



**Evidencing the value of  
alternative investments  
in nature**



National  
Trust



# Why do we need an alternative way of valuing nature?

All of us rely on nature

- **YW** fundamentally sell a natural product
- **NT** have a requirement to preserve nature for the benefit of the nation

We need a value to:

- Drive action
- Drive investment
- Avoid over-exploitation
- Drive long term thinking
- Make intangibles tangible



# Landscape scale considerations

Common Cause Partnership  
- 40,000ha of land across Yorkshire  
- reach of over 5 million people

**Making a difference** - Delivering catchment projects that create bigger, better and more joined up healthy habitats across Yorkshire

**Promoting a new nature strategy for Yorkshire** - Influencing government direction for integrated catchment management via tests/trials and supporting evidence

**Who cares?** - Engaging with the people of Yorkshire who benefit from our collaborative approach to land management. Making our work relevant to a broader range of communities, providing spaces and opportunities for 'everyone' to connect and be actively involved in Yorkshire's landscapes



## COMMON CAUSE

# What is 'value'?

Traditional financial profit approach  
versus Triple bottom line

Yorkshire Water **6 Capitals** approach

- Decision Making Framework
- Land Strategy

**Natural** and **Social** capital focus to support long term land management decisions



# The Six Capitals



## FINANCIAL CAPITAL

Our financial health and efficiency.



## HUMAN CAPITAL

Our workforce's capabilities and wellbeing.



## MANUFACTURED CAPITAL

Our pipes, treatment works, offices and IT.



## INTELLECTUAL CAPITAL

Our knowledge and processes.



## NATURAL CAPITAL

The materials and services we rely on from the environment, especially water.

