



**EUROPARC**  
**Atlantic Isles**



# New Ways of Funding Protected Areas Challenges & options?







ANDREW DENTON





**MOUNTAIN**  
EQUIPMENT











**IT'S  
GREAT  
OUT  
THERE**

*Coalition*



# Outdoors Insight





# Sporting Future: A New Strategy for an Active Nation



#SportingFuture





**KEEP  
CALM  
YOU'RE  
AN  
EXPERT**





**‘Get Britain Active Outdoors!’**





Inactivity is world's fourth-biggest killer

THE LANCET

**Obesity will cost the NHS  
£6.4bn per year in 2015**

The pandemic of physical inactivity:  
global action for public health

*The Telegraph*

**Obesity killing three times as  
many as malnutrition  
claims more than three million  
lives a year worldwide**



**Inactivity kills over 36,000 a year in the UK**



# THE WORLD HAS STOPPED MOVING

TODAY'S KIDS ARE  
THE LEAST ACTIVE  
IN HISTORY

20%

THE FACTS IN THE UK ARE STAGGERING

less  
active  
7+  
screen  
hours  
81%  
kids  
inactive

1961

2014

2030

-20%

-35%

As a nation we are 20% less active than we were in 1961. If things don't change we're on course to be 35% less active by 2030

Children in the UK spend an average of 6 hours per day in front of screens

60 min



71%



81%

In England 71% of 10-year old boys and 81% of 12-year old girls do not meet minimum physical activity guidelines of 60 minutes per day

## THE COSTS ARE UNACCEPTABLE

Physical inactivity costs  
the UK £20bn per year

£20bn



Leads to 37,000  
premature deaths in  
England every year

37,000

deaths

37,000  
PREMATURE DEATHS



Accounts for 5.3m  
deaths per year while  
smoking is responsible  
for 5m deaths a year

5.3m

deaths



IT'S TIME FOR ACTION



**‘Being Physically active is  
crucial to good health.  
If a medication existed that had a  
similar effect on preventing  
disease it would-be hailed as a  
miracle cure’**

**Prof Liam Donaldson, CMO**







**Open your door....  
Britain has a garden out there.**



ALIGN YOUR  
GOALS TO **FOCUS**  
YOUR EFFORTS







**UNPRECEDENTED CHANGE!**





# **Government funding for national parks slashed by millions over last five years**

Despite promises to protect funds for national parks in the coming years, they will receive significantly less in Government grants by 2020



**“There is nothing wrong with change, if  
it is in the right direction”**

Winston Churchill



# THE BURNING PLATFORM

An offshore oil platform is shown in a state of fire, with large flames and thick black smoke billowing from its upper sections. The platform's complex steel structure, including cranes and support beams, is visible against a clear blue sky. The word 'NOKIA' is prominently displayed in white capital letters on a dark horizontal section of the platform. The platform is situated in the middle of a blue ocean.

