



Natural Economy Northwest

The policy framework for Green Infrastructure in England's Northwest (as of December 2007) and the opportunities for Green Infrastructure to contribute to sub-regional economic growth

Commissioned from ECOTEC by The Mersey Forest on behalf of Natural Economy Northwest



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1.0 Preface

This is one in a series of reports produced between 2007 and 2009 within the Natural Economy Northwest (NENW) programme. NENW is a regional partnership programme led by Natural England, the North West Development Agency and the SITA Trust on behalf of a wide range of economic and environmental partners. The main focus is to deliver priority action 113 in the Regional Economic Strategy, to optimise the natural environment's contribution to the regional economy and quality of life.

The programme also includes the Enriching Nature SITA Trust biodiversity programme and the aspirations of Natural England and other environmental and economic partners to mainstream the natural environment within sustainable economic development. Key work areas within the programme are to:

- increase awareness of the value of the natural economy,
- commission and disseminate research to promote and facilitate delivery,
- provide direction to promote effective use of limited financial resources,
- contribute to the development and delivery of regional and sub regional strategies,
- facilitate natural economy project development and encourage project delivery,
- promote and facilitate Green Infrastructure and Natural Tourism especially through the sub regional Economic Partnerships and the Tourist Boards,
- encourage strategic investment in natural economy projects,
- and to facilitate training, skills innovation and advice to business.

This report was commissioned from ECOTEC Research and Consulting Limited by the Mersey Forest on behalf of, and with funding from, Natural Economy Northwest . It investigated the potential for Green Infrastructure to contribute to the economic growth of the North West Region, with a specific focus upon the five sub regions which comprise this, i.e. Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire & Warrington. The investigation included the review of national, regional and sub regional strategies, consultation with the five sub regional partnerships and key stakeholders and finally recommendations for action.

The outcome is a report which seeks to put Green Infrastructure in the North West in the context of economic development specifically – taking the subject away from any explicitly social or environmental dimensions and considering its utility for helping to progress the economic renaissance of the Region.

This report is also drawn upon in the guidance being prepared for project managers on the development of “natural economy” projects, which will also be available on the NENW website.

The report represents an analysis based on strategies and plans available as of December 2007. Inevitably, any report of this nature rapidly becomes dated because of the rolling programme of revisions to strategic documents and new policies and programmes coming on line. However, it does represent a benchmark for the NENW programme and for the North West Region for the beginning of 2008.

This work along with other NENW information and publications is on our website – www.Naturaleconomynorthwest.co.uk . You can contact us through our website. We are interested in the ways that this report has been of use to you so that we can take into account in the further development of the programme.

This report has been commissioned by Natural Economy Northwest in the delivery of its aims, outputs and outcomes and it should not be assumed that it represents the policy of the funders – North West Regional Development Agency, Natural England and the SITA Trust.

Dr Will Williams

Programme Director, Natural Economy Northwest, February 2008.

2.0 Summary

2.1 Introduction

ECOTEC Research and Consulting Limited were contracted by the Mersey Forest on behalf of, and with funding from, Natural Economy Northwest to undertake an investigation into the potential for Green Infrastructure to contribute to the economic growth of the North West Region, with a specific focus upon the five sub regions which comprise this, i.e. Cumbria, Lancashire, Greater Manchester, Merseyside and Cheshire & Warrington.

In order to fulfil the brief, the study team identified the following key tasks:

- A review of all key strategic documents relating to the economic growth of the Region and its sub regions, with a focus upon the contribution Green Infrastructure can make towards this.
- Meetings and consultation with the five sub regional partnerships, Natural England, NWDA and the project steering group to identify where activity is taking place, to check understanding of Green Infrastructure and to identify its potential contribution.
- The development of a series of recommendations and an associated action plan to take the analysis forward.

The outcome is a report which seeks to put Green Infrastructure in the North West in the context of economic development specifically – taking the subject away from any explicitly social or environmental dimensions and considering its utility for helping to progress the economic renaissance of the Region.

Our analysis is based on the latest set of strategies and plans available as of December 2007. Inevitably, any report of this nature rapidly becomes dated because of the rolling programme of revisions to strategic documents and new policies and programmes coming on line. Not least to mention here is the impact of the comprehensive spending review for 2007 (CSR07) and the 2007 HM Treasury Review of sub national economic development and regeneration (SNR) which will lead, in all probability, to a reshaping of sub regional action plans in 2008 to account for shifting priorities and resources.

With this in mind, this report needs to be taken forward with stakeholders at the earliest opportunity, to ensure that its findings are taken on board in future strategic reviews and, in addition, the report needs to be reviewed on an annual basis to monitor progress being made by stakeholders in the sub regions.

2.2 The economic impact of Green Infrastructure

"So, as more land is developed for housing, business or transport, we need to think about how funding mechanisms such as Section 106 and in future, Planning Gain Supplement can be used to invest not only in brown infrastructure – roads, railways, and power stations - but 'green infrastructure' in and around our cities and towns where most people live. The Thames Gateway Parklands is a good example of an attempt to 'design in' green infrastructure – with plans for redevelopment incorporating the creation of a mosaic of bio-diverse habitats, new opportunities for renewable energy, and flood risk management."

Speech by Rt Hon David Miliband MP: London, 9 March 2007

Whilst the impact of Green Infrastructure upon quality of place and quality of life is increasingly evidenced by studies, research and literature, the key driver emerging for an enhanced emphasis upon integrating Green Infrastructure into new economic development and regeneration activities is the economic impact that Green Infrastructure can have.

Evidence for economic impact has been relatively thin until recent work has begun to provide evidence under a number of key headings, primarily related to core economic outputs but also incorporating outcomes arising from the strategic added value Green Infrastructure investment can bring. This work has identified a series of eleven Economic Benefits, detailed in a companion report to this¹, also published by NENW, and are as follows:

Figure 2.1: Key economic benefits of Green Infrastructure

Key Benefit	Key Function
Climate change adaptation and mitigation	Green Infrastructure provides natural air conditioning for urban areas and absorbs greenhouse gases.
Flood alleviation and Water Management	Greenspace, trees, soft surfacing and SUDS reduce and control run-off, increase permeability and provides storage capacity.
Quality of Place	Green Infrastructure provides for higher quality living and recreational environments.

¹ The Economic benefits of Green Infrastructure: the public and business case for investing in Green Infrastructure and a review of the underpinning evidence, ECOTEC Research and Consulting for NENW (2008)

Key Benefit	Key Function
Health and Well-being	Access to greenspace provides multiple health benefits through increased physical activity and improved air quality.
Land and Property Values	House prices and commercial rents are enhanced by proximity to high quality greenspace.
Economic growth and Investment	High quality Green Infrastructure attracts and retains industry and skilled workers.
Labour productivity	Green Infrastructure integrated with industrial areas leads to higher productivity and reduced absenteeism.
Tourism	High quality rural environments attract tourists: greener cities become more attractive to visitors.
Recreation and Leisure	Well networked Green Infrastructure provides new opportunities for outdoor recreation and leisure.
Land and Biodiversity	Well managed countryside creates higher value employment in conservation, forestry and farming and well maintained habitats and species retention.
Products from the land	Biofuel and biomass production enables reduced reliance on fossil fuels. Local food and drink produce improves regional image and opens up new markets for farmers.

Today, a growing body of evidence is now available which makes the links between Green Infrastructure planning and investment and positive outcomes for business, communities and the natural environment. In particular, the impact of Green Infrastructure upon quality of place, at spatial scales ranging from regional to street level, is critical in both improving resident's quality of life and to the perception of visitors and investors. Moreover, the direct linkages that have been proven in many case study areas now between proximity to high quality greenspace and increased property value and attractiveness to investors, shows that Green Infrastructure has tangible benefits far beyond those related to the natural environment alone.

Increasingly, the Green Infrastructure agenda is being driven forward by the contribution it can make to regeneration and economic development, alongside its contribution to quality of place and quality of life agendas. These linkages which can be shown increasingly to have tangible benefits to people economically and socially are critical in allowing new investment, including that from the private sector, to be forthcoming, whilst maintaining the

vital role that Green Infrastructure has in providing key environmental benefits to biodiversity and habitats.

2.3 The North West Region

The landscape and settlements of the North West are diverse: the majority of its population live within the urban centres of Liverpool and Manchester, whilst the larger proportion of the Region's land mass is rural, encompassing the Lake District to the north and the Pennines to the east. The North West's industrial legacy has left around 25,000 hectares – six per cent of the Region – classed as brownfield or derelict land.

Within the Region there are defined sub regions, each with their own sub regional economic partnership. These are:

- Greater Manchester, focused on the city region pole of Manchester/Salford city centre(s) and the surrounding inner city, but extends to cover all of Greater Manchester.
- Merseyside, focused on the city region pole of Liverpool city centre and its surrounding inner city areas, but extends to cover the entire conurbation of Merseyside.
- Lancashire, including the Central Lancashire city region identified as a city region in the Northern Way Growth Strategy, and focused upon the four towns or cities of Preston, Blackpool, Blackburn and Burnley.
- The Cheshire and Warrington sub region, focused upon the city of Chester, the rural hinterland of south Manchester and extending to Warrington.
- Cumbria, focusing on the Lake District National Park but extending across the County and including Carlisle which itself has a wide sphere of influence over a rural hinterland which extends to the Scottish Border and across local authority boundaries.

2.4 Sub regional economic partnerships

This report is focussed very clearly upon the five sub regional economic partnerships of the North West Region and the role they play in promoting the economic regeneration of the Region. They are:

- Cumbria Vision
- Cheshire and Warrington Economic Alliance
- Lancashire Economic Partnership

- The Mersey Partnership
- Manchester Enterprise

2.5 Report structure

The remainder of our report is structured as follows:

- **Chapter 3** sets out the national policy context.
- **Chapter 4** sets out the regional policy context
- **Chapter 5** analyses sub regional plans in depth, identifying opportunities for future Green Infrastructure interventions.
- **Chapter 6** concludes the report with a proposed Action Plan to drive the sub regional Green Infrastructure agenda forward.

