

Arcadian Angels

Become a major donor to the Thames Landscape Strategy





The Arcadian Thames

Between Weybridge, Hampton and Kew the River Thames meanders through a unique landscape of world famous parks, royal palaces and working communities known as the Arcadian Thames (meaning 'rural paradise'). Centuries of settlement, aristocratic patronage and local action have left a remarkable legacy of architecture, accessible open space and wildlife considered to be one of the most culturally significant urban landscapes in the world offering unrivalled recreational benefits. This Arcadia is a countryside in the city; a multi-layered landscape where people, water, history and wildlife co-exist.



About Arcadian Angels

The Arcadian Thames is a special place. The Thames landscape does not look after itself however. Just 25 years ago much of the Arcadian Thames was under threat from inappropriate development, parks were derelict and there was no voice to champion the river. It was in this climate that the Thames Landscape Strategy Partnership was born; for quarter of a century steering a real renaissance in the fortunes of the Arcadian Thames. Derelict parks were restored, new footpaths were opened up, declining wildlife sites have been turned around, recreation and access for all has improved considerably. Through our advocacy work (much of it behind the scenes), so many more local people, planners and policy makers now value the landscape in a way that was not thought possible 25 years ago,



As we move forward though, there are new threats to the Arcadian Thames as funding cuts (for landscape restoration and management) and development pressures increase. The need for the Thames Landscape Strategy partnership has never been greater.



Arcadian Angels provides a unique opportunity to help secure the future of the river landscape by supporting the work of the Thames Landscape Strategy as a major donor of £25,000. Without this funding, the TLS partnership may not survive to fight for the river and preserve the Arcadian Thames landscape.



The Thames Landscape Strategy

In the 1990s the pressure for inappropriate development along the river and a growing realisation that something had to be done to protect its heritage, wildlife and traditions galvanized local people into action. The Thames Landscape Strategy was born and in 1994 the 100 year vision at the core of the organisation was published. For 25 years, the Thames Landscape Strategy has been the guardians of this unique landscape; working through its partnership of local groups, individuals and riparian authorities to conserve, promote and enhance the wildlife, heritage features and recreational opportunities on and beside the river.



The Thames Landscape Strategy has been the catalyst for a real renaissance in the fortunes of the Arcadian Thames. The 1994 vision that is at the core of the Thames Landscape Strategy has shaped policy for 25 years, providing a cross river mechanism for policy and planning that manages rather than limits development. The partnership has raised £21m for restoration, environmental management and educational projects and been the mechanism for over 350,000 hours of conservation volunteer work. A wealth of local knowledge has been amassed and it is now hard to imagine what the river would be like today without our work..

Arcadian Angels

The Arcadian Thames may be one of the most iconic river landscapes in the world but as we move forward the pressure for development and change along the river is accelerating. The peace and tranquillity of the Arcadian Thames is under threat. Never before has the need for the Thames Landscape Strategy partnership been more urgent but new ways have to be found to fund the multi-award winning organisation. As guardians of the Arcadian Thames, the Thames Landscape Strategy needs to continue its mission in bringing the potentially conflicting riparian owners, authorities and communities together to agree and deliver a better future for the riverside.

Arcadian Angels provides a unique funding opportunity to ensure a sustainable future for the Arcadian Thames by providing for the Thames Landscape Strategy. Historically the Thames Landscape Strategy has been funded through the public purse but recent Government cut backs have seen this source of money reduced significantly. If the organisation is to survive and continue its conservation and advocacy work new sources of income have to be found. Four packages of major giving starting at £25K are available to local people, businesses or corporate donors. There is no set mechanism for how your sponsorship could work – we would be happy to discuss your preferences and options with you. 100% of your donation to the Father Thames Trust will be given to the Thames Landscape Strategy to help keep our valuable conservation and advocacy work going. When you make a major gift to the TLS we will:

- allocate a personal point of contact within the TLS who will work with you to identify a specific area of our work where your donation will have the most value;
- provide access to staff and senior leaders across our partnership as appropriate;
- regularly update you on the work you support as well as our wider impact, relevant to your interests;
- agree recognition with you, such as VIP invites to our annual reception, mention your support in the press, thanking you in our Annual Report, naming opportunities or remaining anonymous
- offer bespoke opportunities to experience our work and see first-hand how your gift is making a difference to local people, businesses and visitors alike;
- Continue to turn every £1 donated into £5

For more information please contact Jason Debney 07761169343
j.debney@thames-landscape-strategy.org.uk

www.thames-landscape-strategy.org.uk



A Message From Sir David Attenborough

The Thames Landscape Strategy is a quite extraordinary phenomenon. It is that very rare animal; an organisation with real popular appeal and an imaginative sense of what it is about landscapes that fire people's imagination. The ideas at the heart of the Thames Landscape Strategy's ground breaking vision originally sparked the imagination of the community and boroughs along the Thames. 25 years ago. Vision is quite easy to have when you start but to retain this vision; to survive the bureaucracies, finances, problems and meetings and, still to remain visionary after quarter of a century is however, a real achievement.

The number of conflicting interests and concerns that there are along both banks of the Thames is daunting. The great success of the Thames Landscape Strategy has been to bring together and organise this plethora of partners, boroughs and communities. By 'herding cats' it has achieved the impossible. The TLS has ensured that a varied wildlife habitat has been maintained, it has supported traditional river activities and has managed the landscape in a sensitive way that has seen a real change in the fortunes for the Arcadian Thames. The record of the Thames Landscape Strategy is remarkable. We should rejoice in having such an enthusiastic and committed partnership to guide the process of change along such a special stretch of river. I congratulate the Thames Landscape Strategy for what they have done so far and offer them my whole-hearted support for the next 25 years. I look forward to continued success.

Sir David Attenborough, Founding Patron
Thames Landscape Strategy

