



Yorkshire
Wildlife Trust

Business Membership
invest in Yorkshire's wildlife and wildplaces

Yorkshire Wildlife Trust

Yorkshire Wildlife Trust is a local conservation charity dedicated to creating a Yorkshire rich in wildlife for the benefit of everyone; with more wildlife, more wild places and more people having a strong connection to nature.

From the peatlands of North Yorkshire, to the beach at Flamborough; from the wetlands at Potteric Carr, Doncaster to the communities of urban Bradford, wherever you are in Yorkshire, our people and places are protecting and restoring a Wilder Yorkshire that's good for you and your business.

Since 1946 Yorkshire Wildlife Trust has been a voice for Yorkshire's wildlife and wild places. From the puffins of Flamborough Cliffs to the otters at Staveley Nature Reserve, Yorkshire is home to iconic wildlife and breath-taking landscapes. But the impact of climate change, poorly planned development and intensification of land use is putting increasing pressure on these special places. Yorkshire's already fragmented landscape needs your help.

By joining our network of businesses investing in Yorkshire's wild places you will demonstrate to your employees, customers and local communities a commitment to a Wilder Yorkshire.

Front cover image: John Potter



Danny Green / 2020VISION

With the climate emergency
upon us, the time is now to add
your voice to safeguarding these
wonderful wild places.

Be seen to be green

Environmental concerns are increasingly influencing consumer, employee and investor behaviours. This provides a fantastic opportunity for businesses with sustainable and ethical business models, clear CSR policies and transparent reporting to stand out from the crowd.

By joining Yorkshire Wildlife Trust as a business supporter you are more likely to attract an increasing market of ethically minded consumers, the top talent coming through universities and more discerning investors.



■ 88% of consumers want brands to help them live a more sustainable lifestyle.¹

■ Spending on electric cars increased by 80% and green electricity tariffs by 40% in 2022. It's clear that in spite of the cost of living crisis, there are consumers who are taking positive steps to decrease their own carbon footprint and make more ethical choices.²

■ Three-quarters of Millennials consider a company's social and environmental commitments when deciding where to work and nearly two-thirds won't take a job if a potential employer doesn't have strong corporate social responsibility practices.³

¹ Futerra, The Good Life Goals'

² Ethical Consumer Markets Report 2023

³ Sustainablebrands.com

Yorkshire's wildlife needs your help

Wildlife is in trouble. Yorkshire Wildlife Trust's State of Yorkshire's Nature Report 2024 highlights that 'we are losing the species that make Yorkshire special – including curlews and swifts – and action is needed now to restore a richer biodiversity and reverse nature's decline before it is too late.' With 'nearly 2,000 species already lost from Yorkshire in the last 200 years – 7% of Yorkshire's moths and nearly 1 in 20 plants – and a further 3,000 are threatened by extinction'. Species such as the willow tit are clinging on in Yorkshire when they have been lost elsewhere, but they are under threat of disappearing from our landscapes altogether.

Across Yorkshire, agriculture intensification, urban development and climate change have all had an impact on our landscape over the last century.

Our mission is to create a wilder future in which nature and people can recover and thrive together. We can provide places for wildlife to flourish in a shared landscape that restores our connection to nature.

Join as a business member today and show your commitment to wildlife and the environment, as well as the communities where you operate.



"The future of nature is under threat and we must work together; Governments, conservationists, businesses and individuals, to help it. Millions of people in the UK care very passionately about nature and the environment and I believe that we can work together to turn around the fortunes of wildlife."

Sir David Attenborough

Working in partnership

Yorkshire Wildlife Trust's business membership scheme offers a range of benefits to help you get started on the journey to safeguarding a Wilder Yorkshire. Our membership offers the opportunity to demonstrate your organisational commitment to wildlife and the environment, and offers a step to meeting corporate social responsibility targets. Moreover it offers the chance to engage your employees with a local cause, improve their mental and physical health and embed a culture of corporate social responsibility across teams.

Whitby Distillery, producers of the award-winning Whitby Gin, have committed to donating £5 per-bottle-sold of their Navy Strength Gin to our 'Give Seas a Chance' campaign to restore and enhance our beautiful, essential seas and incredible wildlife.

By joining Yorkshire Wildlife Trust your business will have access to an exclusive network of business supporters who are committed to a more environmentally sustainable business model. You'll be invited to exclusive biannual events, feature in our corporate enews, be eligible for discounts on employee engagement days and hiring rooms at our Gateway sites, and receive complimentary copies of our quarterly membership magazine 'Wildlife Yorkshire'.



‘One of the greatest misconceptions of our time is the idea that there is somehow a choice between economic development and sustaining nature.’

