



Yorkshire
Wildlife Trust

Funding the AfterLIFE!

Peatland funding post-BREXIT

Tim Thom

Peat Programme Manager

Blended funding



Yorkshire
Wildlife Trust



YORKSHIRE DALES
National Park Authority

RSWT



Environment
Agency



YorkshireWater

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

legacy other grant loan loan

WFD LIFE
/GiA

WFD HLS cont LIFE

PDHCT



74.5

81.4

300

2.1M

1.5M

93.1

121.2

200

573.3

45.9

182.6

250

100

970



PENNINE
Peat LIFE

July 2017 – December 2021

6,502,760euro

Delivery partners:



Yorkshire
Wildlife Trust



Funding partners:



NORTHUMBRIAN
WATER *living water*





Yorkshire
Wildlife Trust



- 12 Peatland LIFE projects since 1994
- Projects totalling >£45million
- £40million of EU LIFE funds
- Leading to >40,000ha of restoration





Yorkshire
Wildlife Trust



- Partnerships
- Practical Innovation
- Technological Development
- Engagement
- Monitoring & Research
- Trialling new payment approaches

**PEATLAND
CODE** 





Yorkshire
Wildlife Trust

UK - LIFE?



Yorkshire
Wildlife Trust

#Give Peat a Chance

www.ywt.org.uk

Love Yorkshire, Love Wildlife

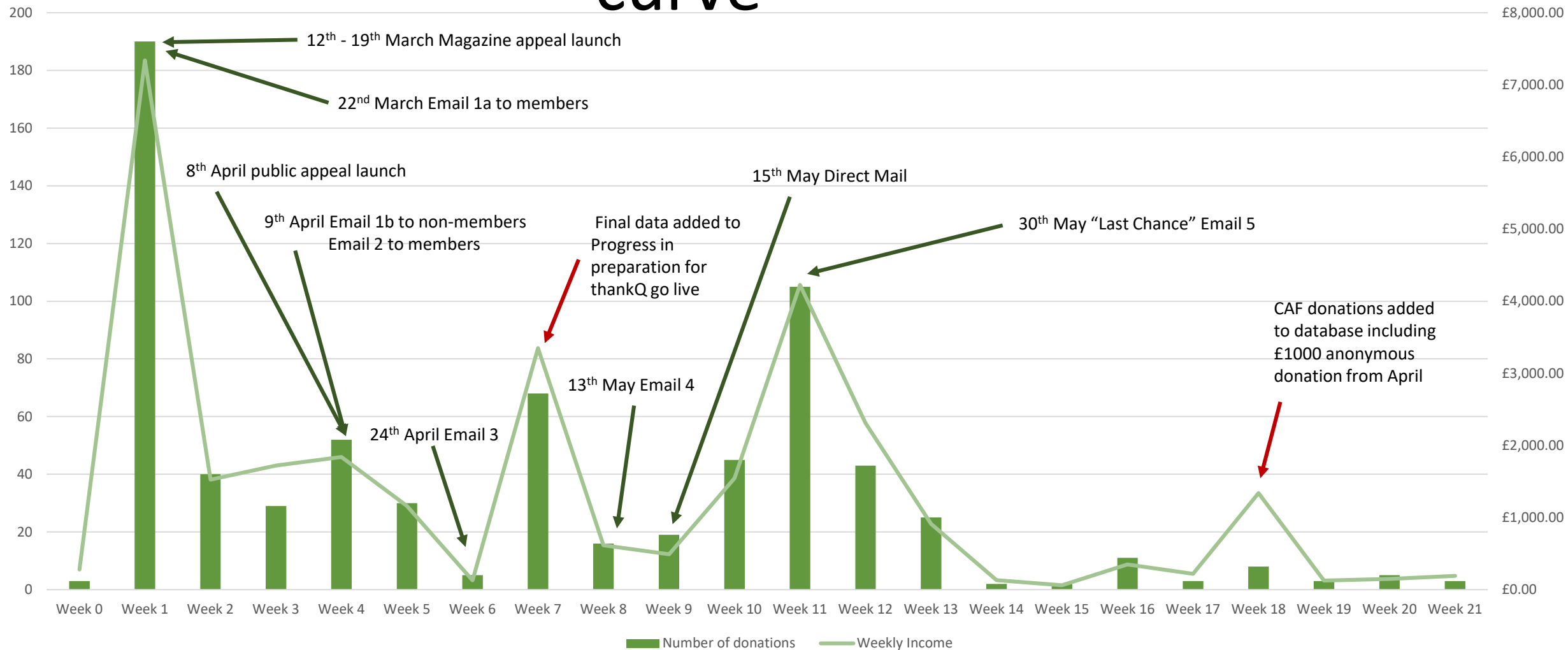


Channels

- Magazine
- Emails
- QTS Telephone Campaign
- Social Media
- Website
- Direct Mail
- Talk
- Other (Press, word of mouth, staff, visitor centres)

