

# Developing Investible Projects

A guide for CaBA partnerships in the North West River Basin District wishing to access innovative finance



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August 2023



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# Foreword

This guidance was created by Eunomia Research & Consulting Ltd. as part of the Natural Course EU LIFE funded project 'Catchment Partnerships Business Engagement Support'.

The purpose of the project is to equip Catchment Partnerships in the North West River Basin District with the necessary skills to develop investible projects attracting innovative finance, with the end goal of delivering better outcomes for the water environment at scale.

This guidance is part of our programme of support, and will be updated periodically throughout the duration of the project.

We have structured our programme of support around the GFI Investment Readiness Toolkit to help you navigate through your journey to engaging with the private sector, but we've also included useful guidance on how to influence other's agendas.

We welcome any feedback; please send this to [lauren.duffield@eunomia.co.uk](mailto:lauren.duffield@eunomia.co.uk).



**Click here to get started**



# How to use this guide

Click the titled icons or section of the GFI toolkit 'snake' to navigate to the desired page.

You can also scroll through each page.

To return to the home page, click the house icon in the corner of each page.

To navigate through all the slides, use the arrow buttons in your PDF viewing software.

For additional help, please contact [lauren.duffield@eunomia.co.uk](mailto:lauren.duffield@eunomia.co.uk)

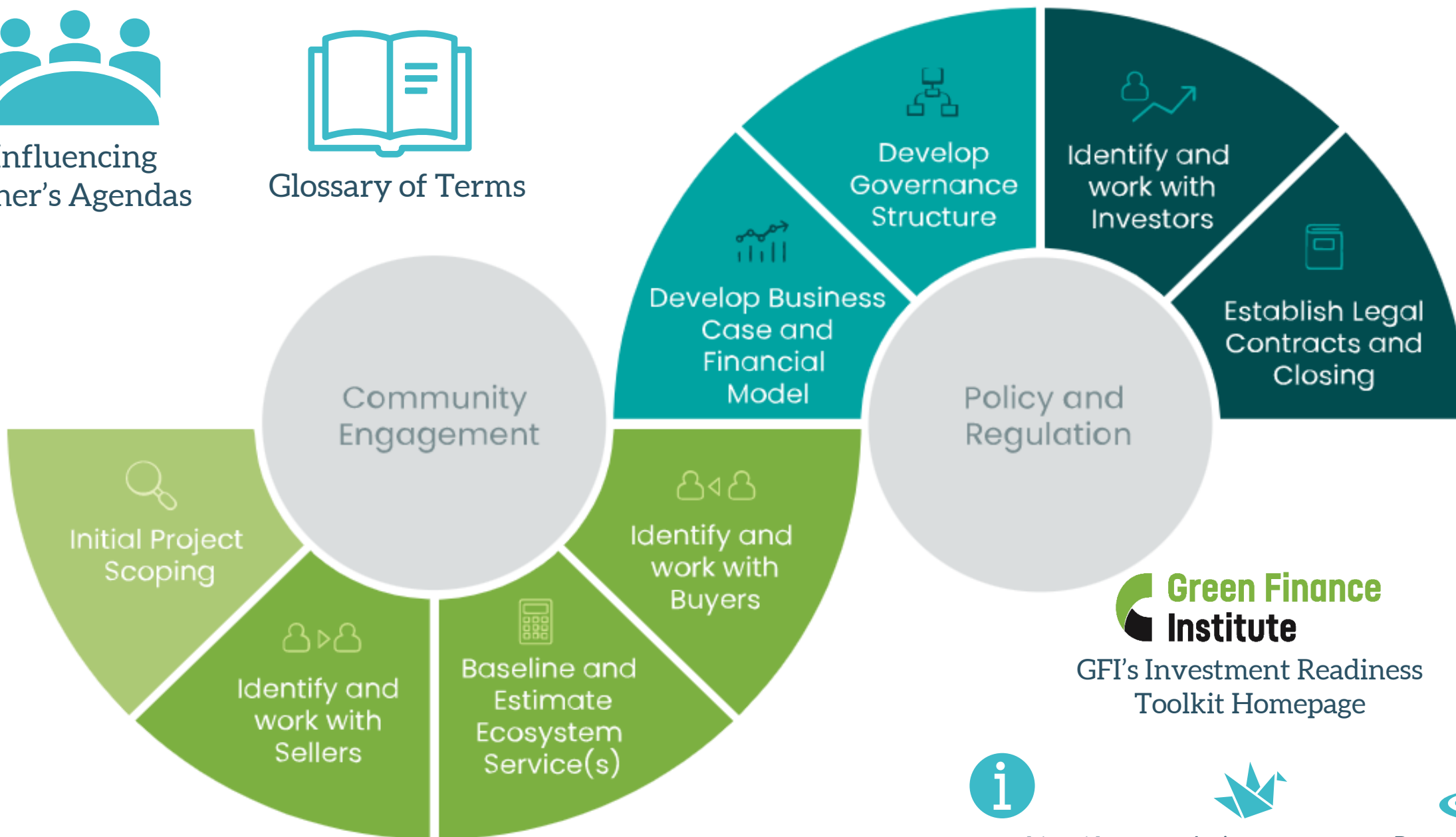




Influencing  
Other's Agendas



Glossary of Terms



GFI's Investment Readiness  
Toolkit Homepage



[How to use this guide](#)