**Print News Publishing**

**Blockbuster  
Video**

**Kodak Film**

**NOKIA**

**Barnes & Noble Books**





# 7+ hours

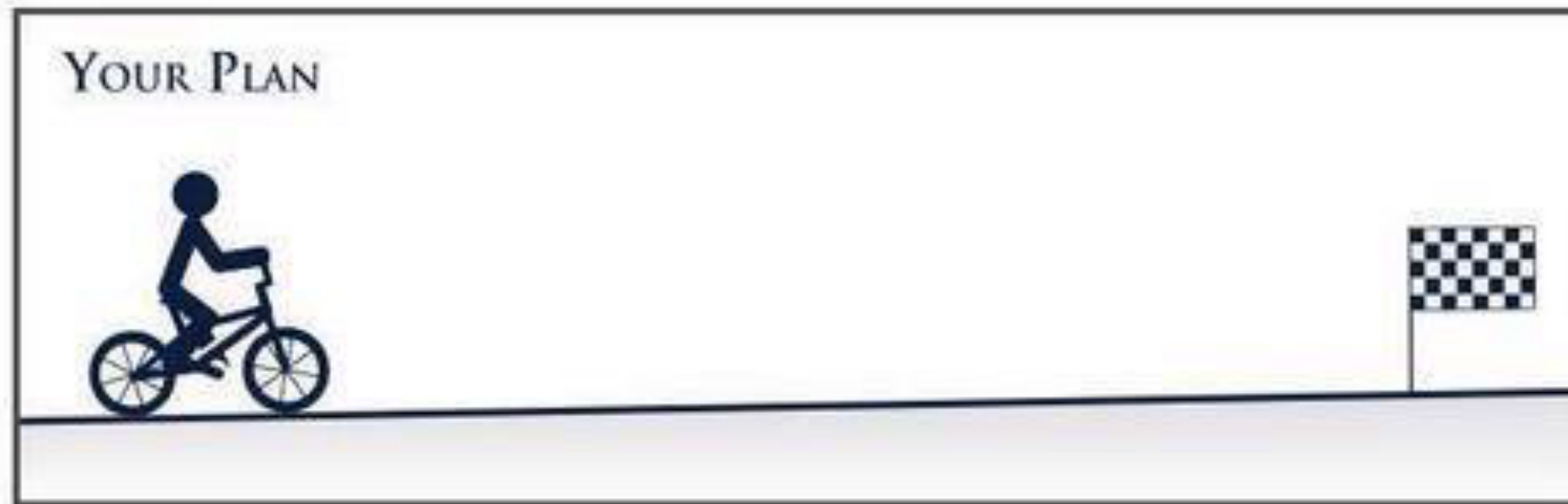
The amount of time the average American boy or girl spends each day in front of an electronic screen



# 4 to 7 minutes

The amount of time the average American boy or girl spends each day in unstructured outdoor play

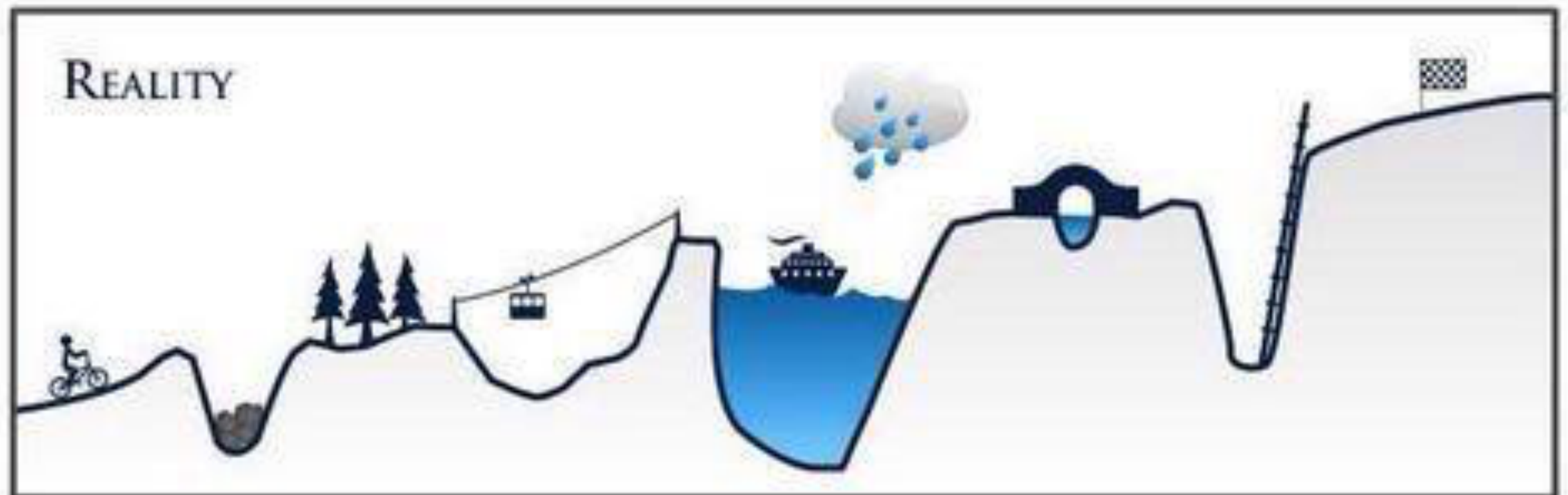
# REACHING GOALS



- Government sees the health benefits
- Invests in outdoor spaces
- Builds sustainable protection into policy
- Builds interdepartmental working groups
- Delivers long term funding plans across parliaments



- BREXIT panic
- Trump
- Ministers change
- Outdoors falls 'out of fashion'
- New Ministers don't 'get it'
- Sterling crashes, austerity bites etc...



