

# Natural Economy Northwest Programme 2007-2009

## Final Progress Summary

(Compiled from the quarterly reports submitted to NWDA and Natural England)

(\* denotes information on [www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk))

### Marketing & Communications

1. Natural Economy Northwest (NENW) started in January 2007. Launched\* in June 2007 with web-based 100 Days campaign with contribution from over 40 Northwest organisations for the natural economy 100 facts\*. NENW 4 minute DVD \*. Exhibition banners.
2. NENW targeted PR programme in collaboration with various partners to raise the profile of achievements through projects and partnerships.
3. NENW e-newsletters\* has been issued to media contacts and key partners and been well received.
4. Numerous presentations and workshops in the NW with stakeholders for advocacy of the natural economy. Also a presentations in other regional and nationally to share the NW experience.
5. At the beginning of the NENW programme, both Natural Tourism and Green Infrastructure workshops were held in each of the 5 sub-regions of the NW. And in the final year 5 GI Master-classes and 3 Natural Tourism Master –classes were held in the NW sub-regions.
6. All products /reports can be downloaded from [www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk).
7. Joint event held with CBI for top business leaders in Manchester in Nov 2007 – ‘How investing in the natural environment makes business sense’\*
8. Collaborated with Defra and Natural England on Ecosystem Services and valuing economic benefit. Links to Defra reports on website. Regular updates to Defra Economics & Funding Group.
9. Reported on RES delivery and contributed through RS 2010 Advisory Group.
10. Sec of State for CLG, launched the “Economic Value of Green Infrastructure” publication\* at Greater Manchester GI seminar in Oct 2008.
11. First annual Natural Economy Northwest Green Lecture held on the 9th March 2009 with Jonathan Porritt as guest speaker\*.
12. 18 NENW Research Summaries\* produced with the aim of optimising the awareness, conclusions and recommendations of the reports and key messages to a cross sector executive audience including economic, social and environmental organisations. Also for policy officers, specialists, practitioners and project managers who can access the full reports and use the NENW programme outcomes in the process for the Single Regional Strategy (see Annex 2\*).
13. GI Prospectus\* published in February 2010 as a contribution to the Single Regional Strategy process, coordinated by NWDA.



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14. A publication on the successful partnership between Natural Economy Northwest and SITA Trust was launched at the UK Biodiversity Partnership Conference 2009, where this year's title was The Value of Biodiversity. Through this partnership, five SITA Trust Enriching Nature projects were enhanced using funding from the NWDA to demonstrate how biodiversity projects can and do contribute to the economy, the environment and the community. The case studies were publicised and distributed at a SITA Trust event at the House of Commons on 1st February. Marek Gordon, SITA Trust Chairman and CEO, speaking at the Lowry said "This is a new language, a new approach and has shown that the SITA Trust biodiversity projects are also delivering local economic and community benefits".
15. Final NENW event was held on the 23rd November 2009 at Lowry Manchester, with 53 attendees including speakers. Six NWDA Board members were in attendance as well as representatives from land regeneration, tourism, policy & sustainability. The purpose of the event was to reflect and evaluate the contribution this programme has made towards embedding the natural environment within the sustainable economic future of the Northwest. Titled "Natural Economy Northwest: Natural Foundations for Future Economic Recovery", the event was Chaired by Felicity Goodey CBE and featured the following guest speakers: Professor John Handley OBE, Manchester University; Robert Hough, Chairman, NWDA; Peter Allen MBE, Board Member Natural England and NWDA; Pam Warhurst CBE, Board Member, Natural England; Marek Gordon, Chairman & Chief Executive, SITA Trust. The following presentations are on the NENW website:
16. Will Williams (NENW) ppt; Prof John Handley (Manchester University) ppt
17. Pam Warhurst (NE) ppt; Marek Gordon (SITA Trust) ppt; Robert Hough (NWDA) ppt

