

Going Green

**Responsible business
for people and planet**



**YORKSHIRE DALES
MILLENNIUM TRUST**



What's your impact?

Our charity partnerships have made lasting social and environmental impacts in the last 12 months...

Enabled
20,000
native broadleaf
trees to be planted



3,000 tonnes of CO²
sequestered over the
next 50 years

Volunteers
removed
5,000
plastic tree guards
for recycling



Volunteers planted
6,000 trees
across 6 woodlands

2 hectares
of species rich wildflower
meadow restored
(that's over 3 football
pitches of flowers!)

5 young woods
maintained to ensure
they will thrive

450 people have benefitted from time spent in nature
- many of whom live in extremely difficult circumstances

Make your business a force for good

Over the last 25 years Yorkshire Dales Millennium Trust (YDMT) has delivered diverse and inspirational projects that help to tackle the climate and biodiversity crises, empower people to connect with nature, develop skills and enhance wellbeing.

None of this work would be possible without support from businesses of all shapes and sizes who play a huge role in helping our small charity deliver big things for people, landscape and wildlife.

Together we have helped to plant nearly 1.6 million trees, restored more than 850 hectares of wildflower hay meadow and empowered over 10,000 people from some of the most marginalised communities in the country to care for this special part of the world.

Helping to address the climate, biodiversity and mental health crises can bring huge benefits for your business too – helping you to engage with your staff and customers, raise your profile and deliver on your social and environmental responsibilities.

We hope this report inspires you to think about business as a force for good that works for both people and planet, ensuring a sustainable future for all.

Michael Devlin **Deputy Chief Executive**

Leeds Building Society

What started as a one year agreement with Leeds Building Society (LBS) has developed into a long-term strategic partnership, delivering against our mutual objectives to support people and planet.

Working with the product team, our partnership is empowering LBS customers to take action for the environment. Our first campaign enabled customers to grow a tree alongside their savings – with one tree planted for every new child's savings account opened. The campaign has expanded to engage customers with other conservation initiatives.

Customers can now support wildflower meadows, helping to bring this priority habitat back from the brink of extinction in the UK.

10,720
trees planted with
every new children's
savings account

Staff engagement is another important aspect of the partnership. Responsible Business Lead at LBS, Wendy Carter said: "Our work with YDMT connects to several areas of our responsible business strategy, helping us towards our aim of supporting an orderly transition to net zero, supporting our communities through colleague volunteering, which in turn has a positive impact on their wellbeing and engagement at work."

Nikki Ayrton, Charity Partner and Community Manager added: "By the end of 2023, we will have completed 1,000 volunteering hours and five events this year. The days are always fully booked and the feedback we get from colleagues is fantastic."

As well as volunteering we also deliver events at the LBS offices in Leeds. This helps to connect staff with our partnership, educate them about climate and biodiversity and supports improved mental health and wellbeing in the workplace.

We provide regular reports and tailored content to demonstrate the impact of Leeds Building Society's support. Wendy said, "Having these figures, photos and case studies to hand is really helpful, providing evidence of our commitment to the environment to include in our Purpose Impact Report and Annual Report and Accounts. We also share regular updates with colleagues on our intranet to inspire them to take part. There is so much to be proud of."



“ One of the partnership highlights was Earth Day. YDMT came to our office for the day to run willow weaving and craft sessions, enabling staff to take time away from their desks and do something interactive. ”

Volunteering

Our volunteering events give businesses an opportunity to engage staff with our partnership and learn more about how we are working together to deliver positive environmental and social impacts.

Allowing staff time to connect with nature and give back is great for wellbeing and will bring your business' ESG commitments to life. Employees are seven times more likely to work for a company that prioritizes employee wellbeing.* Our corporate partnerships can also benefit talent attraction and retention.

We take great pride in the quality of our volunteering events, the positive impact they have on the environment and your employees.

Don't just take our word for it though, read what volunteers said after one of our recent tree planting events...

“ I need to spend more time in nature for my mental wellbeing. It felt great to spend a day giving something back. ”



Creating Darley Beck Wood

30 volunteers from five of our corporate partners came together with YDMT staff, the landowner and Milly the dog on a brisk February morning to create Darley Beck Wood in Nidderdale. 650 trees were planted, extending an existing mature bluebell woodland which will benefit wildlife and fauna by increasing available habitat and improving landscape connectivity. The newly planted trees will provide a place for shelter,

food and dispersal, with hares, deer, barn owls, buzzards and many other woodland birds all present in the area.

The newly planted trees run parallel to a watercourse and will help improve soil run off and peak flows, which can prevent flooding. There is a public footpath running through the planting area, which is regularly used by locals and visiting walkers, allowing people to see this beautiful new woodland grow.

“ The YDMT team were so friendly and informative. Thanks for having us and for the work you all do. We'll all be better off for it for years to come! ”



“ There was a sense of teamwork and everyone felt a real achievement. ”



JT Atkinson

As a family business with branches across the north of England, JT Atkinson Builders Merchant were looking for a long-term partnership with a local charity that could help them support the communities they live and work in.



“Our local communities are of massive importance to us. We are delighted to be working with a fantastic charity like Yorkshire Dales Millennium Trust, whose values align so closely to ours. ”

JT Atkinson's support for our community outreach work has helped hundreds of vulnerable people living in difficult circumstances, giving them the opportunity to spend time in nature and learn new skills.

They also donate vital tools and materials that enable people to take action for nature in their own communities. A recent donation of supplies supported our community tree growing schemes – helping them to build seed germination trays to grow native tree saplings from seed.

