



# 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

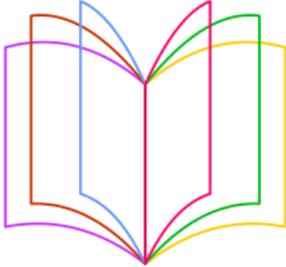
20% more 35-64 year olds than  
national average

27% visiting in a family group

## Reported activities in the Parks:

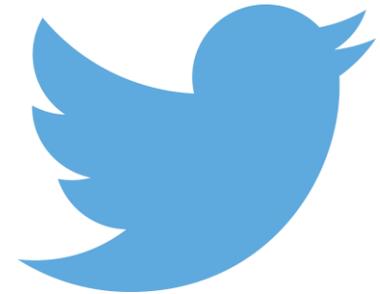
Walking (less than 2 hrs)	51%
Sightseeing	43%
Walking (more than 2 hrs)	36%
Eating out	33%
Visiting attractions	28%
Cycling/mountain biking	9%

# 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**

