



2025年生态文明贵阳国际论坛
Eco Forum Global Guiyang 2025

Building the Future Together: Volunteers, Charity, and Enterprise in UK National Parks

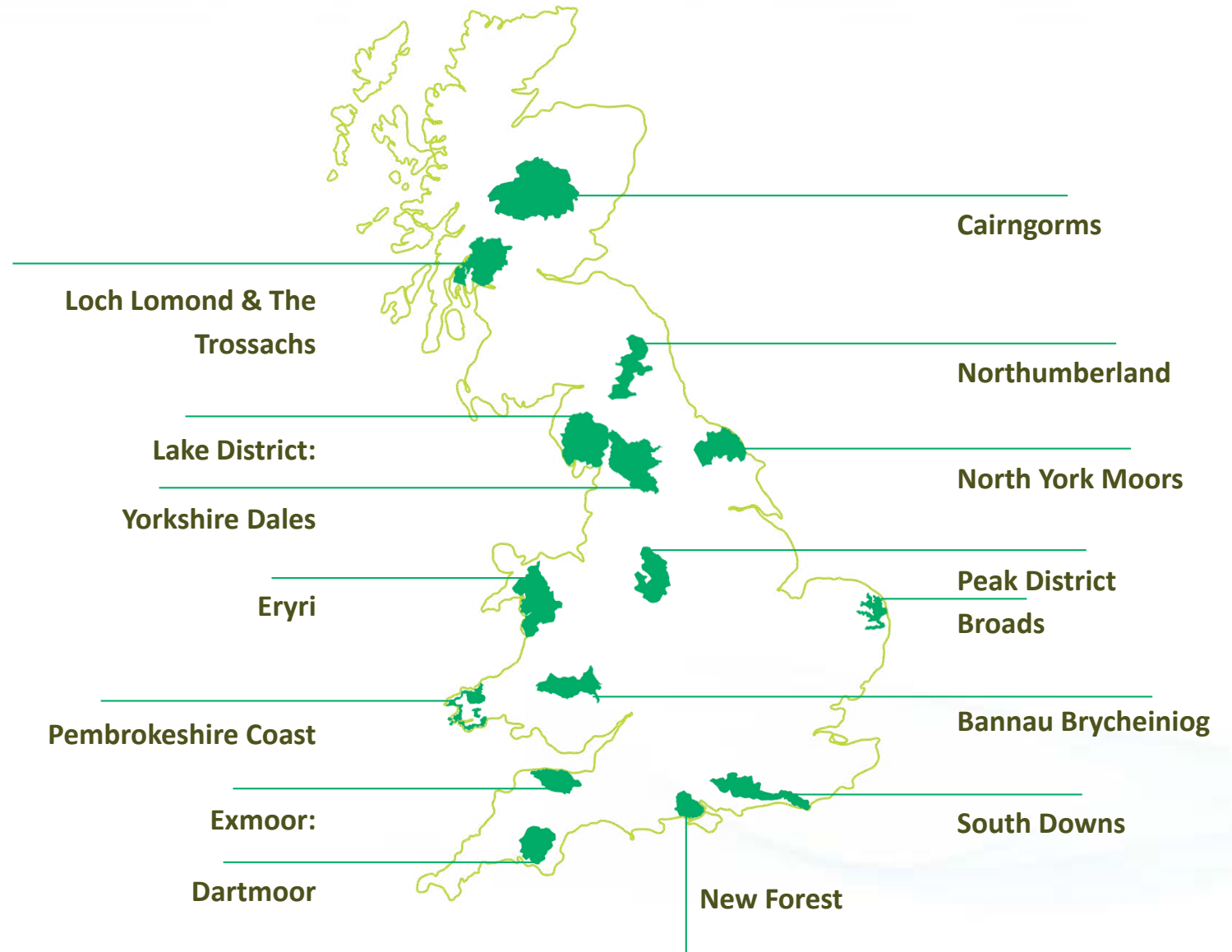


Lake District
National Park

Who we are

In 1949, legislation was passed through the Houses of Parliament, leading to the creation of the UK's first National Parks in 1951.