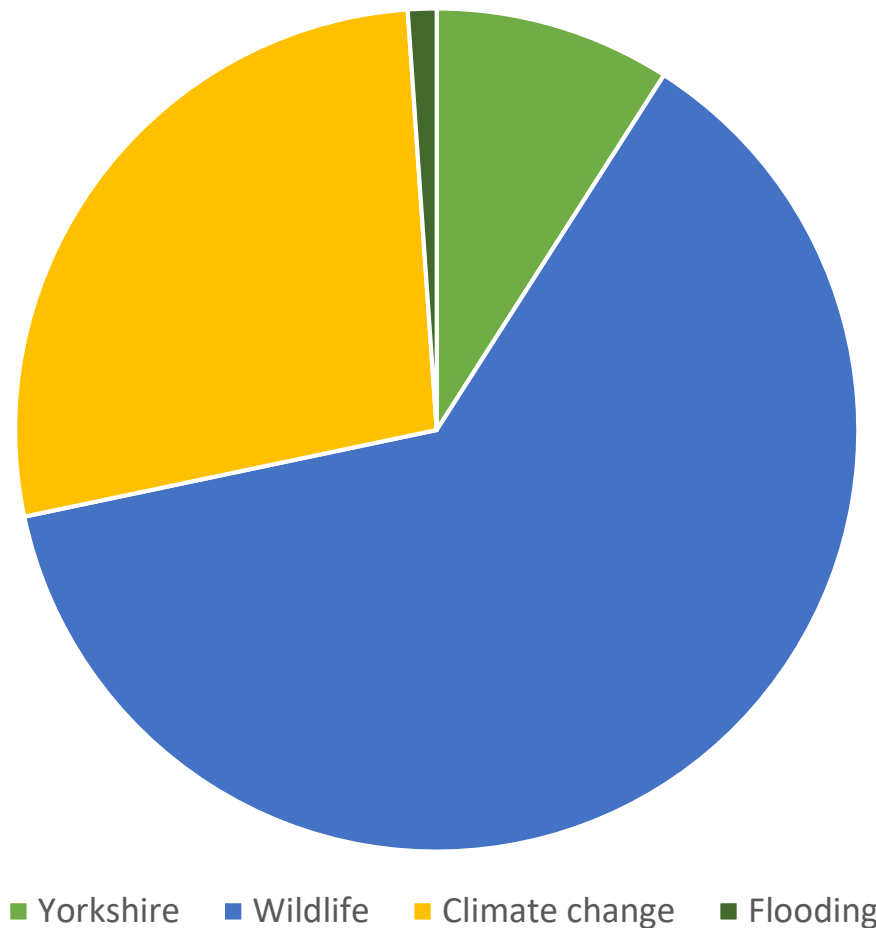


Response curve



Week 0 begins on the 12th March

Reasons for giving: themes



Results to 1st August 2019

51% of donations provided a reason for giving linked to one of the four themes



Yorkshire
Wildlife Trust

Magazine

Appeal

For the love of Yorkshire... Give Peat a Chance

Our last, great wild hope, Yorkshire's peatlands offer us far more than just spectacular scenery; these are landscapes on which our future depends...

As irreplaceable as rainforest, peatlands are some of our most ancient and iconic landscapes. On a sunny spring day, you'll be greeted by the sound of turkeys and the sight of cotton grass dancing in the wind. As people of Yorkshire, we are privileged to be custodians of the peatlands. Our region is home to 24% of

Nature's safety blanket
Healthy peatlands also have as they filter our water and flood defence. Throwing in flow of water from the

"Devastatingly, our incredible peatlands are under threat of being lost for

our responsibility to protect them for future generations. Our last great wild hope, Yorkshire's peatlands offer us far more than just spectacular scenery; these are landscapes on which our future depends. Globally, peatlands are the largest store of carbon on land. The carbon locked in healthy peatlands, trapped safely by the blanket bog, cannot contribute to climate change.



Did you know?
70% of UK drinking water comes from upland areas dominated by peatlands.