# EXPECTATION



MATT HUNTER / KAMLOUP BC / CHINA HILL / SHERIDAN



# EXPECTATION



# REALITY





## How I think I look doing Yoga





**How I think I look doing Yoga**



**How I Really Look**

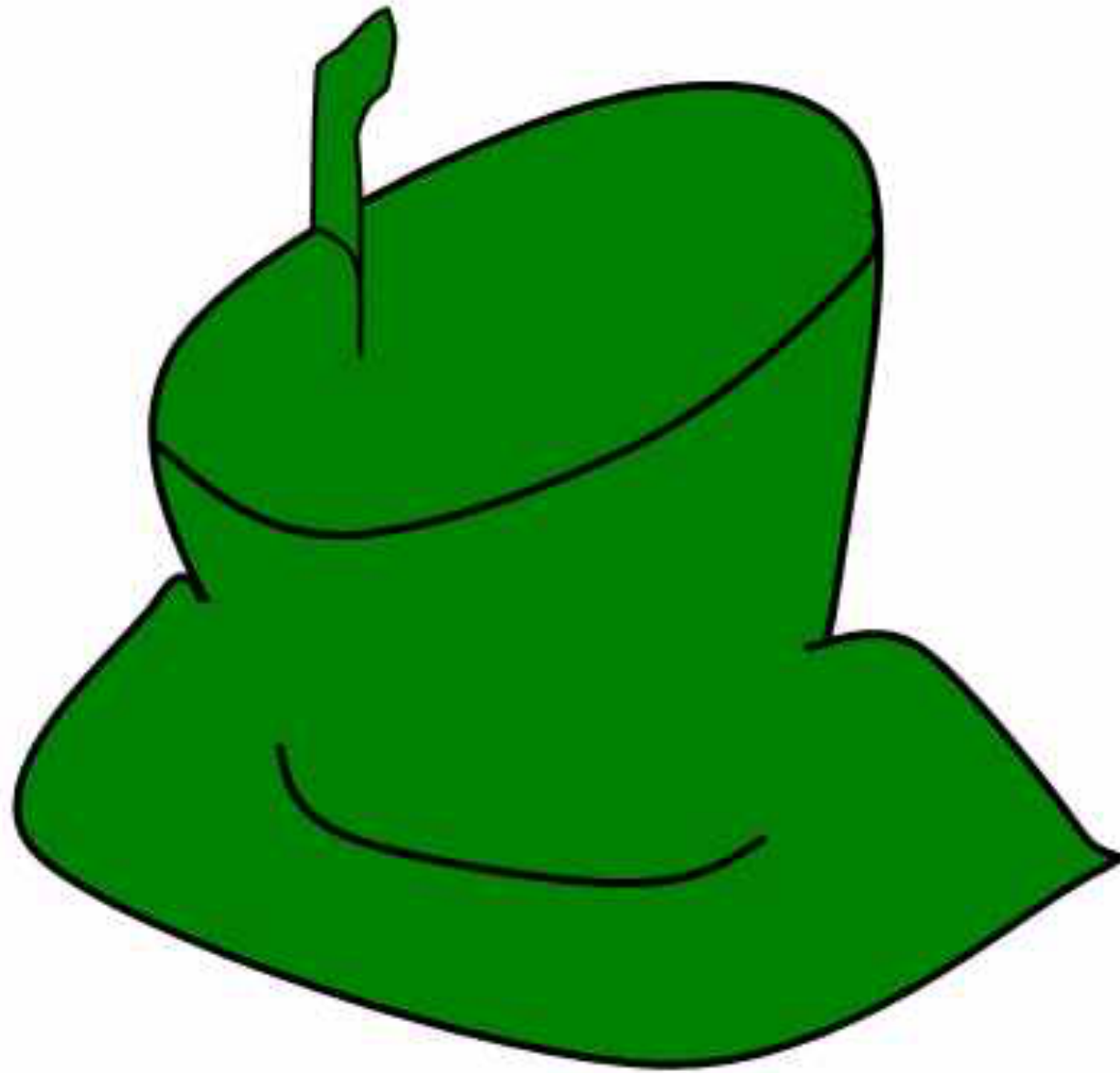








# The Green Hat



- This is the creative mode of thinking.
- Green represents growth and movement.
- In green hat we look to new ideas and solutions.
- Lateral thinking wears a green hat.















































**\$700bn spent in sports industry**

**£60bn spent on sports marketing**

**Europe €11bn spent on Outdoor gear**

**€550m spent on Outdoor marketing**





# *Tips on Marketing Your Product*





**ROI**

RETURN ON INVESTMENT is a ratio of money gained or lost on an investment relative to amount of money invested. a measure of profitability of



$$\frac{[\text{Money Gained} - \text{Money Spent}]}{\text{Money Spent}} \times 100$$







**\$423  
MILLION**

RAISED AS OF 7/28/2017

We can all do our part to safeguard and conserve our national wonders and hallowed places — places that help define who we are and what we value as Americans.

[Donate Now](#)