[Assignments](#)



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# 1. Initial Project Scoping

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> How to understand the site(s), land use change needed, how this sits within the local vision, and permits/consents needed and costs. Get a view of potential grant funding, revenue streams and buyer interest.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk">Initial Project Scoping (greenfinanceinstitute.co.uk)</a>
<b>NEIRF SharePoint:</b> Webinar by GFI on Initial Project Scoping	A webinar accessed via the NEIRF SharePoint/GFI YouTube channel	<a href="#">GFI Toolkit Milestone 1</a>
<b>CaBA:</b> A 'biodiversity pack' which contains comprehensive information on building conservation and biodiversity goals into projects whilst working in line with current thinking and policy. A NFM planning guide and a suite of tools for planning water quality interventions.	Guidance documents and tools including 'Source Apportionment GIS' (SAGIS) to quantify pollutant loads.	<a href="#">CaBA Biodiversity Pack</a> <a href="#">Planning NFM Projects (Tools)</a> <a href="#">Planning Water Quality Interventions (Tools)</a>

# 1. Initial Project Scoping

Guidance provided	Nature of content	Link
<b>Eunomia:</b> How to cost different habitat creation and enhancement interventions	The guidance provides information on the costs involved as well as case studies and tips to support appraisal. Costs include those relating to initial planning, assessment and design, community/landowner liaison, land acquisition costs (where applicable), operation, maintenance and monitoring.	<a href="#"><u>Cost estimation for land use and run-off</u></a>  <a href="#"><u>Cost estimation for habitat creation</u></a>  <a href="#"><u>The Economic Case for Investment in Natural Capital in England</u></a>
<b>Social Business Design:</b> Information on project scoping that may better fit a business case idea involving a product or service that doesn't necessarily involve land use changes.	Website with case studies and guidance for producing business models for social enterprises;	<a href="#"><u>Social Business Design</u></a> : Main website
<b>The canvas kit for nonprofits:</b> A tool to help nonprofits find ways to become a more flexible, effective, and innovative – helping to streamline finances and/or work out how to gain more funding for day-to-day costs of running a nonprofit. Can be applied to project scoping for ideas that don't involve land use change.	PDF explaining the canvas and how it is useful for human-centred, non-profit organisations.	<a href="#"><u>Business Model Canvas</u></a>



# 2. Identify and work with sellers

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> How to identify sellers through mapping them to project scope. Approaching and ongoing engagement with sellers, including how to discuss pricing.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk">Identify and work with sellers (greenfinanceinstitute.co.uk)</a>
<b>NEIRF SharePoint:</b> Webinar by GFI on Identify and work with sellers	A webinar accessed via the NEIRF SharePoint/GFI YouTube channel	<a href="#">GFI Toolkit Milestone 2</a>
<b>CaBA:</b> Performing a stakeholder analysis and guidance on how to engage with rural sectors.	Two guidance documents	<a href="#">Stakeholder Analysis</a> <a href="#">Engaging with rural sectors</a>



# 3. Baseline Estimate and Ecosystem Services

Guidance provided	Nature of content	Link
<p><b>GFI Toolkit:</b> Developing the methodology for baselining and modelling ecosystem services, planning the new habitat and planning for post-implementation.</p>	<p>Guidance on how to complete each element, case studies and a detailed checklist of activities.</p>	<p><a href="https://greenfinanceinstitute.co.uk"><u>Baselining and Estimating Ecosystem Services (greenfinanceinstitute.co.uk)</u></a></p>
<p><b>NEIRF SharePoint:</b> Webinar by GFI on Baseline and Estimate Ecosystem Service(s)</p> <p>Stacking and bundling slides/presentation showing how to individually set prices for each benefit of a project to prevent double selling.</p>	<p>A webinar accessed via the NEIRF SharePoint/GFI YouTube channel.</p> <p>Presentation slides and video recording.</p>	<p><a href="#"><u>GFI Toolkit Milestone 3</u></a></p> <p><a href="#"><u>Stacking and bundling slides</u></a></p> <p><a href="#"><u>Stacking and bundling presentation recording</u></a></p>
<p><b>CaBA:</b> Some tools provided by CaBA, useful in the project scoping and identifying buyers, will be useful here too.</p> <p>A case study document on how landowners can help maintain watercourses in Shropshire; something like this can help with post-implementation of a project.</p>	<p>A suite of tools that may also be used for ecosystem services estimates.</p>	<p><a href="#"><u>Catchment Data Explorer</u></a></p> <p><a href="#"><u>Planning NFM Projects</u></a></p> <p><a href="#"><u>Planning Water Quality Interventions</u></a></p> <p><a href="#"><u>WWF Water Risk Filter</u></a></p> <p><a href="#"><u>Case Study: Watercourse Maintenance for Landowners Best Practice</u></a></p>





