



## 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 eco entrepreneurs are creating new economic opportunities from the Northwest's natural environment. And perhaps you know just how important access to green space is for a region at work, rest and at play.

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

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

### Day 64

#### Regional businesses dig deep

The natural environment means so much to regional tourism businesses that they've donated £1 million to support it. The Tourism and Conservation Partnership works with Northwest-based companies to raise £200,000 every year - which has so far been invested in 240 natural environment projects.

Natural Value. Natural Economy.

*Source: The Tourism and Conservation Partnership*

### Day 65

#### Green and pleasant land

Trees, parks and countryside are vital to local business, image and quality of life. 82% of people believe that parks encourage businesses to relocate, while 97% rate trees and shrubbery for improving the appearance of a town. Lucky, then, that over 80% of the Northwest is classified as green space.

Natural Space. Natural Economy.

*Source: The Economic Benefits of the Natural Environment, The Mersey Forest on behalf of the Natural Economy Northwest Programme (2007 - in preparation)*

### Day 66

#### Where there's muck there's brass

The Northwest is pioneering environmental business while safeguarding the natural environment. The region's recycling sector has risen by 141%, from £121 million in 1998 to £292 million in 2003.

Natural Time. Natural Economy.

*Source: The Environmental Economy of England's Northwest: A Driver for Economic & Social Progress, Environment Agency, NWDA, Envirolink Northwest*

### Day 67



## A good deal

The Northwest's natural environment projects are improving prospects for the unemployed. Lancashire Wildlife Trust works with New Deal recruits, training them to work in the environment sector. Results have been impressive: so far, they've achieved a 50% placement rate, boosting trainees' chances of long-term employment.

Natural Value. Natural Economy.

Source: *Lancashire Wildlife Trust*

## Day 68

### Gardens of delight

Regional gardens are proving a big draw for tourists. A guide to short breaks based on Cheshire's garden attractions inspired almost 80,000 new visits to the region, generating more than £2.2 million of extra business for gardens, shops, hotels, restaurants and visitor attractions.

Natural Space. Natural Economy.

Source: *Northwest Regional Development Agency*

## Day 69

### Shop local

Canny shoppers across the country like to shop local. Research indicates that almost 70% of the population support organic farming, while there are over 380 farmers' markets across the UK (up from 120 in 1999). And the region's natural environment is home to some of England's best markets - Orton Farmers' Market in Cumbria was voted National Farmers Market of the Year in 2005.

Natural Time. Natural Economy.

Source: *The Social & Economic Benefits of the Natural Environment: Review of Evidence, Natural England (2006) and Orton Farmers Market*

## Day 70

### Four million watch the Northwest

The region is at the heart of renewed national interest in wildlife. In 2006, WWT Martin Mere nature reserve played host to the BBC's Autumnwatch, with four million tuning in to watch the two-week series. It's a feat likely to be repeated this November when the series again broadcasts live from WWT Martin Mere.

Natural Value. Natural Economy.

Source: *Wildfowl and 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 Regional 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 10 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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