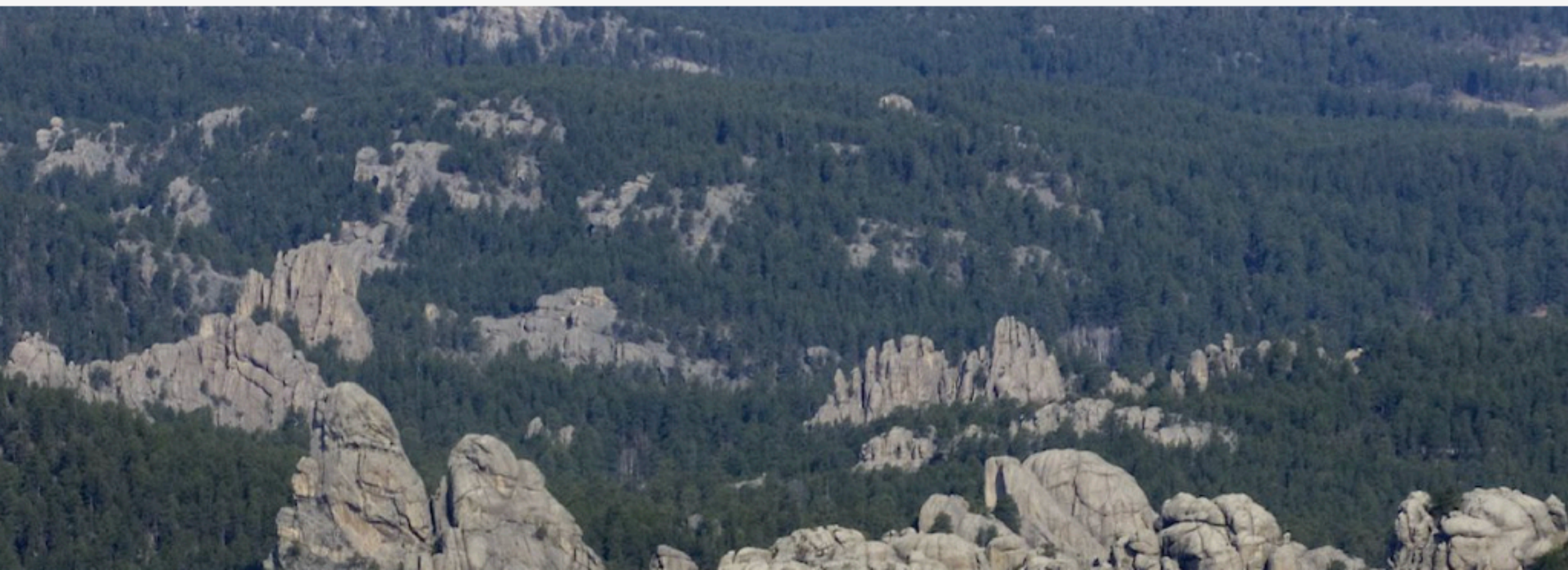
POPULAR

QUARTZ

OBSESSIO

BRAND CANYON

# "Old Faithful, brought to you by Viagra"— The US park service is seeking corporate sponsors





- **Centennial Challenge program;**
- **\$1: \$1 private to federal match**
- **Congress appropriated \$15 million**
- **Matched with \$33 million by National Park Foundation, Friends Groups etc.**
- **\$48 million partnership - 69 projects.**
- **Impressive R.O.R for taxpayers- worth repeating**





