



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 our natural environment encourages inward investment. And perhaps you know that the region's award-winning parks help support healthier - and more economically active - communities.

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

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

Day 36

Making a scene

The 72 mile-long Settle to Carlisle railway is England's most scenic line, and the journey is set to get smoother after a £60 million investment by Network Rail. Almost 650,000 passengers a year use the line, which runs through the picturesque Eden Valley, Pennines and the Yorkshire Dales.

Natural Space. Natural Economy.

Source: *Source: Cumbria Tourism, Network Rail and Northern Rail*

Day 37

24,000 can't be wrong

The Northwest is home to the largest group of nesting herring and lesser black-back gulls in Europe. Over 12,000 pairs nest at South Walney Nature Reserve in Cumbria, while around 5,000 visitors make the trip to see them every year.

Natural Time. Natural Economy.

Source: *Source: Cumbria Wildlife Trust*

Day 38

Rejuvenating the region

Natural economy projects are rejuvenating the region - and attracting inward investment. Speke Garston Coastal Park is a post-industrial site overlooking the Mersey that's been transformed into a nature reserve. It's part of a regeneration scheme that has seen work commence on a 310,000 square-metre business park - which is anticipated to create almost 10,000 new jobs.

Natural Value. Natural Economy.

Source: *The Mersey Waterfront and Peel Holdings.*

Day 39

Trees save cash



The Northwest's parks offer more than an attractive backdrop - they encourage exercise and cut public health bills. With 60% of the population currently not taking enough exercise to help their health, it's been calculated that Liverpool's parks alone save the region almost £4 million every year.

Natural Space. Natural Economy.

Source: Natural Fit: Can Green Space Increased Levels of Physical Activity? A report by Dr. William Bird for the RSPB (2004), and Liverpool City Council

Day 40

Home to roost

The Northwest shelters some of the UK's rarest wildlife. Bowland is the English breeding stronghold for Hen Harriers, while St. Bees Head is the only English breeding site for Black Guillemots.

Natural Time. Natural Economy.

Source: RSPB

Day 41

Value for money

Natural environment jobs do more for the local economy. Each National Trust job in Cumbria generates 9 full-time jobs in the local community, while the region's 6,000 Trust volunteers contribute time worth £2.37 million. There are 350,000 National Trust members in the Northwest.

Natural Value. Natural Economy.

Source: Valuing our Environment, The National Trust (2001) and The National Trust.

Day 42

Beavers are back

The Northwest is one of the only regions in England where you can spot beavers in their wetlands habitats. Beavers have been reintroduced to Lancashire after a 500-year absence. Their new home, Martin Mere Wetland Centre, already attracts 165,000 visitors a year.

Natural Space. Natural Economy.

Source: Martin Mere Wildfowl & Wetlands Trust

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 6 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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