# 4. Identify and work with buyers

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> How to map beneficiaries and potential buyers, approach them and maintain ongoing engagement.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk"><u>Identify and work with buyers (greenfinanceinstitute.co.uk)</u></a>
<b>NEIRF SharePoint: Webinar :</b> Webinar by GFI on Identifying and working with buyers.	A webinar accessed via the NEIRF SharePoint/GFI YouTube channel	<a href="#"><u>GFI Toolkit Milestone 4</u></a>
<b>CaBA:</b> How to engage with LEPs by understanding their areas of interest and securing their support for interventions and projects. Learning the roles businesses could play in the Catchment Based Approach. Engaging with Local Authorities, who have a statutory duty to deliver WFD directives, through training sessions.	Reading, case studies and tools to help catchment partnerships engage with the LEP and businesses.	<a href="#"><u>Engaging with Local Enterprise Partnerships</u></a>  <a href="#"><u>Engaging with Businesses</u></a>  <a href="#"><u>Engaging with Local Authorities</u></a>



# 4. Identify and work with buyers

Guidance provided	Nature of content	Link
<p><b>CaBA:</b> Finding funds for projects in urban areas; using case studies of Bath and the Bristol Avon catchment.</p>	<p>A report produced in 2017 for the Environment Agency regarding</p> <p>A webinar presentation of the report content.</p>	<p><a href="#"><u>Finding funds for urban projects – A guide for catchment partnerships</u></a></p> <p><a href="#"><u>Webinar: “Into the dragons’ den: how to find and win funds for your urban catchment projects”</u></a></p>
<p><b>Eunomia:</b> Mapping local buyers</p>	<p>Table summarising different groups and examples of potential funders for nature recovery projects, including those suitable for those of a smaller scale.</p>	<p><a href="#"><u>Mapping Local Buyers</u></a></p>
<p><b>Eunomia:</b> Raising public and philanthropic funding</p>	<p>Report identifying different income generation streams available to catchment partnerships including from trusts and foundations, individual giving, major donors and corporate giving.</p> <p>List of trusts, foundations and individual donors involved in funding nature recovery as part of the Environmental Funders Network.</p>	<p><a href="#"><u>Income generation report of Catchment Partnerships</u></a></p> <p><a href="#"><u>Environmental Funders Network</u></a></p>



# Mapping Local Buyers

Funder group	Funder	Example	Suitable for small scale projects	Ecosystem service						
				Carbon	Biodiversity	Water quality	Air quality	Flood management	Recreation	Agriculture
Public sector buyer	Local Council	See links <a href="#">here</a>	Yes	Y	Y	Y	Y	Y	Y	
	Local Enterprise Partnership (LEP)/Growth Deal Organisation	See links <a href="#">here</a>	No	Y	Y	Y	Y	Y	Y	Y
	Public bodies responsible for infrastructure development	Infrastructure and Projects Authority	No	Y	Y			Y		
	Public bodies (looking to offset their carbon emissions)	<a href="https://www.local.gov.uk/case-studies/offset-options-achieve-net-zero-2030">https://www.local.gov.uk/case-studies/offset-options-achieve-net-zero-2030</a>	No	Y	Y					
	Public sector healthcare providers	See links <a href="#">here</a>	No				Y		Y	
Private sector buyer	Private sector healthcare providers	Bupa Healthy Cities programme	Yes				Y		Y	
	Network Rail and other relevant rail operators	<a href="#">Biodiversity - Network Rail Sustainability Strategy</a>	No	Y	Y					
	Other large infrastructure projects in the NW region	National Infrastructure Planning – North West	No	Y	Y					
	Housing developers	Barratt Developments – Sustainability Fwk	No	Y	Y	Y		Y		
	Lead Local Flood Authorities (LLFAs)	See links to FRMP <a href="#">here</a> , or LAs <a href="#">here</a> , Funding from government for flood risk reduction	No					Y		
	Water company	United Utilities	Yes	Y	Y	Y		Y		
	Energy company	Electricity North West – Green Financing Framework	No	Y						
	Tourism and ecotourism sector	Cumbria Tourist Board	Yes		Y				Y	
	Insurance and reinsurance providers (to reduce potential liabilities)	List of reinsurers <a href="#">here</a>	No					Y		
	Food retailers & food and beverage companies	Kellogg's (Plant outside Manchester), Nestle	No	Y	Y					Y
	Local private companies (carbon offsetting, corporate partnerships/CSR/ESG)	Lakeland (e.g. £20k donation to Cumbria WT)	Yes	Y	Y	Y	Y	Y	Y	Y
Donors	Philanthropists or companies with charitable foundations	Search engine to help find potential grants: <a href="https://grantnav.threesixtygiving.org/#">https://grantnav.threesixtygiving.org/#</a>	Yes	Y	Y	Y	Y	Y	Y	Y
	Charities or community groups	Local “Friends of Parks” groups – See “Funding & Finance” case studies: <a href="https://parkscommunity.org.uk/case-studies/">https://parkscommunity.org.uk/case-studies/</a>	Yes	Y	Y	Y	Y	Y	Y	Y
	Public donations/crowdfunding	<a href="https://stumpupfortrees.org/about-us/">https://stumpupfortrees.org/about-us/</a>	Yes	Y	Y	Y	Y	Y	Y	Y



