

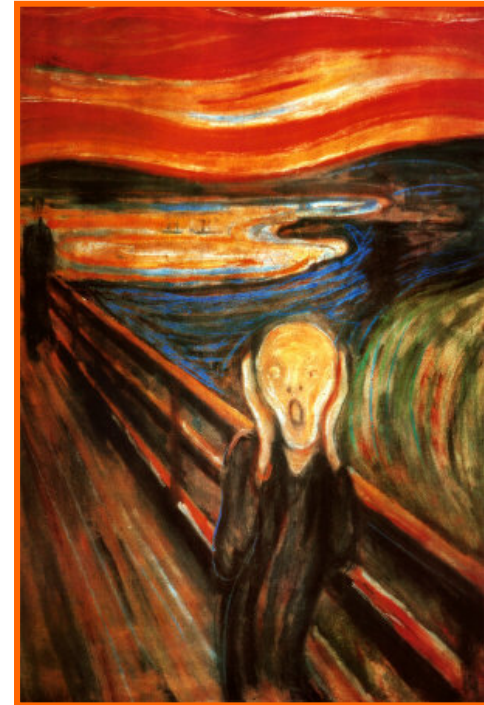


# Investing in the Natural Environment for Sustainable Economic Growth

**Robert Hough**  
**Chairman, NWDA**

# Introduction

- **Past achievements - changing times ahead**
- **Positioning the region for recovery**
- **Creating the conditions for sustainable economic growth**
- **The value of the natural environment and Green Infrastructure in creating a unique place**



**Edvard Munch**

# NENW Achievements

- **Innovative 3 year approach**
- **Key funding partners:**
  - SITA £1.50M
  - NWDA £1.165M
  - NE £255k
- **Outputs**
  - 126 business assisted
  - 432 people trained
- **Outcomes**
  - Economic Value of Green Infrastructure
  - Sub Regional GI Plans
  - Demonstration projects

# NENW Legacy

- **Exemplar approach**
- **Sound and broadly based partnership of action**
- **Natural Tourism approach**
- **Body of creative learning**
- **Collection of key publications**
- **Agenda setting - putting the region in the lead**
- **Research input in RS 2010**

# NWDA 'natural' investments

- **Land Regeneration**
  - Newlands £59M
  - Remade £23M
  - Revive £19M
  - Cumbria £15M
- **Regional Parks**
  - Mersey Waterfront £20M
  - Others: c.£10M
- **Brockholes Case Study**
  - 106 Ha site at Preston
  - £55M GVA over 20 years



Proposed Visitor Centre at Brockholes  
Adam Khan Architects

# NWDA Strategic Direction

- **RS2010 Principles and issues**
  - Regionally distinctive natural environment
  - Good quality Green Infrastructure and public parks
- **Quality of Place a key ‘pillar’**
  - Protecting, enhancing and developing the quality of the Northwest’s outstanding environmental, natural and coastal landscape assets
- **Atlantic Gateway / Adapting the Landscape**
  - Seeking regional scale landscape transformation in pursuit of sustainable economic development in the Mersey Belt



## Adapting the Landscape from Liverpool to Manchester