

FACT FILE 2023

Cumbria

Landscape Enterprise Networks (LENs) facilitate investment in and delivery of nature-based and agricultural measures to make local landscapes healthier, more productive and resilient, to meet business and society’s long-term needs. They do this by bringing together businesses, landowners, farmers and other organisations with an active interest in a locality, to work together to influence the quality and performance of the landscape they all rely on. The LENs initiative is overseen by UK-based sustainability consultancy 3Keel, with support from our Strategic Partners Nestlé Purina, PepsiCo and Diageo. The initiative is currently operational in six regions – three in the UK and one each in Hungary, Italy & Poland. For more information, visit our [website](#).

WHY DO WE NEED LENs?

Businesses, organisations and investors recognise that the condition of natural systems is material to their long-term ability to thrive. For example, degraded farmland is a risk for long-term food crop productivity and water quality. By partnering to understand and manage businesses’ impacts and dependencies on the natural environment, we can work more effectively to ensure the health, productivity and resilience of local landscapes.

WHY DO THESE PARTNERS WANT TO WORK TOGETHER?

Partners are collaborating to maximise environmental outcomes and create an enduring model that more businesses and land managers will join. Interventions on farms usually deliver multiple outcomes, of interest to multiple partners, so sharing the cost delivers more and better outcomes for all.

HOW IS LENs CUMBRIA FUNDED?

In 2019, an initial trade focused on improving water quality in the river Petteril was funded by United Utilities and Nestlé Purina. Current work to develop further trades has been funded from the Natural Environment Investment Readiness Fund (NEIRF) and the Cumbria innovative flood resilience (CiFR) programme. The long-term aim is to create a self-financing programme, with a small percentage of each trade funding the Resilient Landscapes Cumbria Community Interest Company (CIC) that has been set up as a regional delivery organisation.

HOW LONG WILL IT LAST?

3Keel and Nestlé Purina have designed LENs to become an enduring model with an increasing number of buyers and sellers involved, to enable a systemic change that will deliver long-term outcomes.

HOW DOES LENs WORK WITH EXISTING LAND MANAGEMENT SCHEMES THAT A FARMER OR LAND MANAGER IS PART OF?

LENs seek to complement, support and augment existing initiatives, and their measures are designed with these in mind. LENs cannot pay for a measure that is already being funded via another route, neither will they pay for activities that farmers have a legal duty to undertake.



HOWTOWN AND LAKE ULLSWATER, LAKE DISTRICT, CUMBRIA

LENs CUMBRIA PARTNERS

Founder	3Keel
Founding Partners	Nestlé, First Milk, The Rivers Trust, United Utilities,
LENs Operator	Resilient Landscapes Cumbria CIC
Project Partners	Eden Rivers Trust, Environment Agency, through CiFR, The Rivers Trust, United Utilities

HOW DO I GET INVOLVED?

Email the LENs team: lens@3keel.com



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HOWTOWN AND LAKE ULLSWATER, LAKE DISTRICT, CUMBRIA

2023 SCOPE

The 2023 scope for Cumbria LENS has been to engage with private businesses and support trade discussions focused on co-funding natural flood management (NFM) solutions that meet the needs of the CiFR project, in combination with the needs of co-funding partners, such as nutrient management, biodiversity and soil health. A regional community interest company (CIC) has been established to support trades moving forward. The Resilient Landscapes Cumbria CIC will act as an independent organisation that can convene the demand and supply sides, facilitate transactions, and build the pipeline of trades to maximise the scale and accelerate the rate of ecosystem service trading opportunities.

STAKEHOLDERS

FOUNDER

3Keel is a leading sustainability consultancy based in the UK. It has developed the LENS approach to address critical challenges in agriculture, food systems and landscapes, and has established LENS in a growing number of regions in the UK and Europe, working with partners to build long-term resilience.

PARTNERS

Cumbria innovative flood resilience (CiFR) is a four-year funded programme that aims to work with communities to build environmental and social resilience to flood threats. Part of this work entails exploring the potential for blended finance to support natural flood management (NFM) measures. Programme partners include Natural England, Environment Agency, Lancaster University, Cumbria CVS, Westmorland and Furness Council, Cumberland Council and 3Keel.

The Rivers Trust is an environmental charity that works with member trusts and local communities to ensure the health of rivers across England, Wales, Northern Ireland and Ireland. The umbrella organisation as well as the Eden Rivers Trust are closely involved with Cumbria LENS.

United Utilities provides water and wastewater services in the Northwest of England and are primarily interested in LENS from a water quality and water quantity perspective.

