



Peak District
National Park
Foundation

ANNUAL REPORT 2020/21



Explore. Enjoy. Support.



Mam Tor near Castleton

Welcome



Our natural world has never been more important and the joy of spending time in nature and the positive impact on our wellbeing has become increasingly recognised. Through conservation and engagement projects in The Peak District National Park, we can make a difference. We have an opportunity to play a key part in the global effort to restore nature and by doing this locally, we can enjoy it too. This is intrinsic to our vision of a Peak District National Park enjoyed and conserved by everyone. Although the pandemic has created challenges for our work and the National Park, it's also highlighted our connection to the Peak

District and inspired more of us to connect with nature and explore, enjoy and support our National Park.

Building on our inaugural year, we have continued to develop our organisation and work with partners to conserve and enhance our grasslands, moorlands, and woodlands, increase outdoors learning and accessibility, and support local community groups which care for the National Park. With the support of our donors and partners, we were able to fund some moorland restoration work with Moors for the Future Partnership, this year. As the climate crisis becomes ever more urgent and the COP26 summit comes to the UK in 2021, I am pleased that we are actively fighting climate change here in the Peak District by restoring our peatlands with simple techniques such as planting sphagnum moss.

We are grateful to the Peak District National Park Authority who continue to work in partnership with us and cover our operating costs, which means more of what we raise goes to delivering much needed projects in your National Park. We hope this partnership continues so we can carry on supporting projects which conserve and enhance the National Park.



Chrome Hill, near Longnor

Looking to the future, we want to see more nature recovery projects and people from all backgrounds enjoying their National Park. We're incredibly grateful to all our supporters who are helping us work towards this and make real improvements in nature recovery and engagement across 555 square miles of the UK's original National Park.

We really could not do it without you, so a huge THANK YOU to everyone who is working with us to achieve our vision.

Explore. Enjoy. Support. And always be #PeakDistrictProud.

Jen Lowthrop
Chair

What we do

We are the official charity of the Peak District National Park. We work to secure and direct the substantial goodwill that exists for the Peak District, to places where it can make a real difference. The National Park is facing real challenges, our projects help combat climate change, support nature recovery, maintain our heritage and habitats and ensure the Park is accessible and welcoming to all. We're doing things today that will help our National Park thrive tomorrow, and for many generations to come.

Our Vision

The Peak District National Park is enjoyed and conserved by everyone.

Our Values

Inclusive

We are open and approachable and committed to a National Park for all.

Collaborative

Everything we do, from fundraising to project delivery, is done in partnership. This delivers better outcomes for the National Park and its visitors.