Today, there are 15 UK National Parks.



Our purposes

Conserve and enhance the natural beauty, wildlife and cultural heritage of the National Parks landscapes.

Promote opportunities for the public understanding and enjoyment of the special qualities of the National Parks.

Foster the economic and social well-being of local communities.





Visitors

92%
from the UK



56%
live outside of the
region of the
National Park they
visit

33%
visit to walk or hike



100+ million
visits each year with 157
million days spent in
National Parks



Building the Future Together

*People
Partnerships*

*Local
Community
Partnerships*

*National
Commercial
Partnerships*

People Partnerships

National Parks are not just places for nature; they are **vibrant communities** where **people live and work**.

By empowering people to care for these **living landscapes**, the community help protect the nature that thrives within them.

Communities supporting National Parks also means **strengthening their local economies** and **empowering local businesses** that are integral to the future of rural communities.



Volunteers

50,000+

days of volunteering
across the UK National
Parks



4,500+

days of volunteering
by underrepresented
groups

£5 million

(CNY 48 million)
saved in staffing cost



CASE STUDY

National Park Young Rangers

The National Park Young Rangers programme gives young people aged 14-18 years the opportunity to experience a variety of conservation volunteering activities across varied landscapes.





Community Partnerships

Community Partnerships are at the heart of thriving National Parks—bringing together local voices, shared knowledge, and groups working towards the aim objectives.

By working with communities, we ensure that both decisions reflect local priorities and values whilst also sharing resource.

Supporting community partnerships means collaborating with local charities, private and public sector organisations to create opportunities for education, conservation, and sustainable development.



CASE STUDY

Lake District Partnership Plan

Partnership plans bring together the local organisations, agree shared objectives and then allocate deliverable actions.





Who are our partners

Charity Sector



National Trust



Lake District Foundation
visit.give.protect



Local Access Forum
Cumbria and Lakes



ACT
with communities in cumbria



FRESHWATER BIOLOGICAL ASSOCIATION



WEST CUMBRIA RIVERS TRUST



nurture lakeland
tourism and conservation working in partnership



Eden Rivers Trust



giving nature a home



LUNE RIVERS TRUST



South Cumbria Rivers Trust

Public Sector



Cumberland Council



Historic England



Environment Agency



Westmorland & Furness Council



Forestry Commission



Lake District National Park

Private Sector



Water for the North West



Cumbria Tourism

“Nature degradation could cause a 12% reduction in GDP by 2030 - larger than the hit from the global financial crisis (5%) or pandemic (11%).”

[Green Finance Institute April 2024](#)



Governance

National Park Authorities are members of National Parks Partnerships (NPP).

Allows national commercial partnerships at scale which the National Parks would struggle to create individually.

NPP Board and Team brings commercial, partnerships, brand and green finance expertise.





National Commercial Partnerships

Our partners share the National Parks core values of care, connection, inspiration, balance and diversity.

Award winning partnerships with the UK National Parks gives the opportunity to benefit from association with a globally recognised brand known for conservation, enjoyment, exploration, well-being and education.



