



## 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 access to green space improves the health of the region's communities. And perhaps you know just how much our countryside contributes to tourism.

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

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

### Day 71

#### World beating waterfront

Over 70% of the Mersey Waterfront - a distance of 145 kilometres - is nationally or internationally designated for nature conservation. It's also part of the second most important location in the world for migrating water birds.

Source: *The Mersey Waterfront*

### Day 72

#### Estuary brings economic change

The region's rivers are as important for the economy as they are for wildlife. The Mersey Estuary is home to three ports, with the Port of Liverpool alone now handling 34 million tonnes of freight a year. That's more than at any time in its history - and makes it both the largest Freeport Zone in the UK and the UK's top port for UK-US container trade.

Source: *The Mersey Waterfront*

### Day 73

#### Seeds of success

Eco entrepreneurs have created a nationally successful business from seeds. Landlife Wildflowers in Merseyside supplies millions of seeds to local authorities, tourist attractions and community-led projects across the UK. The company's success has enabled parent charity Landlife to lever £10 million-worth of investment into the National Wildflower Centre.

Source: *Landlife*

### Day 74

#### Bigger is better

The Northwest is home to the second largest stone circle in Europe. The 4,000 year-old Long Meg and her Daughters in Cumbria - immortalised in a William Wordsworth poem - is just one of the natural environment attractions that pulls in thousands of visitors a year to Cumbria's Eden Valley.

Source: *Cumbria Tourism*



## Day 75

### Holding back the years

The Northwest provides refuge for some of Britain's most endangered breeding birds. A pair of Spoonbills nested on the Ribble Estuary in 1999, the first successful nesting in Britain since medieval times.

Source: RSPB

## Day 76

### Green space creates sustainable communities

An eco park and a cleaned-up canal are injecting new life into a run-down part of Manchester. 400 eco-homes are being built by Ashton Canal in East Manchester, along with a new residents' 'pocket' park. It's part of a £221 million Government scheme to create high-quality homes and sustainable communities for existing and new residents in some of Manchester's most deprived areas.

Source: Urban regeneration company New East Manchester

## Day 77

### Food, glorious food

Locally produced, quality and speciality foods are worth £1.4 million to the regional economy every year. And public interest in locally sourced food that comes direct from the natural environment is growing: over 35,000 people attended the three regional Fine Food Lovers festivals last year.

Source: 315 magazine, Northwest Regional Development Agency (2005)

## 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 11 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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