Did you know?
Bare peat allows carbon dioxide into the atmosphere. By restoring our peatlands, we keep that carbon locked up!

The role of a Peatland Restoration Officer... We chat to the Yorkshire Peat Partnership's Matthew Snelling

Q Why should we restore our peatlands?
A For me, it's everything they do for us. They're a bit of an underdog habitat (out-of-sight, out-of-mind) but they play a vital role in local and global issues. Climate change is one of the biggest threats to our planet and, according to the latest Climate Change Report, we only have 12 years to avert climate catastrophe. When healthy, the world's peatlands lock away more than twice the carbon locked up in all the world's forest combined!

Q What are some of the challenges you face?
A The land we work on is some of the wildest in the UK. Just doing the weather is extreme - like working in the blizzard conditions thanks to the 'Beast from the East'!

Q And what about the best bits of your work?
A Being able to work in this magnificent landscape. When you're out on top of a hill, and you get a nice day with no rain or snow, it looks incredible. Plus, I'm so happy to know that the work I'm doing - up on a hill miles away, will ultimately benefit those where I live in Leeds (which suffers a lot from flooding).



Matthew Snelling at work on the peatlands

Out in all weather, peatland restoration officers battle wind, rain and snow

What exactly is peat?
Peat is the accumulation of layers and layers of slowly decomposing plants, which are steadily compressed over thousands of years into a kind of organic soil. Peat can only form in very wet conditions, as the plants rot incredibly slowly and build up the layers. The unsung hero of peat is the plant sphagnum, also known as bog moss.



Spagnum... sorry!
Sphagnum (pronounced 'spha-gnum') is a group of mosses that are peatlands look undifferentiated. They come in many different colours and types of peatlands. Healthy peat contains 30% down to 50% hold up to

How do we restore peatlands?
Though around 80% of Yorkshire's peatlands are degraded, they are not past their best. Careful restoration can bring them back to health. We replace bare peat and block gullies (channels that drain water away) to keep the water leading water away) in the peat. This is where it belongs: in the peat. This is difficult due to the wild environment, the challenge of managing water and the often harsh weather conditions.

Reasons to love our peatlands!

They're intrinsically Yorkshire
No other landscapes can rival our peatlands for sheer 'Yorkshireness'. They're part of our heritage and part of our hearts. Like a proper brew or a pint at the local, we'd be lost without them.

They're our natural defence against climate change
Healthy peatlands lock in carbon and capture it forever, but when they're damaged and unhealthy they do the opposite. If we fail to restore our peatlands, we risk local as well as global devastation.

They protect against flooding
The risk of flooding increases when our peatlands are degraded, as they no longer slow the flow of the water running off the hills. Damage caused by the 2015/2016 floods alone cost £24 million in repairs.

They're home to iconic wildlife
Birds like curlew and golden plover, plants like cotton grass and round-leaved sundew, and animals like common lizards and field voles all call the peatlands home. When our peatlands thrive, so too does our wildlife - it's the ultimate win/win. If we fail to restore our peatlands then the threat to our wildlife is enormous.

Be part of the solution

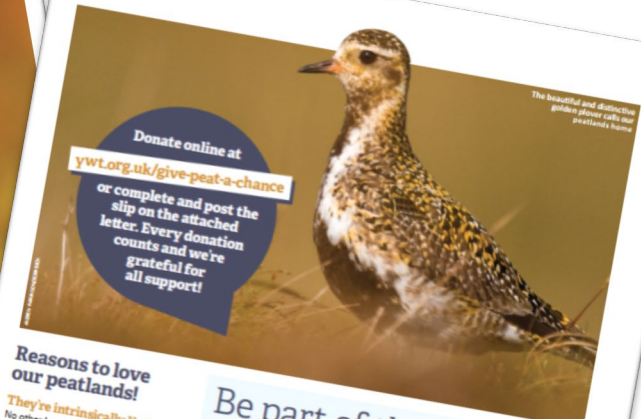
Our restoration project is ambitious - in terms of its scale, cost and importance. We're working on thousands of hectares of peatlands, but there are thousands of damaged hectares still to go. To keep going, we need your help. By donating, you are:

Actively combatting climate change

Supporting the survival of a magnificent habitat and its wildlife

Safeguarding Yorkshire's heritage for future generations

Donate online at ywt.org.uk/give-peat-a-chance or complete and post the slip on the attached letter. Every donation counts and we're grateful for all support!