The company has supported the planting of 2,000 trees in various locations across the Yorkshire Dales. Volunteering in the woodlands they have helped to create is a key partnership aim for JT Atkinson.

Managing Director Jamie Atkinson said: “A few times a year we invite colleagues from across the company to join us in the Dales to plant trees, remove plastic and maintain existing woodland. Not only are these volunteer days a great way for us to get away from our desks and get to know colleagues on a more personal level but they are fantastic at promoting our environmental values and inclusive culture.”



“We invite all our new starters to come to a volunteering day and the feedback from staff is always very positive with most wanting to sign up for the next event. What is very rewarding is being able to revisit woodlands we've helped to establish and see the impact it is having on the wildlife and landscape.”

JT Atkinson also take part in our annual fundraising appeals, matching donations made by individual supporters, meaning each donation literally has double the impact!

Illuminet Solutions

After discussions with other organisations, Illuminet Solutions, a consultancy firm in Poole, decided YDMT offered the best fit for their Environmental, Social and Governance objectives. So why did a business based in Dorset decide to support a small charity in the Yorkshire Dales?

Illuminet aspires to have a positive impact on the environment through the services and products they offer. Our partnership began in 2019 with the launch the company's 10th Anniversary Treevolution Initiative

and has gone on to support the planting of 14,539 trees! As a small charity YDMT was able to offer a dedicated partnership manager and the flexible approach Illuminet was looking for.

“ We looked at several options before picking YDMT as our partner. The deciding factor was the passion and professionalism YDMT brought. ”

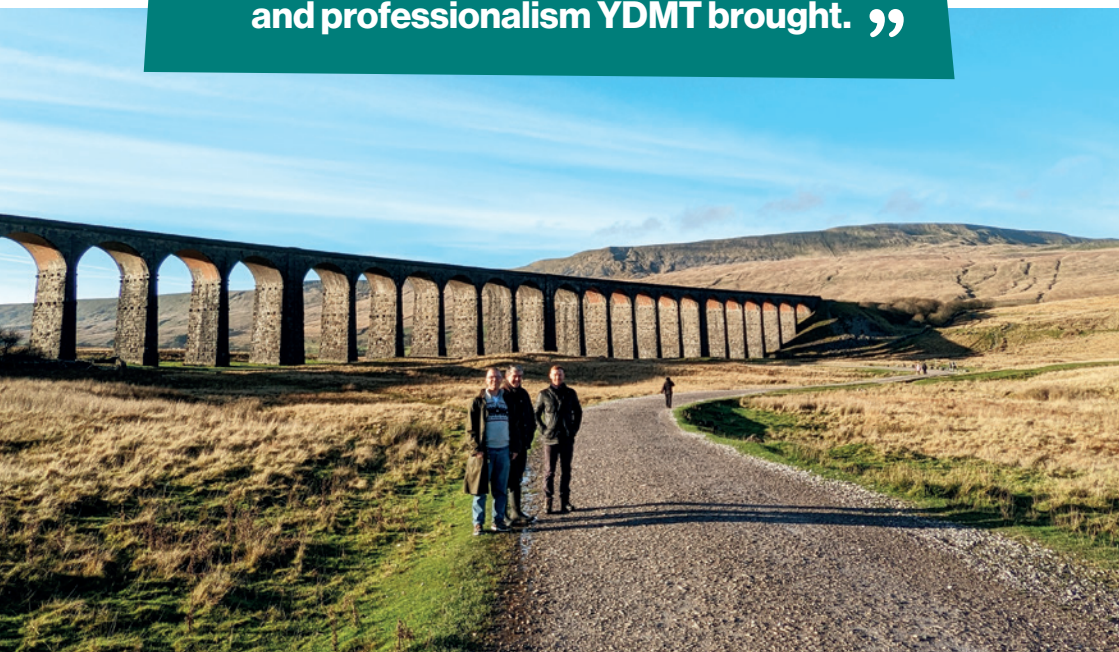


Greg Wood, the company's founding CEO, said: "Since working with YDMT we have been inspired by their knowledge of the land, enthusiasm for trees and inspiring work on plastic free tree guards. We wanted a partner who really cared and wanted to make a difference. When you visit the Dales, you are stunned by the beauty of the region and how important our environment is to us all today and to the future."

Despite the distance, staff engagement plays a key role in the success of the partnership. We have developed ways to engage with the Illuminet team remotely, providing tailored training and materials to support their monthly eco-challenges - including litter picks, a composting challenge and biodiversity monitoring.

Senior members of the Illuminet team recently joined us for a 'seeing is believing' event, where they helped plant the first of 2,040 trees in a new wildlife corridor. The project will help increase biodiversity, creating vital habitat for flora and fauna and connecting existing woodlands. We were able to give the team a behind-the-scenes look at how our projects are delivered and the way we collaborate with farmers and landowners to deliver positive social and environmental impacts.

Steve Farmer, Client Delivery Director, remembers, "We could see the scale of the project and could envisage how this will be a haven for birds, insects and small mammals in the future. A great example of partnership in action."





Want to bring your responsible business strategy to life?

Find out how a partnership with YDMT can deliver social and environmental impacts for people and planet.

Talk to us on 015242 51002 or email info@ydmtd.org



Yorkshire Dales Millennium Trust
Main Street, Clapham, Via Lancaster LA2 8DP
Tel: 015242 51002 Email: info@ydmtd.org
www.ydmtd.org

Charity No.1061687
Company Limited by guarantee.
Registered in England No.3236813



Registered with
**FUNDRAISING
REGULATOR**