



CASE STUDY: NATURE FOR NORWICH

Showing how UK policies can create financial value for restoring nature and protecting water supplies.

Lead organisation (sponsors) and partner:
Water Resources East and Crown Point Estate

Country/region: UK - Norfolk



Overview: This project is transforming 650 hectares on the privately owned Crown Point Estate, located on Norwich's urban fringe, into a mosaic of woodlands, grasslands, and wetlands. The goal is to enhance biodiversity, improve water quality, and build climate resilience. Activities include enhancement of Whitlingham Country Park to promote public access, social inclusion, and well-being. By harnessing credit mechanisms like Biodiversity Net Gain and Nutrient Neutrality, alongside public and philanthropic funding, the project serves as a scalable model for Nature-based Solutions across the UK.

Current status: Three masterplan scenarios have been developed for land-use transitions, focusing on woodland and grassland restoration and regenerative agriculture strategies, along with a financial analysis for each. The chosen masterplan will be

implemented in phases, in collaboration with the landowner. Key steps include an NbS pilot for natural flood management, nutrient mitigation credit contracting, and aligning the country park strategy with community needs.

Successes or innovative features: The project demonstrates the value and potential of UK nature markets, chiefly Biodiversity Net Gain and Nutrient Neutrality credits. Although this project is not seeking external finance, it demonstrates the value enhancement from investing in nature to access these revenue streams. The project's cost estimates account for the full land maintenance expenses over a 30-year period.

Impact Measurement: A biodiversity baseline (Biodiversity Net Gain Statutory Metric 4.1) has been established with habitat units, hedgerow enhancements, and watercourse improvement targets.



The WWF team has been pivotal in sharing information about important events, policies, and ideas for this project. They've helped connect the dots and reduce blind spots. The NbS Accelerator gives the project the best chances of success.

- Glenn Anderson, Swallowtail

Impact assessments will focus on flood attenuation, nutrient loading, soil carbon sequestration, and societal benefits such as access to nature and health and wellbeing.

Scalability and replication potential:

Nature for Norwich is a pilot project of the Norfolk Water Fund, a £30m mechanism designed to scale Nature-based Solutions projects by addressing water scarcity and quality in Norfolk.

WRE is working with Norfolk County Council, Anglian Water and The Nature Conservancy and delivery organisations to mobilise the Norfolk Water Fund, through targeting, financing, delivering and monitoring NbS. These partnerships and pilot projects amplify policy alignment and community buy-in, crucial pre-requisites for scaling.

Sponsor estimated capital cost (current phase):

£8-12M

(Incl sinking fund for annual maintenance costs)

Revenue sources:

UK mandatory policy mechanisms – Nutrient Neutrality, Biodiversity Net Gain, other grant supports.