work will feed into a much wider programme of work which we have developed which is aimed at caring for Windermere, and as such there are structures and other activities in place to help sustain successful elements of this project.</p> <p>While our project will undertake a range of 'reactive' measures to clean the lakeside and shoreline, the information gathered through these activities will be used to develop knowledge and understanding of the sources, concentration and impact of litter, plastic and chemical pollution and shaping and informing future activities - in particular preventative activities.</p> <p>Funding will enable us to develop and train a team of volunteers who will be responsible for working with the project manager to coordinate shoreline litter picking activity. We hope to be able to sustain this work following the conclusion of the funded project, with a team of trained and inspired volunteers who can continue elements of the work.</p> <p>The project will see the adoption of several 'shoreline' clean stations (using the 2 Minute Beach Clean Model) around the lake shore which will be placed with the support of local businesses who will oversee their ongoing management and use.</p>		
<p>Living Wage</p>	<p>We are committed to the fair and equitable treatment of our staff and volunteers, paying salaries above the living wage is an important component of this (though to note, all current salaries are above living wage rates). Our board have recently undertaken a remuneration review and will be implementing additional increments to salaries in recognition of the impact of inflation and cost of living increases. Paying fair wages, and making expenses available to volunteers, plays an important part in supporting our work to increase the diversity of staff and volunteer workforce as well as contributing to wider social justice.</p>		
<p>No of beneficiaries</p>	100	<p>No of volunteers</p>	3

<p>Assessors Comments</p>	
<p>Organisation</p>	<p>The registered charity (no. 1174201) was set up in 2017 to support the delivery of the shared aims of the Lake District National Park Partnership. Based in Kendal, it employs four full-time and five part-time staff and has a board of 11 who include senior leaders from Cumbria Tourism, National Trust, LDNPA and United Utilities. Recent projects include Fix the Fells, Keswick to Threlkeld path restoration, Save Our Reds and Cleaner Lakes. It also has a small grants fund, enabled through programmes of visitor giving.</p>
<p>Finances</p>	<p>The charity is grant dependent. Accounts dated 31 March 21 show income of £317,921 (2020: £402,831) and expenditure of £358,213 (2020: £416,613) and unrestricted funds of £103,707. Grants were made and paid out in the year to 15 different projects, totalling £165,321. Recent bank statement dated 30 May shows a balance of £263,097.</p>
<p>Need & Demand</p>	<p>Windermere is England's largest lake and is a nationally important place for wildlife and is also a valued space for recreation, relaxation and wellbeing attracting thousands of visitors each year. There have been concerns raised over water quality and the charity launched a 'Cleaner Lakes' campaign. Worries over the health of the lake are in part, down to algal bloom and bacterial pollutants which can potentially harm wildlife and animals. The average annual surface temperature of the lake has increased over the last 70 years by 1.7 degrees, which has increased the algal blooms, which can consume oxygen, block sunlight and ultimately kill fish,</p>

	invertebrates and fish spawn. Sewage adds phosphorus into the water, which acts as a fertiliser for algae. This pollutant is coming from a number of sources, including storm overflow systems and household products - there are estimated 1,900 private septic tanks around Windermere, according to data collected from United Utilities.
Project	Running over 12 months, this project will raise awareness of the issues with the wider public, run engagement events with the community and volunteers, including litter picking and research the types of pollution to develop more targeted activity.
Budget / Value for Money	It expects to engage with 100 people. Quotes have been provided. Includes overhead costs at 15% of salary costs - CCF would usually award no more than 10% of full funding request.
Future Sustainability	Water quality is identified as the main issue faced in Windermere and this project supports direct delivery of an action within in the Catchment Plan: tackling diffuse pollution across the Windermere catchment. It also supports a range of other projects named in the Catchment Plan that are currently taking place, as well as supporting and implementing the Cumbria Local Nature Recovery Strategy.
Impact	This project will address water quality issues and address public perception by engaging communities with activities through volunteering days. The practical action will ensure that the lake can stay clean and safe for everyone to enjoy.
Safeguarding	Two-page Safeguarding Policy received dated April 2020 and states it is reviewed annually. Does not include definition or types of abuse. The DSL is named with contact details, there is no named trustee with safeguarding responsibility. Recruitment just states applicants are DBS checked. Training states new staff complete an e-learning module with Cumbria LSCB but no other details. Reporting procedures missing. No links to national or local agencies.
Any other comments & recommendation	This application will be going to other of our funds to help towards the project costs
Conditions	Conditional to updated safeguarding policy.

Previous Funding Details					
No. of grant applications	5	No. of approved grants	3	Total Amount Awarded	£38300.00