



Natural Economy Northwest

Autumn 2009

Grow Your Own Natural Tourism!

The research, discussions and practical experience of natural tourism assimilated by Natural Economy Northwest since its creation in 2006 has been distilled into a publication set to further the development of natural tourism.

'Growing Natural Tourism' powerfully presents the case for investors, tourist boards, local authorities and environmental organisations to pool resources and ensure the natural environment maximises benefits from the tourism pound. High impact case studies demonstrate how natural tourism fosters a better stewardship of nature.

Whether wildlife watching, leisure learning, enjoying conservation breaks or experiencing nature in other ways, visitors contribute economic benefits. Northwest tourism supports 190,000 jobs and is worth £11.4bn a year.

To benefit from this guide's insights head to the Natural Tourism area at www.naturaleconomynorthwest.co.uk/resources+reports.php

...And Make Your Natural Tourism Project A Perfect Fit

Natural Economy Northwest has created a means through which project managers and organisations developing tourism programmes based on the natural environment can make a better case to funders.

Tourism projects increasingly need to demonstrate an underlying economic benefit, as well as a strategic fit. With NENW's written guidance tool, project managers can learn how to incorporate economic objectives into their natural tourism programmes and measure economic impact against a checklist of 11 economic benefits deriving from the natural environment. They can then fine-tune the project, if necessary.

With suggestions on where to access funding, advice on monitoring the project and managing an exit strategy, as well as the inclusion of supporting case studies and demonstration project profiles, the NENW Project Guidance for Managers of Natural Tourism Projects resource is a gem.

Watch out for the guidance over the next few weeks at the Natural Tourism area www.naturaleconomynorthwest.co.uk/resources+reports.php



Join The Masterclass

If you are excited by the potential of natural tourism, make sure you don't miss out on one of the five Natural Tourism Masterclasses. Natural Economy Northwest is running in October and November, in conjunction with its sub-regional tourism partners.

The round will start on October 15 in Manchester, where Johnny Hewitt of farm shop and farm attraction Red House Farm and Ben Davies of Adventure Forest Ltd, the company behind the Go Ape experience, will bring their varied knowledge to the floor.

Salmesbury Hall, near Preston, is the Lancashire and Blackpool area's venue on October 20, this event featuring speakers Ian Selby from Lancashire Wildlife Trust, who is the project leader of the exciting Brockholes project, and Nick Hunt, MD of Mid Pennine Arts. Nick will add a very different dimension to this event, focusing on the role of the arts within natural tourism.

On October 22, the action will move to Cumbria where an event staged at The Yan, Grizedale Forest, will feature two inspirational business leaders within the natural tourism sector, Danny Frost of Danny Frost Timber and Alison O'Neill of Shacklabank Free Range Walking Holidays.

November 5, will be the date for the Cheshire event featuring guest speakers Sue Stevenson of award-winning Harrop Fold Farm, Macclesfield and Hamish Ferguson, General Manager of Carden Park Hotel, near Chester, winner of Visit Chester and Cheshire's Sustainable Tourism Award 2008 and 2009.

The masterclass round will end in Merseyside, where Andrew Pimbley of Claremont Farm and Brian Mellor, Masterchef, will examine Natural Tourism from the food and rural business angles. This event will take place on November 12, at the National Wildflower Centre, Liverpool.

Attendees at these masterclasses will leave with much inspiration, and will also benefit from the insights of the former Natural Tourism Manager for the Northwest, Katie Read. Make sure your organisation makes the most of this opportunity to learn from experts, award-winners and passionate advocates of natural tourism.

Register for any of these events by emailing liz@trevertonparkesevents.co.uk. There is also limited exhibition space available at a cost of £50. Please book on the same email address.



Alison O'Neill of Shacklabank Free Range Walking Holidays - a business with natural tourism at its heart.



Supporting The Sopranos

Natural Economy Northwest has supported 'The Sound of



Sopranos' - a project monitoring and enhancing habitats for the soprano pipistrelle bat, using trained volunteers from the New Deal Environment Task Force.

The project was established with funding from SITA Trust's Enriching Nature Programme and organised by the Wildlife Trust for Lancashire, Manchester and North Merseyside. NENW contributed enhancement funding to optimise the Green Infrastructure benefits and maximise the positive impact on the local economy and community.