Tony Juniper



Your Support

Yorkshire Wildlife Trust has 42,000 individual members and over 1,000 active volunteers. Our quarterly member’s magazine, Wildlife Yorkshire, is distributed to over 90,000 supporters per annum and circulated throughout Yorkshire to businesses, cafes, visitor centres and more.*

We have active and growing social media platforms with over 100,000 followers across Instagram, Facebook and Twitter. We currently have over 60 business supporters who share our passion and vision for an economically vibrant Yorkshire that is both rich in wildlife and wild places.

By becoming a business member of Yorkshire Wildlife Trust you are adding your voice to the growing network of Yorkshire business supporters who are showing their employees, customers and communities they care.

*March 2024

“Our long-standing membership of Yorkshire Wildlife Trust and more recent partnership to support the Wild Ingleborough project are an important part of our sustainability focus on protecting and restoring nature. Getting behind initiatives like Wild Ingleborough, the Waves of Waste and Eyes on the Bog projects, along with our staff volunteer days, have not only engaged our team and customers but also deepened their understanding of the importance of restoring and protecting nature and our environment.”

Ruth Woodall,
Sustainability Lead at Inntravel

Inntravel

Your benefits

Benefits for your organisation		Membership level		
		Bronze	Silver	Gold
Demonstrate your commitment and increase brand awareness	Acknowledgement in:			
	■ Corporate enews	●	●	●
	■ Membership magazine once pa <i>(Readership in excess of 45,000)</i>	Company name in text	Medium logo	Large logo
	■ Annual reports	●	●	●
	■ Website	Name and link to website in text	Small logo and link to website	Large feature logo and link to website
	Social media opportunities	●	●	●
	Membership plaque		●	●
	Use of Yorkshire Wildlife Trust logo <i>(Print and Digital)</i>		●	●
Employee awareness	6 membership cards <i>(for free entry and parking at Wildlife Trust reserves where fees apply)</i>	●	●	●
	1 copy of our Yorkshire reserves guidebook	●	●	●
	Copies of our membership magazine	5	10	20
	Employee mindfulness walks	Option to join pre-planned walks	Option to join pre-planned walks	1 tailor-made walk pa as well as option to join pre-planned walks
	20% discount on Wild Work Days <i>(tailor-made team building days on Yorkshire Wildlife Trust reserves)</i>	1pa	3pa	unlimited
Our way of saying thank you	Free half-day room hire at one our flagship centres			●*
	Invite to exclusive corporate events	●	●	●
Price (NET VAT)		£575	£1,250	£2,500

*once pa subject to availability

Case Studies:



Founded in 1958, TOG24 are a family-run outdoor clothing company based here in Yorkshire. TOG24 celebrates the genuine outdoor experiences that everyone can enjoy. Today, they remain headquartered at Spen Vale Mills in

Heckmondwike, West Yorkshire. Although manufacturing no longer takes place there, the design process is still rooted in the Spen Valley. They are committed to continuing and expanding its reputation for providing high-quality, affordable products, ensuring that its legacy endures.

In 2021, they decided to join Yorkshire Wildlife Trust as silver business members. Then, in 2022, TOG24 decided to further support local wildlife by creating exclusively designed products in partnership with the trust to be sold to their customers. Products included a variety of men's and women's t-shirts, whereby £2 per t-shirt sold is donated to Yorkshire Wildlife Trust. We were very excited to partner on a brand new product in 2023; their Wild Tote Bag, featuring an artistic wildlife inspired design, created with nature in mind.

We have included numerous features of these charity partner products in our membership magazine Wildlife Yorkshire with an exclusive offer code to boost sales and bring awareness of the partnership to our dedicated members.

“Yorkshire's rugged landscapes have long inspired TOG24, so partnering with a charity dedicated to protecting them felt right. Supporting Yorkshire Wildlife Trust was a natural fit. We're proud to support and collaborate with their fantastic team, and we're committed to continuing that partnership well into the future.”

*Danny Heaton,
Head of Marketing at TOG24*

Case Studies:



Founded in Yorkshire, Jay-Be® have evolved over generations to become well known for designing and manufacturing industry leading sleep smart products which are functional, innovative and environmentally conscious. The wood used in all Jay-Be® headboards, upholstery and bed bases is supplied from FSC® traceable, ethical and sustainable sources. The comfort layers used in their mattresses are made from e-Fibre which is an innovative, and environmentally friendly alternative to foam. Made from a minimum of 70% recyclable plastic bottles, the fibres are specially bonded together, providing varying support options which are also breathable. Since switching from foam to e-Fibre comfort layers, Jay-Be has recycled more than 200 million plastic bottles and counting.

In 2019 Jay-Be made the conscious decision to join Yorkshire Wildlife Trust as a gold level business member in recognition of their efforts to become a cleaner, greener business and showcase to customers, suppliers and employees their commitment to a Wilder Yorkshire.





Get in touch


To discuss how your business can make a difference for wildlife please contact the Corporate Partnerships Team.

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Yorkshire Wildlife Trust is registered in England No. 00409650 and is a registered charity No. 210807