



## 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 urban parks boost property prices. And perhaps you know that here in the Northwest urban planting and community woodlands are already generating inward investment that's worth millions of pounds.

But whatever you know about the Northwest's natural environment, now is the time to start shouting – and to start celebrating.

Welcome to week two of Natural Economy Northwest's 100 Days Campaign.

### Day 8

## Community woodland enhanced property values by £15 million

A report by the District Valuer found that property prices at Bold Colliery, St. Helens, shot up by £15m thanks to the planting of a community woodland.

Natural Value. Natural Economy.

[See full case study](#)

*Source: District Valuer's Report for the Forestry Commission on Bold Colliery Power Station Site (2004), The Forestry Commission*

### Day 9

## River deep, mountain high

The Northwest's countryside attracts millions of tourists every year. With Cumbria home to England's largest lake and tallest mountain, it's little wonder that 16 million visitors choose the Lake District as their top spot for outdoor pursuits every year.

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*Source: Cumbria Tourism*

### Day 10

## Going green generates £770m

Natural tourism is big business. It sustains over a quarter of the region's overall tourism sector – bringing in an annual £770m. With the right investment, natural tourism could generate an additional £115m for the regional economy and create over 4,000 extra jobs.

Natural Value. Natural Economy.

*Source: The Environmental Economy of England's Northwest, Environment Agency, Envirolink Northwest and Northwest Development Agency (2006) and Marketing the Natural Environment of the Northwest, Northwest Development Agency and English Nature (2006).*

### Day 11

## Wigan. Not normally known for dragonfly and wild orchids

Think of Wigan and you'd be forgiven for thinking of rugby, pies, mills and music. But Wigan is also renowned for its 200 species of birds, six types of orchid and 15 species of dragonfly. 100,000 visitors drop in to the Wigan Flashes nature reserve every year, spending over £750,000.

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*Source: Wildlife Trust for Lancashire, Manchester and North Merseyside and North West Wetlands Network, Final Report (2006), Environment Agency, English Nature and Northwest Regional Development Agency.*



### Day 12

## Shrubs fight crime

A down-at-heel industrial estate in Cheshire turned its fortunes around – by becoming a 'green' business park. Landscaping, water and waste saving measures saw crime drop by almost 50% at Winsford Industrial Estate, while the number of employers shot up by 13%.

Natural Value. Natural Economy.

*Source: The Contribution of the Local Environment to the Local Economy, Groundwork UK (2007)*

### Day 13

## Safe haven

The Northwest provides refuge for some of Britain's most endangered animals. North Walney Nature Reserve in Cumbria is one of the few places where you can spot Britain's rarest amphibian - the natterjack toad.

Natural Space. Natural Economy.

*Source: Cumbria Tourism*

## Day 14

### 70% more trees. 100% more satisfaction

The Mersey Forest stretches across 465 miles. An ongoing 30-year plan has already increased woodland cover by over 70% – that's an area bigger than Warrington. It's improved quality of life for the four million people living close by, and attracted funding worth £36m.

Natural Space. Natural Economy.

*Source: The Mersey Forest Comparator Study (2007)*

### 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.

Natural Economy Northwest's 100 Days Campaign uncovers 100 fascinating facts about the region's natural environment. Each week we send you an email with seven surprising facts that reveal how much our environment has to offer – to our economy, our quality of life and to regional business. We will send you one email a week until the end of the 100 Days Campaign in October (this is email 2 of 14). If you would prefer NOT to receive emails from us in future, please email [joanna@creativeconcern.com](mailto:joanna@creativeconcern.com)

[www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk)

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