The beautiful and distinctive golden plover calls the peatlands home



Cottongrass flowers in healthy peatlands

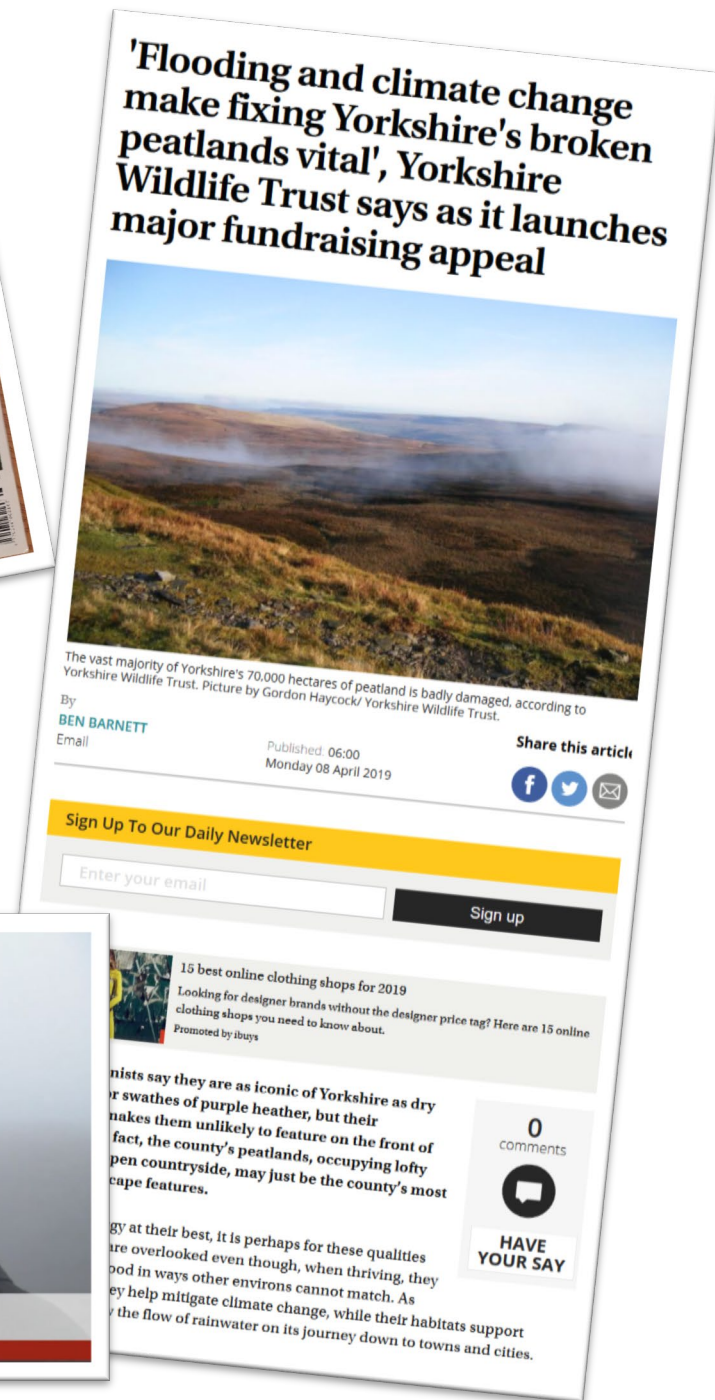
Press

28 media hits during the campaign:

- 23 print (magazines, newspapers)
- 4 radio (1 national, 3 regional)
- 1 regional TV

On Twitter after Rosie's Radio 4 appearance:

"#Peat. Just listened to Rosie someone talking about @ypp_peat on @BBCr4today. Excellent discussion of value of peat & effect of climate change. Listen again!"