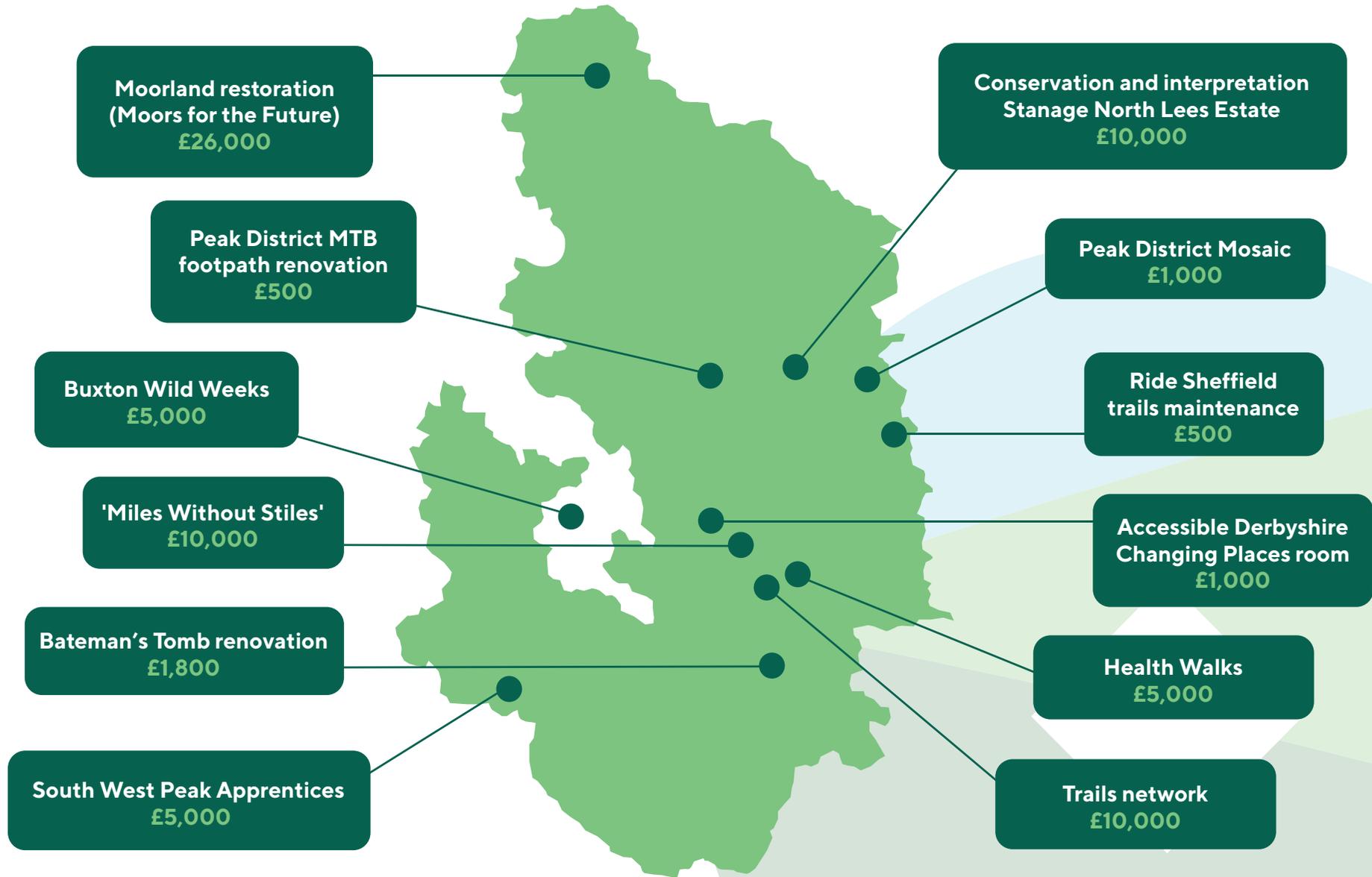
Creative

We look for opportunities to develop new projects and partnerships to maintain a resilient organisation with a diverse range of supporters and income streams which help us realise our vision.



View from Mam Tor to Rushup Edge

Our projects in the Peak District National Park



Celebrating 70 years with #70kfor70

In April 2021, we celebrated the Peak District's 70th anniversary as the UK's first National Park. The Peak District National Park Foundation was set up to mark this milestone. Thanks to our supporters, our #70kfor70 campaign doubled its target, raising more than £140,000 over two years, for a range of conservation and engagement projects across the National Park. #70kfor70 has supported the following:

Preparing for a future climate

Restoring our Moors

Climate change affects us all and is impacting the National Park's delicate landscape now – with an increase in extreme weather contributing to fires and flooding. Peat is the single biggest store of carbon in the UK, storing the equivalent of 20 years worth of all UK carbon emissions. A healthy moorland also absorbs rain water reducing flood risk. We've worked with the Moors for the Future Partnership to fund vital restoration work on blanket bog moorland habitats, and



“It is more important than ever to protect our peatlands, allowing them to store carbon from the atmosphere and help in the fight against climate change. The Foundation support means we can deliver more vital restoration work”

Chris Dean, Head of Programme Delivery, Moors for the Future Partnership

supported their peat depth analysis work to understand how much carbon is held in the peat to prioritise works and mitigate the impact of climate change.