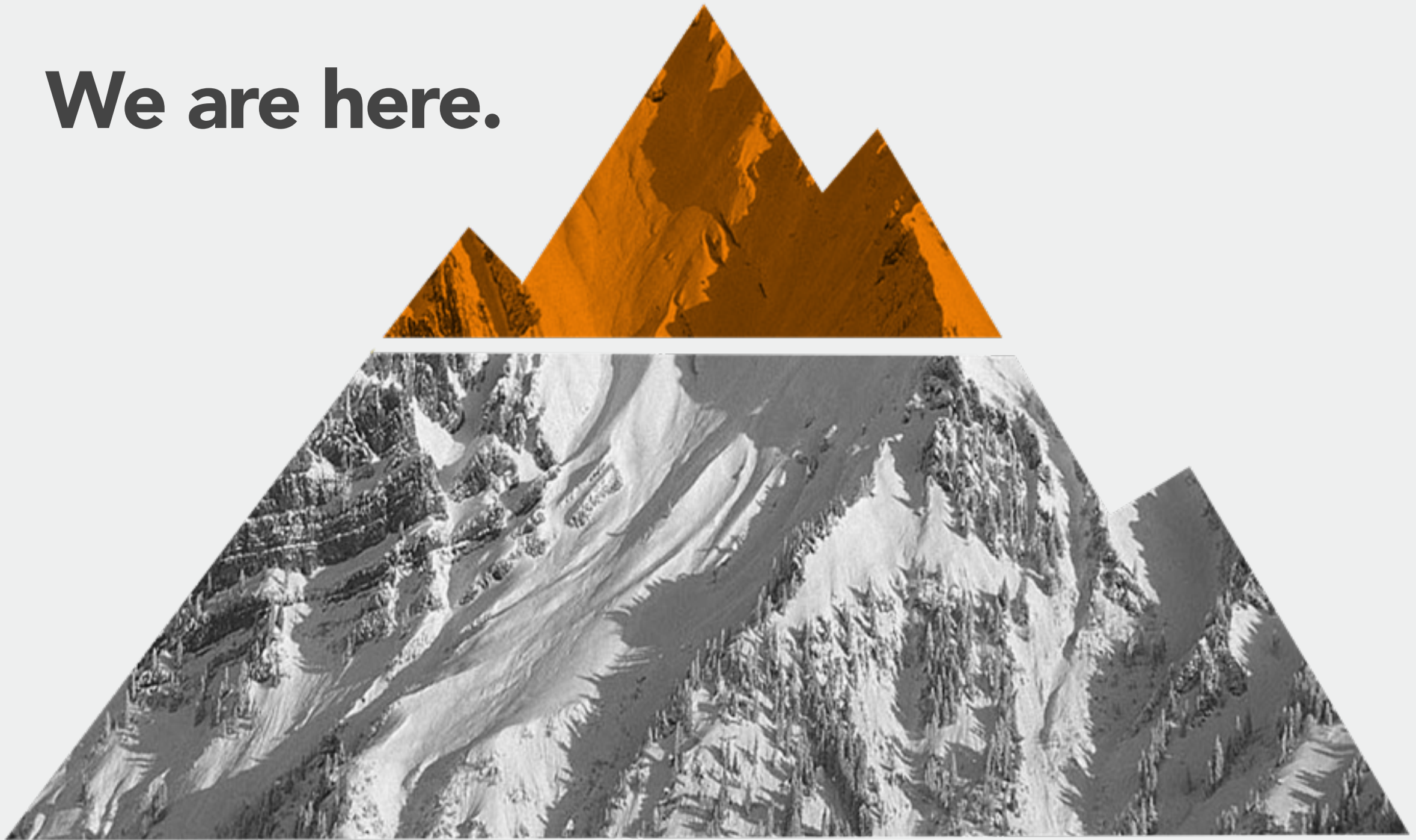


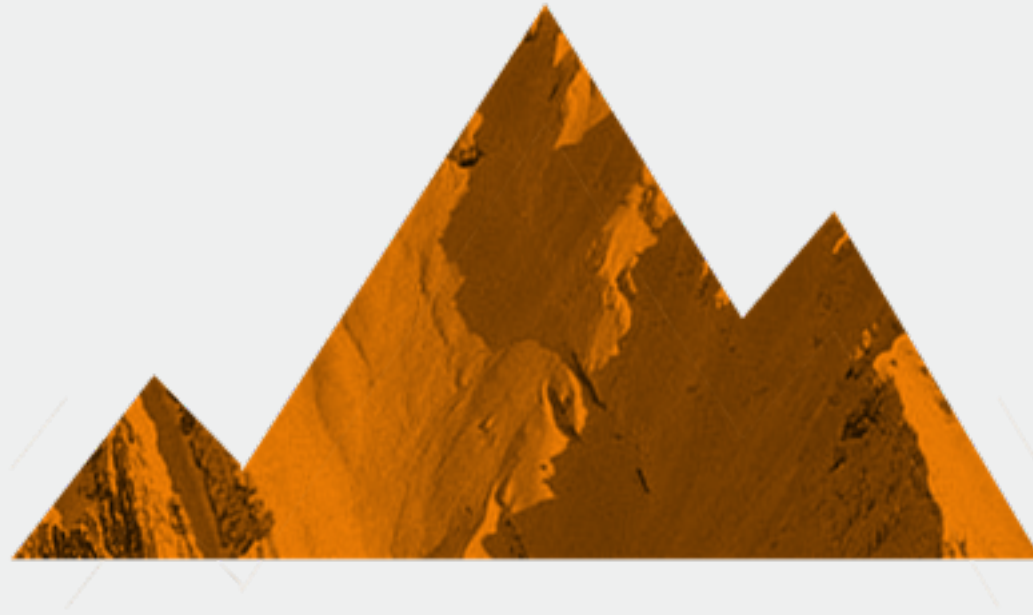
**look  
at  
things**

**differently**

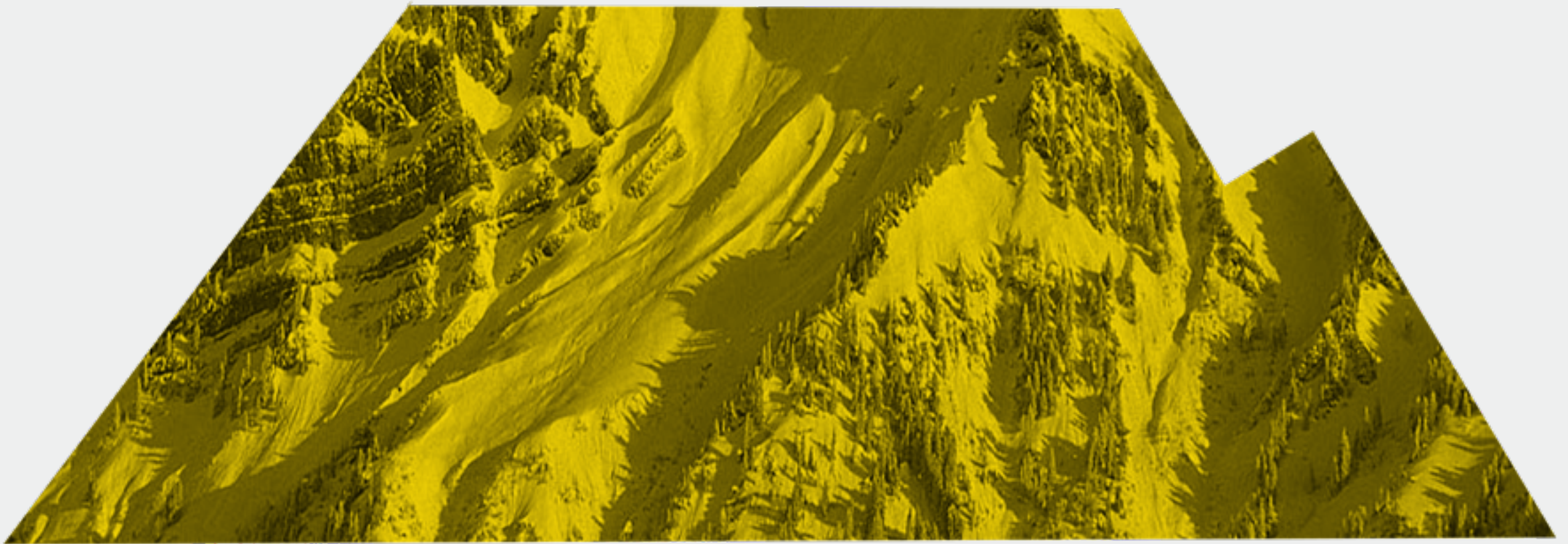


# We are here.





**We are not the only consumer.**







**The opportunity may be here...