### Research

18. The "Economic Value of Green Infrastructure", commissioned from Ecotec, was launched in Oct 2008 together with the NWDA commissioned work from Amion. These reports provide the robust foundation for the multifunctional contribution and benefits of Green Infrastructure. The second Ecotec report on estimating and attributing economic value to Green Infrastructure investments was also launched. The 11 agreed categories of economic benefit have been disseminated at regional & national events, such as the NWDA Research Conference, a RENEW Masterclass, the Creating Inspirational Spaces workshop, the Groundwork regional Staff Conference, and at Defra meetings (2008) etc... The 11 Economic Benefits of GI has been adopted by Defra in a research project and has been acknowledged in NERC-ESRC research on Ecosystem Services
19. Research with FC, commissioned from TEP, related the quality of the natural environment to the socio-economics of the Region\*. Natural Environment Index GIS files for all Local Authority areas is available on the PBRS website for use by SRPs and planners in planning GI at different spatial scales. This is also included in the Supplement to the NW GI Guide on Sub-regional GI planning and in the guidance for environmental project managers.



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20. Taking forward the work on economic benefits of GI, a contract for quantifying the economic, social and environmental benefits of GI in project development & assessment has been awarded to Genecon, steered by the partnership of NWDA, One NE, Yorkshire Forward, Adv West Midlands, Northern Way and Natural England, Natural Economy Northwest and London RDA. Brief to develop CITYgreens software is one of the Genecon outputs. This is not a contract within the NENW programme and utilising the outcomes will go beyond the NENW programme. It will be important to maintain the synergy with the developing agendas of Ecosystem Services and Quality of Place. Timetable:
  - Toolbox – completion of first user version by end Q1 2010 (for user testing and development)
  - Business Cases - for Tees Valley GI; Liverpool Knowledge Quarter; London Green Grid Winter early 2010
  - Dissemination/discussion - 19th October Defra Economics Group; 19th November Northern Way City Regions GI Seminar, Leeds toolbox presentation; 11 Jan – Presentation to the Defra Economics & Funding Group
  - The aim is to have the toolbox complete by early summer 2010.
  - Summer 2010 – Joint National Dissemination with CABE/Defra – venue TBC.

### Green Infrastructure

21. Direct engagement with environmental and economic organisations, through the GI Forum, GI Steering Group and the GI Think Tank, on the economic benefit of investment in GI.
22. A baseline (2006) report commissioned from ECOTEC, containing a Green Infrastructure assessment of the 5 Sub-regional Economic Development Plans, the Northern Way Action Plan and the 3 City Region Plans has been published.
23. Worked directly with the Lancashire Economic Partnership on the development of their GI Strategy and used this as best practice for initiating GI strategies in the other 4 sub-regions. NENW worked with the other 4 SRPs with high level seminars to agree how to develop a GI Strategy for each sub-region. Cumbria took place in July, Greater Manchester in Oct & Merseyside in Dec 2008. (see Annex 4)
24. Promoted to GONW / Defra, the CITYgreens model for valuing the environment within towns\*.
25. “On the ground”, 8 GI projects for demonstrating the economic benefits of GI. (see Annex 3 ). Building on the learning of the GI Demonstration projects a guidance report, “Putting the Grey in Green: Creating sustainable grey infrastructure - a guide for developers, planners and project managers”.\* Targeting economic development and regeneration project managers.
26. A strategic overview report of the potential for integrating Green and Grey Infrastructure completed\* with an NWDA workshop held on 1 Dec 2008.
27. A training event for consultants wishing to work with the SRPs in developing GI Strategies took place on 26th January 2009.



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28. The NENW team met with CEO/Directors of the LDNP in November 2008 to discuss a number of issues including - the Cumbria GI Strategy, GI demonstration project, how GI might be articulated in LDNP projects, a sustainable transport submission, NT demonstration projects, Climate Change and the Visitor Economy seminar.
29. Presentations at the international Green Cities CABE Space / Natural England Green Infrastructure conference on 24th / 25th March, 2009. This event showcased the work of the GI partners, highlighting the progress being made on GI planning and establishing the economic benefits of GI in the NW.
30. A significant achievement by the NENW GI partnership with the NWDA and 4NW recognising that GI is the 'fifth critical infrastructure' in the development of the new Single Regional Strategy.
31. Project Managers Guidance report\* (on maximising economic benefits), capturing the learning from the NENW programme, on the website and being road tested by various partners.
32. Natural England Speculator Scheme awarded £6,000 to help the submission of up to three City Cooling bids by the NENW Investment Forum.
33. Contribution as member of the Mersey Parklands: Adapting the landscape workshop and Steering Group. The 11 Economic Benefits were used in the analysis and presentation.
34. Supplement to the NW GI Guide on planning GI at the sub-regional level published in draft on the NENW website. Discussions are underway with CABE Space for them to take ownership of this document after the end of NENW.
35. "Putting the grey in the green: Creating sustainable grey infrastructure - a guide for developers, planners and project managers", guidance report targeting economic development and regeneration project managers, published to website.