3.0 The UK national policy context

3.1 Introduction

The purpose of the following three chapters of this report is to summarise the Green Infrastructure related content and potential of key strategies - national, regional and sub regional. This chapter deals with the national UK policy context as expressed through the UK Sustainable Development Strategy and by Departments of State through their current policies and consultations.

3.2 Securing the Future – the UK Strategy for sustainable development

This key document published in 2005 provides the strategic justification for the advancement of the Green Infrastructure agenda from the perspective of its contribution to economic, environmental and social well-being. Currently, there is no specific central government guidance or policy which is specifically aimed at promoting Green Infrastructure growth. As a result, Securing the Future is looked to as the place where government principles for sustainable growth and development are set out and the framework for the promotion of Green Infrastructure is set out.

Figure 3.1 overleaf sets out the key statements made by Securing the Future which have direct relevance for the Green Infrastructure agenda:

Figure 3.1: Securing the Future

Document: Securing the Future – the UK government sustainable development strategy.		
Author/date: HM Government (March 2005)		
Environmental policy references –examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Make the wrong choices now and future generations will live with changed climate, depleted resources and without the green space and biodiversity that contribute both to our standard of living and our quality of life.</p> <p>We need to regard the local environment as a major public service (like the NHS or education) which benefits us every day. Looked at this way, it is clear why policies to promote better quality environments also have the capacity to have long-term social and economic benefits. Often those people who are most economically and socially disadvantaged also live in degraded environments with fewer jobs, unsafe and ugly streets. Our goals are a strong economy, and decent homes in places with clean, safe and green public spaces, where people are able to lead healthy lives, and enjoy the environment around them.</p> <p>However, although the 1999 strategy stressed that these objectives had to be pursued at the same time, in practice, different agencies focussed on those one or two most relevant to them.</p> <p>Tackling inherited degradation.</p>	<p>The Government will take further measures to achieve our aim that everyone should have opportunities to enjoy the natural environment.</p> <p>Shared priorities include natural resource protection and environmental enhancement. Also included is the delivery of sustainable communities including programmes to tackle poverty and environmental degradation.</p> <p>Cites examples of Green Infrastructure on reclamation schemes (mentions Newlands community woodlands scheme in the North West).</p> <p>Prioritises coastal land.</p> <p>The Government will strengthen the Sustainable Development Commission and expand its role to act as an independent “watchdog” looking at Governments progress on this strategy.</p> <p>The Government will update guidance on preparing Regional Economic Strategies in 2005 to help RDAs in delivering economic growth and sustainable development.</p>	<p>The Government wants to see a greater take up of robust and accredited environmental management systems such as BS8555</p> <p>The Government will work with stakeholders to develop a clear vision and coherent approach for the UK to the protection and enhancement of natural resources by the end of 2005.</p> <p>The Government will fund further research on the causes of environmental inequality.</p> <p>While we carry our further research to help identify the areas with the worst local environment, the Government will in the short term focus on improving the environment in the areas already identified as most deprived by the Index of Multiple Deprivation.</p>

3.3 UK government departmental policy analysis

The key UK government department strategies which are relevant to the Green Infrastructure agenda are noted in Figure 3.2 below, including relevant reviews, green and white papers.

Figure 3.2: Departmental policy

Department/Policies	Key contribution to sustainable development
<p>Cabinet Office</p> <p>Key documents:</p> <p>Stern Review on the economics of climate change (with HM Treasury)(2006)</p>	<p>The review assesses a wide range of evidence on the impact of climate change and its economic costs. The review concludes that the benefits of strong and early action far outweigh the economic costs of inaction. Using the results from formal economic modelling, the review estimates that if we do not act, the overall costs and risks of climate change will be equivalent to 5% of global GDP each year, now and forever. If a wider range of risks and impacts is taken into account, the estimates of damage could rise to 20% of GDP or more.</p> <p>By contrast, the costs of action – reducing greenhouse gas emissions to avoid the worst impacts of climate change – can be limited to 1% of global GDP each year.</p>
<p>Communities and Local Government</p> <p>Key documents:</p> <p>CLG Sustainable Development Action Plan (2006).</p> <p>Sustainable communities: building for the future (2003).</p> <p>Barker Review: securing our future housing needs (2003).</p> <p>Our towns and cities: the future: The Urban White Paper (2000).</p> <p>Key planning policy guidance:</p> <p>Planning Policy Statement 1: Delivering Sustainable Development (2006)</p> <p>Planning Policy Statement: Planning and Climate Change (supplement to PPS1) (2007)</p>	<ol style="list-style-type: none"> 1. Creating sustainable communities that embody the principles of sustainable development at the local level. 2. Providing homes for all, while protecting and enhancing the environment. 3. Working to give communities more power and say in their decisions that affect them; and working to improve governance at all levels so that we can work at the right level to get things done. 4. Creating cleaner, safer, greener agenda: to make public spaces cleaner safer and greener and to improve the quality of the built environment in deprived areas and across the country by 2008. 5. Promoting sustainable, high quality design and construction, to reduce waste and improve resource efficiency, & promoting sustainable buildings. 6. Putting sustainable development at the heart of the planning system, as set out in PPS1 'Delivering Sustainable Development'. 7. New Growth Points Initiative announced in December 2005 designed to provide support to communities looking to pursue substantial and sustainable growth, incorporating strong Green Infrastructure. First phase restricted to the south and midlands, now extended from 2007 to the northern Regions.

Department/Policies	Key contribution to sustainable development
<p>Consultation paper on a new Planning Policy Statement 4: Planning for Sustainable Economic Development (December 2007)</p> <p>Planning Policy Statement 7: Sustainable Development in Rural Areas (2004)</p> <p>Planning Policy Guidance 17: Planning for open space, sport and recreation (2002)</p>	
<p>Department for Transport</p> <p>Key documents:</p> <p>DfT Sustainable Development Action Plan (2007).</p> <p>Draft Local Transport Bill (2007)</p> <p>Delivering a sustainable railway white paper (2007)</p>	<ol style="list-style-type: none"> 1. Developing cleaner fuels and vehicles: 2002 Powering Future Vehicles (PFV) Strategy and the New Vehicle Technology Fund (spending in excess of £100m per annum); eco-labelling proposal being considered by Low Carbon Vehicle Partnership. 2. Ambitious targets in PFV Strategy to increase the number of new sales of low emitting cars (by 2012, 10% emitting 100g/cm³ or less) and the number of low carbon buses (by 2012, 600 or more buses coming into operation per annum will emit 30% or less below 2002 average emissions). 3. Reducing aviation emissions: pushing at EU and international level for the inclusion of aviation emissions in emissions trading schemes. 4. Sustainable freight strategy: including funding for Road Haulage Modernisation Fund and developing Freight Quality Partnerships. Lorry road user charging is due to be delivered by 2007-08. 5. New round of local transport plans: integrating air quality action plans and setting clear objectives for accessibility planning. 6. School travel: working with DfES to implement the Travelling to School action plan, including the introduction of travel plans in all schools by 2010.
<p>Department for Culture, Media and Sport</p> <p>Key documents</p> <p>DCMS Sustainable Development Action Plan (2006).</p>	<ol style="list-style-type: none"> 1. Through the input of our sectors into changing behaviours: by example, in the maintenance of our buildings, and by our support for exhibitions on relevant subjects in Museums, libraries and galleries, and through the arts. 2. Through the input of the Commission for Architecture and the Built Environment (CABE) and English Heritage to the built and historic environment, in designing and greening public spaces (e.g. turning waste ground into parks). 3. Through trying to influence the input of tourism to the economy, in reacting to climate change, and in promoting the practise of sustainable tourism, for example through the Travel Foundation with FCO. 4. Through our support of initiatives to improve general health and reduce obesity by encouraging participation in sport and active leisure pursuits, in

Department/Policies	Key contribution to sustainable development
	<p>adults and in children.</p> <p>5. Through our work with young people in providing alternative activities to involvement in crime, and raising awareness of their involvement in their communities, and in providing volunteering opportunities, through influencing the staging of major events (such as the London 2012 Olympic bid and Proms in the Park).</p>
<p>Department for Environment, Food and Rural Affairs</p> <p>Key documents:</p> <p>An introductory guide to valuing ecosystem services (2007)</p> <p>Securing a healthy natural environment: an action plan for embedding an ecosystems approach (2007)(</p> <p>A strategy for England's trees, woods and forests (2007)</p> <p>Affordable Rural Housing Commission Final Report (2006) – with CLG.</p> <p>Rural Development Programme for England (2006).</p> <p>UK climate change programme (2006)</p> <p>Defra Sustainable Development Action Plan (2005).</p> <p>Rural Strategy (2004).</p> <p>UK Biodiversity Action Plan (2004)</p> <p>Working with the grain of nature: England Biodiversity Strategy (2002)</p>	<p>1. Providing international leadership on climate change underpinned by domestic action - energy efficiency, and climate change review and elimination of fuel poverty.</p> <p>2. Putting sustainable development into practice through implementation of the Sustainable Food and Farming Strategy, animal health and welfare, development of sustainable fisheries policy.</p> <p>3. Establishing a new integrated agency and marine agency for sustainable management of natural resources at land and sea.</p> <p>4. Developing programmes for decoupling environmental degradation from economic growth, including funding of Business and Resource Efficiency and Waste Fund, the waste strategy review; and our work on more sustainable consumption and production.</p> <p>5. Building bilateral Sustainable Development dialogues with a small number of rapidly developing countries (initially India and China) to build on, and provide a framework for existing country-level activities, as well as identify new areas of collaboration.</p> <p>6. Increasing focus on improving the local environment by understanding better and tackling environmental inequalities and joint work with the Department of Health.</p> <p>7. Co-ordination of the development of this strategy including publication of the UK sustainable development indicators.</p> <p>8. Recent work on ecosystem services seeks to developing a more strategic framework for policy-making and delivery on the natural environment, based on this approach to improving the valuation of the natural environment and embedding this is the decision making process.</p>