Partnerships value

>£2m



<£0.5m



vodafone



PEARL
& DEAN



AMERICAN
EXPRESS

ESTÉE LAUDER



Marketing and Business Development Approach



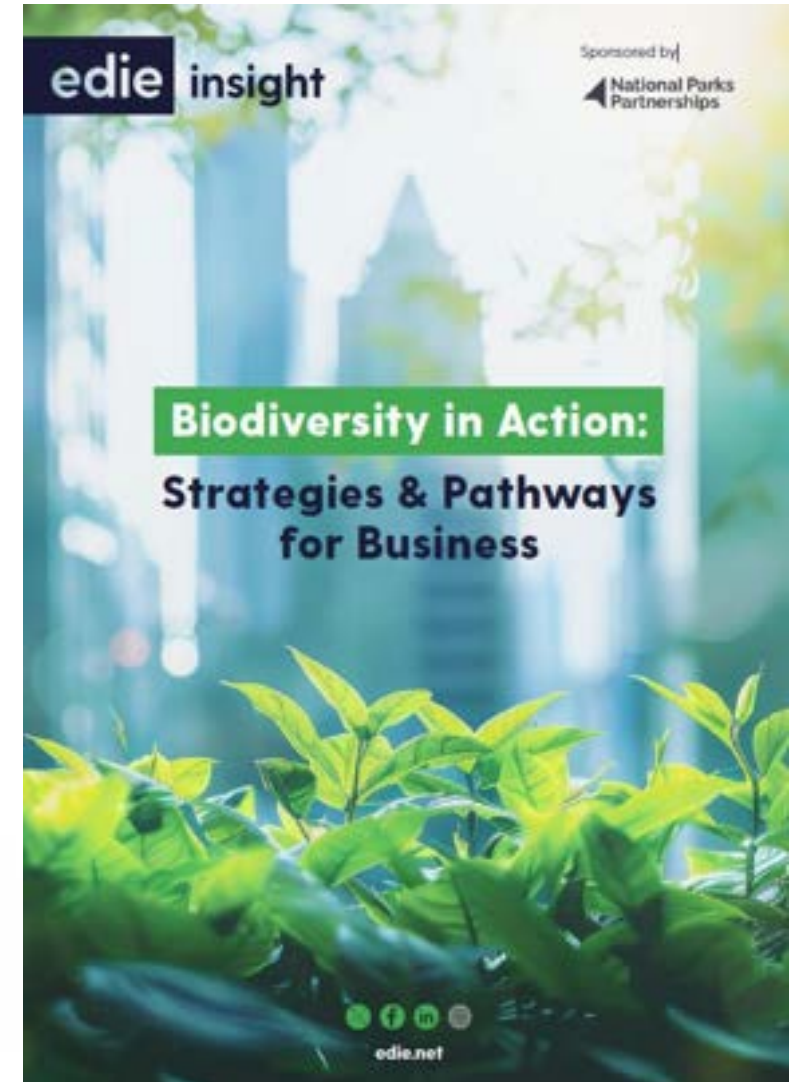
Lead generation content



UK National Parks launch new 'A Natural Partnership' campaign to help fund urgent nature restoration

National Parks Partnerships
launched 20th March 2024

David Bourque, Development Director at National Parks Partnerships, explains why investing



CASE STUDY

BMW

Since launching the partnership in October 2022, BMW UK has strengthened its brand with a 56%* increase in interest to purchase a BMW.

It has also had a significant impact across the UK National Parks delivering:

- **86** Electric vehicle charging sockets
- **93** pieces of press coverage with a reach of **22,095,980**
- **10** impact projects including;
 - **1,300+** young people engaged
 - **3k+** youth volunteer hours delivered
 - **20k** trees planted



Activating the partnership

BMW have used the National Parks collaboration across advertising; retail campaigns; and advertorial content.



Meet The Women Working To Make The Great British Outdoors Even Greater

With over 100,000 sq miles of our greatest natural heritage, we're working to make sure every citizen has access to it. Meet the women who are leading the way.



CASE STUDY

Columbia

Columbia was the Official Outfitter to the National Park Rangers and staff from 2017 to 2022.

Demonstrating huge commitment to the National Parks, Columbia outfitted upwards of 2,000 National Park staff including 300 rangers, providing high quality clothing that's 'tested tough' and designed to keep them warm, dry, cool and protected in Britain's toughest conditions.



Activating the partnership

Columbia used the National Parks collaboration across retail campaigns, in store promotions and advertorial content. Appeared on BBC Countryfile.



Images from left:
Columbia/National Parks campaign featuring Gabby Logan and Peak District Park Rangers;
Columbia advertising National Parks Rangers;
Columbia clothed staff appear on Countryfile

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Gordon Watson

CEO

Loch Lomond and The Trossachs National Park

Ben Leavesley

Head of People and Organisational Development

Lake District National Park



Lake District
National Park