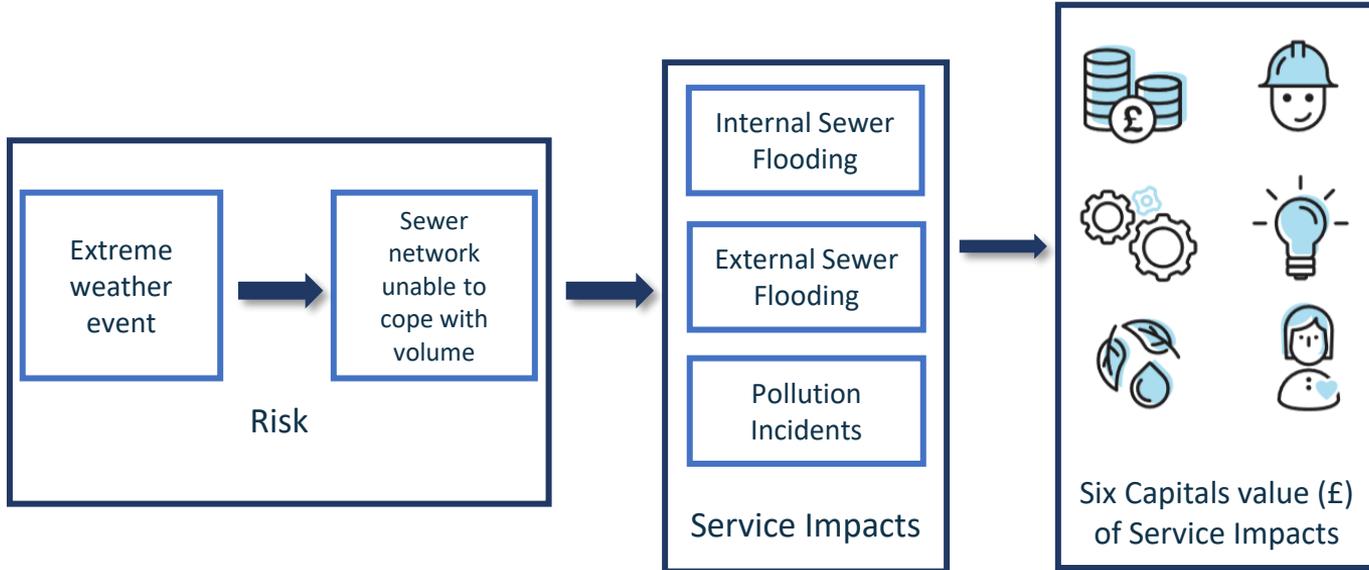


## SOCIAL CAPITAL

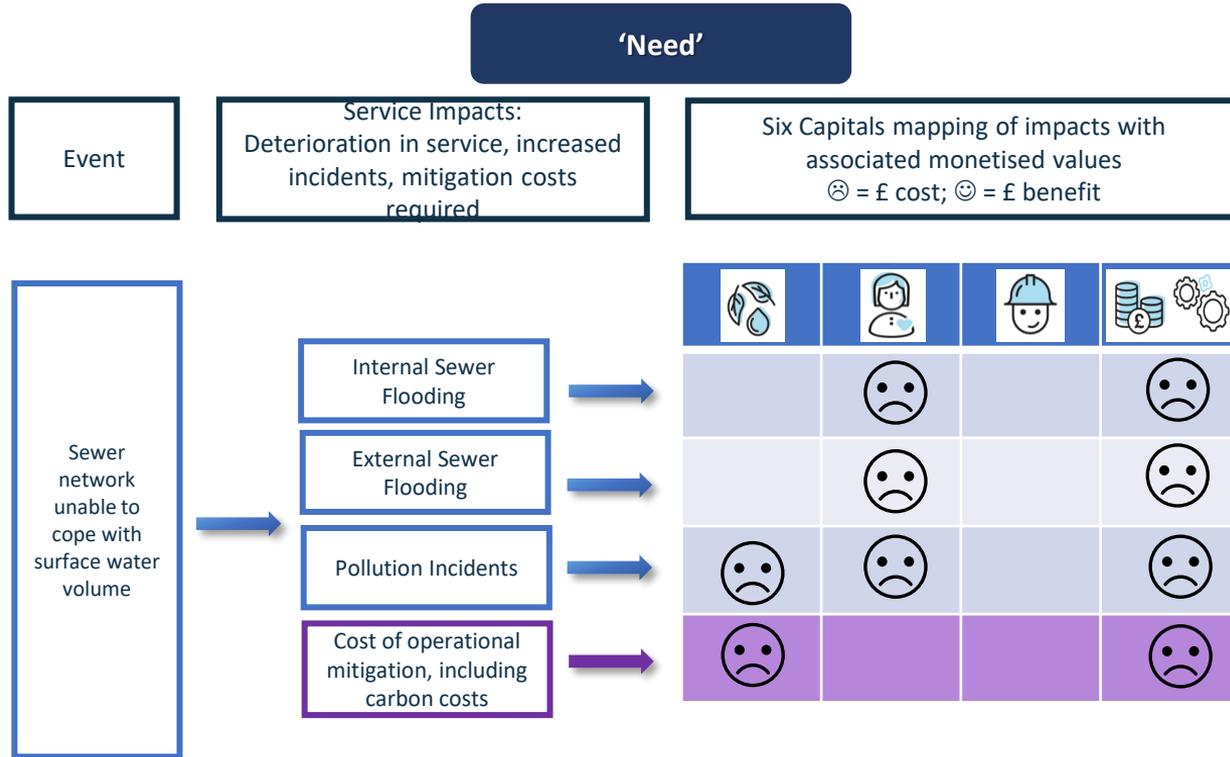
Our relationships and customers' trust in us.

