



# A Landscape Network Opportunity

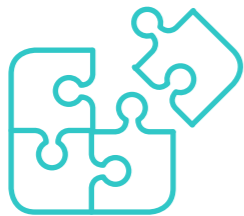
Paper on the findings of the 3Keel meeting  
'Who shapes the land?' 16th–17th April 2015



# Actions and opportunities

Our aim is to connect people to find new ways of working together to shape UK landscapes. Building on our findings from the event in April, we see an exciting opportunity to create a landscape network. We have some ideas for how to make it happen, and we'd value your input...

We want to form a network of organisations that will:



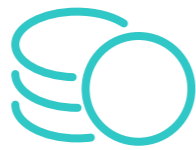
## Solve problems

Connecting like-minded organisations from different sectors to help meet each other's challenges.



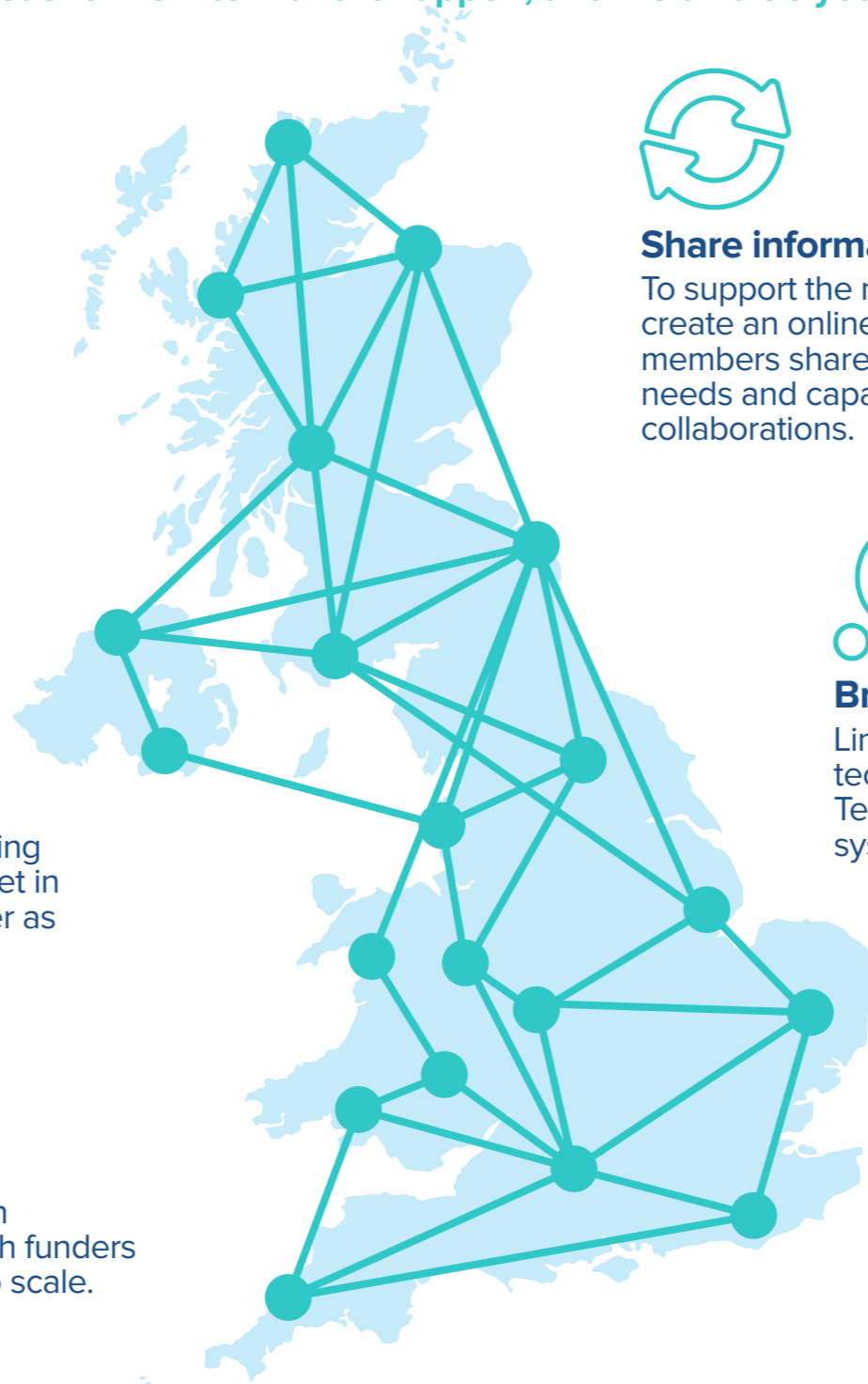
## Bring people together

It's a creative space and a "dating agency"—an opportunity to meet in person, share ideas over dinner as well as during workshops.



## Funding

We'll aim to match collaborations with funders and bring them to scale.



## Share information

To support the network we could create an online portal, where members share information on their needs and capabilities, enabling collaborations.



## Bring new technology to the issue

Linking organisations and ideas to new technology can drive novel solutions. Technologies will include spatial data systems, apps, energy solutions and more.



## Support projects

We think this needs to work practically—so there needs to be ongoing support to nudge nascent ideas into active projects.