# 5. Develop Business Case and Financial Model

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> Development of a financial model, testing the model with identified needs of investment, writing the business case.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk"><u>Develop Business Case and Financial Model (greenfinanceinstitute.co.uk)</u></a>
<b>NEIRF SharePoint:</b> Webinar by GFI on Developing Business Case and Financial Model	A webinar accessed via the NEIRF SharePoint/GFI YouTube channel	GFI Toolkit <a href="#"><u>Milestone 5</u></a>
<b>CaBA:</b> How to capture benefits of CaBA delivery in a way that they can be presented for a business case.	A short guide on capturing and outlining benefits.	<a href="#"><u>A guide to capturing benefits</u></a>
<b>Eunomia:</b> Negotiating with buyers	<p>Guidance on how best to approach buyers, what information to present and which price points to be prepared with.</p> <p>A best practice guide for the design and implementation of environmental schemes, including a dedicated section on negotiating and implementing agreements with buyers (pages 62-66).</p>	<p><a href="#"><u>Identify and Work with Buyers - Approaching Buyers (greenfinanceinstitute.co.uk)</u></a></p> <p><a href="#"><u>Payments for Ecosystem Services: A Best Practice Guide</u></a></p>



# 6. Develop Governance Structure

Guidance provided	Nature of content	Link
<p><b>GFI Toolkit:</b> Designing decision making and performance reporting processes (who, why, how, when?), identifying risk and risk appetite amongst stakeholders and supporting objectives and requirements through creation of a legal entity (if required).</p>	<p>Guidance on how to complete each element, case studies and a detailed checklist of activities.</p>	<p><a href="https://www.greenfinanceinstitute.co.uk"><u>Develop Governance Structure (greenfinanceinstitute.co.uk)</u></a></p>
<p><b>NEIRF SharePoint:</b> Webinar date was 20<sup>th</sup> June 2023.</p> <p>Guest webinar regarding the governance of blended funding approaches.</p> <p>Folder containing tools and guidance for reporting, monitoring and evaluation.</p>	<p>Webinars accessed via the NEIRF SharePoint/GFI YouTube channel.</p> <p>Guidance and excel tools for use when reporting, monitoring and evaluating projects.</p>	<p><a href="#"><u>Develop Governance Structure Webinar Recording</u></a></p> <p><a href="#"><u>Governance of blended funding approaches</u></a></p> <p><a href="#"><u>Governance of blended funding approaches – Slide deck</u></a></p> <p><a href="#"><u>Folder of tools for reporting, monitoring and evaluating</u></a></p>
<p><b>CaBA:</b> Guidance on working out who key stakeholders may be.</p>	<p>A guidance document.</p>	<p><a href="#"><u>Guidance on stakeholder analysis</u></a></p>



# 7. Identify and work with investors

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> How to define an investment 'ask', approach investors and maintain ongoing engagement. Securing offers.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk"><u>Identify and work with investors (greenfinanceinstitute.co.uk)</u></a>
<b>NEIRF SharePoint:</b> Webinar date was 24 <sup>th</sup> July 2023.  Guest webinar on what investors want.	Webinars accessed via the NEIRF SharePoint or GFI YouTube channel	<a href="#"><u>Identify and work with investors webinar recording.</u></a>  <a href="#"><u>What investors want</u></a>
<b>CaBA:</b> A report to prepare CPs for private investment and identifying opportunities.	Guidance on engaging investors	<a href="#"><u>Is your partnership investor savvy?</u></a>



# 8. Establish Legal Contracts and Closing

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> Information on outlining resources for contract development, common types of contracts and how to close a contract.	Guidance on how to complete each element, case studies and a detailed checklist of activities.	<a href="https://www.greenfinanceinstitute.co.uk"><u>Establish Legal Contracts and Closing (greenfinanceinstitute.co.uk)</u></a>
<b>NEIRF SharePoint:</b> Webinar date 24 <sup>th</sup> August 2023.	A webinar accessed via the NEIRF SharePoint/GFI YouTube channel	<a href="#"><u>Register for the Establish Legal Contracts and Closing Webinar</u></a>





# Influencing Others' Agendas

Influencing others' agendas is an important and sometimes overlooked action which can help partnerships to achieve their goals and aims.

Influencing may take time, but if successful, the impact can be incredibly beneficial to partnerships as it can better align large scale funding, resources and decisions to help deliver your vision.

The left link below will take you to a list of relevant plans and strategies for the NWRBD, along with advice for how to potentially influence those plans and strategies.

To the right, resources on how to develop skills of influence.