Department/Policies	Key contribution to sustainable development
<p>Strategy for Sustainable Farming and Food (2002).</p> <p>Our countryside: the future. Rural White Paper (2000).</p>	
<p>Department for Business, Enterprise and Regulatory Reform</p> <p>Key documents:</p> <p>DTi Sustainable Development Action Plan (2005).</p> <p>UK National Strategic Reference Framework: EU Structural Funds Programme 2007-2013 (2006).</p> <p>Review of sub national economic development and regeneration (2007) – with HMT and CLG.</p> <p>RDA Corporate Plans for 2005-2008: Tasking Framework (2005).</p>	<p>1. Working closely with Defra, DfT and wide range of others to implement the Energy White Paper: 'Our Energy Future - Creating a Low Carbon Economy' which sets out a strategy for delivering sustainable reliable and affordable energy supplies through the competitive markets. The Strategy puts the UK on a path to a 60 per cent reduction in carbon emissions by 2050, with real progress by 2020, as well as mapping out an approach to ensure we have sufficient - and sufficiently diverse - energy sources in the future. In the nearer term the aims are to:</p> <p>Reduce greenhouse gas emissions, in line with our Kyoto commitment, by 12.5 per cent from 1990 levels in 2008-12; and move towards a 20 per cent reduction in carbon dioxide emissions from 1990 levels by 2010.</p> <p>Increase the proportion of UK electricity produced from renewable energy sources to ten per cent in 2010, consistent with our wider goals for affordable and reliable energy supplies.</p> <p>2. Contributing to sustainable development worldwide through a successful outcome on the Doha Development Agenda, especially the trade and environment and trade and development elements, and the inclusion of sustainable development in EU bilateral trade agreements.</p> <p>3. Increasing the business contribution to sustainable development and decouple economic growth from environmental impacts by:</p> <p>Promoting corporate responsibility in all areas of business activity, including in local communities and internationally.</p> <p>Promoting sustainable consumption and production, including through an eco-design academy and a sector sustainability challenge.</p> <p>Integrating sustainability into other DTI policy areas and business support.</p>
<p>Department of Health</p> <p>Key documents:</p> <p>DoH Sustainable Development Action Plan (2006)</p> <p>Our health, our care (2006)</p> <p>Choosing health (2004)</p>	<p>Key contributions to sustainable development:</p> <p>1. The National Health Service (NHS) as a Corporate Citizen. This has been identified as one of the NHS Chief Executive's five new priorities for the next ten years. As part of that work we will fund the Sustainable Development Commission Healthy Futures programme to develop the capacity of NHS organisations to act as good corporate citizens .</p> <p>2. Food and Health Action Plan. We will work with the farming and food industries to coordinate action, including action to take forward policies in this Strategy, through a Food and Health Action Plan to be published in early 2005 fulfilling the commitment to such a plan in our Strategy for Sustainable Farming and Food. This will be backed up with wider action in</p>

Department/Policies	Key contribution to sustainable development
<p>Living places: Cleaner, safer, greener (2002)</p>	<p>the Food Standards Agency Strategic Plan.</p> <p>3. Transport and Health. Following evaluation, we will build on the Sustainable Travel Towns pilots to develop guidance for local authorities, Primary Care Trusts (Primary Care Trusts) and others on whole-town approaches to shifting travel from cars to walking, cycling and public transport.</p> <p>4. Healthy Sustainable Communities. We will extend the current healthy communities initiative to more deprived communities from 2006, and we will use collaborative techniques to support action through local partnerships. We are also giving Primary Care Trusts the means to tackle health inequalities and improve health.</p> <p>5. Health Impact. Department of Health representatives located in the Regions will lead the work with regional and local government and the NHS to ensure that regional partner policies and activities take account of their health impact, e.g. housing, transport, planning, employment, education and skills, environment, rural affairs, crime and community safety.</p>
<p>Home Office</p> <p>Key documents:</p> <p>Home Office Sustainable Development Action Plan (2006).</p> <p>Respect Action Plan (2005)</p>	<p>1. Reduce crime by 15 per cent and further in high crime areas by 2007-8.</p> <p>2. Reassure the public, reducing fear of crime and anti-social behaviour and building confidence in the Criminal Justice System without compromising fairness.</p> <p>3. Increase voluntary and community engagement, especially amongst those at risk of social exclusion.</p> <p>4. Reduce race inequalities and build community cohesion.</p> <p>5. Produce a Departmental Sustainable Procurement Strategy by 1/12/06.</p>
<p>Ministry of Defence</p> <p>Key documents:</p> <p>MOD Sustainable Development Action Plan (2006).</p>	<p>1. Placing Sustainable Development at the heart of decision-making. The Department contributes significantly to the delivery of the Sustainable Development in Government strategies, particularly in the areas of acquisition (the Department uses a number of recognised best practice tools), estate management (including promotion of best practice in energy management) and active promotion of access to defence land where possible.</p> <p>2. Providing an estate of the right size and quality, which is managed and developed effectively in line with acknowledged best practice and is sensitive to social and environmental considerations.</p> <p>3. Reducing MoD's contribution to global warming in line with Government led objectives. In the UK, MoD currently purchases 6% of its electricity from renewable sources exempt from the climate change levy and is committed to increasing this percentage by 1% per year up to the Framework target of 10%.</p>

Department/Policies	Key contribution to sustainable development
	<p>2. PSA Delivery Agreement 12: Improve the health and wellbeing of children and young people.</p> <ul style="list-style-type: none"> - Key indicator is to reduce childhood obesity - Local Authorities and PCTs charged with changing behaviour in the planning of local services and the built environment. <p>3. PSA Delivery Agreement 21: Build more cohesive, empowered and active communities</p> <ul style="list-style-type: none"> - Encouraging meaningful interactions of people from different backgrounds. - Seeks to increase sense of neighbourhood belonging. - Seeks to increase numbers involved in cultural/sporting activity. <p>4. PSA Delivery Agreement 28: Secure a healthy natural environment for today and the future</p> <ul style="list-style-type: none"> - Seeks increases in biodiversity. - Improved land management to benefit the Natural environment. - Improved air and water quality. - Promotes Defra Ecosystem services approach. - Requires CLG to work closely with Defra, Environment Agency and Natural England to design sustainable new communities in Growth Points with appropriate access to green space. <p>5. PSA Delivery Agreement 27: Lead the global effort to avoid dangerous climate change</p> <ul style="list-style-type: none"> - Global CO2 emissions reductions to 2050. - Total UK greenhouse gas and CO2 emissions. - Moves to local carbon economies.

4.0 Economic development plans for the North West

4.1 Introduction

This chapter considers a number of the key economic development strategies which apply to the North West Region of England, identifying the key environmental policies of each and their relevance to the Green Infrastructure agenda. They are:

- The Northern Way Growth Strategy (2005)
- Regional Economic Strategy (2006)
- Draft Regional Spatial Strategy (2007)
- Climate Change Action Plan (2006)
- Tourism Strategy (2007)
- Forestry Framework (2005)

4.2 The Northern Way

The Northern Way is a collaboration between the three Northern Regional Development Agencies: Yorkshire Forward, North West Regional Development Agency and One NorthEast. It is a 20 year strategy to transform the economy of the North of England, with its success to be determined by the extent that it bridges the £30 billion output gap between the North and the average for England.

The Northern Way focuses on tackling issues that are important for the whole of the North and which cannot be tackled by one Region alone. As such, Green Infrastructure is broadly regarded as a key contributor to improving quality of place across the three Regions. The Northern Way links quality of place to competitiveness in three key ways²:

- As a secondary driver which enables places to attract and retaining human capital and stimulate in turn innovation and creativity.
- As a key benefit to those sectors of the economy which rely upon mobile and talented workers – especially the knowledge-driven economy.
- As an influence upon three key groups:
 - ▶ Recent graduates;
 - ▶ Family builders; and
 - ▶ Knowledge economy workers.

² Shaping the North's cities for growth: an agenda for the next decade (2007). The Northern Way

In terms of implementation, the Northern Way places much of its emphasis upon the growth and performance of the eight city regions of the north. In the North West Region there are three such evolving city regions, illustrated in the map below. The development plans pertaining to these city regions are analysed in chapter five of this report.



Source: *The Northern Way, 2005*

Since the publication of its Business Plan in 2005, the Northern Way has published a number of reports which promote the notion that improving the natural and built environments of the north will make a significant contribution to attracting and retaining employers and employees, for example:

- Quality of Place: the north's residential offer: Phase 1 and 2 reports, 2006 (Llewelyn Davies Yeang).
- City Region Green Infrastructure strategic planning: raising the quality of the North's City Regions, 2006 (ECOTEC Research and Consulting).