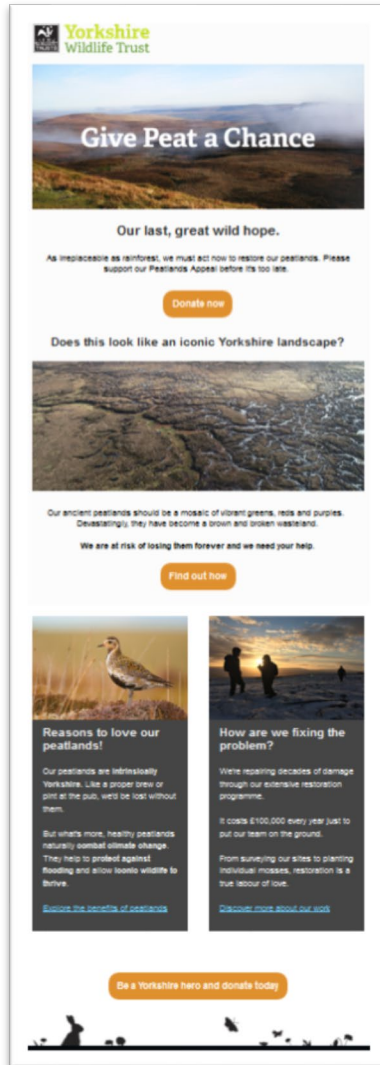




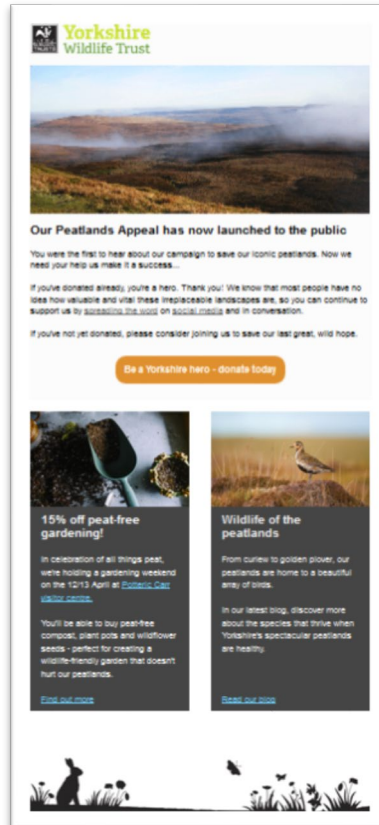
Yorkshire
Wildlife Trust

Digital: emails

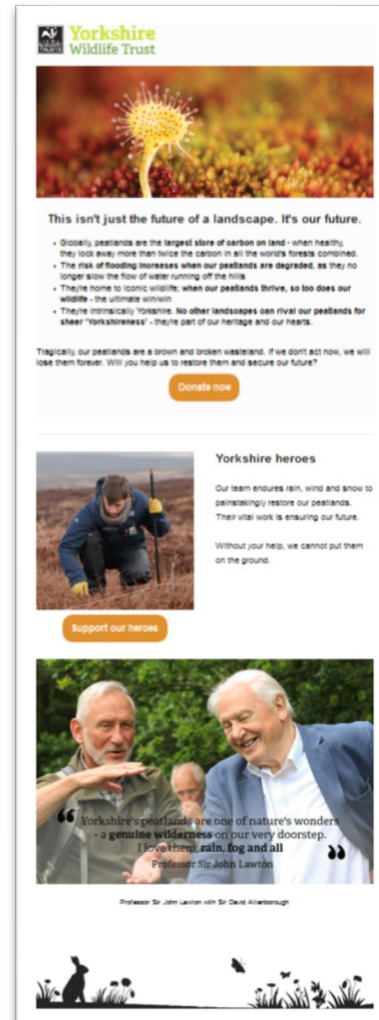
Email 1



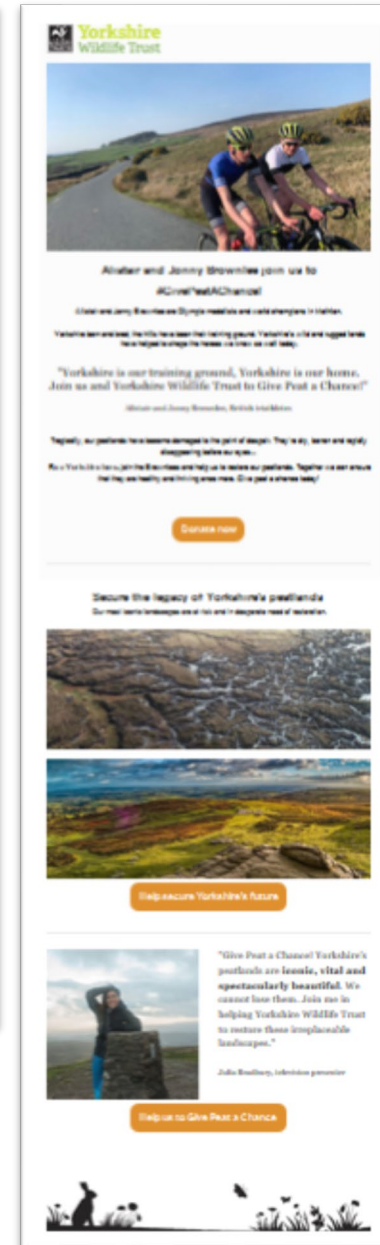
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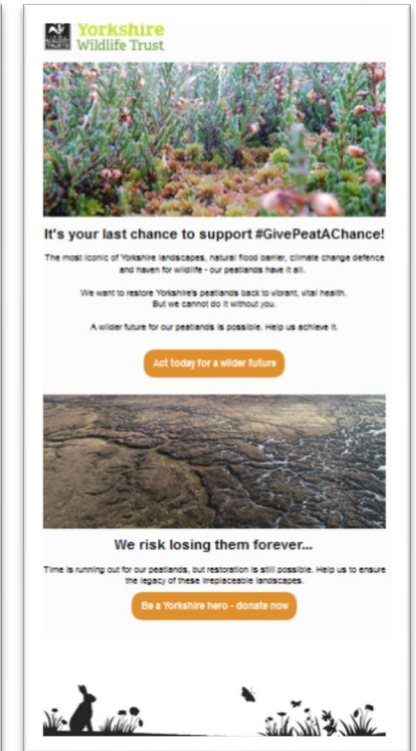
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Email 4