### Natural Tourism

36. Direct engagement with tourism sector and natural asset managers to develop sustainable natural tourism. Natural Tourism Steering Group provided guidance for the action programme.
37. Strategic review and sub-regional workshops held in 2007 to promote engagement with and between tourism and environment sectors\*.
38. Work continued with the sub-regional Tourist Boards and natural asset organisations on natural tourism products for the development of sustainable natural tourism including marketing.
39. Webscoping report\*, Business Survey report\*, asset and product contact database.
40. Specialist support for the NWDA for their development of the Natural Northwest website <http://www.naturalnorthwest.co.uk> and other marketing products, following up on the "Marketing the Natural Environment" report\*.
41. Natural Tourism demo projects facilitated and completed and have undergone monitoring and evaluation by Ibis consultants (see Annex 5). The written up projects have been included as best practice case studies in the Project Guidance for Natural Tourism Managers.

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42. All demo projects have received match funding from other sources and are now beyond the development stage, towards launching products in spring early summer 2009. Natural Tourism demonstration projects and partners showcased at BBC Countryfile Event on the 10th – 14th June 2009 using a bird hide concept. Blue Sail have been commissioned to evaluate the Natural Tourism demos with a report due by September 2009. The demos were showcased as best practice at the sub-regional master-classes and included as part of the project guidance for natural tourism asset managers and operators.
43. Contributed to the ERDF investment framework – Natural Heritage.
44. “Growing Natural Tourism” published – illustrating the 11 economic benefits of GI good practice guide for partners, TB’s and asset managers. Used as a training tool at sub-regional master-classes.
45. Natural Tourism legacy business lunch attended by board members of NWDA & Natural England, chief executives of Lake District National Park and Cumbria Tourism, regional directors Forestry Commission and Natural England, Chair of Cumbria Tourism, Environment Agency and business representative of the Chamber of Commerce , Cumbria Green Business Forum and Business Link.
46. Natural England Speculator Scheme funding has been awarded by NENW to support the following bids:
  - RDPE, Tourism attraction fund
  - HLF applications
  - Morecambe Bay Wildlife Partnership - RSPB Leighton Moss interpretation / educational facilities, to enable the site to act as a more effective visitor hub for the network.
  - Martin Mere – Canoe safari
  - Cumbria Woodlands – Expansion of Play days in the wood.
  - Action Planning workshop arranged for the Cumbria Wild Zone partnership for 30th November to be followed by a funding proposal by the partnership.
47. Katie Read was a judge of the 2009 NW Sustainable Tourism Award.
48. A project has been initiated for the enhancement of access and visitor enjoyment of natural assets through the use of Higher Level Stewardship (HLS) and RDPE funding. Rural Innovation have been contracted to identify two exemplar opportunities where new or existing HLS agreements (to a single or ‘cluster’ of farm enterprises) could incorporate new or improved access provision, educational access and visitor facilities. The two projects will be within the West Cumbrian Coast and Greater Manchester / Merseyside geographical areas. A virtual Steering Group Chaired by Will Williams has been set up with representation by NWDA, Cumbria Tourism, Natural England and Forestry Commission.
49. Two natural tourism demonstration projects have been successful in securing funding through the Natural England Speculative Scheme for funding applications:
  - Cumbria Woodlands - approval from both the Fells and Dales and the Solway, Border & Eden LAG Leader projects for a festival of which Playdays in the Woods is a crucial element. Funding in excess of £50k secured.



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- Thomas West Viewing Platforms - Funding from Natural England has contributed to the provision of a consultant, and the levering in of a further £3,450 from Cumbria Tourism to develop a funding application.
- Martin Mere - through to the third round of applications for Tourism Attraction Fund (NWDA).

