



Love
Morecambe
Bay

To be a Love Morecambe
Bay Business visit
[morecambebay.org.uk/
get-involved](http://morecambebay.org.uk/get-involved)

Registered Charity: 1173489



 **Morecambe
Bay**
Partnership

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Will your business join our community and transform the Bay?



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Did you know your business can play a vital role in keeping Morecambe Bay beautiful and healthy and help support our communities?

Your business benefits too. By being at the heart of programmes that support and champion Morecambe Bay, you reach new customers, build warmth with new audiences, grow your brand awareness, and fulfill your environmental and Corporate Social Responsibility dreams and potential.



Live, work and visit... Love Morecambe Bay!

Through a new LOVE MORECAMBE BAY business support scheme, brought to you by local charity Morecambe Bay Partnership, businesses, large and small, are helping keep the Bay clean, nature-rich, cared for, vibrant and an attractive place to live, work and visit.

With a range of flexible opportunities, businesses who benefit from and care about this special place are directly able to help protect and celebrate Morecambe Bay maintaining the spectacular environment and leading to a buoyant local and visitor economy.

“The Morecambe Bay Partnership team are incredibly supportive and open to ideas. They’ve helped promote our products through their marketing and social media presence allowing us to reach a huge audience, that, as a small business, we would not normally be able to do. This has helped increase our sales and allow us to donate some of our profits back to Morecambe Bay Partnership to help with their vital work around the Bay.”

(Leanne & Marcus – Bay Apparel)



Why get involved?

Being a Love Morecambe Bay business means you are:

Giving **Morecambe Bay children with tough lives** the chance to experience the amazing countryside often for the first time.




Helping those who can't walk far
get out into nature to enjoy amazing Bay views with their families.



Helping to stop the decline of our local nature and ensuring the Bay's internationally important bird life survives.



Keeping the Bay amazing so people want to keep living & working here, visiting and spending their time and money here.



“Morecambe Bay Partnership is on a unique mission to protect Morecambe Bay and its communities.”

(Supporter consultation, 2022)

Paying for training and skills development
Better job opportunities in heritage, nature, active travel and tourism; and making happier communities.



Protecting the extraordinary heritage of our area and sharing it with others so the Bay is treasured and valued.



Fighting climate change as we work with nature to stop coastal erosion.



Cleaning up the Bay
less plastic, less pollution, better beaches, healthier wildlife.



How will signing up make a difference to my business?

You know your business is helping

Morecambe Bay needs support to thrive and remain special for generations to come. Through our programmes you directly support tourism, communities, nature, heritage and the environment with no extra time or effort needed from you. By investing in us, we help you achieve your CSR and environmental goals too.

We bring you new customers

Our programmes reach many thousands of visitors and locals. We share your business with people who are passionate about the Bay and connect you with a community of loyal, and highly engaged supporters across Morecambe Bay and beyond. We champion your business and extend your brand exposure.

Promote your business offers

As a minimum we promote you in our wide-reaching newsletter, through social media channels, and a published link on our website. We can also offer other press and marketing opportunities. We gladly share any offers or exciting news from Love Morecambe Bay businesses with our supporters.

Place-making Partnerships work

Partnering with us helps Morecambe Bay. Place promotion is fantastic for business development - by joining together, we make real impact in this special place we call home and everybody benefits.

Free marketing & business exposure

Newsletter - Talk to 1800 highly engaged subscribers

Social Media - Reach 10,000 followers

Excellent & regular press coverage



“We’re proud to be a business supporter & make a difference for Morecambe Bay.”

Leanne & Marcus,
Bay Apparel

How you can support us

Option 1

TEAM UP Share the cost

Become a business supporter and share the cost with your customers. Give a percentage of product sales or services to support projects around the Bay.

Option 3

SPONSOR Make your mark on the Bay

Talk to us about becoming a business sponsor and promote your organisation in one of our programmes. Community events, volunteer days, education and skills programmes, training courses, mobility scooters and different roles at our charity can all be sponsored and offer new marketing opportunities.

Option 2

GIVE NOW A pound a day for Morecambe Bay

Give £365 if you can. Become a featured donor. Quick, easy, no strings, makes an immediate difference.

Option 4

TRANSFORM Give big and make a splash

Make a transformational difference to the Bay, by working together. Talk to us about the big opportunities and ideas that would make a difference to your business and this place.

And make a pledge...

Being a Love Morecambe Bay Business offers you the chance to make a pledge, in partnership with our charity, to help care for this special place.

We ask you to:



Give a warm and equal welcome to all visitors including walkers, cyclists and those with access needs.



Think sustainably to help protect the Bay and make changes where you can, to help the environment.



Share the love and champion the Bay on social media with the hashtag #lovemorecambebay. If you can, wear a 'Love Morecambe Bay' badge with pride on your website.



Share the [coastal code](#) with your visitors to protect the nature of Morecambe Bay.

ROUND HOUSE
HUB & CAFE



What difference does our support make?

LOVE MORECAMBE BAY is a new scheme devised by local place-based charity Morecambe Bay Partnership.

Morecambe Bay Partnership works for people, nature & heritage in Morecambe Bay keeping Morecambe Bay special. We raise funds to help protect this incredible place and to bring about investment in improved skills, health and wellbeing and responsible tourism.

With our business supporters, we champion and celebrate the area and in the last 10 years we have helped secure over £5.3m of investment which has benefited the Bay's communities.

From the Bay Cycle Way, to high quality arts, e-bike hire and

responsible tourism, we help the Bay be more joined up and recognised on the national stage bringing more visitors and pride of place. The impact of that money is shared and felt by communities, schools, business, towns, villages, nature, heritage, family and friends.

More about our work:

To discover more about our work, here's a short film to enjoy if you have 3 minutes.

Visit morecambebay.org.uk to watch the film.

What people say about our charity:

I thoroughly enjoyed taking the Tramper out up onto Hampsfell this morning. It was amazing to be able to go for such a distance. The views were super, we could see all the way to Ingleborough. Thank you so much for making this possible. Now I can get out and about again with the family.

Anita, uses the free tramper service provided by the charity



Gifts from others have helped us to:



Connect 1000s of children and young people to Morecambe Bay through our learning programmes.



Remove 85 tonnes of beach litter making our coast more beautiful and healthier for everyone and led major community based environmental projects.



Involve 1000s of local people to enjoy and care for the Bay's birds, flora, historic sites, local history and fishing stories.



Bring inspirational arts opportunities to the Bay's communities.



Create new wildlife habitats and supported flora restoration.



Create the much loved Bay Cycle Way, bringing £1million to the local economy.



Create new, accessible routes and mobility services so that everyone can enjoy getting outdoors. This includes free to hire, off road mobility scooters.



Forged vital partnerships with many organisations and community groups to care for Morecambe Bay together, and support its communities.

To become a Love Morecambe Bay Business:

Please contact Sarah Mason by email to arrange a chat sarah.mason@morecambebay.org.uk or visit morecambebay.org.uk/get-involved

Together, we can keep Morecambe Bay Special.