



100 DAYS TO CELEBRATE OUR NATURAL ENVIRONMENT

Our environment is essential. Our green spaces are the heart and lungs of the region.

Perhaps you already know that the environmental economy generates £2.6bn within the regional economy every year. And perhaps you know that here in the Northwest we have some of the most incredible countryside in Britain.

But whatever you know, now is the time to start shouting – and to start celebrating.

Natural Economy Northwest's 100 Days Campaign helps you do just that. From now until October we reveal 100 fascinating facts about the region's natural environment. Each week we send you an email with seven surprising facts. Join us as we celebrate just how much our environment has to offer – to our economy, our quality of life and to regional business.

Day 1

Money grows on trees

Developers building new homes in Hulme, Manchester, found that a public park boosted property prices by up to 10%. An independent report revealed that properties in and around Hulme Park are worth more than others in the same market area – and are in greater demand.

Natural Value. Natural Economy.

[See full case study](#)

Source: CABE Space, Does Money Grow on Trees? (2005)

Day 2

30% national park. 100% quality of life.

Almost 30% of the Northwest is a national park or an area of outstanding natural beauty. No wonder quality of life in the region is among the best in Britain.

Natural Space. Natural Economy.

Source: the Northwest Regional Development Agency

Day 3

2.6bn reasons to take the environment seriously

The region's natural environment underpins our cultural and economic prosperity. The environmental economy generates £2.6bn GVA within the regional economy every year, and employs 109,000 people.

Natural Value. Natural Economy.

Source: The Environmental Economy of England's Northwest, Environment Agency, Envirolink Northwest and Northwest Development Agency (2006)

Day 4

Go native

The Northwest provides refuge for some of Britain's most endangered animals. 7 of the 16 red squirrel reserves in the North of England are here, and the National Trust Reserve at Formby remains one of the best places in Britain to get up close to our rare native squirrels.

Natural Space. Natural Economy.

Source: The Wildlife Trust for Lancashire, Manchester and North Merseyside.



Day 5

Green streets vs. mean streets

Newly planted trees are turning the streets green in some of Manchester's most deprived communities. Community Forests North West has planted over 2,000 trees across Manchester and, by working closely with local people, their survival rate is an incredible 97% - even in areas where vandalism and crime are high.

Natural Space. Natural Economy.

Source: Red Rose Forest

Day 6

Far from the madding crowd

The Northwest has the longest stretch of undeveloped coastline in England. At over 1,400km, it's one of Britain's most spectacular seafronts.

Natural Time. Natural Economy.

Source: North West Regional Assembly

Day 7

Eagle eyes

The Northwest is the only place in England to spot Golden Eagles. The RSPB's reserve at Haweswater, Cumbria, is internationally famous for its nesting Golden Eagles.

Natural Space. Natural Economy.

Source: RSPB and Northwest Regional Development Agency

Brought to you by

This email is brought to you by Natural Economy Northwest, a partnership programme that maximises the economic benefit from existing and new investment in the region's natural environment. It is led by Natural England, the Northwest Development Agency and the SITA Trust. We will send you one email a week until the end of the 100 Days Campaign in October (14 in total). If you would prefer NOT to receive emails from us in future, please email joanna@creativeconcern.com

www.naturaleconomynorthwest.co.uk

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