'The Big Give Christmas Challenge 2020' was a great opportunity to inspire support, with donations doubled thanks to match funding. We raised over £5,300 for moorland restoration during the campaign week which, coupled with our wider fundraising, achieved a total of £27,000 to deliver vital moorland restoration.

Conservation and nature recovery

We've supported conservation and nature recovery work across the National Park.

The South West Peak Landscape Partnership Future Custodians project – trained Countryside Worker Apprentices in a range of conservation skills – thanks to £10,000 from the Foundation. All three apprentices have gone on to secure jobs in countryside management.



Celebrating 70 years with #70kfor70

Our funding also supported the Landscape Partnership's 'Beyond the Classroom' project Buxton Wild Weeks - leading outdoor learning in Buxton to encourage young people to notice the nature around them. Over four days, 25 sessions were delivered with over 900 pupils, of which 197 took part in a conservation activity, such as building bug hotels, totalling 275 conservation hours!

On the trails, £10,000 has enabled Trails Rangers to set up a dedicated group of volunteers who will support a range of conservation work on the trails network.

£500 supported Ride Sheffield volunteers to look after Peak District routes.

£500 supported Peak District MTB volunteers work at Elmin Pits Farm in the Hope Valley. They renovated an existing footpath section and an undedicated trail, to create a new 900m trail as a right of way with mountain bike access.

At Stanage North Lees, we contributed £10,000 towards nature recovery work focusing on diversifying the woodland habitats and supporting interpretation.

A National Park for everyone

Miles without Stiles

£10,000 of our #70kfor70 funding is supporting Miles Without Stiles routes creating well-surfaced easy access routes without stiles, steps, or steep gradients.



Children got close to nature during Buxton Wild Weeks

“ I can't thank you enough, it's put my life back on track. Working with the South West Peak Landscape Partnership has been a great opportunity and I feel so lucky to have had it. It has given me an amazing kickstart to a career in conservation ”

Dan, Apprentice

Celebrating 70 years with #70kfor70

With over 1,300 miles of rights of way enjoyed by millions of visitors and variable British weather, our footpaths and bridleways are in constant need of improvements and maintenance. We launched our sponsorship scheme so we can direct support to vital access improvements enabling us to care for the Park now and in the future.

Thanks to Peak District photographer Wesley Kristopher Chamberlain who raised over £600, we were able to replace the ladder stile near Winnats Pass with an accessible stock-proof gate.

Peak District Mosaic

With Peak District Mosaic we're working to encourage people, who live near the National Park but rarely experience the many benefits it has to offer, to visit. Mosaic's Sheffield and Manchester Champions work to connect diverse communities to the Peak District. £1,000 has supported this important work by funding transport to the Peak District.



Peak District Mosaic walk



Miles Without Stiles

“It was excellent to be able to work with the Peak District National Park Foundation to support our fundraising efforts for conservation works at Bateman’s Tomb. The funds raised will be a real boost to the local community.”

Anna Badcock, PDNPA Cultural Heritage Officer

Celebrating 70 years with #70kfor70

Accessible Derbyshire

Work to the Goods Shed at Millers Dale Station, on the ever-popular Monsal Trail, has restored this historic building to its former glory and created a fantastic interpretation space for sharing the story of its industrial heritage and wildlife. Working together with Accessible Derbyshire, we are raising funds for a Changing Places facility to help make this beautiful area of the National Park more accessible for people with profound disabilities that severely limit mobility.

Thomas Bateman's Tomb

Peak District antiquarian Thomas Bateman, from Rowsley, became known as the pioneer of early archaeology. He excavated more than 200 prehistoric barrows in the Peak District. Attendees of the virtual Derbyshire Archaeology Day raised over £1,800 enabling us to work with Middle-By-Youlgrave parish council to restore his tomb in Youlgrave.

Peak District Health Walks

£5,000 has supported Peak District Health Walks to connect people with long-term health conditions to the National Park.