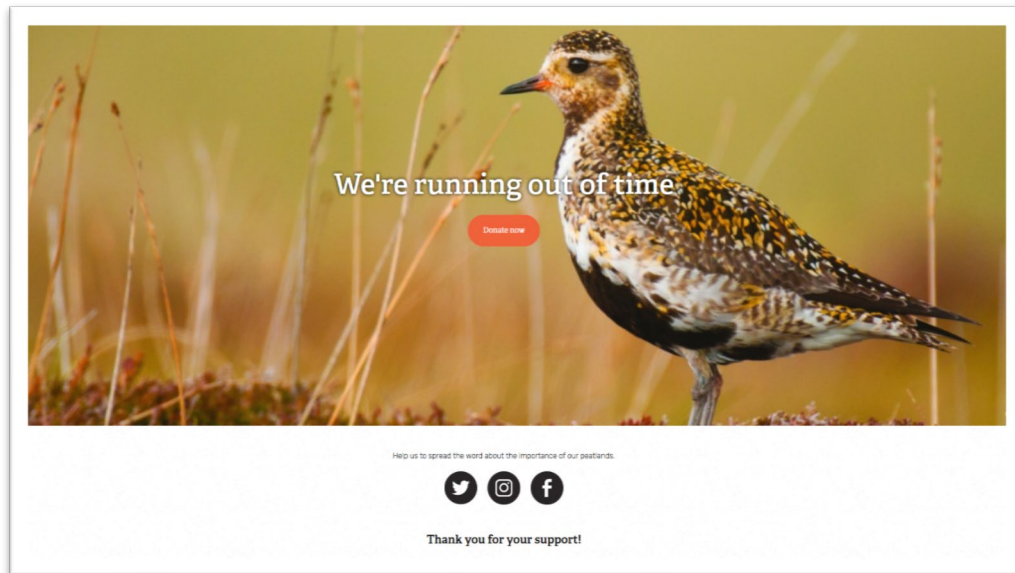
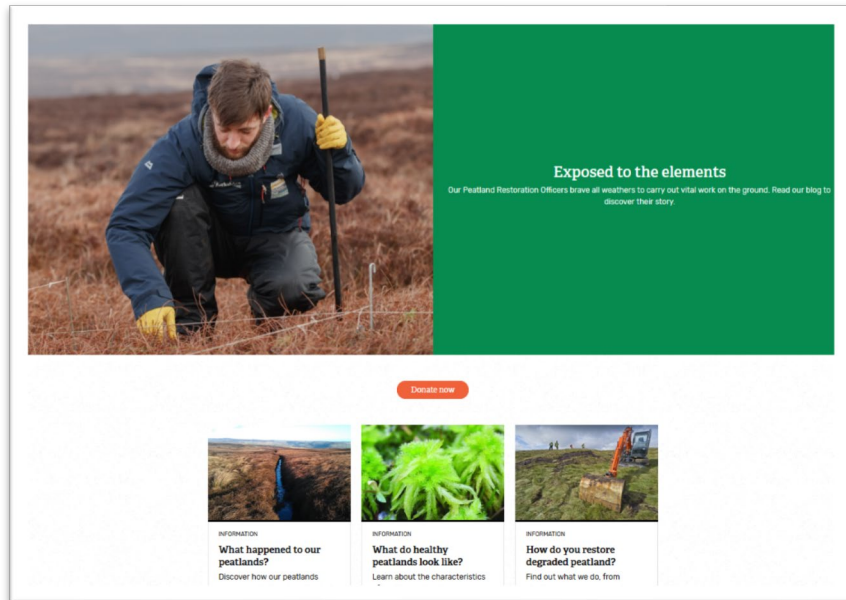


Email 5





Digital: website



Why do peatlands matter?

