

LANSS Blueprint

A Land and Nature Skills Service for Cumbria

THIS WORK IS FUNDED BY THE ESMÉE FAIRBAIRN FOUNDATION



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1.

Overview



1. Overview

1.1 Introduction to the LANSS Blueprint

The Land and Nature Skills Service (LANSS) Scoping Study was conducted during 2022 by a small team commissioned by Food, Farming and Countryside Commission and funded by Esmée Fairbairn Foundation; with the voluntary input of a wide range of stakeholders in Cumbria.

This LANSS Blueprint contains the recommendations of the LANSS Scoping Study with regards to the purpose, structure, user groups, activities, resource requirements and governance of a Land and Nature Skills Service (LANSS) for Cumbria. This document also includes an indicative budget forecast, marketing considerations and an outline schedule for implementation of the service.

1.2 How should the LANSS Blueprint be used?

The LANSS Blueprint is intended to inform the implementation of a Land and Nature Skills Service for Cumbria from 2023 and to assist in attracting the necessary funding. The Blueprint should be considered alongside the LANSS Feasibility Report, which presents the context, demand and analysis of opportunities and risks for implementation of a Land and Nature Skills Service for Cumbria. Drawing from extensive consultation, the Blueprint provides a practical reference guide for implementation of the service. It need not be prescriptive: the service implemented may differ from that outlined as new information arises. Further, specialist expertise will likely be required during implementation for aspects such as branding and marketing; financial planning; legal advice; website development.

1.3 Purpose and Scope of a LANSS for Cumbria

The core purpose of the proposed Land and Nature Skills Service is to support a skilled, inclusive workforce fit for the future of land- and nature-based work in Cumbria, meeting the needs of communities and our natural environment.

The primary function of the LANSS is to connect people with learning and training opportunities relevant to land- and nature-based work in Cumbria. The scope of the learning and training opportunities will be those for adults, and young people aged 16 years and over.

Table 1: Core LANSS Skill Categories

FARMING AND GROWING	WATER, RIVERS AND CATCHMENTS
NATURE CONSERVATION	FORESTRY AND WOODLANDS
ESTATES, BUILDING AND MACHINERY	VISITOR AND RURAL ECONOMY
ENVIRONMENTAL MONITORING	PROTECTED AREA MANAGEMENT
BUSINESS AND FINANCIAL	PEOPLE, COMMUNICATION AND EDUCATION

2.

Service Details



2. Service Details

2.1 Functions of the Service *What will the LANSS deliver?*



i. CONNECT

Connect people with learning and training opportunities relevant to land- and nature-based work Cumbria.

- Provide an information hub for the existing workforce and potential new entrants including young people, and act as a promotional channel for providers of learning and training opportunities.
- Catalogue and signpost the broadest possible array of relevant learning and training opportunities.
- Facilitate bespoke training solutions for employers by connecting them with training providers.



ii. CO-ORDINATE

Co-ordinate across the sector to enable the most effective array of learning and training opportunities to be offered.

- Facilitate development of learning and training for the sector in Cumbria by coordinating a network of interested parties, bringing together diverse representation and convening action-focused discussions through the LANSS Steering Group.
- Identify strengths and gaps in training provision through a variety of means. Evaluate learner and employer needs and preferences. Seek perspectives of the practice community.
- Communicate strengths and gaps in provision to learning and training providers to inform both continuity and innovation.



iii. PROMOTE

Promote land- and nature-based work in Cumbria, with realism and inclusivity.

- Showcase the learning and training available across the sector in Cumbria and the variety of work it links to. Inform about career options and communicate the likely direction of the sector.
- Seek and share the stories of individuals and communities involved in land and nature-based work in Cumbria (real career journeys in particular).

- Promote inclusivity and address barriers to training and career development in this sector in the county.

Note: The proposed LANSS is not intended to be a training delivery body itself nor to list job vacancies, with the exception of paid training placements and apprenticeships.

2.2 Service Users

Who is the LANSS for?