### Business Engagement

50. Natural Benefits for Business conference hosted by United Utilities.
51. Cumbria pilot for training CREA business advisers on the business benefits from the natural environment. 60 SMEs took positive action, c30 “biodiversity stamps” and 2 awards given. An Independent evaluation of this pilot has been completed\*.
52. Natural Benefits for Business (NB4B) Case studies publication\* Includes why specific businesses became involved, what specific biodiversity actions they carried out - with quantifiable outputs, how they benefited from carrying out these biodiversity actions – with actual figures where available. In addition, quotes from the businesses stating how they have benefited are to be secured.
53. The CBI was a supporter of the first Natural Economy Northwest Green Lecture.
54. NENW also attended a Business Link stakeholder event to enable us to position business advice for natural environment & natural tourism within the overall regional BL arrangements.
55. Advice given as member of Defra Business & Biodiversity Group.
56. NENW products linked to Business Link and BiTC websites.
57. The integration of natural environment advice within Enworks advice has been transferred to Enworks & NWBF to take forward.

### Project Development

58. Natural Economy facilitated development of projects – South Solway Wetlands\*, Morecambe Bay Wetlands\* and the Coastal Trail\* – for their strategic socio-economic links and economic outputs and outcomes. Focus then moved to get the learning into the project guidance.
59. All completed and reported as case studies, demonstration projects etc and used in producing the project guidance on GI and Natural Tourism
60. Member of the NWDA RAP Board on Objective 2 Tourism & Natural Economy Fund.

### The Economics of Climate Change

61. Project developed to secure funding from the NW Climate Change Action Plan for a pilot “City Cooling” Manchester project. Manchester / Liverpool City Cooling applications funded by Natural England.
62. Strong emphasis on integration of climate change and GI Strategies at sub-regional level.
63. Natural Tourism demonstration projects also take account of climate change in their scoping and delivery.

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64. The Natural Tourism and Green Infrastructure Managers were members of the GI Think Tank (action 4.3 of the NW Climate Change Action Plan).

### Resources, Funding & Project Delivery

65. Virtual team of Programme Director (Will Williams) & 3 seconded Managers - Natural Tourism (Katie Read), GI (Green Infrastructure), and Business (Gareth Richards). NENW team personal objectives in place and quarterly performance reviews being held. Regular Team meetings to co-ordinate programme delivery and prioritising future programme.
66. 5 projects enhanced from the SITA Enriching Nature programme. (see Annex 6).
67. "A strategic plan for developing and funding natural economy projects"\* was commissioned from Ibis consulting. Subsequently, the NENW Investment Forum (previously ANEC Group) developed three outline bids for further funding. Paul Roots of the Environment Agency convened a meeting of the NENW Investment Forum on 26 Jan to agree a forward work programme and will continue to provide active support. The NENW IF has established 2 sub-groups to develop bids for City Cooling and for Worklessness:
68. City Cooling - Work is continuing to develop three funding bids (2 x City Cooling demonstration projects, 1 x i-trees research project). A series of menu cards is currently being developed to take to potential funders, highlighting the key elements of potential City Cooling Projects. This will serve the dual purpose of raising awareness of the City Cooling partnership and identifying the most appropriate bid to be submitted to potential funders. In line with this, a brand and theme has been developed for the project to be used on the cards. This will highlight the breadth of activity involved in the City Cooling concept. Potential projects have also been drawn up and are in the process of being formatted ready to take to funders.
69. Worklessness - Currently midway through an options appraisal, commissioned as a consequence of the recession, to ensure that the model taken forward represents the best fit for the current economic conditions, while not compromising the overall objective to cater for the long-term unemployed. The completion of this work will provide a decision-making tool for regional GI managers and service deliverers, which will enable organisations to make informed decisions regarding investment in an Environmental ILM.
70. NENW has advised NWDA on the environmental aspects of the EU NWOP. A member of AA3.3 NWDA Regional Advisory Group - The role of this group was to offer advice to the NWDA on the relative strategic importance of the bids, working with the prioritisation set by the Tourist Boards.
71. South Solway Peatlands for People business plan which has received £290,000 from Natural England. This makes direct use of the Business Plan funded by NENW.
72. A £10,000 Speculator Fund has been secured from Natural England for producing natural tourism funding applications.
73. Five sub-regional Sustainable Tourism Awards have been sponsored and judged by the Natural Tourism Manager, thereby raising the profile of NENW and highlighting the economic benefits of Natural Tourism.

