



## 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 investment into the natural environment creates new tourism and leisure-based trade. And perhaps you know just how much people across the region - and the UK - value our national parks.

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

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

### Day 57

#### £1 billion clean-up

A £1bn investment has transformed the Mersey Estuary, boosting local business into the bargain. The 20-year clean-up programme has improved water quality, led to a significant increase in tourism and seen the return of fish - including Atlantic salmon - to a river once derided as the dirtiest in Europe.

Natural Value. Natural Economy.

Source: *United Utilities, The Mersey Waterfront and The Mersey Basin Campaign*

### Day 58

#### Forests attract millions in inward investment

Community Forests are responsible for securing millions of pounds worth of investment for the region. Red Rose Forest alone - which covers almost 292 square miles of Greater Manchester - has planted over 1,000 hectares of woodland and secured investment worth £38 million.

Natural Space. Natural Economy.

Source: *Red Rose Forest Annual Report 2005-6*

### Day 59

#### Something fishy

The Northwest is home to five of the top ten salmon rivers in England and Wales: the Ribble, Lune, Derwent, Eden and Border Esk rivers. The region is responsible for 10% of all rod licenses sold in England and Wales - including 3,874 for salmon and sea trout alone - with research suggesting that the presence of salmon in a river could be worth £5 million a year.

Natural Time. Natural Economy.

Source: *The Environment Agency*



### Day 60

#### Growers' gold

The Northwest is home to the UK's largest composting site dedicated to horticultural waste. The recently built facility - worth £2 million - enables regional manufacturer White Moss Horticulture to produce retail-grade compost

on site - resulting in lower transport costs, better product competitiveness and a significant reduction in the amount of waste the region as a whole sends to landfill.

Natural Value. Natural Economy.

Source: *Environment Connect*

## Day 61

### Absorbing the impact

Natural environment projects are helping to safeguard regional business from flooding. With sea levels predicted to rise, a project at the Ribble Estuary has restored 168 hectares of salt marsh. The new marsh will absorb water, protecting 780 hectares of agricultural land and 123 homes - with this enhanced flood protection worth over £22 million.

Natural Space. Natural Economy.

Source: *The Environment Agency*

## Day 62

### 150 million love parks

The Northwest's national parks are among the most popular in the UK. A recent survey showed that national parks attract 150 million visitors a year - and that the Lake District National Park is both the most well-known and the most visited of them all.

Natural Time. Natural Economy.

Source: *UK Association of National Park Authorities*

## Day 63

### Waterfront revival

Derelict sites across the Northwest are being converted into top leisure attractions. Widnes Warth Nature Reserve on the River Mersey has been transformed thanks to a £332,000 investment and a new walkway that enables visitors to get out onto the salt marsh. The reserve will eventually cover 120 acres of mudflats, reed beds and salt marsh.

Natural Value. Natural Economy.

Source: *The Mersey Waterfront*

### 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 9 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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