# Who shapes the land – and why does it matter?

## Background

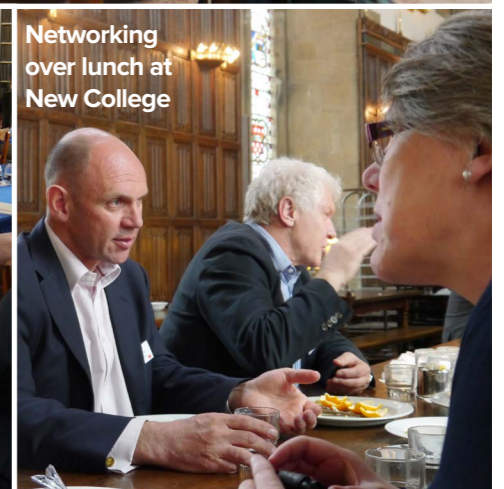
On 16th–17th April, 3Keel convened a meeting of land owners, retailers, farmers, government agencies, conservation charities and others to explore the question—*Who shapes the land?* We developed ideas for collaborations to shape the landscapes that we all depend on. This paper aims to reflect our findings from the event, and to propose a landscape network, to take this work forward.

## Next steps: Creating a landscapes network

The event identified a clear appetite for landscape collaborations. And, given the novelty, scale and complexity of the challenge, there is a need for this to be actively enabled and facilitated. As a result of the event we would like to create this new platform for collaboration: a network of organisations that depend on UK landscapes, and that aim to be strategic in shaping the land.

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  - How can we shape the land?
- Ideas for working together
- Actions and opportunities





# Why bring people together?

**Our aim is to bring together people with diverse connections to the UK landscape, to understand better how we influence the land, and to find new ways of working together.**

Learning from the past, it is clear that societies have flourished and fallen based on their relationship to the land.

In Medieval systems, active influence on the land was a virtue—and served us well. In modern society, there are diverse influences shaping the land—often unplanned.