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74. Katie Read, the Natural Tourism Manager on secondment from Cumbria Tourism to Natural Economy Northwest, took up the post of Tourism Partnership Director for West Cumbria (for Cumbria Tourism) in Sept 2009. .
75. From January 2010 Peter Wilmers is P/T seconded by NWDA, to the Community Forests NW, working within the NW GI Service to continue work on GI.
76. Gareth's contract was extended by Natural England until the end of March 2010 to allow him to support the Programme Director in programme closure activities such as the Exit Reports, Independent Evaluation and Financial Audit.
77. Will Williams continues with embedding the NENW legacy until his retirement in August 2010.
78. For all the team, this represents continuity of expertise and experience within the legacy.

### Training & Culture Change

79. Through a range of projects, hands on training for partner officers on new natural economy approaches within project delivery.
80. Guidance publication for natural environment project managers published\*. It will be further modified to incorporate the results of the Economic Benefits Toolkit..
81. Nine natural economy best practice case studies\* have been written up to highlight exemplar natural environment delivery alongside the delivery of additional socio-economic benefits.
82. £10,000 allocated to achieving integration of the natural environment, including biodiversity targets, within the Lancashire GI Strategy. Advocacy work with Natural England to integrate natural environment, biodiversity, landscape, site protection within the framework of working towards the Single Regional Strategy process.
83. Sub-regional GI master-classes have been held with active support from 4NW, RTPI, Community Forests NW, Natural England, CABE Space NW and GONW. The five seminars were targeted primarily at local authority planners and aimed at creating understanding of the Green Infrastructure (GI) concept; the NW GI Planning Protocol; RSS GI policy implications; links within Local Development Frameworks; and the role of open space strategies. Local Authority Planners have been convinced to collect data for their Open Space Strategies in a compatible way that accords with a protocol produced as a supplement to the NW GI Guide, which underpins GI planning for sub-regional GI 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.
84. Three Natural Tourism masterclasses took place in October 2009 with Katie Read, former NENW Natural Tourism Manager, setting the scene at each with an account of the economic benefit than can be gained by using the natural landscape in an environmentally friendly way.
85. The Manchester event took place on 15th October at Moorside Grange, Disley with 23 attendees. Speakers were Johny Hewitt from Red House Farm, and Ben Davies from Go Ape.

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86. The Lancashire and Blackpool master-class took place on 20th October at the stunning Samlesbury Hall with 23 attendees. Speakers included Nick Hunt, MD Mid Pennine Arts, Ian Selby, Lancashire Wildlife Trust and Robin Horner from the RSPB.
87. The Cumbria event took place at The Yan, Grizdale Forest on 22nd October with 13 attendees. Speakers included Alison O'Neil from Shacklabank Walking Holidays who described how her 'free range' walking holidays came about and Danny Frost from Danny Frost Timber.
88. Three forms of project guidance referencing case studies have been published to the website targeting:
89. Developers, planners and project managers involved in the development of physical (grey) economic infrastructure. It is intended to provide a framework that can be used to identify the additional environmental benefits that projects primarily focussed on delivering economic outputs can deliver at the same time.
90. Natural environment project managers, outlining an approach that can enable natural environment practitioners to understand, maximise and communicate the range of economic, social and environmental benefits their projects can deliver as a "win-win-win" scenario
91. Project managers and organisations developing sustainable tourism projects based on the natural environment. It provides a framework to identify the wider economic benefits that sustainable natural tourism projects can deliver to make a clearer and stronger case for support and funding.

