



Love the Broads

Guidelines for your business

Helping your customers enjoy the Broads

We all know that the Broads is Britain's magical waterland and a member of the national park family. It's a fragile wetland of international importance, with rare wildlife like the huge swallowtail butterfly, the booming bittern, frolicking otters and beautiful white water lilies. We want everyone else to be able to enjoy all this too - now and in the future.



We also know how important tourism is to the local economy - as it has been for over a century. Now we need to encourage visitors to look after the places they love to visit - to help all of us manage tourism in the Broads in a sustainable way. Contributing through businesses which are members of the Broads Trust is a great way for visitors to do just that.

There are so many things to enjoy in the Broads. The freedom and relaxation of boating, cycling, walking and angling, intriguing old buildings to visit, fascinating traditions and special events to discover. Good local food and great places to stay all play their part.

So please become a partner with us in the Love the Broads scheme and encourage your visitors to look after the places they love to visit.



If you would like more information about the scheme, or how to join Love the Broads, please contact us at:

info@
lovethebroads.org.uk

Or visit

lovethebroads.org.uk

What is the Love the Broads Scheme?

The Love the Broads scheme is a simple way of inviting voluntary donations from visitors who want to contribute financially to the preservation of the environment as part of their visit to key sites and attractions within the Broads. Tourism businesses of all types are perfectly placed to collect the contributions their customers feel inspired to give and, whatever type of business you operate, there is a simple method of setting up a Love the Broads scheme that can work successfully for you and for your local environment.



“ Tourists in the 21st century are likely to base their choices in travel and tourism on environmental protection and social responsibility.

*British Tourism
Framework Review*

The money raised then goes to support a whole host of projects across the Broads in Norfolk and Suffolk, delivered by committed organisations who are working hard to protect our beautiful landscape, support our local communities and promote our wonderful heritage.

It's a win-win

Visitors can feel that they're doing something great for a place which is close to their hearts; businesses get positive publicity and a chance to safeguard their economic future, and our wonderful environment gets the tender loving care and vital funding it needs for the future.



Great reasons for your business to get involved

Love the Broads doesn't only bring amazing benefits for the environment, there are lots of fantastic benefits for your business too. Not least the fact that there is no expense involved for you. You act as the conduit between customer and conservation.

We will help you every step of the way with everything you need to join the Scheme as a partner and set up how you can best present Love the Broads for your customers, and encourage them to donate.



Embedding this form of visitor giving into your business can help build stronger links between businesses, the community, visitors and the environment, helping to make tourism more sustainable in the longer term.

Joining the Love the Broads scheme gives great opportunities for some really positive publicity and marketing. You can shout about what you're doing through your website, brochures, room browsers, notice boards and social media sites. Use it as a chance to 'tell a story' and raise awareness and understanding with your customers.

Using the "Love the Broads" branding in your marketing helps make positive connections in visitors' minds with a network of like-minded, forward-thinking businesses, enhancing your credentials as a business committed to environmental sustainability. The stylish logo, designed by professionals, is adaptable to your individual business's branding.

Ultimately you'll be offering your customers a more positive and rewarding visitor experience today, tomorrow and right into the future. Make this your first step on the road to a new way of thinking and operating sustainably.



Choosing what the money will be used for

Visitor Giving works best when customers feel a 'hearts and minds' connection to the project they're being encouraged to support.

All of the money collected through the Love the Broads scheme goes to the Broads Trust, a registered charity established in 2008, which has a board of 10 trustees drawn from Norfolk and Suffolk businesses, the tourism industry, conservation organisations, the Broads Authority and the Broads Society.

The Broads Trust aims to promote the conservation of the Broads and the well-being of the people who live in, work in or visit this unique area. The Trust will do this by using Love the Broads money to support sustainable and high quality projects which address the needs of this unique area.

Projects will be expected to contribute to one or more of the following aims

- protect and enhance biodiversity
- conserve and enhance the natural environment, including its wildlife
- provide appropriate facilities for residents and visitors
- maintain and improve the navigable waterways of the Broads
- promote the responsible use of land and water resources
- interpret the unique ecosystem of the Broads
- create educational resources to promote better understanding
- inform and engage the interest of young people
- sustain community life in the Broads area
- maintain the cultural heritage of the Broads area
- address the local consequences of climate change.

How will the money be used?

The Small grants fund

Some projects will be funded from a general small grants fund, which will be accrued from the donations collected from businesses which are not sponsoring a specific project.

Our aim is that fundraising by business partners in the Broads area will mean that each year, through our Small Grants Fund, we can offer grants towards either the whole cost of a project or as a partial contribution to it. These grants will help make a difference to local communities who would otherwise struggle for financial support, for a range of projects which will bring real benefits to the Broads environment and to its visitors.

Business sponsorship

Other projects will be 'adopted' by a single business partner and funded from the Love the Broads contributions they collect. This will offer the opportunity for a closer relationship to be built up between the business, its visitors and the project which is being delivered. If there is a project local to or closely related to your business, we at the Trust will do what we can to make sure that connection is made. We recognise that the Love the Broads scheme will work well when customers feel a real connection to the project they're being encouraged to support.