These are landscapes upon which our future depends...

- They're **intrinsically Yorkshire**. No other landscapes can rival our peatlands for sheer 'Yorkshireness'.
- Globally, peatlands are the **largest store of carbon on land**. The carbon locked in peat is estimated to be twice that stored in all the forests across the world.
- They offer an **important flood defence** by slowing the flow of water down from the hills - reducing the risk of flooding further downstream.
- They're **home to iconic wildlife**. Curlew, golden plover, common lizards and field voles all call the peatlands home.



£20 could restore 16m2 of peatlands >



£50 could provide a monitoring kit >



£150 could help prevent floods >

Fund our vital work

We're already restoring over 30,000 hectares, but there's still a long way to go.

To ensure the survival of these vital and ancient habitats, £100,000 must be raised each year to put our team on the ground.

This spring, help us give peat a chance before it's too late.

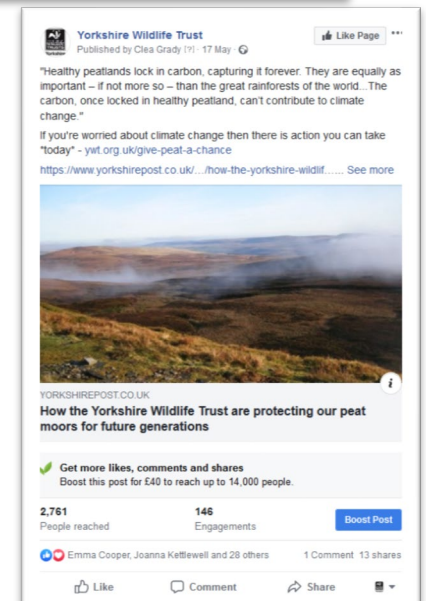
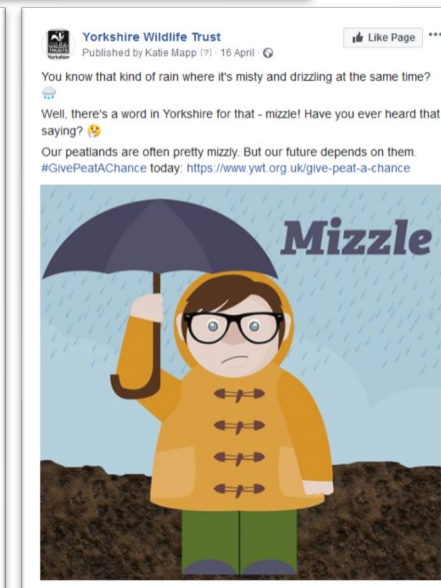
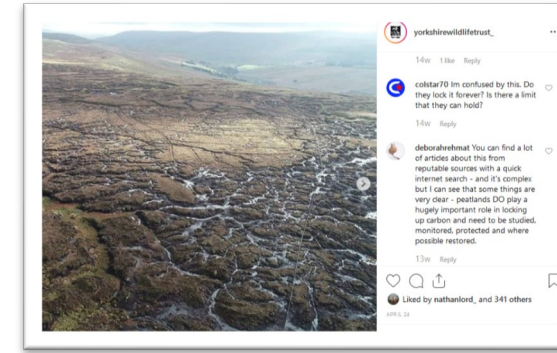
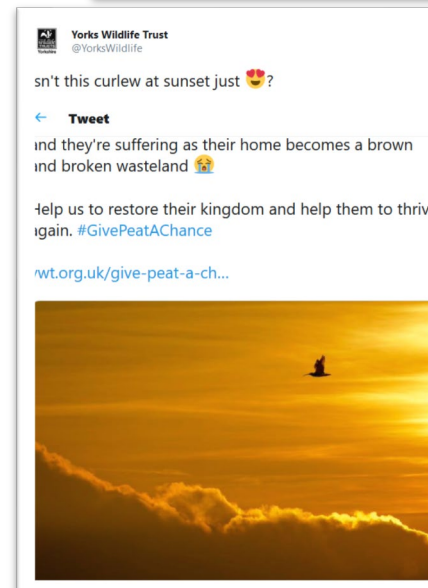
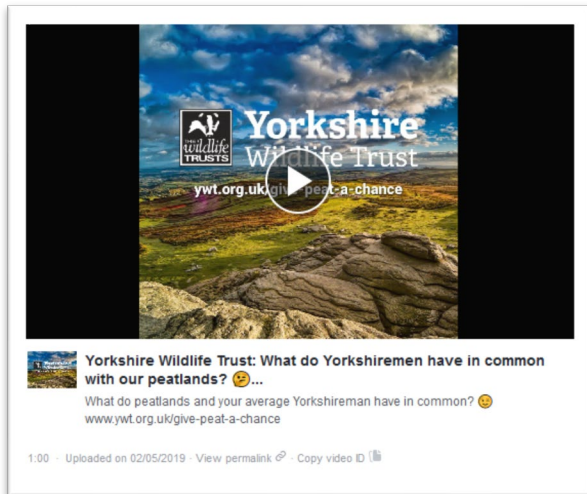
[Donate now](#)