**











# WALT DISNEY





**“Insanity;**  
**doing the same thing**  
**over and over** again & **expecting**  
**different results.”**

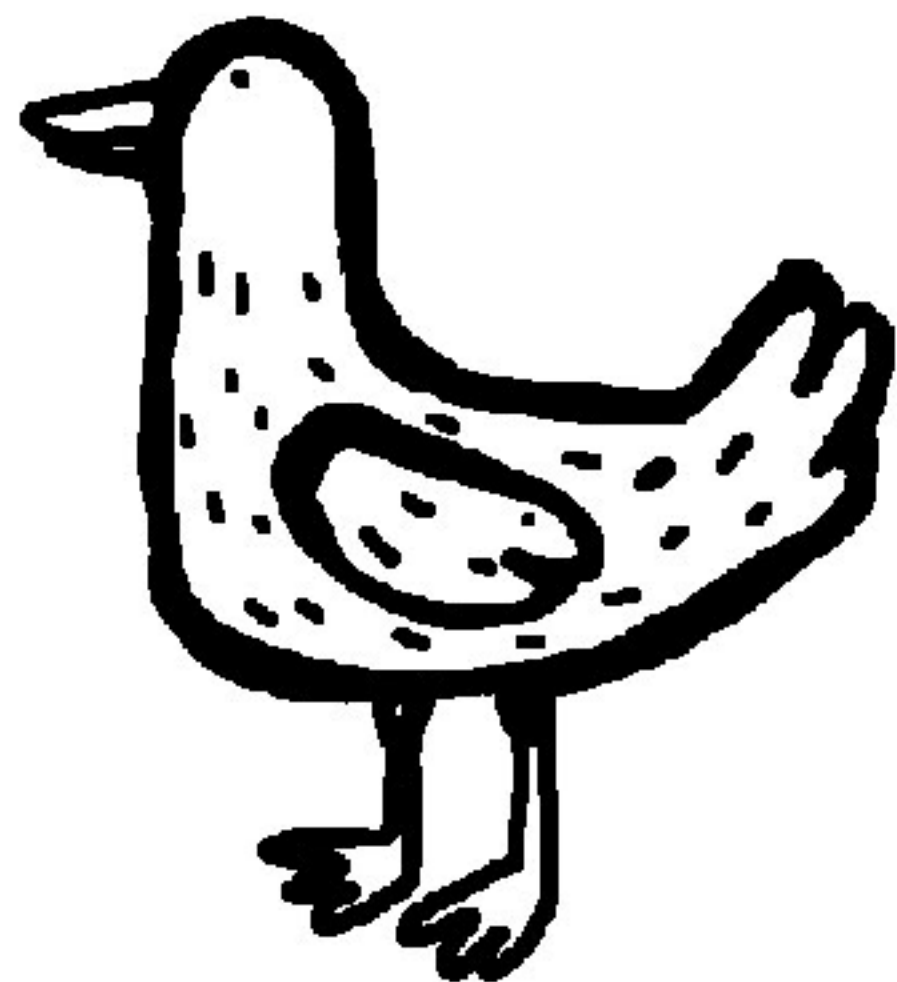
**Albert Einstein**



**KEEP  
CALM  
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- **Know your customer - existing & prospective**
