

Making a difference through Visitor Giving

By taking part, your business will be playing a vital role in keeping Morecambe Bay beautiful, healthy and helping support nature, heritage and our communities.

What is Visitor Giving?

Visitor Giving is a simple way of inviting voluntary donations from visitors, inspiring them to put something back into looking after the places they visit. It can help businesses build customer loyalty by allowing visitors to support the places they enjoy and love. The initiative collects small contributions which can add up to significant amounts of funding for projects that benefit the local area & the visitor experience, such as conservation, education, and accessibility.

At Morecambe Bay Partnership, we offer 2 types of Visitor Giving as part of our LOVE MORECAMBE BAY campaign:

1. Donations at point of booking (for accommodation providers)
2. Donations of profit from product sales.

How it works.

1. Visitor Giving at point of booking

Accommodation providers offer an option to donate £2 to help Morecambe Bay at the end of the bill. This can be when payment is made at physical check-out or at the end of the online booking process. The invitation will include a line of information about how their donation helps and a link to morecambebay.org.uk and a piece of printed information on the check-out desk.

Technical tips

- The business and the charity sign a sponsor agreement to set out the terms.
- The scheme is not liable for any tax or VAT, so the donation needs to be classed as a bookings extra at the end of the bill, so it isn't added to the taxable total.
- Most commercial software for hotel and accommodation bookings allows for booking extras, making the process easy.
- Donations must be assigned a nominal income code in your finance/accountancy system and again, most accounts packages will have this built in and you'll need to let your accountant know that you are collecting voluntary donations for charity from your customers.
- You will transfer the donations to us at Morecambe Bay Partnership quarterly via BACS and we will send you an online receipt.

A step-by-step guide to visitor giving at point of booking

Step 1 - Give your customers the heads up!

Introduce your support for LOVE MORECAMBE BAY and Morecambe Bay Partnership on your website's home page and include a link to a dedicated page on the MBP website that explains the benefits of visitor giving. Tell guests about visitor giving in their booking confirmation email. You could say:

"We love Morecambe Bay and to show our support for the protection and enhancement of this amazing place for future generations, an optional donation of £2 will be added to your bill. See <https://www.morecambebay.org.uk/get-involved/visitor-giving> for details. You can opt out of donating at check out."

Step 2 - Share the message

We will provide you with a range of marketing materials to help communicate your commitment to visitor giving. These will include a tabletop dispenser for a leaflet including a map and information that is available to guests to introduce the visitor giving scheme when they arrive, and a flyer for your room pack (if appropriate).

Step 3 - Collect vital donations

At point of payment/check-out if the guest does not choose to opt-out, a £2 voluntary donation is automatically added to their bill via your property management system. Remember to log all donations under a nominal code in your finance system.

2. Visitor Giving via product sales

This method offers businesses the opportunity to fundraise directly through donating a percentage of profit from their sales, or an amount per sale of a particular product. This relationship is known as "commercial participators" and is a great way to raise funds and awareness of the cause.

Technical tips

- The business must have a legal agreement in place with the charity they want to support.
- You can set up your own legal agreement (we can provide you with a template) and then gift the amount raised each month/quarter via BACS, or you can sign up to [Work for Good](#) here which does the hard work for you.
- You must decide how much you want to donate to the charity in terms of amount per sale or a percentage of profits, so that you can inform the customer, and it can be included in the Commercial Participator Agreement.

A step-by-step guide to visitor giving through product sales

Step 1 - Identify your product

Create the named product you will sell & decide how much from each sale you will donate. For example, you might want to create a Morecambe Bay Sundowner

cocktail and donate 50p from each sale to Morecambe Bay Partnership's LOVE MORECAMBE BAY campaign.

Step 2 - Explain it to your customers

Tell your customers on the label or in-house promotion material. You could say something like:

"We love Morecambe Bay and to show our support for the protection and enhancement of this amazing place for future generations, 50p from every cocktail sold will go directly towards conservation projects. See www.morecambebay.org.uk for details."

Step 3 - Share the cause

We can provide you with a range of marketing materials to help communicate your commitment to visitor giving and how it helps. These will include a tabletop dispenser for a leaflet including a map and information that is available to guests to introduce the visitor giving scheme when they arrive, and a flyer for your room pack (if appropriate).

What we'll do to support you

- We'll list your business on our Visitor Giving page highlighting your support and providing a link back to your business
- We'll highlight your commitment and fundraising contributions via our newsletter and social media – providing further exposure to your business
- We can offer impact stats and evidence of what funds raised can help to achieve. Visitor giving and fundraising can help boost business and help reach CSR (corporate social responsibility) goals
- Provide ad-hoc opportunities for further publicity through press releases and media contacts.

For more information about the work of Morecambe Bay Partnership and how businesses are supporting LOVE MORECAMBE BAY take a look at our Corporate Supporters [leaflet](#).

By supporting LOVE MORECAMBE BAY through Visitor Giving 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.

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.



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.



Cleaning up the Bay

less plastic, less pollution, better beaches, healthier wildlife.



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