

## Mendip Hills



The Mendip Hills is an area rich in natural and cultural heritage, with ancient monuments, steep craggy slopes, gently undulating plateau, spectacular gorges, flower rich grasslands and ancient woodlands. The central and western area, including the Chew and Blagdon lakes, is designated an Area of Outstanding Natural Beauty in recognition of its landscape quality and being one of England's finest landscapes.



## What is visitor giving?



Visitor giving is the process of asking visitors to voluntarily support conservation and enhancement of the area they enjoy by donating a very small amount of money via their bill or fees. Money raised by tourism businesses will go to the Mendip Hills Fund. This Mendip Hills Fund supports local projects that conserve and enhance the special qualities of the Mendip Hills and benefit local communities.

## Benefits for businesses



- Maintaining a competitive edge through providing an improved offer to customers.
- Promoting a good reputation through evidence of delivering corporate responsibility.
- Securing environmental and green credentials amongst customers and peers.
- Receiving a regular supply of good news stories and materials for use in publicity and public relations.
- Developing a strong feel good factor amongst staff about supporting projects that benefit the environment and local communities.

## About the scheme



Businesses participating in the scheme will help to raise money which will be used to support a range of projects across the Mendip Hills, projects which are delivered by the many committed organisations who are working hard to look after the things that make the Mendip Hills special.

- Landscape conservation eg management of natural or historic features
- Education and interpretation projects to increase awareness, understanding and enjoyment
- Social and economic initiatives including community facilities and start up of social enterprises eg local food initiatives.

## Benefits for visitors



- Engagement in the conservation of the area you enjoy.
- Help to improve the quality of the environment and visitor experience.
- Support local projects and the local economy.
- See what a positive difference Visitor Giving can make.
- Feel good about supporting a nationally important landscape.