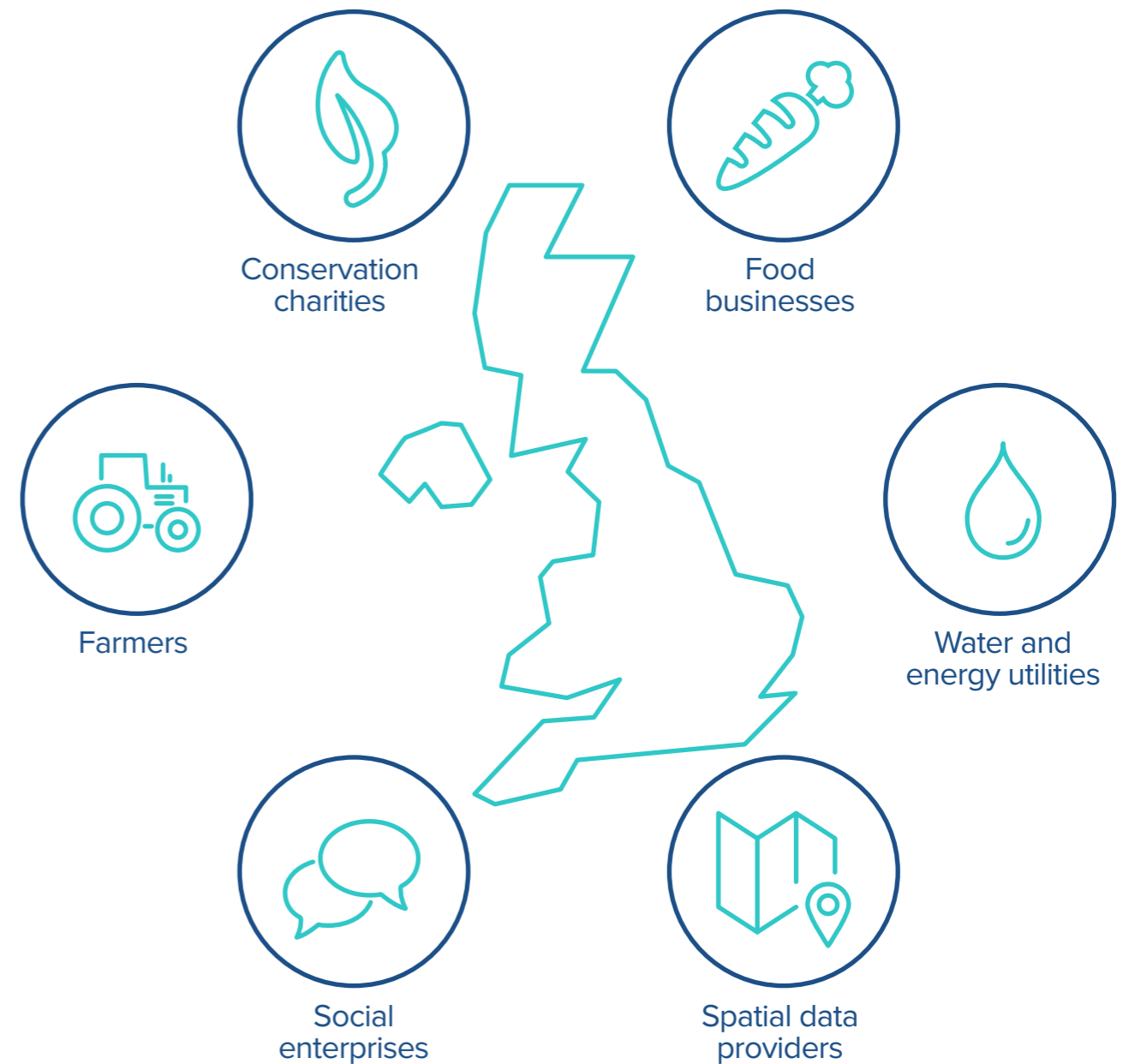
We are as dependent on the world's finite resources as ever, but with increasing disconnection from nature, we struggle to actively shape the landscapes we need.

We are now at a turning point—there is more and more interest in taking an active role in shaping the land. To do that we need to work together: (1) because there are a lot of us, with different roles to play; and (2) because we depend on large scale ecological systems, which we all influence in various ways.

To enable more active land-shaping it is clear that collaborations are needed. This is why 3Keel set up the first landscapes event—to bring people together. And it's how we see this network progressing, bringing people together to connect with landscapes in ever smarter ways.

“Increasingly, we are disconnected from the land. We need to find ways to reconnect, and it's especially important for the younger generation.”

Peter Nixon,  
National Trust 





# What have we learned?

We learned a great deal from sharing our diverse perspectives, and by exploring the options for how we might work together. This section pulls together our key findings.

## Who shapes the land?

We heard first from The Crown Estate, Sainsbury's and Farmcare Trading Ltd: 'land', 'shop' and 'farm'. Their perspectives offered insight into our various dependencies on landscapes.