Figure 4.1 overleaf analyses the Northern Way Business Plan in terms of its relevance to the Green Infrastructure agenda:

Figure 4.1: The Northern Way

Document: Moving Forward: The Northern Way, Business Plan		
Author/date: One NorthEast, Yorkshire Forward, North West RDA, DCLG – June 2005		
Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Guiding principles of the Northern Way:</p> <p>Think long-term and sustainably with an emphasis on integrating economic, social and environmental goals that span both urban and rural areas.</p>	<p>Seeking the transformation of the north to become an area of opportunity – combining a world-class economy with superb quality of life.</p> <p>Of the eight city regions in the north, the following are highlighted in the Plan as having needs and opportunities compatible with the Green Infrastructure agenda:</p> <p>Liverpool City Region – "A city region of sustainable neighbourhoods and communities."</p> <p>Central Lancashire City Region – "The Green City will deliver two Regional Park proposals."</p> <p>Also, rural areas across the north are highlighted as – "featuring the expansive and interconnected coastal and rural areas strongly in our plans for attracting ...tourists."</p> <p>Of the ten investment priorities noted in the Business Plan, the following are relevant to the Green Infrastructure agenda:</p> <p>C1 Bring more people into employment.</p> <p>C2 Build a more entrepreneurial North.</p> <p>C5 Meet employer's skills needs.</p> <p>C9 Create truly sustainable communities.</p> <p>C10 Market the North to the world.</p>	<p>Raising the quality of our places – research programme.</p> <p>Culture, economy and visitor perceptions – marketing, gateways ('Welcome to the North'). Cultural events.</p>

4.3 North West Regional Economic Strategy (RES) 2006

The RES sets out a twenty year economic strategy for the North West and establishes the framework for regional, sub regional and local action for growth. The preparation of the RES is led by the NWDA with support from a Regional Advisory Group of the public, private and voluntary sectors. The RES sets out a 20 year strategy, together with a set of specific actions required for the next 3 years to 2009 (although the lifecycle of this particular RES is interlinked with the government's commitment to move to a single integrated strategy by 2010). It identifies three major drivers to achieving the vision and closing the output gap with the England average. They are:

- Improving productivity and growing the market.
- Growing the size and capability of the workforce.
- Creating and maintaining the conditions for sustainable growth.

Figure 4.2: The North West RES

Document: North West Regional Economic Strategy		
Author/date: North West RDA (2006)		
Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Environmental Actions linked to the Drivers for Growth – sustainable growth.</p> <p>113. Develop the economic benefit of the Region's natural environment through better alignment of environmental activities and economic gain.</p> <p>115. Deliver sustainable growth through use of the Region's heritage environments and assets especially World Heritage Sites, the cities of Chester,</p>	<p>Reason why NW should have environmental actions:</p> <p>113. A key under-exploited economic resource for the Region and part of our quality of life. It is important to nurture the natural resources of the Region and to develop a strategy for green infrastructure and transport corridors.</p> <p>115. A key under-exploited economic resource for the Region which delivers tourism, regeneration and image benefits. Current World Heritage Sites are Hadrian's Wall and Liverpool Waterfront.</p>	<p>Key Social and Environmental Outcomes as a result of the implementation of actions:</p> <p>b) Climate Change and Energy Promotion of quality in design and construction, including environmental design, should reduce energy use. Protection of existing areas of high economic value from flooding should minimise the impacts of climate change.</p> <p>Recognition of the need to adopt 'softer' techniques to adapt to climate change should also be considered, including green infrastructure. Actions to increase additional visitors to the Region could increase carbon dioxide emissions from transport, although the emphasis on the cultural offer of major towns and cities should ensure visitor development in the most accessible locations. Support</p>

Document: North West Regional Economic Strategy

Lancaster and Carlisle and The Lake District	116. Delivers image and regeneration benefits. Proposals for Regional Parks at Croal Irwell, Morecambe Bay and West Cumbria should also be further developed.	for the Regional Forestry Framework should provide a 'carbon sink'. c) Natural Resource Protection and Environmental Enhancement
<p>116. Create and manage the following Regional Parks:</p> <ul style="list-style-type: none"> - Mersey Waterfront - East Lancashire - Weaver Valley - Ribble Estuary - Northwest Coastal Trail - Wigan Greenheart 	Sustainable Development Principle: living within environmental limits - Respecting the limits of the planet's environment, resources and biodiversity, to improve our environment and ensure that the natural resources needed for life are unimpaired and remain so for future generations.	Actions that recognise natural and built heritage assets and the improvement of the physical environment will improve existing environmental resources. The creation and management of Regional Parks, together with the promotion of sustainable farming and food production, should promote better environmental management. Generic skills development for regeneration professionals should result in better identification and delivery of those elements that make for a healthy and well-managed environment.

Coherence with GI: Overall high level of coherence with the aims of Green Infrastructure with clear Green Infrastructure related transformational actions to be taken and adopted at the sub regional level. Key Growth Assets are fully utilised (Priority Sectors, the Higher Education and Science Base, Ports/Airports, Strategic Regional Sites, the Natural Environment, especially The Lake District, and the Rural Economy) – Links to Transformational Action 113. A facilitator to economic growth, rather than driver of it.

4.4 Regional Spatial Strategy for the North West (RSS)

The Regional Spatial Strategy provides a framework for the physical development of the Region over the next 15-20 years. It incorporates the Regional Transport Strategy. The RSS addresses the scale and distribution of future housing development and sets out priorities in relation to environment, transport, infrastructure, economic development, waste, agriculture and minerals. The RSS is the key building block for local authority statutory development plans and the Local Development Frameworks currently under construction.

The RSS considered here is the Draft RSS: the final document will emerge during 2008 following Examination in Public (EIP) and lead on to a set of focused partial/mini reviews over the following years. As with the RES, the RSS will be superseded or incorporated into the new integrated/single regional strategy from 2010, as signalled by the Sub National Review.

Figure 4.3: The North West RSS

Document: The North West Plan: submitted draft Regional Spatial Strategy for the North West of England.		
Author/date: North West Regional Assembly (January 2006)		
Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Policy EM3 – Green Infrastructure plans, strategies, proposals and schemes should:</p> <ul style="list-style-type: none"> • Identify, promote and deliver multi-purpose networks of greenspace, particularly where there is currently limited access to natural greenspace or where connectivity between these places is poor; and • Integrate Green Infrastructure provision within existing and new development, particularly within development and regeneration schemes. <p>Policy EM4 – Regional Parks</p> <p>Three Areas of Search for Regional Parks were identified</p> <ul style="list-style-type: none"> • The North West Coast; • The Mersey Basin; • East Lancashire. <p>NWRA will work with partners to prepare a</p>	<p>Policy RDF1 – Main Development Locations</p> <p>Promote environmental excellence, green infrastructure and good environmental management including the enhancement of the historic environment;</p> <p>Policy W4 – Release of Allocated Employment Land</p> <p>Alternative uses considered should include housing, and soft end uses⁶⁸, particularly where this will contribute to the delivery of Green Infrastructure networks (Policy EM3).</p> <p>Policy EM1 – Integrated Land Management Woodlands</p> <p>Plans and strategies for woodland and forestry management, should adopt the multi-purpose approach set out in the Regional Forestry Framework (RFF), especially in relation to their role in green infrastructure provision and management.</p> <p>Policy EM2 – Remediating Contaminated Land</p> <p>Plans, strategies, proposals and schemes should encourage the adoption of sustainable remediation technologies. Where soft end uses¹⁴⁰ (including green infrastructure, natural habitat or landscape creation) are to be provided on previously developed sites, appropriate remediation technologies should be considered which reduce or render harmless any contamination that</p>	<p>The ‘green infrastructure’ approach 143 calls for networks of:</p> <ul style="list-style-type: none"> - green space to be managed in an integrated way that allows for the provision of wider socio-economic and public health benefits (e.g. increased opportunities for physical activity) while at the same time contributing to the delivery of regional biodiversity targets. A Green Infrastructure Guide for the North West is currently in development, which will provide more detailed definition and will assist the way this policy is put into practice. Regional Parks will be complimentary to this policy, incorporating several elements of green infrastructure provision (see Policy EM4). This policy should be read in conjunction with RT7 which promotes a regional framework for walking and cycling applicable to green infrastructure. <p>Overall Objectives of Regional Parks - to deliver:</p> <ul style="list-style-type: none"> • major improvement in the provision of high quality, easily accessible recreation, leisure and sporting opportunities, sustainable tourism, appropriate to the character and environmental sensitivity of the area; • major environmental quality improvement to aid regeneration and image and contribute towards mitigating the impacts of climate change; • significant increases in employment and business activity in leisure, sport

Document: The North West Plan: submitted draft Regional Spatial Strategy for the North West of England.

Strategic Framework for each area of search. This will provide the context for delivery of Regional Parks.	may be present.	and recreation; and • a mechanism for the conservation of the landscape close to where people live, its character, biodiversity and heritage assets.
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Coherence: Overall high coherence with the aims of Green Infrastructure with its own EM policy to deliver green space objectives, open up green space where access is limited or poor, as well as integrate GI principles in major new developments and regeneration schemes. Targets are to be related to achieving socio-economic benefits and also regional biodiversity.

4.5 Rising to the Challenge: A Climate Change Action Plan for England's Northwest 2007- 09 (CCAP)

Published in November 2006, the CCAP for the Region sets out a Vision for a low carbon and well adapted North West by 2020, with objectives relating to both reduction of greenhouse gas emissions and adapting to unavoidable climate change. Key opportunities for Green Infrastructure to contribute to this agenda are set out in figure 4.4 below:

Figure 4.4: Climate Change Action Plan

Document: Rising to the Challenge: A Climate Change Action Plan for England's Northwest 2007-09	
Author/date: NWDA, November 2006	
Strategic actions relevant to Green Infrastructure	2020 Outcomes relevant to Green Infrastructure
<p>4. Undertake scoping studies to assess future regional risks, opportunities and priorities for:</p> <ul style="list-style-type: none"> - The potential for Green Infrastructure, including regional parks, to adapt and mitigate for climate change impacts and commence implementation of findings. - The potential climate change impacts on the Region's landscape, sensitive habitats and species and the contribution of natural systems to carbon 	<ul style="list-style-type: none"> A. Transport: Walking and cycling promoted for short journeys. B. Capture and Sequestration enhanced through implementing the Regional Forestry Framework and improved green infrastructure. C. Developing a world class environmental technologies sector.

