



## 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 how natural environment projects are helping safeguard local businesses from the impacts of climate change. And perhaps you know that some of the Northwest's top natural visitor attractions are converted post-industrial sites.

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

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

### Day 22

#### Keeping our cool

The region's green spaces play a crucial role in minimising the impacts of climate change. Increasing green cover by 10% in urban areas of Greater Manchester could, for example, keep surface temperatures at 1961-1990 levels until the 2080s.

Natural Value. Natural Economy.

Source: *Built Environment, Gill et al, 2007 and The Mersey Forest.*

### Day 23

#### From industrial blight to visitor sight

1.25m tonnes of industrial waste has been transformed into a top visitor attraction. At Wigan Flashes, post-industrial land was converted into a nature reserve that now attracts 97,000 visitors every year.

Natural Space. Natural Economy.

Source: *Wildlife Trust for Lancashire, Manchester and North Merseyside*

### Day 24

#### Safe haven

The Northwest provides refuge to some of Britain's most endangered species. Silverdale is home to the Lady's Slipper Orchid - of which there are thought to be only two in the UK. There is some controversy as to whether the Silverdale plant is truly native, but it doesn't stop thousands of visitors making the annual pilgrimage to Cumbria to see it.

Natural Time. Natural Economy.

Source: *RSPB*

### Day 25

#### Castles in the sand

The Northwest keeps holidaymakers happy. One of the Guardian's top ten sandcastle beaches, Blackpool remains a national favourite. Blackpool Pleasure Beach, meanwhile, is the most popular visitor attraction in England, pulling



in six million visits every year.

Natural Value. Natural Economy.

*Source: Visit Britain, Survey of Visits to Visitor Attractions 2004-05; Northwest Regional Assembly; The Guardian Guide to the Seaside (2007)*

## Day 26

### Go green, earn more

Going green made sound business sense for a Northwest-based business park. Portland Basin Green Business Park in Tameside adopted eco-friendly measures - including landscaping and better waste management - and saw a resulting rise in productivity and occupancy rates.

Natural Space. Natural Economy.

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

## Day 27

### Sand, sea and... sand

The Sefton Coast is home to the largest continuous sand dune system in England. It's little wonder the Merseyside Coast as a whole is such a draw for tourists: it's anticipated that by 2008 there will be 4.8 million visits every year, generating over £70 million.

Natural Time. Natural Economy.

*Source: Northwest Regional Assembly and [www.sandsoftime.hope.ac.uk](http://www.sandsoftime.hope.ac.uk)*

## Day 28

### A great wall

The Northwest is home to some of Britain's finest historical sights. Hadrian's Wall runs from Carlisle to Newcastle. The most important Roman monument in Britain, 260,000 walkers flocked there in 2005 - attracted by the combination of a World Heritage Site nestled in a top-notch natural setting.

Natural Value. Natural Economy.

*Source: Cumbria Tourism*

## 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 4 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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