**The Crown Estate** influences the land directly as a land asset-based business, but also invests in other forms of capital—social, natural and institutional. The Crown Estate uses various tools to understand and influence landscape functions, such as specific requirements within tenancy agreements.

**Sainsbury's** is dependent on the land, not doing direct management but working in partnership with suppliers. Sainsbury's is working on resilience in major crop and livestock farmer groups, aiming to create a more sustainable supply chain.

**Farmcare Trading Ltd** has farms across the UK that supply food to a variety of customers, who have increasing interests in quality and sustainability. Creating links between farms enables Farmcare to have influence at the landscape scale.

## How can we shape the land?

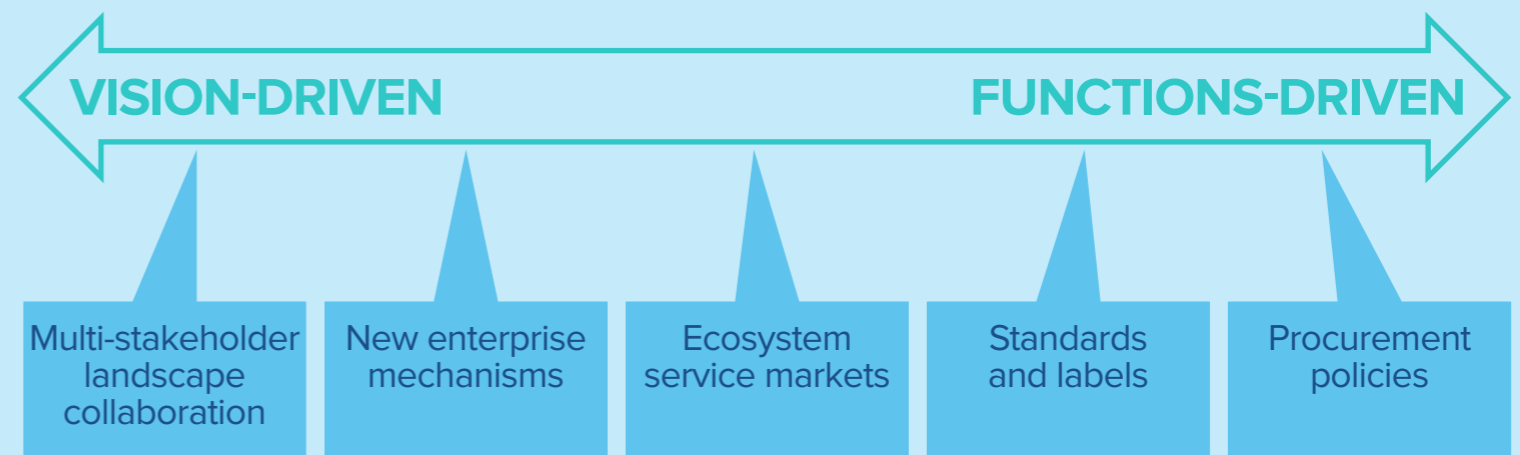
There is a diverse range of ways in which we can affect change including more conventional mechanisms, such as policy, land rights, and markets. But there are also a range of new mechanisms, including social enterprise clusters, ecosystem service markets, certification schemes and multi-stakeholder landscape collaborations.

These different ways of shaping the land can be characterised as driven by a vision—"how do we want the landscape to be?"—or driven by function—"what do we need from the land?" Or somewhere in between (see below).

“I think we're going to see much more cooperation between farmers to create joined up systems of production.”