The anticipated LANSS users can be grouped as follows:



LEARNERS and their advisors:

- People of any age already employed or self-employed in the land and nature sector in or near Cumbria, and volunteers.
- Prospective new entrants to the sector including adults looking for a career change, and young people 16+ considering their career and training options.
- Advisors to potential learners, such as careers advisors, parents of young people, adult learning support workers.



PROVIDERS of learning and training opportunities for the land and nature sector in and near Cumbria:

- Further Education (FE) and Higher Education (HE) institutions (e.g. Colleges, Universities)
- Training companies and sole-traders offering training
- A wide range of organisations in the land and nature sector offering learning/training e.g. farmer groups, conservation charities, NGOs.
- Providers of careers events, webinars, workshops, talks and tours, accredited and non-accredited courses, apprenticeships, mentoring, student placements and volunteering opportunities with a focus on skill development towards paid work.



EMPLOYERS in the land and nature sector in and near Cumbria:

- Training coordinators for employees of organisations including microbusinesses, SMEs and large organisations in the land and nature sector, operating in Cumbria (e.g., farms, environmental NGOs, governmental bodies).

KEY INCLUSIVITY CONSIDERATIONS

The service should engage the three intended user groups above inclusively, and recognise the diversity of individuals in these groups. It is essential that the LANSS

website and wider service are accessible and inclusive to people with disabilities and learning differences and people aged 16+ of any educational background. The LANSS should make links with schools, and young people aged 14-15 in particular, through outreach and connect with the implementation of a nature-based curriculum for Cumbria (see [2.4 Service Activities](#)).

[2.7 Promoting the Service](#) contains further details on inclusivity.

2.3 Service Structure (People) *Who will run the LANSS?*

Recommended key personnel and governance structures of the LANSS are listed, with an indication of their core roles. (See also [2.5 Governance](#) for more detail.)

GOVERNING PARTNERSHIP / BOARD, OR OTHER COLLABORATIVE GOVERNANCE MODEL

- To attract implementation funding
- To govern implementation and ongoing delivery of the LANSS.

Focus on: quality, longevity and breadth of scope of LANSS.

HOST ORGANISATION / ACCOUNTABLE BODY

- To employ operational staff and commission contracts for the specialist work needed to launch the service.
- To hold and administer implementation funding.

Focus on: reliable and transparent processes; enabling LANSS to launch; trusted to be inclusive and a Cumbria-wide scope.

STEERING GROUP OF USER-COMMUNITY REPRESENTATIVES

- To ensure LANSS best meets the needs of the key user groups (learners, employers, providers)
- To inform delivery of the LANSS

Focus on: representation, diversity, functionality and accessibility of LANSS.

SERVICE CORE STAFF

- To develop and deliver the service
- To be the 'faces' of the service, points of contact, and maintain the online and offline channels of communication with all sections of the user community.

Focus on: service delivery and development, engagement, inclusivity, keeping information current, gathering and supplying information.

PRACTICE COMMUNITY

(Individuals and organisations from any of the user groups who have an interest in maintaining the service. Could be effectively 'members' of LANSS.)

- To share information and highlight opportunities for collaboration and delivery.
- To help keep the service live.

Focus on: co-development of the service for the benefit of all.

2.4 Service Activities *What will the LANSS do?*

This section indicates the main recommended activities of the service after its launch. Largely, these would need to be carried out by the service core staff team, with strategic support from the governing board and steering group, see 'Strategic' below.



WEBSITE

- Host and manage LANSS website, updating content. Ensure branding, narrative and content is relevant on an ongoing basis. Liaise with web development company for maintenance and continued development of site.
- Maintain contact with providers to support effective use of website to list learning and training opportunities and to keep their provider details up-to-date.
- Arrange for suitable website usage data analytics. Provide website usage reports to providers.



PROMOTION AND COMMUNICATIONS: OTHER MEDIA & IN-PERSON

- Share the same information listed on the website through other media such as print and social media.
- Scope and attend events such as careers fairs, agricultural shows, and sector conferences in Cumbria to promote the service. Produce promotional materials for these.