### Business Planning, Monitoring & Evaluation

92. Original Business Plan revised in 2008 & 2009\* and approved by NENW Board, to take into account additional NWDA funding and refined outputs and outcomes.
93. A summary paper bringing together the requirements for the monitoring & evaluation contract along with the high level CURE evaluation and NWDA Exit report and independent evaluation approved by NENW Board. Manchester University, postgraduate research student completed project on natural tourism.
94. Ongoing reporting to NWDA & Natural England.
95. 06/07, 07/08 & 08/09 independent audits completed.
96. A Natural Economy Northwest (NENW) Board-endorsed proposal has been submitted to NWDA, GONW, 4NW, NE, EA, FC, HCA, NHS and CABE for the formal establishment of a Northwest Green Infrastructure Service, building on existing effective but temporary arrangements, to support the regional development of green infrastructure and take forward the important work of the NENW programme when it closes at the end of 2009. The Legacy will inform what happens beyond December 2009 within organisations, across sectors and within partnerships. The outputs will also inform the dialogue both within the NWDA and across organisations in working towards the Single Regional Strategy. The NENW programme has made progress on the cultural shift required to embed the natural environment within sustainable economic development but this will need to continue beyond the end of the current programme in December 2009. The Legacy Action Plan was drafted in parallel with the consultations. Business cases have been commissioned for both Green Infrastructure & Natural Tourism.

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- **Strategic Positioning** - NW Sustainable Development Group support the mainstreaming of the Natural Economy through the Business Cases. Advice provided for the SRS process.
  - **Green Infrastructure** – Business Case and Plan for GI Strand of the legacy was agreed by the NENW team and the NW GI Steering Group. Discussions are now underway with the key partners to secure firm commitments. Dennis Taylor, LEP, hosted a business lunch to maintain the NW momentum on the use of Green Infrastructure process to optimise sustainable economic growth.
  - **Natural Tourism** - Natural Tourism Business Case completed with the following actions being taken forward:
    - **HLS / Tourism project** being set up in Natural England – to be funded by Natural England. RDPE funding being explored
    - **NENW Natural Tourism guidance**, case studies etc will be on Business Link website.
    - **Business Advice** - The successful Cumbria pilot has formed the basis of a Case Studies publication illustrating the benefits to business. ENWORKS have held a training event for their delivery partners and the advice is now available in the sub-regions. The way forward is to continue embedding within Business Link and ENWORKS service from April 2010 subject to ENWOKRS contract review.
    - **Training & Development** - This is a very challenging one - the aim is to identify potential training partners and secure agreement to build the certain NENW products into their future training programmes.
    - **Sharing Best Practice** - To date this has been in response to requests from other regions. Presentations given to a variety of organisations, including: Natural England, SW England, West Midlands, North East, RDAs / Natural England, RDAs One Planet Group, Defra GOs Natural Environment Group, Natural England / CABE Conference, CABE, Defra Economic & Business / Biodiversity Groups, Jonathan Porritt lecture – now available on NENW website.
97. Ongoing reporting and advice through the RES Advisory Group. Presentation to the RES Advisory Group on the Economic Benefits of GI. Specialist advice to Natural England on their work within the SRS process. In the current economic climate, there may be a perception that economic recovery is too important for considering the contribution of the natural environment. However, sustainable economic growth depends on the environment for economic security, cost savings, ecosystems services and creating the conditions for growth. Investing in the environment for economic growth places the region in a better position for recovery at the next economic up-turn.
98. The GI Steering Group produced a 'prospectus' setting out the policies relating to GI and associated justifications, which it would like to see embed the NENW GI work in the Single Regional Strategy. This Prospectus and also the work on GI as the Fifth Critical Infrastructure were discussed with NWDA team on Single Regional Strategy.



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99. Malcolm Barton (IBIS Environmental & Design Consulting) completed a monitoring & evaluation exercise and report (53 questionnaire returns from 128).
100. John Handley and his CURE colleagues at Manchester University interviewed the NENW team in August and presented his high level critique to the Board on 30th September. And a final presentation at the NENW final event 23 November. 2009
101. Exit report was submitted to NWDA and Natural England in March 2010.
102. The NWDA Independent Evaluation was undertaken by Amion

Will Williams

Programme Director,  
March 2010

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



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### 1. ANNEX 1 - Economic Benefits of Green Infrastructure (extracted from ECOTEC and AMION reports):

- Economic growth & investment
  - Land and property values
  - Labour productivity
  - Tourism
  - Products from the land
  - Health & wellbeing
  - Recreation & leisure
  - Quality of place
  - Land & biodiversity
  - Flood alleviation & water management
  - Climate change adaptation & mitigation.
- 