Yorkshire
Wildlife Trust

Social media

Total reach: 311,000





Yorkshire
Wildlife Trust

Direct Mail



Yorkshire's peatlands

Our peatlands are ancient, iconic landscapes. On a sunny spring day in the Dales or the North York Moors you can hear the sound of golden plover calling and watch cotton grass dancing in the wind. As you squelch through the moss you glimpse a lizard on a rock and fluffy curlew chicks hiding in the heather. With every breath you feel the stresses of life replaced by the tranquillity and wildness of Yorkshire's peatlands.

For thousands of years peatlands have stretched across Yorkshire. A landscape steeped in history and one on which our future depends.

Our last hope?

Yorkshire's peatlands are now a brown and broken wasteland. Carbon leaches from the surface and heavy rainfall pours rapidly off the hills, contributing to flooding downstream in villages, towns and cities across Yorkshire.

Wildlife struggles to find space to survive. Many common species are now a distant memory. Losing our peatlands is irreversible and it is happening now.

Urgent action is needed before it's too late.

Be part of the solution

Since 2009, Yorkshire Wildlife Trust have restored over 30,000 hectares of peatlands but we're only half way there. By giving your support today you can help us restore another 30,000 hectares of this amazing landscape for future generations to enjoy.

Your donation today will help to:

- Actively combat climate change and flooding
- Restore a magnificent habitat and its wildlife
- Protect Yorkshire's heritage for future generations

Our peatlands are in crisis. Donate now.

£20 could restore **10m²** of peatlands by planting cotton grass and scrub

£50 could provide a monitoring kit to survey peat levels or precious peatland species

£150 could slow the flow of water off the hills by blocking them of channels

Yes, I want to give peat a chance!

3 easy ways to donate (please select your preferred method)

☐ **Post** Complete this form, detach, seal and send to the FREEPOST address

☐ **Online** ywtd.org.uk/give-peat-a-chance

☐ **Phone** Call us on 01904 659570 - it only takes a few minutes

Detach here

Out in all weathers, peatland restoration offsets a tonne of CO2, rain and more.

Yorkshire Wildlife Trust is registered in England no. 408802 and is a registered charity no. 1128207. Registered Office: 1 St George's Place, York, YO1 1GN

HOISTEN THE EDGES AND SEAL

Label name: _____

Membership no: _____

I would like to make a donation to the Peatlands Appeal of:

☐ £20 ☐ £50 ☐ £150

Other £ _____

Thank you for your donation.

☐ I enclose a cheque made payable to Yorkshire Wildlife Trust

☐ I wish to pay by credit or debit card. Please fill in the details below:

Card number: _____

Start date: _____ Expiry date: _____ Security code: _____ Issue (once only): _____

Cardholder signature: _____ Date: _____

FR Yorkshire Wildlife Trust

If you are happy for us to keep in touch about our work please tick in either 'yes' or 'no' column below. You can contact us at any time to update your contact preferences.

	YES	NO	Post	Phone	Email	Text
Yes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Names of person donating: _____

HOISTEN THE EDGES AND SEAL



Yorkshire
Wildlife Trust

£51,620



Thanking donors



- Donors invited to exclusive presentation as part of Bog Day event
- 50% of attendees gave again after event
- Used to begin further supporter journey with key donors