2. SERVICE DETAILS

- Liaise with employers, schools and organisations working with people experiencing disadvantage to arrange to give bespoke presentations, workshops, Q&A at their venues to promote the service.
- Seek and record real life stories of work and skills development in the sector in Cumbria. Commission specialist photography, videography as necessary.
- Communicate with employers and providers as to how the service can help address bespoke training needs. Steering group input in this respect.
- Telephone and email advice to service users (learners, employers, providers)
- Convene and facilitate a network of interested parties, expanding the scoping study working group.



RESEARCH

- Conduct regular audits of what training provision is available for the sector in Cumbria – that listed on the LANSS website and any which is not.
- Evaluate strengths and gaps in training provision through analysis of a variety of data sources including website data, sector strategic reports, skill shortages indicated by employers, steering group consultation and engagement with potential learners. E.g., through surveys and focus groups and at public and bespoke events as above.
- Gather user feedback on the service on an ongoing basis. Review the operations of the service and its effectiveness.



ACCESS TO LEARNING AND TRAINING

- Facilitate the ongoing involvement of the practice community in the delivery and further development of the service.
- Maintain contact with organisations serving underrepresented groups in the land- and nature-based sectors and organisation serving people experiencing disadvantage accessing training to understand how better to reach people who are not yet accessing the service.
- Communicate training bursary opportunities and explore possibilities to channel funding to subsidise training for learners.
- Maintain and develop links with schools through outreach as above and by connecting with the development of a nature-based curriculum for Cumbria. Explore possibilities to link pre-16 learning opportunities and resources for schools and teachers into the LANSS website.



STRATEGIC

- Convene meetings of Governing Body and Steering Group (see [2.3 Service Structure](#)). Establish communication protocols for effective liaison between them and service core staff.

- Monitor and review the operations of the service against its purpose and functions. Commission independent evaluation/advice as required.
- Advise on improvements and recognise successes.
- Raise the profile of the service with strategic organisations in Cumbria, regionally and nationally.
- Appraise funding opportunities and plan a sustainable funding model for long-term funding of the service.
- Maintain and develop links with related initiatives, services and strategic groups to amplify and connect the work.

2.5 Governance

This section outlines the recommended governance structure for the service (see also [2.3 Service Structure](#)):

GOVERNING BOARD

Attract funding, govern implementation and ongoing delivery of the LANSS.

HOST ORGANISATION / ACCOUNTABLE BODY

Employ staff, commission contract work, hold and administer funding.

STEERING GROUP

Ensure LANSS best meets the needs of its key user groups (see [2.2 Service Users](#)), inform delivery of the LANSS.

The core aim of governance should be to facilitate the establishment and delivery of an effective and sustainable service. A governing partnership (including host) will need to be willing to implement the LANSS Blueprint in an efficient and inclusive manner whilst having the capacity to adapt to changing circumstances, take opportunities and address unforeseen challenges as they arise. A long-term aim may need to be to create a new organisation e.g. an independent charity.

To meet the differing needs of service users and, particularly, to provide comprehensive and unbiased information on learning and training opportunities, the LANSS must take a neutral or informed and inclusive position with respect to specific organisational agendas.

An established, not-for-profit, organisation with reach throughout Cumbria and a public service remit may be most appropriate as an initial host organisation where ability to employ core service staff and administer funding will be essential.

A governing partnership/board including the host organisation/accountable body and a number of other bodies representative of the sector (such as charities, non-governmental organisations, public-funded bodies, membership organisations, local government) could provide the formal collaborative structure, sector representation and ability to attract a wider range of funding for the service.

For practicality, a fairly small number of organisations should form the governing partnership/board. For transparency, and to maintain breadth of scope of the service, a suggested 6 governing board seats could be filled as follows in Table 2:

Table 2: Recommended Governing Board Representation

Employers, jobs, economy A trusted, cross-sector employer representative body	Conservation land management A trusted, Cumbria-wide, not-for-profit organisation with a nature conservation/nature recovery focus
Learning, training, education A trusted, Cumbria-wide, not-for-profit, learning-focused organisation	Local government New Cumberland Council
Production land management A trusted, Cumbria-wide, not-for-profit organisation representing farming or, possibly, forestry	Local government New Westmorland & Furness Council

It is recommended that the governing board chair does not represent the same organisation as the accountable body, and the Chair could be a rotating position annually. These actions would help avoid the service merging with a single organisation and losing its scope and inclusiveness.