### 2. ANNEX 2 – Research Summaries (on website).

- Evidence to inform the Single Regional Strategy process
- Research summary 1 - Green infrastructure
- Research summary 2 - Links between the natural environment and multiple deprivation
- Research summary 3 - Linking green and grey infrastructure
- Research summary 4 - Natural tourism
- Research summary 5 - Development and funding of natural economy projects
- Research summary 6 - Wetlands and coast
- Research summary 7 - Roof greening in Manchester
- Research summary 8 - The benefits of environmental employment
- Research summary 9 - Using CITYgreen to value green infrastructure
- Summary 10 - A proposal to tackle worklessness.; an environmental ILM
- Summary 11 - The achievements and benefits of a co-ordinated approach to the development and delivery of GI
- Research summary 12 - Morecambe Bay Local Grazing Scheme
- Research summary 13 - Roof greening in Liverpool
- Research summary 14 - Sound of Sopranos
- Research summary 15 - Growing natural tourism
- Research summary 16 - Delivering, measuring and demonstrating the economic contribution of the natural environment at a project level
- Research summary 17 - Project guidance for managers of natural tourism projects
- Research summary 18 - Creating sustainable grey infrastructure: a guide for developers, planners and project managers.

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### 3. ANNEX 3 – GI Demonstration Projects

- Warrington Omega
  - Irwell City Park with Salford URC
  - Public realm Strategy for Central Liverpool with Liverpool Vision
  - Oldham Rochdale HMR (two projects)
  - Weaver Valley Regional Park
  - Blackpool
  - Windermere
  - Rooley Tip / Pennine Forest Park in Burnley
- 

### 4. ANNEX 4 – Sub-Regional GI Strategies

- **Lancashire GI Strategy** - Lancashire survey work completed, presented to Steering Group and now being finally edited (July 09). Action planning day held to engage all the key stakeholders. Steering Group has agreed to produce the GI Strategy in 4 reports which are currently being drafted for consideration at a meeting on 24 July.
- The **Cumbria** partnership is progressing well under the leadership of Cumbria CC. The main input is from the County Council but progress constrained by lack of resources.
- **Greater Manchester** GI seminar held on 27th October 2008 and is making good progress after a successful event. The work hitherto led by the planners, is now being embedded in the new City region decision making structures. This work is being led by Natural England and the Red Rose and Pennine Edge Community Forests. Outline TEP report produced.
- **Merseyside** GI seminar held on 5th December 2008 and should progress well after a successful event and meeting with the sub-regional lead on the environment scheduled for 3rd February. Significant potential involvement of Peel Holdings re Ocean Gateway proposal. Task Group is now established. The Mersey Forest has been commissioned to co-ordinate work with the partners and it is progressing well.
- **Cheshire** - Good technical progress on the central Weaver Valley belt will need broadening to cover all of Cheshire and Warrington, and embedding in the new local government structures which take over from April 2009, meaning progress is likely to be slower until the summer. Because of Local government Reorganisation this is taking longer. However a recent officer meeting secured agreement to explore cooperation between E and W Cheshire and Warrington.



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### 5. ANNEX 5 - Natural Tourism demonstration projects facilitated by NENW.