Participants learning to build bat boxes at Brockholes.

Habitats at Moston Fairway Nature Reserve, Red Moss, Horwich, Duxbury Woods, Redscar and Boilton Woods and Brockholes, Lancashire have all derived some of the 11 economic benefits of Green Infrastructure. These range from flood alleviation through water level management, to climate change adaptation and mitigation.

On that high note, find out more by visiting the Biodiversity & Socio-Economics area at www.naturaleconomynorthwest.co.uk/resources+reports.php



Reviewing The Need To Graze

A consortium of conservation bodies led by Cumbria Wildlife Trust has undertaken a review of the Morecambe Bay Local Grazing Scheme (MBLGS), and the options for its continuation, with support from Natural Economy Northwest.

The current grazier is set to reduce their involvement in the scheme by 2012, but a loss of grazing impacts on jobs, land value, tourism, climate and other benefits within the 11 identified by Natural Economy Northwest as deriving from the natural environment.



Bill Grayson, grazier, with 'flying' herd at Arnside

MGBLGS animals graze over 1000 ha of land split into 70 sites across North Lancashire, South Cumbria and the Yorkshire Dales. This land is of high value, in terms of conservation and land value, and future grazing needs to be carefully managed so that no momentum is lost prior to January 2012.

To read the report, go to the Biodiversity & Socio-Economics area at www.naturaleconomynorthwest.co.uk/resources+reports.php



Up On The Roof

A roof greening study in Liverpool, carried out by The Mersey Forest, has sprung from similar work in Manchester



funded by Natural Economy Northwest.

The Liverpool project is concentrating on the potential of the Liverpool Knowledge Quarter, where substantial new development is planned for the next 15 years. The openings for green roofs - and therefore the opportunity to increase Liverpool's Green Infrastructure in the future - are numerous.

However, 11% of the total roof expanse in the City could be green roofed right now, helping retain storm water and alleviate flooding, contribute to climate change adaptation and mitigation and assist bio-diversity. Green roofs would also assist better health and reduce the 'heat island' effect.

To find out why a green roof need not be green, to explode myths about green roofs and to discover why they have a significant role to play within the NW Climate Change Action Plan, visit the Biodiversity & Socio-Economics area at www.naturaleconomynorthwest.co.uk/resources+reports.php



Rooftops across the Liverpool Knowledge Quarter: Nick Roche, TMF



Toxteth School Building Gets A Green Roof

A pilot project providing the media training that could pave the way to a job on TV is a green roof advocate.

Toxteth TV works with school children and young adults who under-achieved at school, or who were excluded by the education system for their behaviour. This pioneering project is housed in a state-of-the-art building fitted with a green roof, funded by SITA Trust with help from Natural Economy Northwest.

This green roof, fitted on top of the old John Archer Hall school building, comes with two ponds, deadwood logs and bird boxes to encourage wildlife and has plans for a wildflower area in the years to come.

Green roofs are recognised as having tangible economic and environmental benefits and this is just one of several within Liverpool. For more information about the buildings with a green roof visit the Biodiversity & Socio-Economics area at www.naturaleconomynorthwest.co.uk/resources+reports.php



The newly installed green roof at Toxteth TV building



Accessing the Natural Environment Index

The Natural Environment Index (NEI) featured in the 'Identifying Spatial Relationships Between Natural Environment Quality and Multiple Deprivation' report is now available.

GIS files and the final Natural Environment Index are being made available for Local Authorities and other users who would like to include the NEI in their plans and programmes. Natural Economy Northwest, the Forestry Commission, Natural England, Environment Agency and TEP should be credited each time the NEI is used. The figures of interest in this report are figures 3.2-3.5 of the main report (GIS files for each of the four domains) and figure 3.6 (the NEI Index).

For each of the sub-regions and those areas that have had a 'Place Profile' prepared for them by the NW Regional Intelligence Unit (<http://www.nwriu.co.uk/aboutus/2755.aspx>), the NEI GIS files for all NW Local Authority areas are being prepared and will be available on the PBRs website over the coming weeks. In the meantime, requests for NEI GIS files can be made to Penny Oliver of the Forestry Commission.