To inform the governing board, a steering group with composition representing the potential user communities as broadly as possible would be desirable.

This governance structure is recommended for the first 3 years (see [3.1 Outline Schedule](#)).

Terms of Reference for the governing board, Chair, host organisation/accountable body and steering group should be drawn up and a transparent and inclusive process to establish the governing structures of the LANSS should be enacted.

Several risks and mitigations pertaining to the service governance are detailed in the Risk Analysis (Feasibility Report – Part 8). These should also inform the establishment of the governance structure and the appointment of representatives to the governing board.

2.6 Resource Requirements

Please see also [3.1 Outline Schedule](#) and [3.2 Indicative Budget](#).



IT

- Website design and build (prior to launch)
- Website CMS subscription, domain hosting
- Technical maintenance, data analytics and continued development of website
- IT essentials for LANSS core staff e.g. PCs/laptops, Microsoft Office 365
- Communication devices for LANSS core staff e.g. Mobile phone, headsets



STAFFING & MEETING

- Governing body and steering group set-up (prior to launch)
- Governing body and steering group personnel time
- Recruitment and employment of LANSS core staff e.g. Service Coordinator (1.0 FTE) and 2 x Service Officers (1.4 FTE)
- Staff travel
- Meeting facilities for governing body, steering group and practice community focus groups
- Office space for LANSS core staff
- Some staff training needs may be anticipated



BRANDING, MARKETING & MEDIA

- Branding, graphic design and marketing consultancy (prior to launch)
- Promotional furniture e.g. event stand, pop-up banners (prior to launch)
- Digital content creation e.g. photography, videography
- Print materials e.g. leaflets, posters
- Social media accounts for the service e.g. Facebook, Instagram, TikTok, Twitter, YouTube
- Print advertising in local and specialist press

2.7 Promoting the Service

As a service focused on linking people with information there will be two main promotional goals:

- (i) Raising awareness of the existence of the LANSS and of its functions
- (ii) Providing the detailed information content e.g. training and events listings; career stories and other resources.

To achieve these goals, a process of branding of the service and developing a full communications and marketing plan will be essential.

Key promotional considerations are set out below.



LANSS WEBSITE

This requires full development further to the prototype, which received detailed feedback from stakeholders.



OTHER MEDIA

In addition to the website, the LANSS should prioritise communicating the learning and training opportunities and the existence of the service through the following channels:

- i. Social media
- ii. In-person events
- iii. Phone and email advice
- iv. Monthly email newsletter
- v. Adverts in local and specialist press



AUDIENCES

The LANSS will need to be promoted to the intended user groups in and near Cumbria:

- **Potential learners & their advisors**
- **Employers** in the land and nature sector
- **Providers** of learning and training opportunities

Audience segments include:

- Individuals already working in the sector
- People interested in a career change
- Students in schools, colleges
- Careers advisory services
- Parents
- Employers
- Further Education and Higher Education providers
- Training organisations of all sizes including CICs, companies, sole-traders, charities and NGOs



INCLUSIVITY

- The service should meet the needs of people with diverse information accessibility needs e.g. sensory impairments, learning disabilities and neurodiversity, people without easy access to digital.
- The service should meet the needs of adults and young people needing additional support to find suitable training e.g. 14–17-year-olds looking for first vocational training opportunities, people experiencing mental health difficulties, adults who have been out-of-work long term, ex-offenders.
- The service must be inclusive and non-discriminatory on the basis of Protected Characteristics under English law such as gender, religion or belief, and disability.
- The service should actively undertake outreach and deliberate promotion to groups experiencing barriers and under-representation in the sector, e.g. those with less socio-economic power; people of minority ethnicity in the UK context.
- Inclusivity can be supported in many ways including:
 - inclusive representation in promotional content (text, photos, videos);
 - representation in Steering Group and focus groups;
 - website accessibility e.g. audio options, accessible fonts and colour combinations;
 - outreach to representative organisations
 - Promoting training access support e.g. bursary opportunities, learning support.