If we can find a local project that's right for your business and for your customers, we will provide all the marketing materials and information you need to let them know where their money is going.



Getting recognition for your fundraising

Once you've agreed to become a partner in the Love the Broads scheme, make sure you let everyone know about the good things you're doing. Your customers will love to hear a 'good news' story and to know that they've contributed to it!

We'll provide you with text, images and bespoke materials to include on your website, in your brochures and anywhere else you'd like to promote it. And we'll send regular updates to let you and your

customers know what's been going on with the project you're supporting or with a range of projects on which the Love the Broads money is being spent.

We can help with press releases too when you start fundraising, or to promote your achievements, when you reach a fundraising milestone such as £1,000 or more.

We'll arrange visits and practical conservation days for you and your staff, giving you the chance to get active and engaged with the project you're supporting. And if you're a fan of social media, get Tweeting and posting on Facebook straight away!



How it works

For visitor attractions and event organisers

For these types of business, the perfect method of fundraising is through a ticket or entry fee 'levy'. For example, 10p or 50p, added on to the price of each entry or trip, is donated to the Love the Broads scheme.

For retailers, restaurants and cafes

These types of businesses lend themselves nicely to 'sponsored product' fundraising. A donation from a sale of a product, for example a bird box, or 10p added to the cost of a particular cake. You can be really imaginative and quirky with this type of fundraising to encourage your customers to make that donation. A branded sales tag is available to clearly identify the products.



"The question is not 'what's in it for me?' but 'why would I not want to do it?'..."

*Nick Lancaster
– Chairman of
Nurture Lakeland
and Director of the
Langdale Estate*

For accommodation or holiday providers

The most successful and popular method of contributing to the Love the Broads scheme is where guests are invited to make a voluntary contribution (perhaps £1 or £2 - whatever feels right for your business) which is added to their bill either at the point of booking or to their final invoice.

Once set up, this is low maintenance, involving very little administration for you and your business but raising lots of money for your chosen project.



Other ways for visitors to donate

Customers will also be able to donate directly at:

justgiving.com/nsbct

or by sending a text message to:

NBCT01 followed by space followed by £ and the amount and send to 70070

Passing the money on

Twice a year we'll get in touch to ask you to add up all your donations and send them in to us. You should define a system to keep the donations separate from your normal income as they must not be included in your VAT returns. You will then keep the donation money in your account until you pass it to the Broads Trust every 6 months.

Once we've gathered all the donations from our business partners, the money will be allocated to the projects that we have approved, helping to fund vital work.

The type of fundraising method you choose to use in your business will be dependent on the type of business you operate and what works most effectively and comfortably for you.

The beauty of the Love the Broads scheme is that it offers a variety of fundraising options. The Broads Trust will be working closely with each business to personally create a method that matches the ethos, brand and image of your business. And we will continue to support you year on year.

However you raise the donations it is important that your customers know that their donations will help everyone Love the Broads.



Tax & VAT

The good news is that, as the Love the Broads scheme encourages charitable donations, any money raised this way is not liable for any tax or VAT. You will need to clearly tell your customers that anything they give is a voluntary donation.

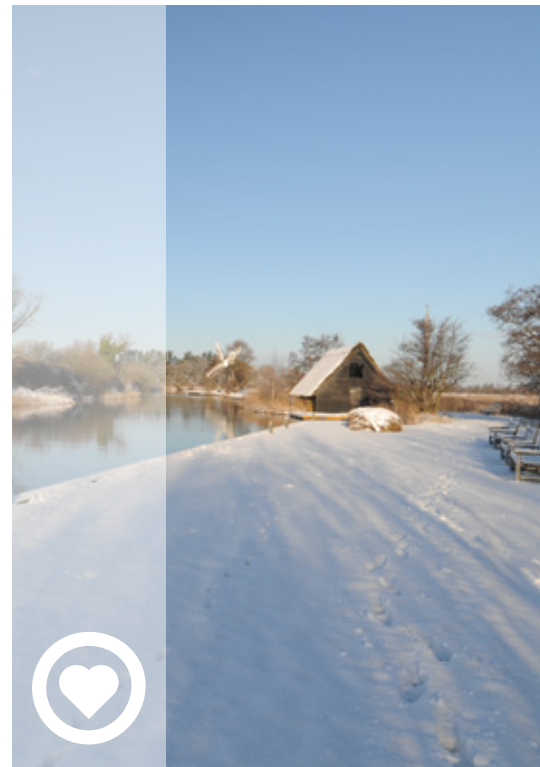
As you collect the money, you'll need to assign this income to a code for charitable donations in your accounts. Most off the shelf packages will have this built in or, if you have your own spread sheet, you just need to add a donations column (you can simply label it "Conservation Donation"). At the end of your financial year, you'll need

to add up your donations and let your accountant know the total. The donations will be offset against your income and will not affect corporation tax

As charitable donations are not vatable items, you should not have to charge or pay vat on this amount of money. To make this clear in the transaction, you can add the donation in as a 'bookings extra' at the end of the bill. In this way it will not be added to the vatable total.

You can find more information about VAT and charitable donations at:

hmrc.gov.uk/businesses/giving





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