“ During lockdown I walked near home with only one other person, it was so lovely to come out here with more people. ”

Peak District Health Walks participant

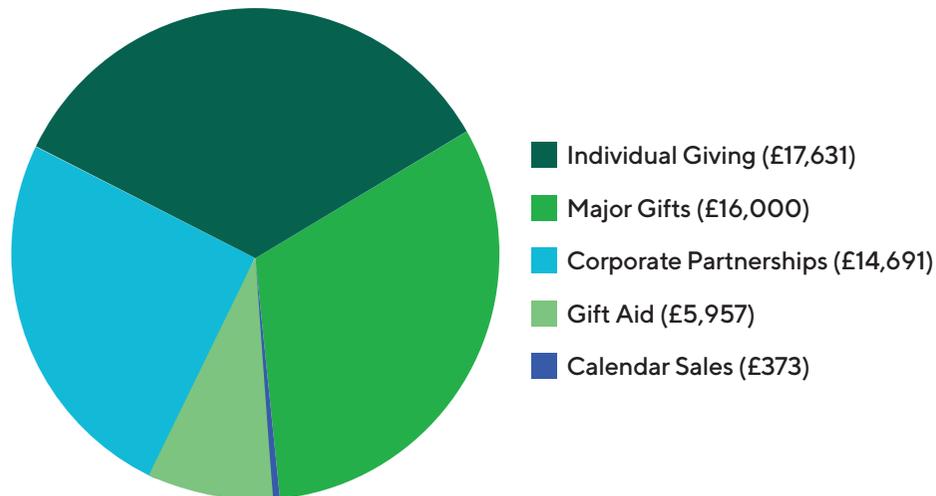




Cotton grass, Combs Moss

Where the money came from

Our income this year has come from a wide range of fundraising sources including Corporate Partnerships, Individual Giving and Major Gifts.



Peak Partners

Our corporate partnership scheme – Peak Partners – enables businesses to care for the National Park and meet their Corporate Social Responsibility (CSR) goals. Peak Partner businesses get exclusive use of our supporter logo to show their customers they’re supporting the National Park. Silver and Gold Peak Partners benefit from a great team away day, in beautiful surroundings, to see first-hand the impact of their support in the National Park. Peak Partners are supporting a range of projects including large-scale conservation programmes which increase biodiversity and carbon storage and wellbeing projects. Peak Partners have raised £14,691.

If you’d like to join the 17 businesses who are proud to be Peak Partners and work with us to support vital conservation and access projects, get in touch to find out how your business can benefit email hello@peakdistrictfoundation.org.uk



Our Peak Partners

- | | |
|--------------------------------|----------------------------------|
| PDNPA Visitor Centres | Phil Sproson Photography |
| Peak Gateway | White Peak Planning |
| The Breedon Group - Hope Works | Peak Mountaineering |
| C W Sellors Fine Jewellery | Beyond The Edge |
| Feel Good Do Good | Peak District Kids |
| PAF Consulting Ltd. | Peak Walking Adventures |
| Portaway Minerals (Elton) Ltd. | RubbaStuff (producers of PACMAT) |
| Walker Sealants Ltd. | The Outdoor Guide |
| Peak Running | |

“ Peak District Kids is delighted to be a Peak Partner. We’re pleased to help care and protect our National Park for future generations ”

Peak District Kids

Finance

We are proud to be the official charity partner of the Peak District National Park Authority. We have a grant agreement with the National Park Authority and a memorandum of understanding which sets out our partnership working for the benefit of the National Park. We expect this relationship to continue, so more of what we raise can support projects which care for the National Park.

Lockdowns and restrictions during 2020/21 undoubtedly impacted our fundraising and income targets. The first lock down saw many trusts and foundations pause their grant giving and refocus on funding projects directly supporting the covid response. We secured a grant for a wellbeing project with Sheffield communities to be delivered in 2021/22 which will be included in our 2021/22 accounts. Our face to face fundraising plans and our 70th anniversary plans were paused due to restrictions. However, despite this we've seen an increase in Peak Partner income, individual donations and our first major gift. While total income was down on the previous year, this is because we benefitted from £62,564 gift of residual client balances from law firms in 2019/20. All other areas of income grew in 2020/21. Our financial strategy assumes continued support for our core costs from the National Park Authority and a plan to continue to grow income from trusts and foundation's, peak partners, major and regular donors so we can continue making a positive impact for nature and people.