MATERIALS AND CONSULTANCY REQUIREMENTS

- Branding, graphic design and 'marketing and communications' consultancy
- Digital content creation e.g. photography, videography
- Print materials e.g. leaflets, posters
- Promotional furniture e.g. event stand, pop-up banners

See also [2.6 Resource Requirements](#), and [2.4 Service Activities](#).



3.

Implementation



3. Implementation

3.1 Outline Schedule

A 3-year timeframe for the set-up, launch and initial delivery of the service is recommended. A 'transition phase' following as soon as possible from this Scoping Study will be required prior to implementation of the 3-year programme. An indicative schedule is set out below.

Phase 0: Transition (6 months)

- Coordinate a process to establish hosting and governance
- Gain commitment for any match funding.
- Prepare funding bids and secure funding.
- Prepare job descriptions and allocating of [2.4 Service Activities](#) to core staff roles.

IMPLEMENTATION - YEAR 1

Phase 1: Set-up (6 months)

- Recruit LANSS operational staff team
- Establish full governance processes and steering group
- Raise awareness of the service to all relevant providers ahead of launch
- Apply for any legal status recognition, dependent on chosen governance model
- Commission branding and marketing consultancy (e.g. logo design, marketing plan)
- Commission development of the full website.

Phase 2: Launch (6 months)

- Launch to providers – populate the listings database
- Launch to learners & learner advisors, including substantial promotional campaign
- Launch to employers – website and coordinating services

IMPLEMENTATION - YEARS 2 & 3

Phase 3: Delivery & Review (24 months)

- Maintain, review and develop operations (see [2.4 Service Activities](#)).
- Develop the funding model and seek further funding for service beyond year 3.
- Plan any transition to different governance and legal structure e.g. independent charitable status.

3.2 Indicative Budget

Table 3: LANSS Draft Budget, December 2022

EXPENDITURE BUDGET CATEGORY & BUDGET LINE DETAIL	PHASE 1: SET UP & PHASE 2: LAUNCH		PHASE 3: RUN & REVIEW		NOTES
	YEAR 1	YEAR 2	YEAR 2	YEAR 3	
STAFFING					
Recruitment of core staff	£1,500.00	£0.00	£0.00	£0.00	
Service Co-ordinator (1.0 FTE) (in place at 2 months)	£36,833.00	£44,200.00	£44,200.00	£44,200.00	£28-39K for similar roles in NW, budget at £34K + 30% on-costs
LANSS Project Officers x2 (1.4 FTE) (in place at 3 months)	£35,490.00	£47,320.00	£47,320.00	£47,320.00	£22-28K for similar roles in NW England, budgeted at £26K + 30% on-costs.
Core staff training	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
EQUALITY, DIVERSITY & INCLUSION					
Consultancy	£1,500.00	£500.00	£500.00	£500.00	
WEBSITE & DIGITAL CONTENT					
Website design & build	£18,000.00	£0.00	£0.00	£0.00	£15-20K +VAT indicated by local web developers
Website CMS subs, domain hosting	£1,000.00	£750.00	£750.00	£750.00	Indicated by local web developers
Website technical maintenance, development and data analytics	£0.00	£3,600.00	£3,600.00	£3,600.00	From indicative service plan figures provided by local web developers
Digital content creation (commissioned)	£15,000.00	£10,000.00	£10,000.00	£10,000.00	Videography and photography for website and social media.
FACILITIES, EQUIPMENT & EXPENSES					
ICT essentials for core staff	£4,000.00	£500.00	£500.00	£500.00	3 x laptops and peripheral devices, 3 x mobile phones and phone contracts, software/app subscriptions
Expenses - travel	£5,000.00	£5,000.00	£5,000.00	£5,000.00	
Events - meetings	£2,000.00	£2,000.00	£2,000.00	£2,000.00	Meeting space hire and refreshments
Core staff support (office, IT, HR, etc).	£11,250.00	£15,000.00	£15,000.00	£15,000.00	
MARKETING					
Print materials and promotional furniture	£2,500.00	£1,000.00	£1,000.00	£1,000.00	Events stand
Branding, graphic design and marketing consultancy	£4,000.00	£0.00	£0.00	£0.00	Prior to launch
Advertisements	£1,000.00	£1,000.00	£1,000.00	£1,000.00	Print and social media advert fees
EVALUATION					
Evaluation/advisory (external)	£0.00	£2,500.00	£2,500.00	£2,500.00	External evaluation/advice commissioned by the Governing Board.
Subtotals	£140,073.00	£134,370.00	£134,370.00	£134,370.00	
ANNUAL INFLATION					
Inflationary assumptions – Year 2: 5%, Year 3: 5%	£0.00	£6,718.50	£6,718.50	£6,718.50	
Total (annual)	£140,073.00 (Year 1)	£141,088.50 (Year 2)	£141,088.50 (Year 3)	£141,088.50 (Year 3)	
INCOME					
TBC					

