

Cornwall Wildlife Trust



Business Membership application form

Business name:.....

We are committed to reducing our environmental impact and to protecting the wildlife heritage of Cornwall.

We therefore would like to apply to become a Business Member at £250.00 (+ VAT of 20% at £50.00)

Contact name:

Job title:

Business address:

.....

..... Postcode:

Tel: Email:

Website:.....

How did you hear about Cornwall Wildlife Trust?

Please tell us briefly why your company would like to become a Business Member of the Trust:

.....

.....

How many copies of the following publications do you require:

Wild Cornwall..... (max 10 in total) Pawprint.....(max of 50)

We have read and understand the Business Membership scheme policy statement

We enclose a cheque for £300.00

Please invoice for membership payment

Signature: Date:

Please return to:

Serena Pettigrew-Jolly, Marketing and Fundraising Co-ordinator

Cornwall Wildlife Trust, Five Acres, Allet, Truro, Cornwall TR4 9DJ

Tel: (01872) 273939 ext 205

email: serena.pettigrewjolly@cornwallwildlifetrust.org.uk

Cornwall Wildlife Trust



Business Membership scheme policy statement

Cornwall

It is right and proper that a charity such as ours should carefully consider which businesses and organisations should be allowed to become members. We hope that the policy statement on this page will help companies, our personal members and the public at large to understand the positive way in which we relate to the business sector.

Policy statement on accepting sponsorship from businesses or enrolling them as Business Members

BACKGROUND: Cornwall Wildlife Trust exists to secure a better future for wildlife and people in Cornwall. We believe that this aim can be achieved if it is endorsed and supported by all sectors of the community including local government, business, farming, professions, trade, commerce and industry.

These sectors generate much of the wealth and employment needed by our community but have a responsibility to operate in ways which minimise environmental damage. The health of the human population, like all other living things, is dependant on the natural systems which support us. Conservation is therefore an integral part of the life of our community and it is crucial that the business sector is involved.

A varied and beautiful countryside also contributes to our enjoyment of life by providing space for quiet relaxation, or as a pleasing backdrop to a wide range of sporting and recreational activities.

What is more, our experience is that businesses want to become involved with conservation as an integral part of their activities, and not just to display a caring public image.

APPROACH: The Trust wishes to influence businesses and other organisations active in Cornwall towards a greater awareness of our wildlife heritage and its vulnerability to inappropriate or damaging environmental practices. We believe that this influence will be greater in co-operation and partnership. We therefore look to form links with businesses who have an empathy for the work of the Trust. The focus of our Business Membership scheme is firmly on individual business responsibility.

Business Members and supporters are asked to commit themselves to reducing their environmental impact and protecting the wildlife heritage of Cornwall. We recognise efforts made to improve performance and lessen the impact of potentially damaging activities.

However, there are a small number of businesses whose activities inevitably have effects fundamentally opposite to the aims of the Trust. There are also a few where the longer term effect of their operations are not yet sufficiently understood for the Trust to assess whether or not they will have a detrimental effect on people, wildlife or the environment. We will not accept sponsorship from these companies nor allow them to become Business Members.

OTHER CONSIDERATIONS: The Trust is a membership organisation willing to embrace all those wishing to promote nature conservation. Among this membership there are bound to be those with specialist, passionate and even extreme views on a wide range of issues relating to specific species, animal welfare, development and environmental protection. The test for the Trust is whether or not the issue has a significant impact upon the conservation of wild plants, animals or habitats.

We guard against people with specialist views wishing to influence the Trust on issues which do not meet this criterion.

We wish to remain a charity committed to conservation of biological diversity. We undertake our work in ways which interest, and can be broadly supported by, the majority of the population. We choose to direct our efforts and limited resources to these ends. In common with the criteria used for the recruitment of personal members, we do not expect potential sponsors or Business Members to conform to a narrow ethical code within the broad spectrum of what the media term "green issues".

SAFEGUARDS:

1. A potential sponsor or Business Member is informed that, by accepting the proffered donation or subscription, the Trust will not be compromised in any way and will be free to take any standpoint on issues affecting the company's activities.
2. A potential sponsor or Business Member is told that the proposed association does not translate into an endorsement of their products nor their activities.
3. A potential sponsor or Business Member must confirm that it complies to the letter and with the spirit of all current legislation affecting wildlife, and the environment.
4. The Council of the Trust reserves the right to refuse membership or any association with a company or organisation and may curtail an established association and may refund any sponsorship or subscription money.
5. The Trust encourages companies to review their environmental impact and to act to reduce any damaging effects their activities may cause.

CONCLUSION: The Trust believes that we need to have a healthy environment with a full range of wildlife not only for its own sake but to ensure that the world is a fit and safe place to pass on to the next generation. If your company endorses this stance and accepts the foregoing policy we look forward to building a strong and productive partnership.

CONTACT:

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