Document: Rising to the Challenge: A Climate Change Action Plan for England's Northwest 2007-09

<p>sequestration and reduced flood risk.</p> <p>22. Identify, support and promote demonstration projects on ...climate change adaptation measures.</p> <p>27. Develop the market and regional supply chain for biomass and biofuels.</p>	<p>G. Increased low carbon microgeneration.</p>
<p>Coherence: Overall high coherence with the aims of Green Infrastructure, particularly in relation to adapting to and mitigating the effects of climate change, and the impact of climate change upon green infrastructure in the Region. In addition, the strong emphasis upon sustainable generation and off-setting provides new opportunities to 'grow' green infrastructure as an economic 'crop'.</p>	

4.6 The Strategy for Tourism in England's Northwest 2003-2010: Developing the Visitor Economy

Revised in 2007, the Region's Tourism Strategy sets out a vision of excellence in delivering visitor experience and aspires to a thriving tourism economy that is second to none. In delivering this, the Strategy sets out a series of six aims and eight objectives, detailed in figure 4.5 below:

Figure 4.5: Regional Tourism Strategy

<p>Document: The Strategy for tourism in England's Northwest 2003-2010: Developing the Visitor Economy</p>	
<p>Author/date: NWDA, (revised 2007)</p>	
<p>Strategic Aims relevant to Green Infrastructure</p>	<p>Objectives/targets relevant to Green Infrastructure</p>
<p>5. An improved infrastructure for the visitor economy.</p> <p>6. For all activity related to tourism and the visitor economy to be based on the principles of sustainable development.</p>	<p>3. Sense of Place: Improve our public realm and the built and natural environment.</p> <p>4. Signature projects: Support and encourage projects that will transform the region's appeal to visitors.</p> <p>Current project include: Renaissance of the lake District; Hadrian's Wall; Mersey Waterfront.</p> <p>6. Easy Access: Make it easier for visitors to get to and travel around the region.</p>

Document: The Strategy for tourism in England's Northwest 2003-2010: Developing the Visitor Economy

Coherence: Overall the Tourism Strategy demonstrates some good coherence with the Green Infrastructure agenda in terms of its emphasis upon sustainable development. However, it perhaps underplays the role of the natural environment as a key driver of tourism, particularly in the rural areas of the Region, and could develop too a better understanding of the potential for greening key urban destinations.

4.7 The Agenda for Growth: The Regional Forestry Framework for England's Northwest (2005)

The Forestry Framework sets out to shape the future of forestry for the next 20 years through a set of six 'Action Areas'. These, combined with the priorities for action identified, form the basis of the regional action plan. The priorities are set out in figure 4.6 below:

Figure 4.6: Regional Forestry Framework

Document: The Agenda for Growth: The Regional Forestry Framework for England's Northwest

Author/date: Forestry Commission (2005)

Action Areas/Priorities for Action relevant to Green Infrastructure

AA 1: Enterprise and Industry	<ul style="list-style-type: none"> a. Widening the range of forestry skills. b. Enhanced business advice to the sector. d. Improved environmental credentials of the sector
AA 2: Regional Image	<ul style="list-style-type: none"> a. Coherent programme of gateway and transport corridor greening. b. Promoting woodland based tourism. c. Strategic use of woodland in reclaiming derelict land. d. Influencing the planning system to integrate trees and woods into development schemes.
AA 3: Biodiversity and Landscape	<ul style="list-style-type: none"> a. Develop a joint agenda for agriculture and woodlands. b. Link and expand existing areas of woodland. d. Target woodland for entry into management

Document: The Agenda for Growth: The Regional Forestry Framework for England's Northwest

	schemes.
AA 4: Health, well being and quality of life	<ul style="list-style-type: none"> a. Working with owners to develop multifunctional woodlands. b. Targeted woodland creation near population hubs. c. Encourage policies linking woodland and health. d. Develop woodlands as outdoor classrooms.
AA 5: Climate Change and Energy	<ul style="list-style-type: none"> a. Increase vegetation and tree planting in urban areas. c. Create new and manage existing woodlands to support functional ecosystems. d. Support wood production for energy crops.
AA 6: Supporting and resourcing the sector	<ul style="list-style-type: none"> b. The development of an integrated landscape scale approach.
<p>Coherence: Very high coherence with the aims of Green Infrastructure, in relation to developing new woodland and improved management of existing woodland – with an emphasis placed upon integration with population hubs and deprivation (in respect to health).</p>	

5.0 Sub regional economic development plans and city regional development programmes

5.1 Introduction

The North West Region is split into five sub regions, each with their own Economic Development Partnership and Plans. The five sub regions considered here are:

- Cheshire and Warrington.
- Greater Manchester (incorporating the Manchester city region).
- Lancashire (incorporating the Central Lancashire city region).
- Merseyside (incorporating the Liverpool city region).
- Cumbria

For each sub region and city region, the current sub regional economic strategies pertaining to these are set out and analysed below in terms of their reference and relevance to Green Infrastructure. Then, for each sub region in turn opportunities are identified for enhancing the economic performance of the sub region through the strategic implementation of a Green Infrastructure agenda.

5.2 Cheshire and Warrington

The Cheshire and Warrington sub region is made up of Cheshire County and the unitary authority of Warrington Borough. Cheshire County is sub divided into the districts of Chester City, Congleton Borough, Crewe & Nantwich Borough, Ellesmere Port and Neston Borough, Macclesfield Borough and Vale Royal Borough.

Cheshire and Warrington has a vibrant economy with successful businesses operating in chemicals, pharmaceuticals, automotive, financial services, manufacturing, professional services and creative industries. Substantial and rapid economic growth has occurred around Warrington, Chester and Crewe. Businesses also benefit substantially from the areas proximity to Manchester and Liverpool and two major international airports.

The rural nature of the sub region is regarded as a major asset in providing an attractive setting for attracting new investment, with the Weaver Valley in particular noted as providing strong Green Infrastructure for the sub region.

The sub regional economic partnership is the Cheshire and Warrington Economic Alliance, who published Investing in Success in October 2007.

Figure 5.1: Cheshire and Warrington sub regional economic development plan.

Document: Investing in Success Action Plan		
Author/date: Cheshire and Warrington Economic Alliance, October 2007		
Environmental policy references –examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Previously developed land – the largest stock in the Region.</p> <p>Quality of life – is generally high but some targeting needed to address areas of deprivation.</p> <p>Climate change – the need for adaptation and mitigation measures.</p> <p>Tourism – the sub region recognised as a place of huge potential with little of this as yet tapped into.</p>	<p>Five spatial priorities are identified:</p> <ul style="list-style-type: none"> - Deeside Hub, centred on Chester. - Crewe Gateway. - Weaver Valley. - Warrington Crossroads. - North East Cheshire. <p>The following relevant priorities are identified:</p> <p>Deeside:</p> <ul style="list-style-type: none"> - Physical regeneration of Ellesmere Port and improving the town's image. - Chester visitor economy, public realm and image. <p>Crewe:</p> <ul style="list-style-type: none"> - Town centre and image <p>Warrington</p> <ul style="list-style-type: none"> - Connectivity <p>Weaver Valley</p> <ul style="list-style-type: none"> - Regional Park, image and visitor economy <p>North East Cheshire Growth Engine</p> <ul style="list-style-type: none"> - Visitor economy 	<p>Environment and natural economy sub regional priorities include:</p> <ul style="list-style-type: none"> - Weaver valley Regional Park. - Ecological networks. - Green infrastructure. - Addressing climate change. - New products and services from local employers. - Reducing commuting by car. - REVIVE programme <p>Heritage, culture, the visitor economy and Year of Gardens 08 priorities include:</p> <ul style="list-style-type: none"> - Delivering the Cultivate programme. - Cheshire Year of Gardens 08

Document: Investing in Success Action Plan

	<p>Sub Regional Issues</p> <ul style="list-style-type: none"> - Environment and the natural economy: including addressing climate change. - Heritage, culture, the visitor economy and Year of Gardens 08: enhancing the sub region's untapped potential or tourism. 	
<p>Coherence: Overall strong level of coherence with the aims of Green Infrastructure with some activity linked to culture and tourism, but recognising an increasing role of image of place and green infrastructure as a key means of investing in green spaces through the sub region. Weaver Valley is noted as major opportunity to incorporate strong Green Infrastructure planning principles.</p>		

5.2.1 Key opportunities identified

Overall, the sub regional action plan places a high value upon the quality of its rural environment and countryside in particular as contributing towards the success of the sub region. However, there are great opportunities to present Green Infrastructure planning and investment as a key means of transforming urban areas, particularly those where disadvantage is present.

- **The knowledge economy** – this is identified as a key driver of future economic growth in Cheshire & Warrington, however, all of the interventions are presently focussed around enterprise and business support related activity.

<p>Opportunity 1</p>	<p>Green Infrastructure improves the offer of the sub region to investors, entrepreneurs and a skilled workforce by creating a high quality live/work environment. Ensure that investment in Green Infrastructure initiatives is matched with marketing materials and the benefits of this 'green' environment are clearly understood.</p>
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- **Transport** – activity related to transport is mainly focussed around road/motorway infrastructure projects, although public transport (particularly bus and rail) improvement is identified as a priority. However, there is no focus specifically on green transport methods e.g. cycle trails.

Opportunity 2	Green Infrastructure can be integrated into transport improvement and infrastructure projects, enabling a wider offer of non motorised routes, improving (greening) gateways and transport corridors and providing for sound, visual and pollution buffering.
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- **Managing and spreading success** – the Plan has identified aspirational projects to improve the public realm space of Chester and Ellesmere Port, which may include enhanced open space, public art, cycle trails and urban forest.

