



## 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 natural tourism makes a significant contribution to the regional economy. And perhaps you know that here in the Northwest we have some of England's rarest wildlife and habitats.

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

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

### Day 15

#### The pulling power of attractive birds

A pair of breeding Ospreys at Bassenthwaite Lake attract 100,000 visitors every year - and these tourists in turn generate £1.7m for the local economy.

[See full case study](#)

Natural Value. Natural Economy.

*Source: Lake District Osprey Project (Forestry Commission, RSPB and Lake District National Park Authority); Cumbria Tourism*

### Day 16

#### A greater outdoors

The Northwest's coast is nothing short of spectacular. Over 80% of it is protected due to wildlife and habitats that are of international importance - and it also includes Liverpool's World Heritage waterfront, Hadrian's Wall, two Areas of Outstanding Natural Beauty and the heritage coast at St. Bees Head.

Natural Space. Natural Economy.

*Source: North West Regional Assembly*

### Day 17

#### Wet feet worth £1.2m

Wildlife plays a major part in the region's economic prosperity. Martin Mere Wetland Centre is home to almost 100 species of rare and endangered ducks, geese, swans, cranes and flamingos. With 165,000 annual visitors, it generates around £1m for the region every year.

Natural Value. Natural Economy.

Source: *Wildfowl & Wetlands Trust*

## Day 18

### The loveliest spot that man hath found

The Northwest is home to the largest national park in England. Tourists are voting with their feet: 16 million take their leisure in Cumbria and the Lake District every year, contributing over £1bn to the region's economy. It would make sense to William Wordsworth - he described Grasmere in the Lake District as 'the loveliest spot that man hath found'.

Natural Space. Natural Economy.

Source: *Cumbria Tourism*



## Day 19

### New life for old land

Community woodlands have transformed derelict, industrial land across the region. Since 1990, 15 million trees have been planted across 3,700 hectares - almost 25% of which is former brownfield land.

Natural Value. Natural Economy.

Source: *The Mersey Forest and DEFRA Community Forests Programme Monitoring*

## Day 20

### Five ups. No downs.

There are only five mountain peaks in England over 900 metres. They're all in the Northwest. Little wonder that walkers rate Cumbria as one of the best places in Britain to get into the great outdoors - readers of the Ramblers Association magazine voted the Lake District the 'Best British Walking Destination' in 2006.

Natural Time. Natural Economy.

Source: *Cumbria Tourism*

## Day 21

### Worming its way into global fame

The Northwest provides refuge for some of Britain's most endangered creatures. The Croston Flatworm occurs in just one single pond in Croston, Southport - and nowhere else in the world.

Natural Space. Natural Economy.

Source: *RSPB*. Note that the Croston Flatworm is a species of the Proboscis Worm (*Prostoma jenningsi*) and is also known as *Jenning's Proboscis Worm*.

### 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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