

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

#### Day 92

### Farms attract £28 million

Farms and land-based businesses make a major contribution to the region's economy. £28 million of agri-environment funding is invested in these each year in the Northwest. This money not only sustains regional business but supports our distinctive wildlife and countryside.

Natural Value. Natural Economy.

*Source: Natural England*

#### Day 93

### 83% say it's an improvement

Natural environment projects are delivering better quality of life for the Northwest's communities. The Groundwork Trusts work on over 600 projects a year that change the region's local environment - transforming an area of land that's the equivalent of 500 football pitches. 83% of those living in the area Groundwork operates feel their neighbourhood is better as a result.

Natural Space. Natural Economy.

*Source: Groundwork UK and CLES (Centre for Local Economic Strategies)*

#### Day 94

### Woodland improves water quality

The Northwest's native woodlands are being replanted - with this planting improving public utilities. A £500,000 scheme including the Forest of Bowland will recreate upland oak woodland that disappeared from the region 150 years ago. The new forests will improve raw water quality for United Utilities' treatment plants.

Natural Time. Natural Economy.

*Source: The Forestry Commission and the Regional Forestry Framework*



## Day 95

**£250,000 community hub**

Natural environment schemes are bringing fresh hope to the region's most deprived communities. Ashton West End Doorstep Green in Tameside - a park that attracted £250,000 of investment - has become a focal point for the local community. It includes two new businesses that provide jobs and training, as well as play and seating areas.

Natural Value. Natural Economy.

*Source: Land Restoration Trust*

## Day 96

**25,000 love to go a-wandering**

The natural environment is a big draw for visitors to the region. 65% of Lake District visitors cite the scenery as the motivation for their trip and 87% go for a walk during their stay. A people counter installed on a popular footpath in Wasdale backs these facts up: it clocked over 25,000 walkers in just one month.

Natural Space. Natural Economy.

*Source: The Lake District National Park Authority*

## Day 97

**Eco-technologies create new skills**

Green technologies are being used throughout the region to create new skills, jobs and opportunities. The award-winning Offshoots permaculture garden in Burnley is a thriving fruit and vegetable garden that incorporates bio-fuels, composting, wind and solar power - and has brought new skills to Burnley residents.

Natural Time. Natural Economy.

*Source: Groundwork Pennine Lancashire*

## Day 98

**Wet and wild**

The region's coast is one of the best places in Europe to enjoy the natural environment. It includes half of the UK's top 10 best sites to see wintering birds, four out of the top ten largest UK saltmarshes and 30% of the UK's sand dunes. No wonder over 80% of the Northwest's coast has received the conservation accolade of being included in the European Union's Natura 2000 network.

Natural Value. Natural Economy.

*Source: Waterbirds in the UK 2004/5. The Wetland Bird Survey. BTO (2006), Coasts and seas of the United Kingdom. Region3 Northern Irish Sea. JNCC (1996), National Saltmarsh Survey. JNCC (1989).*

## Day 99

**Saving money, safeguarding the environment**

Each business in the UK wastes, on average, 30% of the energy it buys. Luckily, the Northwest is pioneering efficient business practice. Manchester's Enworks has helped 1,000 companies reduce waste and energy consumption. Their actions not only safeguard our natural environment but save participating businesses £12 million a year.

Natural Space. Natural Economy.

Source: *Enworks and Insider Essential Guide to Business and the Environment (2007)*

## Day 100

### Gardeners' leisure time

Cheshire has more gardens open to the public, per head of population, than anywhere else in the UK. It's little surprise that Cheshire has launched a £1.5 million garden festival, which kicks off with Cheshire's Year of Gardens in 2008.

Natural Time. Natural Economy.

Source: *Visit Chester & Cheshire*

### 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 14 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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