Opportunity 3	Green Infrastructure principles can be embedded into urban design for public realm projects to enable the maximisation of multifunctionality, accessibility, quality in design, implementation and management.
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- **Enjoying distinctiveness** –primarily related to tourism activity, the environment, including some Green Infrastructure activity, is identified as a contributor to sub regional competitiveness, through improved quality of life and visitor experience.

Opportunity 4	The sub region recognises the value of its high quality environment, particularly the rural environment, in terms of attracting and retaining business. The Weaver Valley can be developed as an exemplar for replication in other parts of the sub region and the accepted opportunities presented by rural areas can be developed into sub urban and urban centres via Green Infrastructure networks and city greening.
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Opportunity 5	Ensure that new investment presented through New Growth Point funding and potential for eco towns development incorporates Green Infrastructure from the outset through a plan that is properly integrated with housing growth.
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- **Sub regional planning** – while the sub regional action plan rightly presents distinct spatial priorities, the Green Infrastructure agenda is recognised as a cross cutting sub regional opportunity and requires investment in a sub regional level plan to ensure this is realised.

Opportunity 6	Undertake local authority level mapping of Green Infrastructure in accordance with guidance set out in the Regional Green Infrastructure Guide. Use this to produce a strategy/action plan, built into the 2008 refresh of the sub regional action plan.
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Opportunity 7	Further identify sites for current and future Newlands programme funding – or other potential investment programmes which seek to utilise DUN land for temporary or permanent Green Infrastructure.
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5.3 Greater Manchester

Greater Manchester comprises the metropolitan authorities of:

- Bolton Borough.
- Bury Borough.
- Manchester City.
- Oldham Borough.
- Rochdale Borough.
- Salford City.
- Stockport Borough.
- Tameside Borough.
- Trafford Borough.
- Wigan Borough.

It acts as the primary gateway to the north of England and has a population of just over three million, with a sub regional economy which is the largest in the UK outside of London. It is primarily urban and suburban in morphological terms but does include rural hinterlands, particularly in the east where it abuts the Pennine uplands.

The Manchester city region extends the boundaries of the metropolitan area into a much wider hinterland across the Boroughs of Warrington, Vale Royal, Macclesfield, Congleton and High Peak.

Figure 5.2 below reviews the sub regional action plan (draft) for 2007, produced by the economic partnership, Manchester Enterprises, and which is designed to become the successor to the former City Region Development Programme (2006) and sub regional economic development plan.

Figure 5.2: Greater Manchester sub regional economic development plan.

Document: Manchester City Region Sub Regional Action Plan – Final Draft 2008-2011		
Author/date: Manchester Enterprises (September 2007)		
Environmental policy references –examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>By the year 2025, the Vision for the city region envisages an area known for and distinguished by the quality of life enjoyed by its residents.</p> <p>Key challenges identified include the need to deliver a Low Carbon Competitive economy.</p>	<p>Action Plan priorities include:</p> <ul style="list-style-type: none"> - Integration of Low Carbon Competitive Economy objectives. - Transforming places. - Increasing inward investment and visitors. 	<p>Low carbon economy:</p> <ul style="list-style-type: none"> - Improved building design and energy efficiency. - Investing in the environmental and low carbon technology sector. - Better (renewable) energy planning. - Implementing the NW Climate Change Action Plan <p>Transforming Places:</p> <ul style="list-style-type: none"> - Transforming our Town Centres - Quality of Life <p>Specific mention under this Priority in relation to:</p> <p>Irwell City Park</p> <p>Regional Parks</p> <p>Green Infrastructure</p> <p>Newlands 2</p>
<p>Coherence: Overall there is medium coherence with the aims of Green Infrastructure: although there is no strategic priority relating specifically to Green Infrastructure, it does play a significant role in the Transforming Places priority .</p>		

5.3.1 Key opportunities identified

A positive approach to Green Infrastructure planning and investment is apparent in the plans for the sub region / city region, as evidenced through the support of Red Rose

Forest, Newlands projects and Regional Park activity. The new single city regional action plan has provided a clear opportunity for Green Infrastructure planning to be embedded within what is likely to prove to be the first functional city region in the north of England.

- **Supporting and sustaining business and enterprise** – no links are currently recognised between Green Infrastructure activity and the role it could play in enhancing sub regional / city regional competitiveness:

Opportunity 1	Green Infrastructure can be incorporated into the design of new business parks to create more attractive work environments. Greener urban centres will attract and retain a skilled workforce and entrepreneurs necessary for competitiveness to be sustained.
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- **Delivering a low carbon competitive economy** – the city's Green Infrastructure can provide a setting, resource and rationale for the development of a low carbon economy – as well as providing a higher potential for CO₂ absorption by greater greenspace coverage.

Opportunity 2	Identify opportunities for new city centre tree planting to enable urban cooling, alongside a programme of green roofs for new developments and soft surfacing of redeveloped areas.
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Opportunity 3	Develop the city region's strategy for renewable energy production within energy planning initiatives and incorporated increased woodland management for biofuel production for use in CHP and other woodfuel initiatives.
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- **Increasing inward investment and visitors** – clearer links to Green Infrastructure could be made, particularly with reference to using brownfield sites for reforestation and also strategic greening, streetscape and public realm.

Opportunity 4	The significance of the Green Infrastructure agenda is not yet fully appreciated in terms of its contribution to a world class environment for the city, capable of attracting new visitors, investors and a skilled workforce. There exists potential to better integrate Green Infrastructure principles relating to networking of green assets, multifunctional
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	greenspaces, quality environments, the contribution to housing market renewal and the reuse of DUN land through a process of advocacy and demonstration with economic development and spatial planners alike.
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- **Delivering critical infrastructure** – there are strong references made to the need to meet energy demand and water and sewage needs, alongside improved transport infrastructure.

Opportunity 5	Green Infrastructure can provide a network of non motorised routes capable of linking communities with services and employment nodes and reducing car dependency.
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Opportunity 6	Greening of transport corridors and gateways can provide a positive contribution to the overall impression of the city, alongside improvements in pollution reduction, noise abatement and visual amenity.
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- **Linking people and jobs** – strong references are made to reducing incapacity benefit claimants, improving employability and reducing worklessness and increasing the activity of the voluntary sector, community and social enterprises.

Opportunity 7	Green Infrastructure investment can reduce incapacity through creating new opportunities for exercise and recreation. Investment can therefore be linked to this objective. Additionally, opportunities are presented for the environmental sector to develop opportunities for social enterprise, community engagement in the management and maintenance of greenspace and for training and volunteer activity, leading to improved engagement and opportunity for those from deprived communities.
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- **Transforming places** – recognising the need for housing market renewal, transformational activity in town centres and improving quality of life for all, there is a clear opportunity for co-ordinating Green Infrastructure activity under this priority in a strategic manner.

Opportunity 8	Ensure that new investment presented through Housing Market Renewal, New Growth Point funding and the potential for future eco town
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	development incorporates Green Infrastructure from the outset through an integrated masterplan – housing with environment.
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Opportunity 9	The development of a city region wide Green Infrastructure strategy to guide development, linking priorities and utilising the NW Green Infrastructure Guide will enable the city to take forward a 'greener' action plan which meets more of its objectives, particularly in respect of climate change.
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Opportunity 10	Further identify sites for current and future Newlands programme funding – or other potential investment programmes which seek to utilise DUN land for temporary or permanent Green Infrastructure.
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5.4 Lancashire

The sub region of Lancashire comprises the County of Lancashire alongside the two unitary authorities of Blackpool and Blackburn with Darwen. The following Districts are incorporated within the County:

- Lancaster City
- Preston City.
- Wyre Borough.
- Ribble Valley Borough.
- South Ribble Borough.
- Fylde Borough.
- West Lancashire District.
- Chorley Borough.
- Rossendale Borough.
- Hyndburn Borough.
- Burnley Borough.
- Pendle Borough.

The sub region contains a diverse mix of traditional industrial towns, alongside historic market towns, resorts and cities and high quality coast and countryside in between these urban areas, rising to the Pennines in the east.

The Central Lancashire city region boundary is intentionally 'fuzzy' still but certainly covers most of the sub region, focusing upon the core towns of Blackpool, Preston, Blackburn and Burnley. As such, the city region is polycentric in character and has been keen to stress its diversity and lack of homogeneity through the concept of the 'city with room to breathe' – incorporating a strong recognition of the potential for Green Infrastructure to contribute to this aspiration.

Figure 5.3 describes the current sub regional economic strategy and action plan, with Figure 5.4 detailing the refreshed City Region Development Programme 2006.

Figure 5.3: Lancashire Sub Regional Action Plan

Document: Shaping the future of Lancashire – Lancashire Economic Strategy 2006 and Sub Regional Action Plan refresh 2007.		
Author/date: Lancashire Economic Partnership (2006/2007)		
Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Investment in the Quality of Place in Lancashire is equally applicable to maintaining and improving the environmental quality of the sub region.</p> <p>Lancashire’s environment is a key feature, which sets it apart from other investment locations. Environmental interventions through the REMADE programme and the proposal to develop a strategic “Green Grid” linking the principal settlements, Rural Service Centres and neighbourhoods</p>	<p>One of the principles underpinning sustainable economic growth is identified as:</p> <p>Living within environmental limits: respecting the limits of the planet’s environment, resources and biodiversity – to improve our environment and ensure that the natural resources needed for life are unimpaired and remain so for future generations.</p> <p>The strategy also references the UK Sustainable Development Strategy stating that the following will guide the Economic Strategy:</p> <p>Climate change and energy – mitigating the effects of an already changing climate and preparing for the unavoidable effects of climate change that we now know will happen.</p> <p>Natural resource protection and environmental enhancement – environmental enhancement, protection and recovery and a more integrated policy</p>	<p>Action Plan Priorities with relevant Green Infrastructure related activity/potential.</p> <ol style="list-style-type: none"> 1. Blackpool World Class Resort Destination. 2. Preston City Vision/Central Lancashire. 3. Pennine Lancashire Transformational Agenda. 4. Lancaster and Morecambe Vision. 5. West Lancashire District. 8. Enterprise/Sustainable Business Growth. 9. Tourism. 10. Exploiting business in rural areas. 11. Quality of Place (incorporating specific projects relating to climate change and Green Infrastructure).

