

The Wilder Side of Business



Cumbria
Wildlife Trust

How your business can benefit from
investing in our local environment



*Why not get in touch
to have a chat about
how your business
could invest in our
natural environment?*

Wild Work Day with Ørsted

www.cumbriawildlifetrust.org.uk/business

Protecting **Wildlife** for the Future

Cumbria Wildlife Trust has been leading the way in nature conservation in Cumbria since 1962.

We deliver benefits for carbon
hand-in-hand with increased
biodiversity and social benefits.

Together with you we can
deliver a lasting positive change
for nature and for people.



*Lakeland Ltd donate the plastic bag tax to creating flower-rich grasslands giving
£40,000 over 2 years.*



Foulshaw Moss © Bex Lynam

Ticket Tailor donate 5% of profits to charities working on the climate emergency. They donate to our work protecting and restoring natural carbon stores, in particular at Witherslack Mosses which includes our Foulshaw Moss Nature Reserve.

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Your business can benefit from investing in our local environment

Partnerships with Cumbria Wildlife Trust are good for business, your staff and your customers – and they are good for our environment and wildlife too.

As a business, you can choose to play a vital role in sustaining and protecting the wild places across Cumbria.

By working with us, your business will demonstrate commitment to supporting our high impact, local action which tackles issues that affect us all. You'll improve the quality of the environment in which you, your employees and your customers live and work.

We can help you understand how much carbon your support can lock away



Invest in the environment



There are various options for you including:

- **Lock away carbon and increase biodiversity** Help to restore habitats that lock away carbon whilst benefiting biodiversity; peatbogs, wildflower habitats, marine environment, Atlantic rainforests, woodlands and nature reserves.
- **Community engagement and social benefits** Involve your employees, customers, suppliers and the community you are part of.
- **Sponsorship** Of events, conservation projects, apprenticeships and nature reserves or nominate us as your charity of the year.
- **Bespoke options** Donation of plastic bag tax, point of sale donations, cause-related marketing, advice on restoring the biodiversity on your land – or any idea you wish to talk through!
- **Business membership** Whether you are a small business or a large organisation, we have a range of options that reflect your standing in the business community.



World of Beatrix Potter donate from ticket sales to help plant trees. They also plan to install a digital donation station to enable their customers to give.

Invest in your workforce

Three in five employees experience mental health problems at some stage in their career, costing the UK economy £30 billion a year.

After a day with us:

80% of people **improved their wellbeing** overall

63% said they **improved relationships** with colleagues

100% of people said they felt **more positive**

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"It was a great day. I feel physically and mentally refreshed!"
An employee, Siemens

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Wild Wellbeing Days

An opportunity to invest in the wellbeing of your staff.

We centre our Wild Wellbeing Days around the 5 Ways to Wellbeing in wild natural settings throughout the North West.

Studies by the New Economics Foundation have shown that these 5 ways enhance wellbeing and have potential to reduce mental health problems in the longer term.

We can arrange group bookings or people can join individually so they can have their own space and time.





inov-8 at Craggy Wood © Dave MacFarlane / inov-8



Wild Work Day with O'Neil Architects

Wild Work Days

An opportunity for your colleagues to come together and team build.

Why not arrange a unique day for your colleagues away from your office? Spend the day with us, learn new skills and connect with nature. This could include:

- Hands-on conservation activity
- Guided nature walks
- Learning about habitats or species
- Working with communities
- Bushcraft and wild countryside skills
- Creative art and nature session

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"We had a wonderful day with the team at South Walney Nature Reserve..." O'Neil Architects

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Would you personally benefit from taking part in one of our Wild Wellbeing Days or would your team benefit from a day together with us?

Your employer may have a designated budget for their staff wellbeing or it may be part of staff training or team building.

Speak to your Manager, Human Resources or Mental Wellbeing Officer (or if you'd rather, pass their contact details on to us and we'll get in touch and chat the options through with them).

Why should you partner with Cumbria Wildlife Trust?

41% of all UK species

have declined in abundance since 1970. By working with Cumbria Wildlife Trust, you are helping to put nature in recovery.



Help to fulfil your Environmental, Social & Corporate Governance/ Corporate Social Responsibility policies.

Inspire your customers.

By working with us, your business will be able to support our high impact, local action which tackles issues that affect us all, and your customers care about.



Invest in the environment, biodiversity & carbon stores.

Making a positive change for Cumbria's environment and wildlife.



Effectively show how you are positively contributing to Cumbria's environment and biodiversity.



Improve your brand exposure and reputation.

Communicate your commitment to the local environment.



Invest in your staff.

Provide your workforce with quality experiences to create a happier, healthier and more productive workforce.



Inspire your staff.

To connect with the natural world – lead by example and be a good influence in your community.



As a local business leader, are you ready to demonstrate that you are a...

Proud supporter of



Cumbria
Wildlife Trust



Red squirrel © Andy Nayler

If you would like your employer to support Cumbria's environment and wildlife – please will you pass this on to the relevant person in your workplace?

(If you'd like an extra copy or a digital version, please get in touch).

Partner with us and...

- Improve your brand exposure and reputation
- Safeguard and increase biodiversity
- Communicate your commitment to the local environment
- Lock away carbon
- Invest in nature
- Help communities



Cumbria
Wildlife Trust

**Ready to
take action?
Get in touch
today...**

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