BUDGET NOTES:

- i. The budget does not cover the Transition (Phase 0) prior to implementation which would need to be funded under the current Scoping Study budget held by FFCC, with in kind support from host and governing board partners as necessary.
- ii. Year 1 figures are based on Core staff team in place at 2 months (Service Coordinator) and 3 months (Project Officers), service launch at 6 months.
- iii. Staffing forms a large proportion of the budget because it is proposed that the LANSS core staff team would deliver most of the service activities as detailed in [2.4 Service Activities](#). For example, LANSS core staff team would contribute to Evaluation via ongoing service review activities. LANSS core staff team would undertake all marketing and comms activities and content production other than the specialist commissioned work detailed.



3.3 Funding the Service

To succeed, the LANSS will need to rapidly gain wide engagement across the service user groups. For a strong launch, the LANSS website and its other communication channels must present a wide range of learning and training opportunities to potential learners. Listing and searching these opportunities, accessing career information, and other interaction with the LANSS should be made as attractive as possible.

Compulsory fees for learners, employers or training providers are likely to reduce the inclusivity and effectiveness of the service by introducing a disincentive or barrier to participation. Therefore, costs 'at point of use' to service users should be avoided, at least for the initial 3-year period until the LANSS is well established and full consideration has been given to the impacts of any later charging model.

GRANTS AND MATCH FUNDING

Substantial funding for start-up and maintenance of the service for the initial 3-year period will need to be sourced as grants. Grant applications are recommended as part of Phase 0: Transition. Opportunities for grant funding suitable for the LANSS are presented below, in [Table 4](#).

Grant-awarding bodies are likely to require match funding to be secured from other sources. Moreover, accessing several different sources of income will support the financial resilience of the service.

Governing partnership organisations may be able to contribute cash and/or in-kind contributions. The latter could include support to the LANSS core staff team; office and meeting space; ICT hardware; or specific expertise e.g. in digital marketing, fundraising; along with staff time to participate in the governance of LANSS. Organisations forming the LANSS governing partnership are likely to be able to access different grant funds according to each partner organisation's remit and legal status. A suggested financial commitment of £10,000 per annum cash or equivalent from each governing partner organisation, including the host/accountable body, would total £60,000 annually for the first 3 years of the LANSS. Commitments to supply cash and in-kind funding will need to be made whilst funding bids for implementation are drafted, during Phase 0: Transition.

A LONG-TERM FUNDING MODEL

A sustainable funding model would need to be formulated in the detail during the initial 3-year period. Grant funding may continue to be essential to cover a proportion of the service costs, but income should be diversified where possible.

Fundraising is noted within the [Service Activities](#) and the governing partnership should ensure fundraising expertise is included in the core staff team and strategic support given.