Document: Shaping the future of Lancashire – Lancashire Economic Strategy 2006 and Sub Regional Action Plan refresh 2007.

with the environmental assets, will be key features.	framework. Green grid and Regional Parks.	
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Coherence: Overall coherence is high with the aims of Green Infrastructure as related activity is clearly identified and has its own projects which are mainly linked to Quality of Place - which is a further action plan theme priority. Investment in Quality of Place is seen as key to creating the conditions for growth. Green Infrastructure investment would therefore appear to be quite clearly linked to economic objectives.

Figure 5.4: Central Lancashire City Region Development Programme

Document: Central Lancashire City Region Development Programme

Author/date: Lancashire Economic Partnership (2006)

Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>These assets contribute to the 'City with Room to Breathe' by:</p> <p>Supporting the rural economy, through business development opportunities, particularly related to green infrastructure and outdoor recreation</p> <p>The Green Infrastructure of Central Lancashire: The foothills of Pennine Lancashire, the Ribble Estuary and the open countryside of the Ribble Valley are distinctive hallmarks that draw visitors to</p>	<p>Framework for Economic Growth:</p> <p>The Enabling Framework provides a sustainable basis for growth. It provides the labour force, business, education, skills, connectivity and urban and green infrastructures which are required to stimulate growth and secure productivity gains.</p>	<p>Focus of Green Infrastructure Activity:</p> <p>We propose a 'Green Grid' that will connect the main urban centres and flagship projects of the Development Programme and maximise the potential contribution of the rural economy, including key environmental assets. This 'Grid' will comprise a coarse grid of strategic corridors/ routeways, and then a finer mesh linking into other places/areas. The strategic level of this grid will be closely aligned to routes where there has already been or there is ongoing commitment to significant investment, with any additional funding being targeted towards specific gaps or barriers. It will also feature strong connectivity with 'conventional' transport corridors and nodes.</p> <p>A lattice of subsidiary routes will ensure full connectivity between main urban centres and key service centres/recreational assets in the rural areas, and onwards towards adjacent</p>

Document: Central Lancashire City Region Development Programme

the city region. There is the opportunity to harness the economic potential of these assets and to ensure that they continue to contribute to the quality of life that distinguishes Central Lancashire from other places.

sub regions where appropriate. In urban areas, and particularly in those places affected by housing market failure, measures will be taken to ensure that public open spaces are for specific purposes valued by local communities, and that there is physical connectivity between existing and new urban spaces and the 'green grid'.

Coherence: Overall coherence with the aims of Green Infrastructure is high - explicit reference and recognition of Green Infrastructure, although it is expressed in a purely economic (potential) terms. The driver for the implementation of green infrastructure is fundamentally economic, and the emphasis will be firmly on strategic infrastructure – pursuing only those works that support and add value to the key projects of the Development Programme.

5.4.1 Key opportunities identified:

Lancashire Economic Partnership has established a set of six strategic headline economic priorities for the sub region, three spatial and three 'thematic'. These are:

- Blackpool World Class Resort Destination
- Preston City Vision
- Pennine Lancashire Transformational Agenda
- Aerospace and other Advanced Manufacturing
- Skills
- Tourism and Rural Development

In addition to these are further thematic priorities which include enterprise and investment and quality of place. The latter is where much of the Green Infrastructure related activity is placed. All activities are linked back to the RES in order to demonstrate how they are contributing to regional economic growth.

Lancashire has now embarked upon the development of a Green Infrastructure sub regional Strategy – one of the first of its kind in the North. With this in mind, opportunities for further embedding the Green Infrastructure message needs to focus upon attracting stakeholders and new potential partners to fully embrace the principles promoted

regarding the contribution that Green Infrastructure can make to improving quality of life, quality of place, creating sustainable communities and contributing to economic renewal.

The two strategies present the following opportunities:

Opportunity 1	To ensure that the Green Infrastructure strategy in Lancashire is of a high quality and capable of promotion to other sub regions in the North West. The strategy puts Lancashire at the forefront of Green Infrastructure strategic thinking in the North West and can 'seal' its green credentials on the back of this.
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Opportunity 2	The Green Infrastructure strategy process in Lancashire needs to embrace all stakeholders and ensure that contributions from the private and voluntary and community sectors in particular are embedded in the delivery process, as well as full buy in from economic development and spatial planning professionals and organisations.
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Opportunity 3	Ensure that new investment presented through New Growth Point funding and potential for eco town development incorporates Green Infrastructure from the outset through an integrated Green Infrastructure plan, alongside housing growth.
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Opportunity 4	Ensure that Green Infrastructure planning principles are embedded throughout sub regional growth strategies and that the Green Infrastructure Strategy is integrated with other plans, not set to one side.
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Opportunity 5	Further develop the principles of Regional Parks into new areas of the sub region which would benefit from this integrated approach to local growth within the context of a high quality environment.
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Opportunity	Continue to identify new brownfield sites in urban and rural settings for greening, in line with the emerging Green Infrastructure Strategy but in
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6	particular responding to opportunities through Newlands and REMADE programmes.
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Opportunity 7	Ensure that the Urban Regeneration Company in Blackpool (Re:Blackpool) recognises the potential of Green Infrastructure to contribute to its success, both in terms of development of Blackpool itself and in terms of the high quality countryside and coast on its doorstep.
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5.5 Merseyside

The Merseyside sub region and Liverpool city region are co-terminus in that they both cover the City of Liverpool and Boroughs of Wirral, St Helens, Knowsley, Sefton and Halton.

The city region/sub region has a rapidly growing economy and is a significant regional tourism 'attack' brand with its strong cultural associations in particular – Liverpool is the European Capital of Culture 2008. It also has significant economic challenges relating to worklessness and associated poverty.

Figure 5.5 analyses the city region development programme, incorporating its 2006 refresh which reported on progress to date. Figure 5.6 then analyses the Action Plan for the City Region submitted to the NWDA in November 2007. Both documents are produced by The Mersey Partnership, the economic partnership for the sub region.

Figure 5.5: Liverpool City Region Development Programme.

Document: Liverpool City Region, Transforming our Economy		
Author/date: The Mersey Partnership (2005)		
Environmental policy references – examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
Vision: The city region of sustainable neighbourhoods and	Strategic priorities: - The premier destination centre.	Premier destination centre Mersey Waterfront Regional Park: Strategic Framework and succession programme:

Document: Liverpool City Region, Transforming our Economy

<p>communities.</p> <p>A distinctive mix of cultural, sports and leisure assets.</p> <p>USPs identified for the city region:</p> <p>UNESCO World Heritage Waterfront.</p> <p>Liverpool Capital of Culture 2008.</p> <p>Mersey Waterfront.</p> <p>Chester Heritage City.</p>	<ul style="list-style-type: none"> - Well connected city region. - Creative and competitive city region. - Talented and able city region. - Sustainable neighbourhoods and communities. 	<p>includes 4 core themes:</p> <ul style="list-style-type: none"> - Pride in our promenades. - River of Light. - Coastal Places and open spaces. - Promoting the Place. <p>Sustainable neighbourhoods</p> <ul style="list-style-type: none"> - NewHeartlands HMR. - Soft infrastructure development.
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Overall coherence with the aims of Green Infrastructure is currently low – although the natural environment is referenced throughout, there is no explicit strategic focus on Green Infrastructure activities other than to say they are important in relation to sustainable neighbourhoods.

Figure 5.6: Action Plan for the Liverpool City Region

Document: Action Plan for the Liverpool City Region

Author/date: The Mersey Partnership (November 2007)

<p>Environmental policy references –examples & incidence</p>	<p>Strategic objectives relevant to Green Infrastructure</p>
<p>Key Strategic opportunities with environmental opportunity:</p> <ul style="list-style-type: none"> - European Capital of Culture - Mersey Waterfront - Environmental Economy 	<p>Priority 5: Environmental Performance:</p> <ul style="list-style-type: none"> - Northwest Climate Change Action Plan - Environment Economy Programme - Green Infrastructure Strategy

Document: Action Plan for the Liverpool City Region

	<p>Priority 6: Sustainable Communities:</p> <ul style="list-style-type: none">- New Heartlands Housing market Renewal- Sports Infrastructure investment- Merseyside ChangeUp- Spatial regeneration schemes <p>Priority 7: Premier Destination:</p> <ul style="list-style-type: none">- Capital of Culture 2008- Destination Management Plan- Mersey Regional Waterfront Programme
<p>Overall coherence with the aims of Green Infrastructure is medium with reference made to the potential for Green Infrastructure to contribute to economic revival. Priority 5 sets out a potentially significant programme of activity, although this is not yet observed as a significant programme of projects detailed in the indicative action plan (Appendices 4-7)</p>	

5.5.1 Key opportunities identified

Liverpool has an outstanding critical mass of culture, sporting, heritage, leisure, natural environment and retail assets which have potential to attract national and international visitor markets, businesses and residents. Liverpool's European Capital of Culture 2008 award will provide the focal point for an internationally and nationally significant year long programme of culture. The Mersey Waterfront Regional Park - including Liverpool's World Heritage waterfront site - has 135km of unique coastal, leisure and sports assets, currently the subject of a collaborative investment programme to enhance and market its attractions.

In addition, focus is upon realising the environmental and quality of life advantages of maximising the cultural, heritage, sports and leisure, waterfront and green space assets in which the city region is so rich.