Users should note that the individual datasets that make up the NEI GIS files cannot be available to third parties, due to data licensing restrictions.



GI Demonstrations Provide Important Evidence

As part of its drive to mainstream the natural environment within sustainable economic development, Natural Economy Northwest has created a high impact means of putting the region's accumulating knowledge to good use.

Having conducted extensive research that highlighted 11 economic benefits stemming from the natural environment, NENW took a cross-section of eight priority economic orientated regeneration projects to assess the degree to which they used, and the potential for Green Infrastructure considerations within their planning process.

The projects, drawn from various parts of the Northwest region, were selected by a NW Green Infrastructure Steering Group in consultation with the NWDA and sub-regional economic partnerships. Plans were assessed to determine the best Green Infrastructure-focused interventions for each project.

To find out more about these GI demonstration projects visit the Green Infrastructure area at www.naturaleconomynorthwest.co.uk/resources+reports.php



Promoting Understanding of Green Infrastructure

Five seminars targeted primarily at local authority planners and aimed at creating understanding of the Green Infrastructure (GI) concept, the NW GI Planning Protocol and RSS GI policy implications have been staged by Natural Economy Northwest in association with 4NW, RTPI, Natural England, Community Forests NW, CABE and Green Space NW.

Each of the Northwest's sub-regions benefited from a seminar, which also examined links within Local Development Frameworks and the role of open space strategies.

Delegates, including independent planning specialists, found the seminars of great value and took away a better understanding of GI and how to implement initiatives at a local level.

More information is available from Debra Holroyd (4NW) - 01942 737917 and copies of the presentations are available at http://www.nwrpb.org.uk/documents/?page_id=4&category_id=266



Economic Benefits of Green Infrastructure

The London Development Agency is the latest partner to join the consortium developing a toolkit to quantify the economic benefits of GI in project development and assessment. Other partners include Northern Way, the 3 northern RDAs, Advantage West Midlands, Tees Valley Joint Strategy Unit, Natural England, CABR and NENW. The London Development Agency is interested in using the project to improve its assessment of projects in the Thames Gateway and East London Green Grid. We will report on its progress in our December newsletter.



Green Infrastructure in the Sub-Regions


Natural Economy Northwest is continuing to drive the development of sub-regional GI frameworks. A GI strategy for Lancashire will be finalised in the autumn and a Merseyside draft GI framework should be produced by The Mersey Forest by March 2010.

Work in Greater Manchester is focused on developing an approach to integrate the existing outline framework for the City Region with the Sustainable Flood Risk Assessment and Greater Manchester Ecological Framework.



RS 2010

A prospectus for GI and RS2010 has been developed and considered by the NW Green Infrastructure Forum which met on September 17. The prospectus has tried to set out a GI agenda that can be embedded within RS2010, addressing new requirements. Once agreed by the partners it will be submitted as part of the RS2010 development process.



What Katie Will Do Next

One of the Natural Economy Northwest team, Katie Read, has now officially left her role as Natural Tourism Manager Northwest, to take up a new challenge as Partnership Director for West Cumbria, at Cumbria Tourism.

Achieving a directorship at the age of just 40 was a major goal for Katie, but her sights are now set on new objectives within her regional patch.

Using the knowledge acquired with NENW will certainly assist West Cumbria when it comes to maximising the benefits of its natural environment and mainstreaming the natural environment within project planning.

Katie's last involvement with NENW will be through her Natural Tourism Masterclasses (see dates in Masterclass article) and the judging of the Northwest Sustainable Tourism award.

The rest of the NENW team wish Katie good luck in her new role and thank her for her great contribution over the last 2.5 years.



Reports and Resources

Natural Economy Northwest has in-depth reports, case studies and research on a variety of subjects relating to the economic value of the natural environment. The NENW website at <http://www.naturaleconomynorthwest.co.uk/> has 11 research summaries available for download, each one succinctly summing up the key points from a detailed report. Visit this site to explore the 11 economic and social benefits of green infrastructure, natural tourism and working with businesses, in greater depth.

Natural Economy Northwest is a regional partnership programme funded by NWDA, Natural England and SITA Trust, to deliver priority action 113 in the Regional Economic Strategy.



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