



Inviting You To Explore: Investing in Nature for Business: Compliance, Competitiveness and Community

Natural England, the National Trust, and the National Lottery Heritage Fund are working in partnership on the [Nature Towns and Cities](#) programme.

We would like to invite you to a virtual, collaborative and interactive roundtable conversation to gain your views on **how investing in nature for health can support businesses in driving and achieving strategic goals.**

Our fantastic guest speakers are:

- **Ian Sansbury, Mind Over Mountains (with Jean Shaw Cambridge Constabulary) – Speaking about nature as a means of increasing employee wellbeing**
- **Walid Al Saqqaf , Rebalance Earth – Speaking about the economic return from Nature**
- **Lucinda Lay – Responsible Business – Speaking about nature as a key enabler in ESG**

We aim to increase access to urban Nature-based Solutions (NbS) to improve health outcomes for people, place and planet, through the growth of investible propositions in the health and care market. Nature can enable business to achieve strategic goals around **CSR, ESG, employee wellbeing and increased growth.**

We want to understand how actions in and with nature can be taken (and sustainably resourced at scale) so that multiple health and business benefits can be realised for millions of people.

If our mission resonates with you, sign up to express your interest in a place at the session. Spaces are limited, and we'll be in touch to confirm your place once you have booked.

We'll be sharing examples of good practice and asking you some questions aimed at gathering your views about the challenges and opportunities in this field of work, and co-producing solutions.

Your input is essential in helping us all make progress on this agenda. Join us for an interactive and collaborative conversation on

- **July 9th 2025,**
- **On Teams**
- **1.30 - 4.00pm**





To reserve a place please book through the link below:

<https://www.eventbrite.co.uk/e/investing-in-nature-for-businesscompliance-competitiveness-and-community-tickets-1384309018539>

Please contact julie@consortium24.co.uk if you have any queries and we will be happy to assist you.

The work

Nature Towns and Cities is a partnership between National Lottery Heritage Fund, Natural England and National Trust. Drawing on expertise from nature agencies in Scotland, Wales and Northern Ireland, the partnership aims to deliver deep and wide-ranging change over 10 years, to integrate nature and green infrastructure into everyday life and create greener, healthier more resilient towns and cities.

By 2035, Nature Towns and Cities, wants to deliver:

- ✓ **1 million** more children & young people, in under-served neighbourhoods, will be active outdoors in nature-rich green spaces every week
- ✓ **1000** green-blue spaces will have been improved for community benefit, providing opportunity to create and engage in sport and health-focused activities
- ✓ **100** significant new green-blue spaces will have been created in urban areas
- ✓ **1000** new street parks will have been created in under-served neighbourhoods

Ambitious goals means that Nature Towns and Cities is actively looking for partners and is seeking investors, donors and funders to help make their mission become a reality.

We want to understand how health investment/funding models can be generated and resourced at scale with sustainable offers, leading to investment in Nature-based Solutions so that multiple health benefits can be realised for millions of people.

We want to hear from you and capture your views which are essential in helping us understand the investible propositions that need to be created to help us realise the goal.

Your views are essential. Please get it touch. Thank you!

Background Strategic Context

Nature Towns and Cities is building a movement for change, investing in place-based partnerships, inspiring, supporting and incentivising change. From tackling inequalities and climate resilience to improving community opportunities and overall health, improving





infrastructure and boosting economies, nature holds the answers to many questions facing our towns and cities today.

Creating this movement requires a strong coalition of partners and funders from across UK society, business and government working together to create capacity, partnerships, peer networks and practical solutions for sustainable investment and delivery.

Many reports highlight the significant health benefits that nature provides, but there remain few examples of health markets, funders or investors generating funding for Nature-based Solutions, either at scale or with financial sustainability.

We want to understand how health investment/funding models can be generated and resourced at scale with sustainable offers, leading to investment in nature-based solutions so that multiple health benefits can be realised for millions of people. Your views are essential in helping us understand the investible propositions that need to be created to help us realise the goal.

Our Privacy Notice

"Your privacy is important to us. National Trust will process your personal data for the purposes of managing your engagement with **Understanding Health Markets: Creating Investible Propositions for Nature Based Solutions (NbS) in Health** including participation in a **1:1 conversation to give your views** which is being delivered by our approved data processor **Consortium24**. If you no longer wish your personal data to be retained in relation to this event, please contact anne.mackinnon@nationaltrust.org.uk. Please see our [Privacy Policy](#) for more information on how we look after your personal information. "We "and "us" means the partnership initiative with the working title Nature Towns and Cities (NT&C), which is a partnership between The National Trust for the Preservation of Historical Places or Natural Beauty and its wholly owned subsidiary The National Trust (Enterprises) Limited (ICO registration number Z5945928), National Lottery Heritage Fund (ICO registration number Z7232459) and Natural England (ICO registration number Z9449730)."