



## 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 environmental technologies have the potential to revolutionise the region's economy. And perhaps you know that the natural economy is bringing brownfield land back into use right across the region, creating healthier communities and better business.

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

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

### Day 43

#### Not just a flash in the pan

Pennington Flash in the Mersey Corridor attracts 400,000 visitors per year who spend over £3 million. The reserve is a mosaic of open water, reed beds, scrub and woodland and is home to 230 species of birds, 20 species of butterfly and 16 species of dragonfly.

Natural Value. Natural Economy.

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

### Day 44

#### The one and only

The Northwest provides refuge for some of Britain's most endangered species. Cumbria is the only place in England where you can find the Alpine Catchfly plant.

Natural Space. Natural Economy.

*Source: RSPB*

### Day 45

#### Access all areas

The biggest events 'venue' in the Northwest is actually the combined might of Liverpool's public parks and gardens. A whopping 2.5 million visitors take part in the 2,000-plus events that are held in Liverpool's parks every year.

Natural Time. Natural Economy.

*Source: Liverpool City Council*



### Day 46

#### Splashing good time

Natural tourism is essential to maintaining the region's image. Lake Windermere is not only the biggest lake in England, but Windermere Lake Cruises is one of the UK's most popular tourist attractions, carrying 1 million passengers every year.

Natural Space. Natural Economy.

Source: *Windermere Lake Cruises Ltd.*

## Day 47

### Power to the people

The region's environmental technologies and services industry employs over 50,000 people - they work to provide environmental services that contribute more than £1.5 billion to the Northwest's economy.

Natural Value. Natural Economy.

Source: *The Environmental Economy of England's Northwest, Environment Agency, Envirolink Northwest and Northwest Development Agency (2006)*

## Day 48

### Oldest. Longest. Best.

The natural environment supports some of the region's top tourist attractions. Southport Pier - adjacent to the longest sand dune system in England - is the UK's longest overland pier and attracts 300,000 visitors a year. Its recent £7 million refurbishment keeps day-trippers happy - and the local tourist industry healthy.

Natural Time. Natural Economy.

Source: *Sefton Metropolitan Borough Council*

## Day 49

### More green and pleasant land

900 hectares of brownfield land across the Northwest are to be transformed into green and pleasant land. The £59 million Newlands regeneration scheme is already underway in Merseyside and Greater Manchester, improving derelict land and increasing local property prices.

Natural Value. Natural Economy.

Source: *The Forestry Commission and Northwest Development Agency*

### 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 7 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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