A successful service should bring financial benefits to employers and training providers which would justify a contribution from these service users, who could become 'members' of the LANSS. A successful service would also be a regional asset which could attract sponsorship. In these ways a sponsorship and/or membership model could be created to encourage or require organisations who benefit from the service to contribute to its success and longevity. Consideration to a transparent, tiered sponsorship or membership model is recommended to maintain the inclusivity and breadth of the service.

A benefits package could be created based on the level of sponsorship/ membership commitment to encourage contribution on an ongoing basis. For instance, visibility of the organisation on the hub website. However, the inherent benefits of a Land and Nature Skills Service for Cumbria should be recognised within the sector and supported as such.



Table 4: Grant Funding Possibilities

Note: this table presents a list, which is not exhaustive, of the grant funding opportunities explored during the scoping study.

CUMBRIA OR NATIONAL REACH	BODY/ ORGANISATION	FUND NAME	DEADLINE	AVAILABLE TO LANSS NOW?	KEY CRITERIA & NOTES
CUMBRIA	The Hadfield Trust	N/A	1st February 1st June 1st October	Yes	<p>hadfieldtrust.org.uk</p> <p>Match grant funding opportunity - Fund up to £5,000 (most awarded are £1000-3000)</p> <p>LANSS aligns with priorities:</p> <ul style="list-style-type: none"> • Youth and employment • The environment <p>Most grants are for one year, 2 or 3 year projects also considered if project is deemed vital and sustainability is at risk.</p>
CUMBRIA	Cumbria Community Foundation		For the Major Grants committee: 20th January 2023; 6th April 2023; 16th June 2023	Yes	<p>cumbriafoundation.org</p> <p>CCF manages 100 grant making funds – applications generally made through the general grants channel and a match is made to the best fund. “We will assess your application according to the criteria of the relevant fund or in the case of the Cumbria Fund, to our current grant making priorities as identified in the Cumbria Revealed report.” - see pages 14/15 of report highlighting unemployment and skills shortages. Refers to the LEP reporting. There is a focus on supporting disadvantaged individuals/communities:</p> <ul style="list-style-type: none"> • “Improving the life skills, education, employability and enterprise of disadvantaged people” (p29 of report) <p>Note: Be clear how this is a new/different service to what's already available in-county: show cross-linkages with other initiatives e.g. Nature Based curriculum work, Careers Hub.</p>
CUMBRIA	Lake District Foundation (LDF)	N/A - could support with accessing other funds	N/A	Need to contact	<p>lakedistrictfoundation.org/apply-for-a-grant/</p> <p>Could support access to funding pots - Lake District centric but also have work ongoing Cumbria-wide eg Real Hedge Fund (were interested in expanding the Real Hedge Fund to include training opportunities).</p>
CUMBRIA/ NATIONAL	Natural England & Local Authorities	Local Nature Recovery Strategy & Nature Recovery Networks (not an official 'fund' to apply to per say)	N/A	Need an update	<p>General information: nature-recovery-network (NRN)</p> <p>Support delivery of NRNs. Linked to implementation of Local Nature Recovery Strategy.</p>
CUMBRIA/ NATIONAL	Environment Agency	N/A	N/A	Need to contact	<p>Local support shown for LANSS and possible options mentioned for funding. No specifics.</p>
CUMBRIA	Protected Landscape body (National Park, AONB)	Farming in Protected Landscapes	April 2023 – final year of the fund is 2023/24	Focused on farmed landscapes. More complex for a multi-landscape bid.	<p>Check local PL websites funding-for-farmers-in-protected-landscapes</p> <p>LANSS could deliver on all 4 themes: Climate, Nature, People, Place. Links with skills delivery as outlined in separate Protected Landscape delivery plans. Could ask about multi-landscape bid (Yorks. Dales, LDNP, North Pennines AONB). The deadline is fairly tight and they may have limited resource to support a large project like this.</p>