Our 2020/21 headline figures

The #70kfor70 campaign ran over the charity's first two financial years and raised £143,319, paying out £91,940 to projects.

	2019/20	2020/21
Total income	£88,667	£54,652
Staff and operational costs – in kind contribution from PDNPA *	£83,250	£60,669
Project spend	£15,088	£76,852

* Our staff and operational costs are covered by the Peak District National Park Authority

Our reserves

As a new charity we're working towards a reserves position of three months core costs. We're allocating 15% of unrestricted income towards our general reserves to cover any unforeseen drop in income, additional running costs or to enable us to respond to new fundraising opportunities. This means that for every £1 donated at least 85% supports project delivery in the National Park to ensure the Peak District is enjoyed and conserved by everyone. We aim to include a 5% management fee on restricted funds where appropriate. We have £8,874 in general reserves.

We have £23,782 in restricted reserves in line with our reserves policy and the indemnity we've provided on receipt of residual client balances received in 2019/2020.



Future focus

#70kfor70 was just the start for the Peak District National Park Foundation. Looking to the 2021/22 financial year, our focus remains on developing support for projects which realise our vision of a National Park enjoyed and conserved by everyone.

We continue to support high quality projects, informed by the Peak District National Park Management Plan. We deliver positive impacts for people and place focussing on the Management Plan outcomes:

- A National Park for Everyone
- Conservation and Nature Recovery
- Preparing for a Future Climate

Our 2021/22 focus is:

Wilder Stannage

Supporting nature recovery and engagement work at the Stannage–North Lees estate.

South West Peak Landscape Partnership

Supporting conservation, engagement and heritage projects.

Peak District Proud Fund

Providing litter picking kits for volunteers and supporting #PeakDistrictProud activities.

Peak District Trails

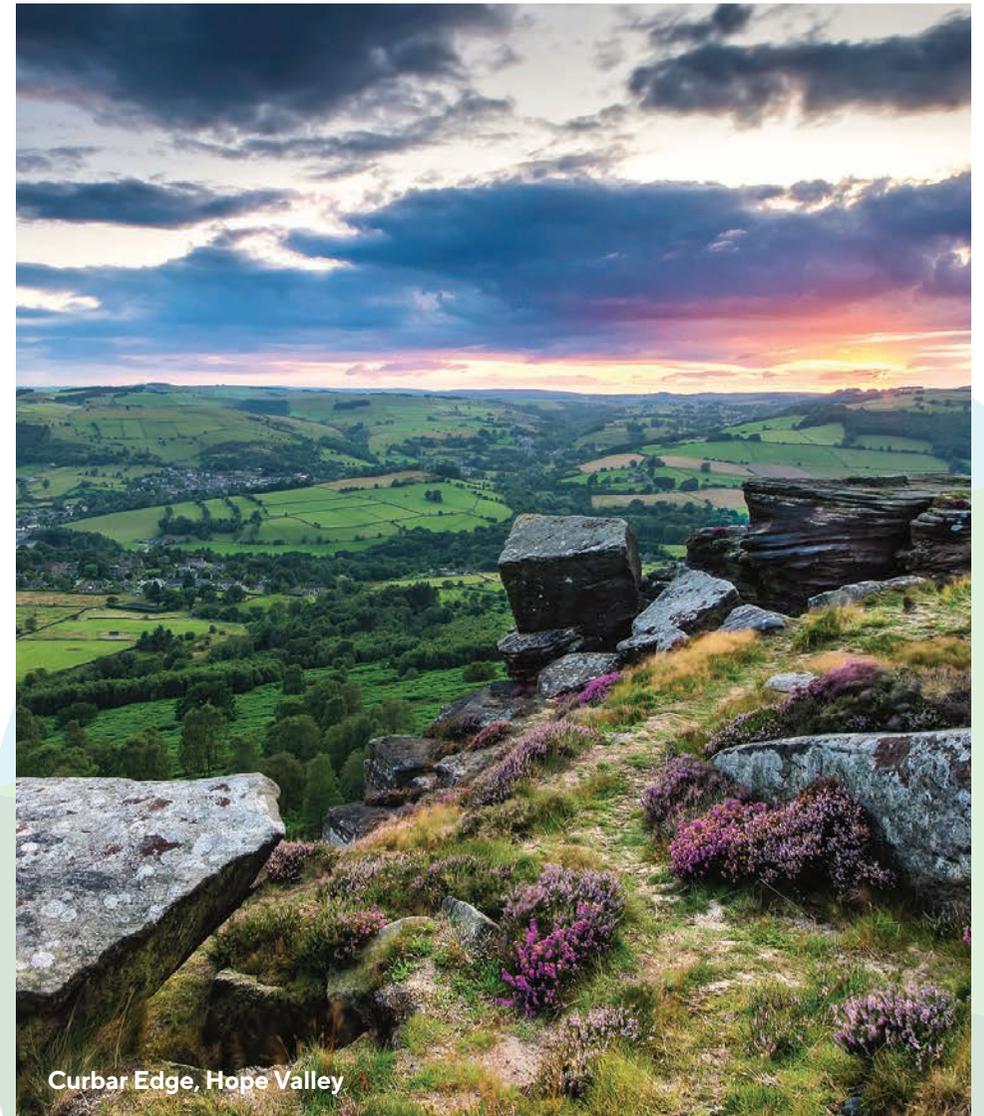
Supporting ash dieback recovery work including removing the diseased trees, planting alternative native tree species and restoring woodland areas.

