

Natural Economy Northwest

100 Days Campaign



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 waterways generate significant business and tourism opportunities. And perhaps you know just how much the natural environment contributes to the health - economic and otherwise - of the region.

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

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

Day 78

Towpaths generate £6.5 million

Our waterways are vital to the region's economic health. The restoration of the Rochdale and Huddersfield Narrow canals in 2001 and 2002 boosted tourism and commercial investment in the surrounding areas - generating £6.5 million through visitor spending alone.

Natural Value. Natural Economy.

Source: The Economic Impact of the Restoration of the Rochdale and Huddersfield Narrow Canals, ECOTEC (2004) and British Waterways

Day 79

Supporting Britain's wildlife

The Northwest's natural environment supports the country's wildlife. 50,000 Oystercatchers - one fifth of the entire UK population of this shorebird - spend the winter in Morecambe Bay, Cumbria, every year.

Natural Space. Natural Economy.

Source: RSPB

Day 80

A hole-in-one for the Northwest

The Northwest - home to 'England's Golf Coast' - has the highest concentration of championship golf courses in the world. From Cumbria to Cheshire, the region offers naturally challenging courses, three of which are ranked within the world's top 75.

Natural Time. Natural Economy.

Source: The Mersey Waterfront

Day 81

Nature on prescription

The Northwest's natural environment improves the health and wealth of the region. With physical inactivity costing England £2.5 billion every year, GPs in East Manchester are tackling the health deficit by prescribing health walks. The scheme at Clayton Vale - a former landfill site - has been so successful that it's being used as a model for



similar initiatives elsewhere.

Natural Value. Natural Economy.

Source: The Environment Agency and Natural Fit: Can Green Space Increased Levels of Physical Activity? A report by Dr. William Bird for the RSPB (2004)

Day 82

Seeing the good for the trees

Forests, trees and woodland across the region save lives. With around 7% of the Northwest covered by woodland, a Forestry Commission study estimated that, thanks to their ability to absorb pollution, forests save up to 89 lives a year.

Natural Space. Natural Economy.

Source: Making Woodland Count, The Woodland Trust (2004), Forestry Commission and The Mersey Forest

Day 83

Protecting business, boosting wildlife

Regional businesses are gaining greater protection thanks to the natural environment. The Environment Agency, Shell UK and Cheshire Wildlife Trust have together restored 100 hectares of floodplain grazing marsh at Goway Meadows. The Meadows now provide a haven for wildlife and protect Shell's Stanlow Oil Refinery - the second largest in the UK - from flooding.

Natural Time. Natural Economy.

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

Day 84

Red Rose County reaps a rural reward

Four-fifths of Lancashire is rural. In fact, the natural environment underpins the Red Rose County's economy. Some 10.5 million visitors - spending £496 million - visited Lancashire's countryside in 2006.

Natural Value. Natural Economy.

Source: STEAM 2006 and Lancashire and Blackpool Tourist Board

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 12 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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