



# Natural Economy Northwest

Summer 2009



## Green Advocate Endorses Value of the Natural Economy

Over 50 delegates attended the first annual Natural Economy Northwest Green Lecture in Liverpool, with a keynote speech from Jonathon Porritt, chairman of the Sustainable Development Commission.



Partnership working between NENW and leading agencies and funders underpinned an event at which Jonathon Porritt highlighted NENW's groundbreaking work 'The Economic Value of Green Infrastructure'.

Eleven economic and social benefits of planned and managed investment in the natural environment provide planners, regeneration practitioners and environmental sector with the first evidence base on which to justify such investment. Download the 11 economic benefits of GI diagram at

<http://www.naturaleconomynorthwest.co.uk/green+infrastructure.php> and the summary and full reports here under Green Infrastructure

<http://www.naturaleconomynorthwest.co.uk/resources+reports.php>. Jonathan Porritt's speech can be listened to by visiting

<http://www.naturaleconomynorthwest.co.uk/green+lecture.php>.



## Green Infrastructure News

The Northwest region has become the only one in England with a widely shared aspiration to achieve compatible, strategic Green Infrastructure (GI) planning at the sub-regional scale, thanks to the revolutionary approach and catalyst provided by Natural Economy Northwest (NENW) and partners.



NENW's strong GI delivery strategy operates at regional and sub-regional levels, within the NW, where the crucial role of GI as a major economic force is recognised within priority Action 113 of the Regional Economic Strategy (RES).

Planning is at the strategy's core, with key regeneration and environmental agencies, five sub-regional partnerships, Local Authorities, the RTPI and Landscape Institute and a wide range of other public, private and their sector partners working and engaging with each other to share best practice within project planning.

GI demonstration projects show how to maximise the benefits of GI within localised areas, with impressive examples focusing on Liverpool's Knowledge Quarter and Salford City Park.

Visit the Green Infrastructure link at

<http://www.naturaleconomynorthwest.co.uk/resources+reports.php> and read more and head to the Research Summaries 1 and 11 for the GI insights in reports.



The NW's natural environment is pulling its weight as a recession beating force, not only supporting jobs, but creating them too, as demonstrated by a practical environmental work-based placement programme in Cheshire.



This NENW funded project in Woodland Trust-owned ancient woodland, wetlands and grassland, at Dutton Park, near Frodsham evolved from Groundwork Merseyside's Environmental Volunteering and Employment programme with SITA Trust funding. It has delivered profound results. Beneficiaries have been the long-term unemployed (New Deal) participants, students and those with learning disabilities and mental health problems.

Practical and social skills, work experience, jobs, NHS and social services care cost reductions, climate change mitigation and biodiversity protection make this project an outstanding case study. Visit the Biodiversity & Socio-Economics link and Research Summary 8 to read more

<http://www.naturaleconomynorthwest.co.uk/resources+reports.php>.



## Working Against Worklessness

The NENW Investment Forum, supported by key partners, is tackling the issue of worklessness within the Northwest, where the Regional Economic Strategy requires an increase in the workforce to 83,000, but a national high of 9% of the population receive Incapacity Benefit.



The challenging target is to lift the employment rate to 80% by 2020 and close the North-South GVA gap. NENW's work is demonstrating how people are hard-wired to green infrastructure and thus respond to this by demonstrating better health, lower stress levels and better performance, making them fit for work. Visit the Partner Reports link to read Tackling Worklessness and Research Summary 10 at <http://www.naturaleconomynorthwest.co.uk/resources+reports.php>.



## Birds, Bees and Business

A pioneering project in Cumbria has proved biodiversity makes business sense, as commercial enterprises countywide discover simple, inexpensive working practice changes can deliver lasting benefits to both wildlife and their bottom line.



The Natural Benefits for Business programme (NB4B) has made biodiversity relevant to the commercial sector. Initiated by NENW and the North West Biodiversity Forum, working with Cumbria Biodiversity Partnership and the Cumbria Rural Enterprise Agency (CREA), this project formed part of the CBEN scheme whose advisers offered biodiversity advice in 6 themed areas.

These were: Go Organic, Homes and Food, Butterfly Garden Planting, Hedgerow Planting, Tree Planting and Planting Wildlife Meadows. Results include the creation of new mixed hedgerows, areas to attract and support bees, willow tree planting, 'animal hotels', bird boxes and much more.

Visit the Natural Benefits for Business link at <http://www.naturaleconomynorthwest.co.uk/resources+reports.php> for a case studies publication.



## Natural Tourism Contributes to Local Economies

Five dynamic natural tourism projects are making waves in the travel/leisure sector this summer, thanks to funding from Natural Economy Northwest.

Two projects from Cumbria - Playdays in the Woods and The Wild Zone - joined other NENW funded projects, Forest of Bowland AONB web walk enhancement, Cheshire Farm Stay wildlife experiences and Martin Mere Wildfowl and Wetlands sustainable transport and trail project, at a NENW stand in the Countryfile part of BBC Gardener's World at the Birmingham NEC between June 10-14.



The Cumbria Osprey Project has already demonstrated the economic benefits of natural tourism. A massive 100,000 people visit the ospreys each season and a 2003, study highlighted a visitor spend of £1.68m, - £420,000 directly attributable to the ospreys.

Click here for more details

<http://www.naturaleconomynorthwest.co.uk/natural+tourism+demos.php> and visit the Natural Tourism link or Research Summary 4 at <http://www.naturaleconomynorthwest.co.uk/resources+reports.php>.




## Up On the Green Roof

A Greater Manchester biodiversity project, commissioned by Natural Economy Northwest, has focused on the in vogue topic of green roofs, assessing the local evidence relating to the social and economic benefits of green roofs within Manchester where 22 hectares of potential green roof space exists.



The report examines benefits often claimed for green roofs - energy cost reductions, climate change mitigation through temperature stabilisation, flooding mitigation through lower water run off and habitat provision for native and migrant species.

Visit the Biodiversity & Socio-Economics link and Research Summary 7 to read more on this topic <http://www.naturaleconomynorthwest.co.uk/resources+reports.php>.



## 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.

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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.



Download a PDF version at <http://www.naturaleconomynorthwest.co.uk/resources+news.php>.