Moors for the Future Partnership

Supporting vital moorland restoration work for nature recovery and climate change mitigation.

Ambassador Schools

Supporting engagement work with schools and wider communities, improving well-being by connecting people to the National Park.



Curbar Edge, Hope Valley

Meet our team

Thank you to our wonderful team of staff, trustees, partner organisations and supporters. Our team have continued working remotely for the last year around home-schooling commitments, and other challenges posed by Covid-19.



Sarah Slowther
Fundraising
Development Manager



Claire Barlow
Fundraising
Development Officer

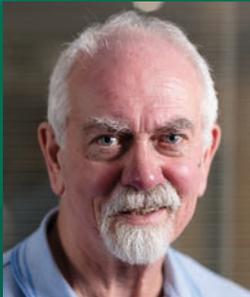


Maggie Reynolds
Project Administration
and Support

We have a committed group of trustees who give their free time to guide our organisational development and fundraising. They care passionately about the conserving Peak District National Park landscapes and welcoming everyone to the Park. Our trustees are:



Chair
Jen Lowthrop
Director, Feel Good
Do Good and
Coworking Corner



Vice-Chair
Colin McLaren
PDNPA Member and
Oldham Borough
County Councillor



Trustee
Alex Waddington
Head of External
Affairs, The Good
Things Foundation



Trustee
Steve Turner
CEO at Mount Cook
Outdoor Centre



Trustee
Zahid Hamid
PDNPA Secretary of
State Member



Trustee
Andrew McCloy
Writer, journalist and
Chair of PDNPA and
National Parks England



Trustee
Andy Robinson*

*During the financial year 2020-21 we had a trustee vacancy. We're delighted to have appointed Andy Robinson CEO of the Lindley Educational Trust in June 2021 as our new trustee and treasurer.



Litton near Tideswell

Thank you for taking the time to read our Annual Report.
We hope it's inspired you to join us in creating a National Park enjoyed and conserved by everyone.

Sign up for our e-newsletter
www.peakdistrictfoundation.org.uk/newsletter

Text 'Donate peak 1' to 88802 to give the amount of your choice today



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Special thanks to www.philsprosonphotography.com for providing many of the images in this report