- **The Wild Zone** (lead partner Cumbria Tourism) - Concept meeting held with over 20 businesses and organisations participating, following which a working group has been formed. The project is at the first stage of the campaign; recruitment of participating businesses followed by one-to-one assistance with product development where needed, including promotion of the cluster group through PR. The content will be delivered by a new Wild Zone section on [www.golakes.co.uk](http://www.golakes.co.uk).
- **Playdays in the Woods** (lead partner Cumbria Woodlands) - Concept meeting held and product now in development. Interest from the culture sector in the potential for commercial development within the historic houses network.
- **Forest of Bowland - [www.forestofbowland.com](http://www.forestofbowland.com)** (lead partner Forest of Bowland AONB) - The website is being improved and added to all the time, and the team will soon have the ability to update it themselves. Recent additions include a 'walk of the month' and a much improved events page which uses a search facility. The wildlife and birds section will be developed with a blog where wildlife watchers and local experts with RSPB, LCC etc can post their sightings, video clips from the Hen Harrier Cam will be made available on the site, and the RSPB are helping to develop 'bird profiles' for the Birds of Bowland section.
- **Linking Burscough Bridge Interchange Station to Martin Mere Wetland Centre** (lead partner WWT Martin Mere Wetland Centre) - The project has been steadily moving along and has now received an additional £6,500 from the Climate Change Fund. Groundwork has agreed to install a hard surface over the first 100m of the trail to stop it becoming overgrown and a volunteering day has extending the footpath at Martin Mere. The route for the trail has now been defined and the project has met with Northern Rail, Burscough Bridge Station, Friends of Burscough Bridge Station and Community Rail Partnership to outline new signage and how the trail will start. The intention is to launch the scheme at the Eco-festival towards the end of February. There will also be a launch event linking in the Mayor and HSBC who have been undertaking climate change team building days with the project.
- **Naturally Farming** (lead partner Stay on a Cheshire Farmstay) - Over recent months the Cheshire Farmstay Group have developed their understanding of the opportunity to strengthen their visitor offer around the natural environment and their fantastic rural locations. Biodiversity audits are to be carried out on over two thirds of the group members, resulting in farm maps providing exciting and interactive information. Working closely with Groundwork, a sustainable workshop was held to strengthen environmental credentials, provide guidance and support, and deliver action plans. Participation in the Green Tourism Business Scheme is being encouraged and the development of an environmental policy for each business. The farm group have been selected to pilot a new accreditation scheme in the county, Taste Cheshire Breakfasts, which will acknowledge their commitment to deliver high quality local food and drink, and also enable them to link with food and drink marketing campaigns in the county. Visit Chester and Cheshire have worked closely with the group to develop the offer, and the group have now been identified as a key cluster and considerable financial support has been committed to strengthen their developments further.

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- **The Chef 'n' Farmer** (funded by The Merseyside Partnership) - The Mersey Partnership are supporting them to develop a business plan to move from providing day visits and classes to short breaks based on cookery master-classes with Master Chef, Brian Mellor. A local 5 star guest house - Mere Brook – which has just opened, is in talks to partner with them to provide accommodation but also conversely, to offer luxury breaks for special occasions etc, where meals would be provided by the Master Chef.
  - Natural Tourism demonstration projects and partners to be showcased at BBC Countryfile Event on the 10th – 14th June 2009 using a bird hide concept.
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### 6. ANNEX 6 – SITA Enriching Nature projects enhanced by NENW.

- **Green Roofs in Manchester\***
- **Dutton Farm Park , Cheshire\* (reducing worklessness)**
- **Sound of Sopranos** – This project aims to explore the economic benefits which can be achieved from the delivery of a package of site improvements for the Soprano Pipistrelle Bat which were originally designed solely for conservation benefit. Work will be carried out on sites identified in the Sound of Sopranos project bid to the SITA Trust. Trainees will be recruited through referrals from Jobcentre Plus. Trainees of between 18 and 24 years of age will have been unemployed for at least 6 months and those over 25 will have been unemployed for at least 18 months. The key output will be a report providing analysis of the project and its economic outputs.
- **Toxteth TV Biodiversity Roof** - The Toxteth Biodiversity Roof is a project to promote the conservation of urban biodiversity in Merseyside by creating new wildlife rich 'brownfield' type habitat in the heart of Liverpool. The project will create an extensive living roof on a former roof-top school yard. It will contribute towards the targets of the Urban Green Infrastructure HAP of the North Merseyside Biodiversity Action Plan (NM BAP) by creating new brownfield habitat – since 2007 a priority habitat in the UK BAP. This also provides a link with the Liverpool Knowledge Quarter – see below.
- **Morecambe Bay conservation Grazing Project** - This project is able to provide an exemplar apprenticeship scheme demonstrating innovative best practice that could be implemented by conservation-led partnerships elsewhere. Outputs will include a detailed confidential Business Plan for the project and detailed options for the way ahead for select distribution, an Executive Summary report for wider distribution, and identification of options on which other conservation grazing initiatives may be based and from which others can learn.



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- **Liverpool Green Roofs Study** – This project will investigate the potential for roof greening in Liverpool and in particular look at the Liverpool Knowledge Quarter, an area with over £600m of new development planned for the next 15 years. The work will use the Green Roofs study in Manchester as a starting point to investigate the opportunities and issues. The final report will provide an estimate of the potential for roof greening in Liverpool, a review of work to date, a review of policy support, a review of how roof greening can help to deliver a range of GI benefits using work developed through the NENW programme (particularly in Liverpool Knowledge Quarter), and case studies of examples in the area (if they exist).