[Influencing Plans and Strategies](#)



[Becoming more influential](#)







# Influencing Plans and Strategies

Plan/Strategy	Hyperlink	How to Influence
<p><b>Flood Risk Management Plans (FRMP)</b></p> <p>Explain the risk of flooding from rivers, the sea, surface water, groundwater and reservoirs and how risk management authorities will work with communities to manage flood risk over the next 6 years.</p>	<p><a href="#">FRMP 2021-2027</a></p>	<p>Influence here is limited as the plans are still siloed within the EA.</p> <p>However, there may be a separate co-ordination route through the Partnership and Water Strategy officers; the FRMP equivalent of catchment coordinators. As FRMPs tend to be engineering focused, CPs could bring more Natural Flood Management (NFM) into the plan.</p> <p>A growing way of working at an operational level (place based) catchment grouping at an area level they could communicate at.</p> <p>Ongoing consultation based on annual report findings e.g., 2022 “you say we did” report.</p> <p>In 2025 the Environment Agency will produce new long-term investment scenarios which will provide an economic assessment of future flood and coastal erosion risk management for the next 50-100 years in England.</p>
<p><b>Local Economic Partnership (LEP) Strategic Economic Plans</b></p> <p>Set out how a region will develop its economy over the medium term to stimulate sustainable economic growth and create jobs.</p>	<p><a href="#">Cumbria - 2014-2024</a></p> <p><a href="#">Lancashire - 2015-2025</a></p> <p><a href="#">Greater Manchester (Economic Vision)</a></p> <p><a href="#">Liverpool City Region (Growth Strategy)</a></p> <p><a href="#">Cheshire &amp; Warrington</a></p>	<p>Keep an eye on plan drafting stages (e.g. Cumbria and Lancashire likely to be in drafting stage).</p> <p>Direct route through the Local Nature Partnerships (if there is one), who have a formal seat at the LEP tables.</p> <p>There is a possibility of CPs getting a seat at a LEP with persistence.</p>





# Influencing Plans and Strategies

Plan/Strategy	Hyperlink	How to Influence
<b>River Basin Management Plans (RBMP)</b>  Set out how organisations, stakeholders and communities will work together to improve the water environment.	<a href="#">NWRBD RBMP Updated 2022</a>	<p>The <a href="#">catchment data explorer</a> is a good information exchange platform.</p> <p>CPs already have a direct route of influence into RBMPs as they are required to make a response.</p>
<b>Local authority Local Plans</b>  Form a framework that planning applications are assessed against.	<a href="#">CLICK HERE</a>	<p>There is currently a capacity/resourcing issue with Local Planning Authorities (LPAs); the Catchment Partnerships (CPs) could provide that service. The benefit of CPs is regular contact with the EA catchment coordinator who could bring and interpret data. There's an opportunity to offer this service to the LPA,</p> <p>Many LPAs have a consultation database where a request can be made to be added to a mailing list. E-mail updates regarding the Local Plan and any consultation processes will then be received. E-mail the planning department with a request to be added if it's not clear from the website.</p> <p>Yorkshire Dales NPA - <a href="#">Consultation</a></p> <p>South Lakeland DC - <a href="#">Currently in review</a></p> <p>Central Lancashire - <a href="#">Consultation running now</a></p> <p>Salford Local Plan - <a href="#">Consultation</a> for Part 2</p>





# Influencing Plans and Strategies

Plan/Strategy	Hyperlink	How to Influence
<b>Local Nature Recovery Strategies (LNRS)</b>  Establish priorities and map proposals for specific actions to drive nature's recovery and provide wider environmental benefits.	<b><u>Cumbria</u></b> (Pilot) – Aug 2020 – May 2021  <b><u>Greater Manchester</u></b> (Pilot) – Aug 2020 – May 2021  Future targets will initially run to 2030.  Last consultation closed 2021. Scheme due to be fully rolled out by 2024 (source <a href="#">here</a> ).	<p>There is currently a capacity/resourcing issue with Local Planning Authorities (LPAs); the Catchment Partnerships (CPs) could provide that service. The benefit of CPs is regular contact with the EA catchment coordinator who could bring and interpret data. There's an opportunity to offer this service to the LPA,</p> <p>There's a possible entry point through the Local Nature Partnership, where there is one.</p> <p>Sign up to Defra's <a href="#">Co-design</a> (for Future Farming and Countryside Programme); also mentions LNRS <a href="#">here</a>.</p> <p>A potentially useful link here: <a href="#">Local nature partnerships: Locations and key contacts</a>.</p> <p>Information on BNG and LNRS for LPAs (but likely to be of interest <a href="#">here</a>).</p>
<b>Water Company - Asset Management Plan (AMP)</b>	<b><u>UU AMP7 2020-2025</u></b>  <b><u>Business Plan 2020-2025</u></b>	<p>The main route is through the <a href="#">WINEP</a> consultation process. This is running currently and should happen every 5 years.</p> <p>As UU sit as partners on the partnership, there is a possibility of influence directly.</p>