# Risk to outcomes

## Risks to service valued using the 6 Capitals



# Valuation of need



COMMON CAUSE

# Traditional solution

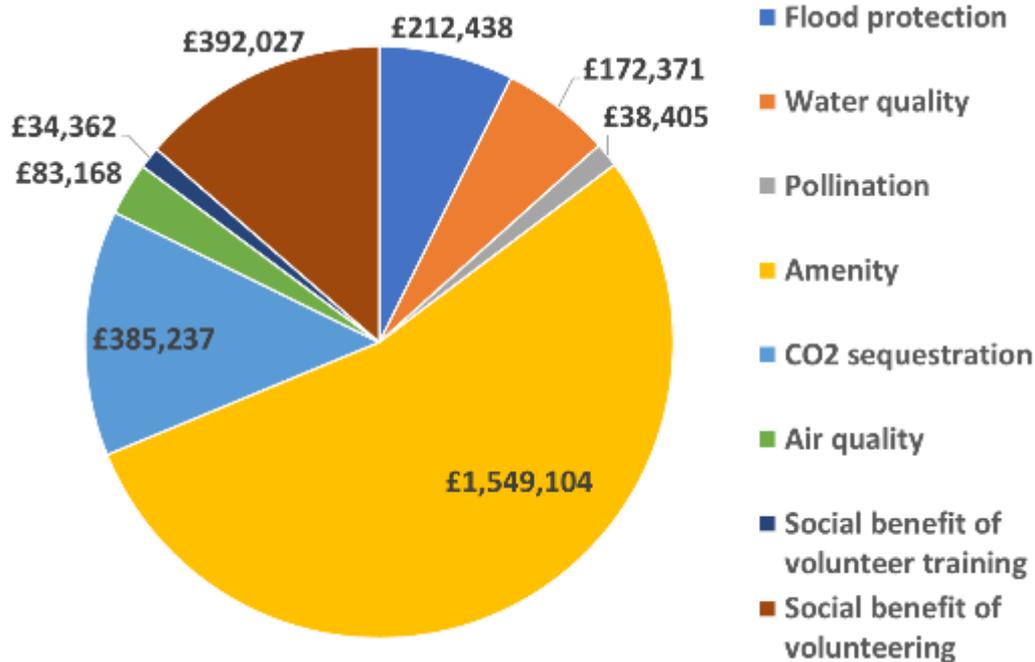


COMMON CAUSE

# Nature based solutions



# Example from our conservation programme



# Driving future investment - River Resilience



- Using better valuation methods to drive non-traditional investment
- Pooling resources and putting partnership outcomes first
- Blending 'concrete' and NBS as well as focusing on organisational as well as ecological resilience

# Natural Flood Management

**Growing Resilience** - 2yr project £1.3 million investment (external funding)

Benefits (non-incurred future costs) - £3m after 10yrs, £6m after 25yrs

- Reduced flood risk to 3,093 homes and businesses (2,071 homes and 1,022 businesses)
- 236 hectares areas of high quality 'green infrastructure'
- 236 hectares of improved biodiversity
- 151 hectares of new woodland
- 38 hectares of restored heathland
- 68 hectares of restored peatland
- 432 tonnes of increased carbon storage

**Landscapes for Water** – 5yr project £12m project  
Projected benefits – £22m after 10yrs, £52m after 25yrs

## Summary of present value benefits (shown as benefits, not as negative costs)

| <i>Total for Natural Capital metrics</i> | 10 years      | 25 years      | 40 years      |
|--|---------------|---------------|---------------|
| Global Climate                           | £1,094,927.33 | £2,169,883.04 | £2,811,514.02 |
| Air Quality                              | £250,391.06   | £496,214.95   | £642,944.92   |
| Flood Regulation                         | £97,819.99    | £193,855.72   | £251,178.56   |
| Water Quality                            | £79,370.96    | £157,294.18   | £203,805.83   |
| Amenity                                  | £1,499,982.08 | £2,972,604.27 | £3,851,598.65 |

## Total present value benefits (no longer presented as negative costs)

|                                     | 10 years              | 25 years              | 40 years              |
|-------------------------------------|-----------------------|-----------------------|-----------------------|
| <b>Natural Capital benefits</b>     |                       |                       |                       |
| Global climate                      | £10,670,380.78        | £24,180,944.97        | £32,245,273.99        |
| Air quality                         | £1,393,195.77         | £3,157,224.74         | £4,210,157.09         |
| Flood regulation                    | £957,615.16           | £2,170,123.07         | £2,893,857.66         |
| Water quality                       | £130,632.13           | £296,035.19           | £394,762.73           |
| Amenity                             | £6,309,377.68         | £14,298,150.88        | £19,066,574.66        |
| Non-use value                       | £3,481,185.49         | £7,888,973.83         | £10,519,941.34        |
| <b>Total</b>                        | <b>£22,942,387.00</b> | <b>£51,991,452.69</b> | <b>£69,330,567.47</b> |
| <b>Benefit by land type</b>         |                       |                       |                       |
| Area of broadleaved woodland        | £19,645,190.29        | £44,519,429.53        | £59,366,629.58        |
| Area of mountains, moors and heaths | £3,297,196.71         | £7,472,023.15         | £9,963,937.89         |
| <b>Total</b>                        | <b>£22,942,387.00</b> | <b>£51,991,452.69</b> | <b>£69,330,567.47</b> |