- **It's not about building walls?**
- **Selectively promote to support other?**
- **Learn from success - Grand Canyon etc..?**
- **What can you offer partners?**
- **What ROI does it give them?**
- **Know your partners - not philanthropy**
- **Not all new customers are bad**
- **Not all commercial partners are bad**

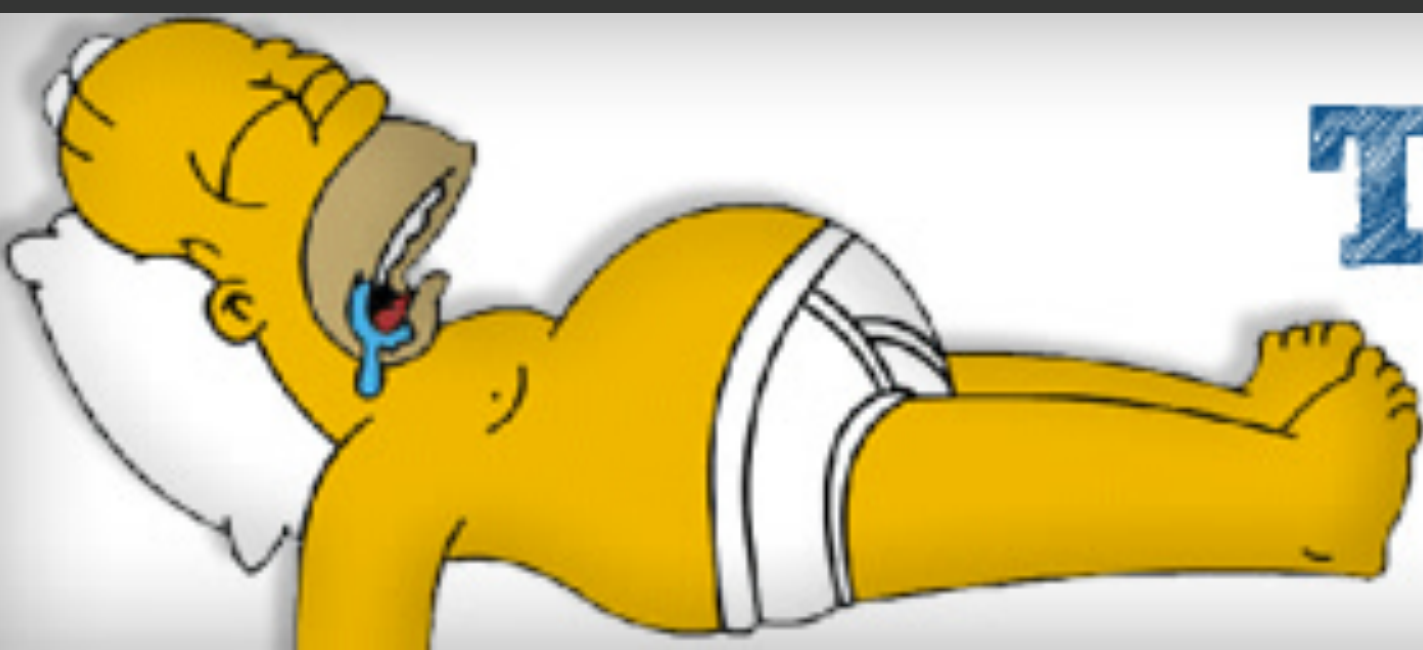


## my goals.

Eat. Fly  
Sleep. Swim  
quack.  
mate  
Lay eggs  
raise chicks  
~~Learn taekwondo~~  
Build a nest.







**Take Action...**

*Don't Be like Homer*





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