CUMBRIA	Cumbria Chamber of Commerce	Link with Trailblazer & Local Skills Improvement Plan (LSIP) work.	Need update	Need an update	Report: Cumbria local-skills-improvement-plan-lsip Could support access to funding - Linked to the Trailblazer and LSIP. They are getting an extension to their funding, and will be putting in an EOI for additional funding to support delivery of their recommendations in May for June 2022 (need an update). The LANSS is a recommended action in the LSIP report.
CUMBRIA	Cumbria LEP	No fund – could provide support to access funding.	N/A	Need advice	LEP Rural Skills Panel and People Employment and Skills Group are particularly interested parties in this work needed to support skills development in Cumbria . Loss of young people from the area and sector is a key concern. They could support access to funding.
CUMBRIA (NATIONAL GOVERNMENT FUND)	Council(s)	Rural Shared Prosperity fund (linked to UKSPF, see below line)	30th November 2022	Deadline not achievable for stand-alone bid	Rural SPF prospectus Suggestion: Need information from local councils as to whether LANSS implementation could link with any other projects. Priorities and aims very aligned with LANSS. Focus is on 2 UKSPF priorities: <ul style="list-style-type: none"> • Supporting Local Business • Community and Place The Rural Fund provides capital funding to: <ul style="list-style-type: none"> • support new and existing rural businesses to develop new products and facilities that will be of wider benefit to the local economy. This includes farm businesses looking to diversify income streams • support new and improved community infrastructure, providing essential community services and assets for local people and businesses to benefit the local economy
CUMBRIA (NATIONAL GOVERNMENT FUND)	Council(s)	UK Shared Prosperity Fund	Passed	Not available	This was initially suggested by the Chair of the Cumbria Nature Leaders Board meeting – LANSS scoping study team submitted an EOI but didn't receive a response. Continuing to have conversations with Cumbria County Council/Westmorland & Cumberland Councils.
NATIONAL	Esmée Fairbairn Foundation	N/A	N/A	Yes	esmeefairbairn.org.uk/applications/ Prefer to grant where charitable organisations are involved (i.e. not just local government) e.g. either leading or as part of the governance structure. LANSS meets several of the aims across the 3 impact goals: Our Natural World, A Fairer Future, and Creative, Confident Communities.
NATIONAL	Garfield Weston Foundation	N/A	No deadlines – applications all year	Yes	Application information Need to be a registered Charity or Charity Incorporated Organisation (or exempt from Charity registration). Will not fund local authorities and councils. Project must be of direct benefit in the UK. Regular grants are open all year for asks of less than £100,000 (one stage process, apply online). Grants of £100,000 and over are considered 'Major Grants' which require bespoke guidance from the foundation. Multi-year grants also available for 2 or 3 years. Categories supported relevant to LANSS: <ul style="list-style-type: none"> • Education – has been a 'consistent theme' for the foundation • Environment – Trustees are committed to the natural world at this critical time • (Community – majority of projects tend to be on the smaller side so this category may not be as relevant but the LANSS would be aiming to support the rural community)

NATIONAL	NINEVEH Trust	N/A	Trustee meetings	Yes	<p>ninevehtrust.org.uk</p> <p>Prefer grants to charities or CICs. Process: No funding limit, 2-page proposals, proposals discussed at each quarterly trustee meeting. LANSS meets the aims of the trust:</p> <ul style="list-style-type: none"> • The health, welfare and education of the general public • The study and appreciation of agriculture, silviculture, ecology and land management • The study and appreciation of land and estate management that encourages conservation of the countryside.
NATIONAL	N/A	Various	N/A	Need advice from FFCC	<p>Linked to a national development/delivery of an NNS, e.g. Earthshot prize nomination, links with Youth Environmental Service development. Information: doing-the-work-that-nature-needs-of-us</p>



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England and Wales

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The Food, Farming and Countryside Commission focuses on food and farming, climate, nature and the public's health, for a just transition to a greener, fairer world. With partners in governments, businesses and communities, we generate radical ideas and practical actions to transform our countryside and our economy. We help convene collective leadership on the difficult questions and resource communities to become more resilient and adaptable for the challenges ahead.