# Influencing Plans and Strategies

Plan/Strategy	Hyperlink	How to Influence
<b>Local Nature Partnership (LNP)</b>  Brings together local organisations, businesses and people who want to improve their local natural environment. They have a seat on the LEP.	Launched February 2023.  See <a href="#">here</a> .	Becoming a partner within the LNP is the best way.  List of key contacts <a href="#">here</a> .
<b>Green Infrastructure Framework (GIF)</b>  Provides standards by which Local Planners need to consider when developing Blue/Green Infrastructure.	Some pilot projects currently running.  See <a href="#">here</a> .	A possible route by providing blue infrastructure projects for Nature Recovery Strategy habitat maps; many Local Planning Authorities (LPAs) recognise green infrastructure, but not blue, so early contact with the LPA is advised.  There is currently a capacity/resourcing issue with LPAs; the CPs could provide that service. The benefit of CPs in the contact with the EA catchment coordinator who could bring and interpret data. There's an opportunity to offer this service to the LPA.





# Influencing Plans and Strategies

Plan/Strategy	Hyperlink	How to Influence
<p><b>Primary Care Networks (PCN)</b></p> <p>Primary care networks (PCNs) build on the core work of current primary care services and enable greater provision of proactive, personalised, coordinated and more integrated health and social care for communities.</p>	<p><a href="#"><u>Central Liverpool PCN</u></a></p> <p><a href="#"><u>Lancashire and South Cumbria PCNs</u></a></p> <p><a href="#"><u>North Cumbria PCNs</u></a></p> <p><a href="#"><u>Greater Manchester PCN</u></a></p>	<p>PCNs are currently eligible for funding from the Investment and Impact Fund, which incentivises PCNs to deliver high quality care to their population, including the provision of social prescribing.</p> <p>It may be worth e-mailing the PCNs in your catchment to see if they have provision for funding green and blue prescribing projects in your catchment.</p>

# Local Authority Local Plans (Links)

<u>NORTH WEST REGION</u>		<u>CUMBRIA</u>
<a href="#">Blackburn with Darwen 2021-2037</a>	<a href="#">Salford - 2023-2037</a>	<a href="#">Allerdale BC 2014-2029</a>
<a href="#">Blackpool 2016-2027</a>	<a href="#">Sefton - 2015-2030</a>	<a href="#">Barrow BC 2016-2031</a>
<a href="#">Bolton 2011-2026</a>	<a href="#">St Helens - 2022-2037</a>	<a href="#">Carlisle CC 2015-2030</a>
<a href="#">Bury 2018-2037</a>	<a href="#">Stockport - 2022-2038</a>	<a href="#">Copeland BC 2021-2038</a>
<a href="#">Cheshire West and Chester 2015-2030</a>	<a href="#">Tameside - 2017-2035</a>	<a href="#">Eden DC 2014-2032</a>
<a href="#">Cheshire East 2010-2030</a>	<a href="#">Trafford - 2012-2026</a>	<a href="#">South Lakeland DC -2010-2025</a>
<a href="#">Cumberland - 2023-2027</a>	<a href="#">Warrington - 2021-2038</a>	
<a href="#">Halton 2022-2037</a>	<a href="#">Westmorland and Furness - 2023-Unclear?</a>	
<a href="#">Knowsley 2016-2028</a>	<a href="#">Wigan - 2013-2026</a>	<b>NATIONAL PARKS</b>
<a href="#">Liverpool - 2013-2033</a>	<a href="#">Wirral - 2021-2037</a>	<a href="#">Lake District NPA 2020-2035</a>
<a href="#">Manchester - 2012-2027</a>	<b>CENTRAL LANCASHIRE 2012 (Review started in 2018)</b>	<a href="#">Yorkshire Dales NPA 2023-2040</a>
<a href="#">Oldham - 2011-2026</a>	- <a href="#">Preston CC - 2012-2026</a>	
<a href="#">Rochdale - 2016-2028</a>	- <a href="#">Chorley Council - 2012-2026</a>	
	- <a href="#">South Ribble BC - 2012-2026</a>	





# Becoming More Influential

Content TBC

Guidance provided	Nature of content	Link
<b>Media Trust:</b> A guide for how to use social media to raise your profile, designed with community groups in mind but also relevant to anyone in the charitable sector.	A four-page document (20-minute read) with useful advice and best practice, as well as tips and tools to help organise and promote content on social media	<a href="#"><u>Raising your profile on Social Media</u></a>
<b>JustGiving:</b> JustGiving are a fundraising platform, used by individuals and charities to raise funds for specific or general causes.	A detailed blog post in JustGiving's "Tips and How To Guides" with advice for charities to improving engagement and fundraising through social media (sometimes referred to as "crowd funding").	<a href="#"><u>Blog: Where should I start with charity social media?</u></a>
<b>WWF:</b> WWF have produced some guidance on how to attract private investment for 'sustainable landscapes.	A downloadable guide (webinar link expired)	<a href="#"><u>Attracting Private Investments for Sustainable Landscapes</u></a>
<b>Scottish Forum on Natural Capital:</b> Scottish example but still relevant; especially in thinking about how to <b>be more 'salesy'</b> in your approach to financing projects.	A webinar on how to build a project pipeline, how to approach buyers and more perspectives on "what are ecosystem services".	<a href="#"><u>Building the Project Pipeline: How to approach buyers and overview of Ecosystem Services</u></a>





# Understanding and aligning project with local, regional and national policy and corporate goals

The table on the following pages was presented in our face-to-face workshop as part of an activity and feedback was that it was a useful exercise.

