

Natural Economy Northwest

100 Days Campaign



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 five of Natural Economy Northwest's 100 Days Campaign.

Day 29

Bridleway or bust

A new national bridleway has boosted regional business and tourism. The Pennine Bridleway National Trail has seen 22 businesses and five package holiday providers launch since its 2002 opening – and it's also led to a 400% upswing in visitor numbers.

Natural Space. Natural Economy.

Source: *Natural England*

Day 30

All weather produce

The region's unique breeds support farming and land-based business. The Herdwick Sheep – bred by Beatrix Potter – can only be found in Cumbria and the animal's unusual (virtually waterproof) wool has risen in price by around 1700% in recent years. Thanks to dialogue between Natural England and farmers, flocks are managed in harmony with the natural environment.

Natural Value. Natural Economy.

Source: *The National Trust*

Day 31

It's getting better all the time

Green space is vital for quality of life, regional business and inward investment. A recent regional survey revealed that 95% of those questioned supported having a community forest, while 62% had seen an improvement in their local environment over the past decade.

Natural Time. Natural Economy.

Source: *Mersey Forest Benchmark Survey, Vision 21 (2006)*

Day 32

Refuge region

The Northwest provides refuge for some of Britain's most endangered species. Cumbria is the only English home



of the Mountain Ringlet and Scotch Argus butterflies, while the Morecambe Bay limestones are a stronghold for one of Britain's rarest butterflies, the High Brown Fritillary.

Natural Space. Natural Economy.

Source: RSPB

Day 33

Simply the best

The Northwest has more top-notch parks than London and Yorkshire combined. The region is home to 158 parks with 'Green Flag' status – the national award for high quality green spaces – compared to Greater London's 111 and the South East's 56.

Natural Time. Natural Economy.

Source: Liverpool City Council

Day 34

Flocking to the Northwest

The Northwest's nature reserves attract visitors and change perceptions of the region. 50,000 starlings and one of Britain's rarest birds, the Bittern, flock to Leighton Moss – as well as 97,000 visitors spending upwards of £750,000 a year.

Natural Value. Natural Economy.

Source: North West Wetlands Network Final Report (2006), Environment Agency, English Nature (now Natural England) and the Northwest Development Agency, and the RSPB.

Day 35

Going batty

Some of Britain's rarest mammals like to call the Northwest their home. Half of all British bat species can be found in Cumbria.

Natural Space. Natural Economy.

Source: The National Trust. Visit www.wealthofwildlife.org.uk for information on bat walks in Cumbria.

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 5 of 14). 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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