

## 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 thirteen of Natural Economy Northwest's 100 Days Campaign.

#### Day 85

### £100,000 ray of sunshine

Environmental regeneration projects are transforming the region's grot spots. Sunshine Park in St. Helens converted a former no-go area into a multi-use public park. It attracted over £100,000 of investment, generated jobs and training - and reversed economic decline in the local area.

Natural Value. Natural Economy.

*Source: Land Restoration Trust*

#### Day 86

### Natural communication

The Northwest is home to the UK's first ever 'living' billboard. Made entirely from willow trees, the Green Billboard at Bidston Moss, Merseyside, is a 30 metre-long advertising hoarding. And on top of providing premium advertising space, the billboard also reduces noise levels from traffic on the nearby M53.

Natural Space. Natural Economy.

*Source: Creative Concern and The Economic Benefits of the Natural Environment, The Mersey Forest on behalf of Natural Economy Northwest (2007)*

#### Day 87

### Unique wildlife, unique visitor attractions

The Northwest is using its natural environment to create unique visitor attractions. The National Wildflower Centre in Merseyside was the first of its kind in Europe and only the second to be opened worldwide. 20,000 people visit the Centre during Spring and Summer every year. No wonder it was voted Best Small Visitor Attraction and Best Small Tourism Business in the Mersey Partnership Tourism Awards 2007.

Natural Time. Natural Economy.

*Source: The National Wildflower Centre*



## Day 88

### Improving rural business

The Northwest is home to the UK's first rural Business Improvement District. The scheme - which has boosted business in New York, Toronto and London - sees business leaders in Keswick, Cumbria, contribute £70,000 every year towards joint training, marketing, business support and landscape improvements.

Natural Value. Natural Economy.

*Source: Pathways to Progress, Achievements of the Northwest's Market Towns, NWDA (2006)*

## Day 89

### Otters on the up

The Northwest is reversing decades of industrial decline. The otter population in Lancashire and South Cumbria has steadily grown over the last 50 years, thanks to a reduction in the use of harmful chemicals. Healthy otters mean thriving rivers - and a good natural environment results in tourism, job opportunities and a better image for the region as a whole.

Natural Space. Natural Economy.

*Source: The Environment Agency*

## Day 90

### Rural life worth £21 billion

Rural communities, areas and businesses contribute £21 billion (GVA) to the Northwest's economy every year.

Natural Time. Natural Economy.

*Source: Pathways to Progress, Achievements of the Northwest's Market Towns, NWDA (2006)*

## Day 91

### World's first Fair Trade town

The Northwest is home to the world's first Fair Trade town. Garstang in Lancashire was awarded its world first status in 2001 and has since been twinned with New Koforidua, Central Ghana. Together, Lancashire and Ghanaian farmers are working to get fair prices for their natural environment products.

Natural Value. Natural Economy.

*Source: Pathways to Progress, Achievements of the Northwest's Market Towns, NWDA (2006)*

### 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 13 of 14). If you would prefer NOT to receive emails from us in future, please email [julie@creativeconcern.com](mailto:julie@creativeconcern.com)

[www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk)

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