The table was constructed as follows:

- Columns A and B used initial project ideas submitted by CaBA partnerships
- Columns C and D translated the environmental perspective on tangible benefits into benefits from a buyers perspective and identified who the beneficiaries might be.

**Instructions to presenters:** You are a wildlife trust who wants to talk to potential buyers about ideas you have to improve the local environment.

*Round 1:* Present your ideas enthusiastically to the buyers before you using the project ideas and benefits expressed in columns A&B

*Round 2:* Present your ideas enthusiastically to the buyers before you using the project ideas and benefits expressed in columns A&C

**Instructions to workshop participants:** Participants were invited to play one of the beneficiaries and given a list of benefits they were looking for – aligned to their business objectives. After each round of presentations you will be asked to signal your interest in the idea by raising one finger for each benefit mentioned.







# Understanding and aligning project with local, regional and national policy and corporate goals

A: Project idea/element	B: Tangible Benefits – Environmental Perspective	C: Tangible Benefits – Buyer perspective	D: Beneficiary
<b>Prevention: Natural Flood Management (NFM)</b>	Reduced risk of flooding	Reduced business expense / loss of earnings from reduced productivity due to flooding Reduced reparation costs Lower insurance premiums Reduced costs to local residents including on mental health	Local Businesses Water companies Road and rail network organisations Flood Re Insurance companies Interested bodies to meet their own agendas i.e. Environment Agency; local growth programmes; local authorities; flood risk authorities; public health and social care organisations;
<b>Prevention: Prevention of pollution - behavioural changes e.g. anti-litter campaign, speaking to businesses/farmers</b>	Litter and pollution reduction	A nicer local working environment (staff recruitment and retention)	Local businesses Tourism secto
<b>Prevention: Prevention of pollution- physical changes e.g. SuDS</b>	Improved water quality Water storage	Reduced water treatment costs Reduced cost of alternative traditional water storage interventions Meeting environmental and social objectives / reputation enhancement	Water company Local businesses
<b>Restoration; removal of hard infrastructure</b>	River restoration Biodiversity improvement Improved visual amenity	Reduced maintenance cost of hard infrastructure maintenance Riverine Biodiversity Units	Environment Agency Developers





# Understanding and aligning project with local, regional and national policy and corporate goals

A: Project idea/element	B: Tangible Benefits - Environmental Perspective	C: Tangible Benefits - Buyer perspective	D: Beneficiary
<b>Restoration: Footpath improvement or creation</b>	Footpath improvement  Recreational access	A nicer local working environment (staff recruitment and retention) Meeting environmental and social objectives / reputation enhancement	Local businesses Tourism sector
<b>Restoration: Remove pollution &amp; litter</b>	Litter and pollution reduction	A nicer local working environment (staff recruitment and retention) Meeting environmental and social objectives / reputation enhancement	Local businesses Tourism sector
<b>Restoration: Habitat improvement e.g. INNS removal, woodland management</b>	Habitat improvement Biodiversity improvement INNS	Carbon credits Biodiversity Units A nicer local working environment (staff recruitment and retention) Meeting environmental and social objectives / reputation enhancement	Local businesses Public sector Developers Water companies Road and rail network organisations Tourism sector
<b>Creation: Creation of new habitats, including to improve habitat connectivity</b>	Habitat creation Biodiversity improvement	Biodiversity units A nicer local working environment (staff recruitment and retention)	Local businesses Public sector Developers Water companies Road and rail network organisations Tourism sector





# Understanding and aligning project with local, regional and national policy and corporate goals

A: Project idea/element	B: Tangible Benefits – Environmental Perspective	C: Tangible Benefits – Buyer perspective	D: Beneficiary
Community engagement through citizen science e.g. River Guardians	Community engagement Training of local community	Access to skilled workers Improved employability and mental wellbeing of local communities	Local businesses Local growth programmes Local authorities Public health and social care organisations
Community engagement through low skilled volunteering	Training of local community	Access to skilled workers Improved employability and mental wellbeing of local communities	Local businesses Local growth programmes Local authorities Public health and social care organisations
Community engagement: Active training of volunteers for more skilled work	Training of local community	Access to skilled workers Improved employability and mental wellbeing of local communities	Local businesses Local growth programmes Local authorities Public health and social care organisations
Establishing protected status for the area e.g. local nature reserve/SSSI	Habitat creation/restoration Biodiversity improvement	Biodiversity Units A nicer local working environment (staff recruitment and retention)	Developers Local businesses Tourism sector
Potential creation of a saleable ‘product’ e.g. Phosphorous, sustainable timber	Improved water quality Production of sustainable timber	Reduced cost of alternative phosphorous reduction activities Access to locally produced/sustainable timber	Water company Developers Local businesses



# Policy and Regulation

Guidance provided	Nature of content	Link
<b>GFI Toolkit:</b> Resources to help those designing projects to consider how current and future policy may affect that project, as well as find potential opportunities for the project to inform policy.	Useful links and videos, information on Nature-Based Standards and Codes (e.g. Woodland Carbon Code), stacking and bundling mechanisms for packaging and selling environmental services, and government strategies and programmes of support.	<a href="#">Policy and Regulation</a>

See also...