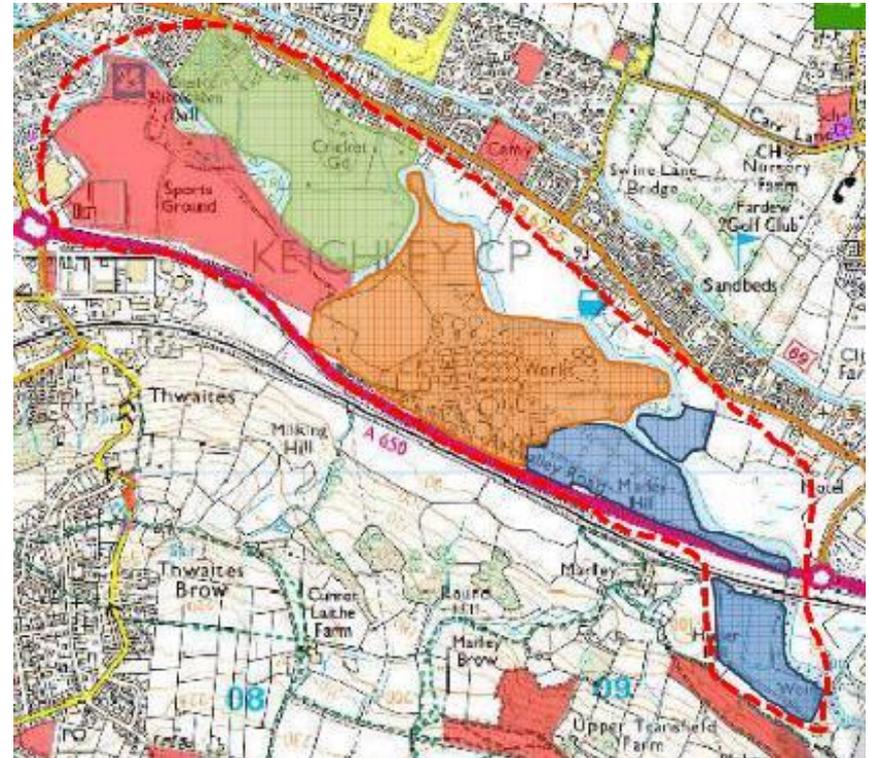
# Keighley Community Land Initiative

## Re-purposing land for community benefit

Opportunities for

- Access and wellbeing
- Recreation
- NFM
- Biodiversity

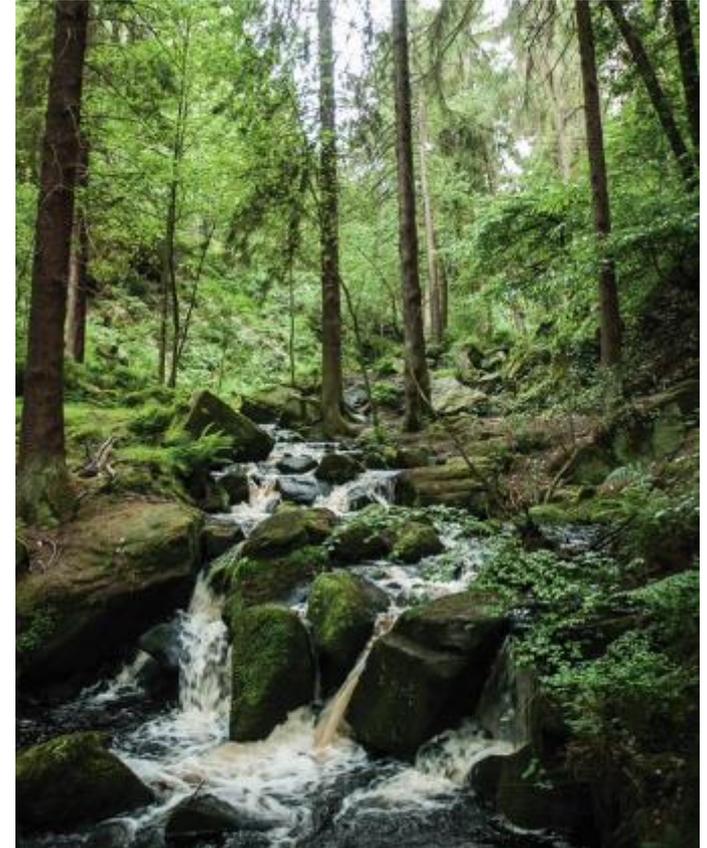
Expected outcomes - increased benefits for **Social** and **Natural** capital – assessment will be carried out on options from community consultation to help determine the future use



## Progress and setbacks

- Learning with each project
- Developing data behind to give better 'estimate' of benefits
- Helps generate meaningful investment – support long term thinking

- Don't get obsessed with monetising things – data rabbit hole
- Imprecise and coarse – don't expect perfection
- Ask 10 people how to measure something and will get 20 answers
- Are we seeing the right results?



# Lessons for ecologists

- Benefits of partnership working
- Sharing learning
- Don't get caught up in the argument/data
- Don't assume you have all the data – continue to evolve

## **Be open to new ways of working and engaging people with the land**

- we need to tap into those who aren't inherently bought in to the value that we perceive