Rob Hull,  
Farmcare Trading Ltd 

## The spectrum of landscape approaches



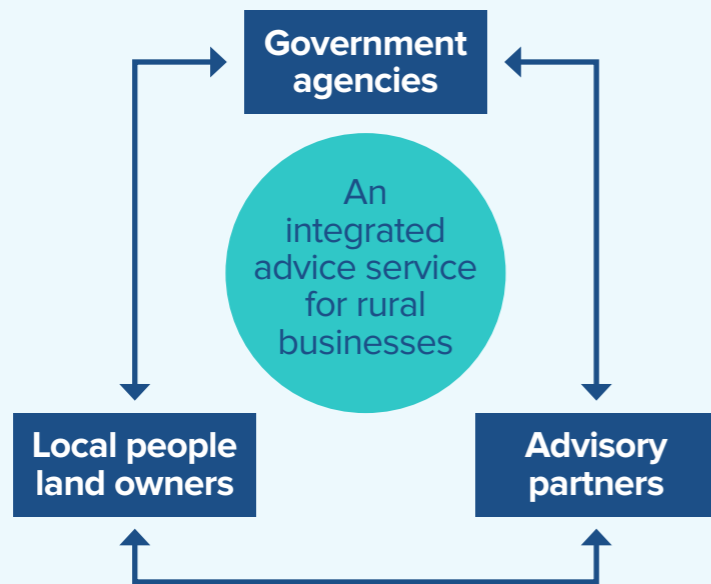


# Ideas for working together

We developed three potential collaborations, that bring together organisations with different areas of expertise, but overlapping areas of influence. We worked on ideas located at a particular site or region.

## Landscape-level facilitators

The group identified common ground on the need for integrated advice to land managers. A potential source of funding to catalyse this sort of landscape-level activity was also identified: Rural Development Programme grants exist to support co-operative groups and fund facilitators who broker co-operative projects. Representatives of Natural England and Welsh Government are exploring opportunities to take this idea forward.



## Water in the North West

Land holdings north of Liverpool may be at risk if water is no longer pumped out of the area. This was of interest to a number of people in the group. This loss of agricultural land could affect Sainsbury's supply chains. Woodland Trust offered tree-planting to attenuate flows. Wessex Water suggested an 'internal drainage board' could be developed to manage water levels. Oxford University volunteered expertise on possible solutions.

Environment Agency due to stop pumping water

Rising water levels will mean land value halved, damaging farmers' livelihoods, lost productivity in a growing region

Potential solutions: new pumping schemes, tree planting, or convert to wetland



## Energy in the South West

In the South West of the UK there is an issue with fuel poverty, and potential for solutions through community renewables. But the visual landscape must be preserved. The Low Carbon Hub has experience of creating clusters of social enterprises to develop renewables; The National Trust has unique experience in sensitive renewables installations; and National Grid has an interest in addressing the needs of a distributed supply network.



**National Trust**  
Innovative solutions to preserve local character & beauty



**Low Carbon Hub**  
Low impact energy for South West coastline



**National Grid**  
Flood protection through planting schemes, reduced cost of bringing energy to the South West

# Thank you

This paper and the ideas it contains would not have been possible without your input. We look forward to working with you in the future.

## Who we are...

3Keel is an innovative consultancy, emerging as a leader in landscape thinking and sustainable supply chains. We formed in 2013 with three founding partners, and have been growing steadily.

Our clients include Sainsbury's, The National Trust, Oxfam, WWF, M&S, Tesco, The Crown Estate, and many more. Our theory of change is to give organisations agency over the natural resource issues that are material to their long-term ability to operate. Based in Oxford, we maintain close links to local environmental groups including Cultivate, the Low Carbon Hub and Oxford University among others.

For more information see [www.3keel.com](http://www.3keel.com)

“ We want to meet and link-up people who shape the land. We think there is an exciting opportunity here to transform UK landscapes.”

Tom Curtis  
3Keel 

## With thanks to you for your input...

3D Rural	PepsiCo
Blake Morgan	Sainsbury's
Christof Walter Consulting	Smiths Gore
Cool Farm Alliance	Telespazio
Defra	The Crown Estate
Farmcare Trading Ltd	The International Sustainability Unit
Geoger	The National Trust
Global Food Security	University of Exeter
Heritage Lottery Fund	University of Oxford
James Hutton Institute	Welsh Government
Low Carbon Hub	Wessex Water
National Farmers' Union	Wildlife and Countryside Link
National Grid	Woodland Trust
Natural Capital Coalition	WRAP
Natural England	WWF-UK
NCUB	Yara

For more information please contact 3Keel on 01865 236500

Cover photo:  
Late Sun on New Years Day  
Stuart Madden

**3keel**