Influencing  
Plans and  
Strategies



Understanding and aligning  
project with local, regional  
and national policy and  
corporate goals



# Community Engagement

Guidance provided	Nature of content	Link
<p><b>GFI Toolkit:</b> Useful tools to help consider the relationship between the project and stakeholders, the stakeholders role in the project, if any, and things to consider when engaging stakeholders throughout the project.</p>	<p>Case studies, checklists, useful links and videos related to community and stakeholder engagement.</p>	<p><a href="#"><u>Community Engagement</u></a> : see the “Useful Links” section for additional resources</p>
<p><b>Various Resources on Citizen Science</b></p>	<p>A suite of resources outlining guides and research on how to use citizen science to build awareness of your cause, collect supporting data and to provide a free resource to help you in delivery of projects.</p>	<p><a href="#"><u>CEH: Guide to when and how to use citizen science to monitor biodiversity and the environment</u></a></p> <p><a href="#"><u>CEH: Guide to Citizen Science</u></a></p> <p><a href="#"><u>Natural England: Nature Recovery, led by evidence</u></a></p>
<p><b>Various Resources on Crowdfunding</b></p>	<p>Crowdfunder provision of advice and guidance to make a successful project</p> <p>Case studies of crowdfunding initiatives</p>	<p><a href="#"><u>Crowdfunder Knowledge Hub</u></a></p> <p><a href="#"><u>Case Study: Cornwall Climate &amp; Nature Fund</u></a></p> <p><a href="#"><u>Case Study: Heal Rewilding Project</u></a></p> <p><a href="#"><u>Case Study: Highlands Rewilding Project</u></a> - A webinar is also available <a href="#"><u>here</u></a></p>





# Glossary of Terms

Term	Definition
Ecosystem services	The benefits that people obtain directly or indirectly from ecosystems and nature. These can be divided into provisioning services (e.g. food, water, timber), regulating services (e.g. carbon sequestration, pollination, flood risk mitigation), cultural services (e.g. recreation, volunteering, education) and supporting services (e.g. nutrient cycling, maintenance of genetic diversity).
Seller	An individual or group undertaking an environmental intervention which produces the environmental benefit (or ecosystem service) which can then be sold to buyers. Typically, these relate to landowners, managers or farmers who undertake land use or land management change on their land. However, other individuals can also be sellers including local councils, the public sector (e.g. Ministry of Defence) or other landowners (e.g. Transport for London).
Buyer	Any organisation willing to pay for or fund the environmental benefits (or ecosystem services) that your project provides. Potential buyers could be across both the private and public sector: <ul style="list-style-type: none"><li>• <b>Private Sector:</b><ul style="list-style-type: none"><li>- <i>Donors:</i> those from the private sector willing to provide financial capital without requiring a financial return, often to meet corporate social responsibility (CSR) objectives.</li><li>- <i>Buyers:</i> organisations seeking to purchase environmental credits such as Biodiversity Net Gain (BNG), Nutrient Neutrality (NN) or carbon, or where the environmental benefits provide direct benefits to the businesses such as cost savings.</li></ul></li><li>• <b>Public Sector:</b><ul style="list-style-type: none"><li>- <i>Funders:</i> including government grants and competitive funding schemes such as the Landscape Recovery scheme and Natural Environment Investment Readiness Fund (NEIRF), as well as payments/incentives like Countryside Stewardship and the proposed Sustainable Farming Incentive.</li></ul></li></ul>
Investor	Individuals or organisations looking for an explicit financial return on their investment.
Blended finance	The complementary and strategic use of public, private and philanthropic funds for nature recovery.





## Assignments

Click the link to open the document, then save a copy to your device in order to edit it. If you have any problems, please contact [lauren.duffield@eunomia.co.uk](mailto:lauren.duffield@eunomia.co.uk)



### Overarching Summary Document

The overarching summary document outlines key points from each of the assignments. It's best to start with this document to get a broad picture, then use each of the assignments to 'delve deeper'.



### Assignment 1: Initial Project Scoping



### Assignment 2: Identify and Work With Sellers



### Assignment 3: Baseline Estimate and Ecosystem Services



### Assignment 4: Identify and Work With Buyers



### Assignment 5: Develop Business Case and Financial Model

Each assignment aligns with the first five steps on the GFI Investment Readiness Toolkit 'Snake' Diagram

