

How National Parks are working together to develop new funding streams

*Mark Holroyd
New Forest National Park Authority –
Transport, Access and Sustainable Tourism Manager*

Overview

- What is National Partnerships?
- How do we work?
- Case study: Airwick
- Case study: Columbia Sportswear
- Developing our brand
- Growing our international appeal



National Parks Partnerships

Our mission is to maintain and enhance our National Parks for future generations.

National Parks Partnerships LLP has been set up by the UK's 15 National Parks to create successful partnerships between the UK Parks and businesses. We will work with a small number of major companies to create impactful and positive collaborations.

In an environment where government funding for the National Parks reduced by 25% between 2011 and 2016, we will work with likeminded partners to help secure our precious National Parks for now and for future generations.

Who are we?



- Demonstrating brand purpose – a partnership that links naturally with business
- Creative content - social media conversations and campaigns
- Driving customer consideration through association with a trusted and well-loved organisation
- Creating public benefit - demonstrating corporate support for environment and valued national landscapes
- Endorsement (via Park Rangers, Park CEOs)
- Staff engagement/retention (volunteering)

- Cost savings or income generation
- Profile raising/brand building for the National Parks
- Delivering our purposes
- Improved public offer and visitor experience
- Greater sense of corporate and personal investment in the National Parks

Licensing and national retail partnership



In 2014/15 the National Parks and Reckitt Benckiser worked together to launch the Airwick National Park collection.

Airwick blended fragrances inspired by the spirit of the National Parks, inviting people to explore and engage with these iconic landscapes. The partnership helped generate funds for vital Park projects. An experiential launch in Covent Garden and interstitial advertising also formed part of the campaign.

What did the campaign achieve?

14 million National Park Airwick products sold over 2 years. A **+4.3% growth** to the AirWick Brand in the initial months of the partnership and **+2.8%** over the whole period.

Awareness raising campaign reached **60 million** (94% of the UK population). With each individual seeing the publicity messages approx 12 times. Campaign AVE of £383,000 and PR value of £1.14 million.

£178,000 was generated for priority National Park projects including the creation of a sensory garden, path repairs and maintenance and national audience research.







National Parks & Columbia

- <https://www.youtube.com/watch?v=IJenF8Lejls>

How this partnership helps the National Parks and Columbia

Clothing 2,000+ National Park staff for free

Parks: Huge savings = can spend elsewhere

Columbia: Endorsement, product visibility, credibility, demonstrates CSR

National Parks clothing range for sale to public

Parks: Generates income, raises awareness and visibility

Columbia: Demonstrates CSR, drives UK sales and visibility

Friends & Family programme

Parks: Staff incentive, generates income for Parks

Columbia: Wins 6,000 hearts and minds, CSR, drives consideration & sales



How this partnership helps the National Parks and Columbia

Year round advertising, PR and social programme

Parks: Tells our stories, raises our profile, fosters public support

Columbia: Relevant authentic content, drives engagement, develops Columbia brand

Discount for volunteer clothing

Parks: Further savings = can spend elsewhere

Columbia: Drives sales, increases visibility and reach

Joint promotion of walking trails

Parks: Promotes enjoyment and exploration to target audiences

Columbia: Promotes Columbia values of exploration, reaches target audiences

Developing our brand identity



Collating national data



49 million
visitors each year

170 million
days spent in
Parks

6.9 million
unique web
visitors

474,000+
social followers

74%
ABC1

88%
from the UK

3.5 million
people use
Park Visitor
Centres

97%
would
recommend a
visit

Predominantly UK, ABC1 audience
who enjoy the outdoors at a range of
levels

20% more 35-64 year olds than
national average

27% visiting in a family group

Reported activities in the Parks:

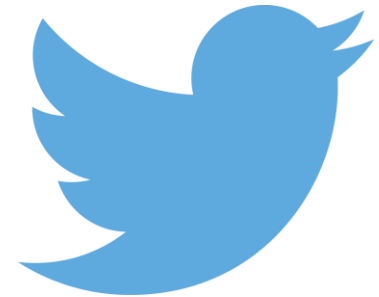
Walking (less than 2 hrs)	51%
Sightseeing	43%
Walking (more than 2 hrs)	36%
Eating out	33%
Visiting attractions	28%
Cycling/mountain biking	9%

Build our audiences



1,200,000

combined annual Park magazines circulation



283,000

combined Twitter followers



161,000

combined Facebook likes

30,000

combined Instagram followers



6,900,000

combined annual unique website visitors

Developing international appeal

Make Great Memories in
England's National Parks

From assets to experiences...



Discover England Fund - Round two application

Make great memories in England's National Parks



April 2017