The following priorities for action are identified:

- **Priority action 1: The Premier Destination Centre** – branding and marketing of the city region, with strong reference to Liverpool 2008. Mersey Waterfront Regional Park is highlighted as a unique opportunity to promote the waterfront and tourism offer.

Opportunity 1	Greening of the city centre, town centres, gateways and the waterfront provide a key opportunity to market the sub region as a green city.
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- **Priority action 3: Liverpool John Lennon Airport** – new investment in infrastructure and gateways.
- **Priority action 4: The Mersey Gateway** – construction of a new river crossing of the Mersey. Opportunities as shown above in Opportunity 2 related to Gateway improvements and the release of new land for greenspace.

Opportunity 2	Green gateways to the sub region and the city of Liverpool provide first impressions for the visitor, whether recreational or business, encouraging returns and potential new investment and residents. Land released through regeneration schemes can be used as green assets where there is no more economically viable use, for example the creation of nature/natural parks, new habitats
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- **Priority action 5: Rail connectivity** – upgrading of services, hubs and infrastructure to improve connectivity within and to places outside of the city region. Opportunities as shown above in Opportunity 2 and:

Opportunity 3	New hard infrastructure development can be accompanied by Green Infrastructure built into the design in order to reduce the visual, noise and pollutant impact of such developments on residential and business areas alike.
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- **Priority action 6: Research and development** – promotion of the sub region as a major centre for research and training.

Opportunity 4	Green Infrastructure integration into urban design will provide for a more attractive place to live and work, attracting and retaining high calibre graduates, students, entrepreneurs and employees.
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- **Priority action 7: Focus clusters** – enabling clustering in priority sectors, attracting entrepreneurial people and ensuring the labour market is in place to support expansion. Opportunity is as shown above in Opportunity 3, as well as:

Opportunity 5	Land and property can be uplifted in value by high quality Green Infrastructure. Promotion of the concept of green business parks and the integration of greenspace into new development, enabling access to green places as well as providing local microclimate control benefits to industry and employees.
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- **Priority action 8: Pervasive Productivity** – working to securing a step change in raising the productivity of the workforce and business base, closing the GVA gap, including growing the social enterprise network, improving business birth and survival rates. Direct synergy with Green Infrastructure with reference to Opportunity 3 and also with respect to community capacity building and reducing inactivity.

Opportunity 6	Communities can increase their capacity through the ownership, management and maintenance of greenspace assets – parks, woodlands, recreational areas – thereby increasing skills and capacity of individuals.
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Opportunity 7	Increased investment in new and improved Green Infrastructure leads to improved health outcomes through exercise, stress reduction and improved environmental quality, reducing incapacity and costs to employers through time off work.
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- **Priority action 9: Public sector excellence** – promoting quality in public sector service delivery and exploiting opportunities through local purchasing.

Opportunity 8	Local purchasing can extend to the increased use of local agricultural produce, allowing for a more sustainable food and farming sector and for diversification activity for the land based sector.
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- **Priority action 10: 21st Century sites and premises** – aimed at delivering a wide range of modern and flexible sites, capable of meeting the needs of modern business. Additional focus upon the renaissance of Liverpool city centre for retail and business.

Opportunity 9	New and refurbished business parks can have Green Infrastructure designed in, for example with regard to access to greenspace, accessibility by non motorised modes of transport, renewable energy. City centre locations can benefit from similar accessible greenspace and sustainable technologies.
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- **Priority action 11: Enterprise and environment** – developing the sub region's potential for excellence in environmental technologies, expanding the knowledge base and developing centres of excellence.

Opportunity 10	Integration and expansion of land management initiatives such as the Mersey Forest are noted: Promotion of exemplar activity under these initiatives and programmes to ensure best practice is recognised and replicated across the sub region, exploiting new sites and DUN land in particular. New opportunities for land based sector diversification to production of biofuels and biomass.
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- **Priority action 12: Full employment in the city region** – utilising the cities natural resources such as the River Mersey to create new employment opportunities within the renewable energy sector.
- **Priority action 13: Skills for the city region** – The city strategy recognises the need to enhance graduate retention levels, and increasing the average skills levels of residents. Moving into new sectors, there is an opportunity for the city and its neighbours to work together in the renewable energy sector, design, manufacturing, construction, logical, distribution, retail, maintenance and after sales.
- **Priority action 14: Creating sustainable communities** – The quality and choice of the housing offer; enhance the liveability and amenities of residential areas to support and reflect economic growth. Market failure in the city created an opportunity to redesign and develop the urban core, enhancing the housing offer, both in terms of the inclusion of personal green spaces, but also the enhancement of the city's parks. Improving access and providing these opportunities for all will make a step change in both health and community safety.

Opportunity 11	Ensure that new investment presented through New Growth Point funding and potential for eco town development incorporates Green Infrastructure from the outset through an integrated Green Infrastructure plan, alongside housing growth.
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- **Priority action 15: Health is Wealth** – The development of the urban core and its parks provides opportunities for the city, and its residents to access green / blue spaces for recreational exercise, thereby enhancing its reputation as a thriving economic European city.

Opportunity 12	Develop a strategic approach to Green Infrastructure implementation across the city region through mapping, strategy and action planning processes, utilising the NW Green Infrastructure Guide approach as a template.
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5.6 Cumbria

The sub region of Cumbria is comprised of the County and its component Districts – Allerdale Borough, Barrow-in-Furness Borough, Carlisle City, Copeland Borough, Eden District and South Lakeland District . It also includes the Lake District National Park and parts of the Yorkshire Dales National Park and North Pennines Area of Outstanding Natural Beauty.

The sub region is most noted for its outstanding countryside, with its associated network of villages and market towns. However, its larger urban centres in the west and Carlisle in the north provide a significant counterpoint to this with much urban renaissance activity in evidence addressing key issues of worklessness and poverty.

Figure 5.7 reviews the current sub regional economic plan developed by its economic partnership, Cumbria Vision. The sub region is not covered by any city region.

Figure 5.7: Cumbria Economic Plan

Document: Cumbria Vision – Cumbria Economic Plan 2008 – 2011		
Author/date: Cumbria Vision (September 2007)		
Environmental policy references –examples & incidence	Strategic objectives relevant to Green Infrastructure	Targets and outputs relevant to Green Infrastructure
<p>Quality of Life identified as one of the main opportunities for growth over the next 3 – 5 years. specific actions include:</p> <ul style="list-style-type: none"> - develop new visitor focused products and services in the central Lakes, make improvements to existing and develop new tourist attraction on the West Coast, and exploit the potential to further develop business and conference tourism destinations in the County. - an opportunity to develop a "mini Regional Park" as part of the multi faceted development envisaged for Derwent Forest in West Cumbria. - develop outdoor and high energy tourism sectors in rural Cumbria. 	<p>Key priorities identified as:</p> <ul style="list-style-type: none"> - Infrastructure - develop a portfolio of sub-regional sites/ invest in business accommodation – focused around bringing brownfield land back into productive use. - Quality of Life – raising the quality of Cumbria's tourist product – key areas of focus will be Hadrian's Wall, Lake District, Cruise terminal in Barrow and increasing tourism potential and quality of attractions in West Cumbria. - secure the renaissance of the Lake District's tourism offer and broaden its economic performance – public realm improvements in market towns are the first steps. - Cross Cutting and significant geographical priorities – deliver and implement the Carlisle Renaissance Strategy; diversify the economic base and support sectors with growth potential in rural areas; West Cumbria – work to maximise opportunities from nuclear restructuring and support the diversification of the economic base of the area to provide sustainable economic growth. 	<p>Outputs identified in relation to wider aspects of physical regeneration activity, regeneration of the built environment and public realm works.</p> <p>Specific outcomes relate to:</p> <ul style="list-style-type: none"> - securing growth of key sectors – including energy and environmental technologies. - creation of appropriate employment sites, well serviced and located. - enhancement of the tourism product, through raising the quality of both customer service and physical built environment. - the Lake District National Park, achieving a world class visitor experience alongside vibrant communities and a prosperous economy.

The high level priorities are identified as having relevance to Sustainable Development priorities.

Coherence: Overall, there is coherence with the aims of Green Infrastructure – but no specific mention of Green Infrastructure in the document. However, there is considerable activity related to natural / green tourism and enhancing the quality of life clearly provides opportunities. Green Infrastructure is seen as a contributor, underpinning wider economic objectives.

5.6.1 Key opportunities identified

- **Business, Enterprise and Employment**

The location of Sellafield in Cumbria is a unique opportunity for the area, in terms of the people employed in the energy creation industry, people working in the research and development arena is double the national average. This skills base, combined with the cluster of renewable energy experts, has already led to the development masterplan "Britain's Energy Coast³".

There are clear Green Infrastructure opportunities in Cumbria in terms of green tourism development in particular, and indeed these are already being exploited. However, the updated Economic Plan highlights the need to provide additional facilities, such as conference facilities – to meet business tourism needs and that this is a threat to the area which could potentially impact upon employment, and subsequently the physical natural environment.

Outdoor pursuits are increasingly becoming more popular, as people have increased leisure time; the Cumbrian area provides a natural landscape ideally suited to the enhancement and successful management of the land in this sector. Thereby ensuring the increased contribution made by Green Infrastructure to the sub regional economy.

Opportunity 1	Green Infrastructure as a contributor to the renaissance of South / West Cumbria towns, and other urban centres, addressing poor quality of place and image issues, addressing poor health associated with heavy industry,
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³ [http://www.nwda.co.uk/pdf/WCSM_Summary\(Final\)%20\(2\).pdf](http://www.nwda.co.uk/pdf/WCSM_Summary(Final)%20(2).pdf)

	and providing for new linkages to the high quality countryside surrounding deprived communities. Key strategies to influence include the Barrow Waterfront Masterplan, Carlisle Renaissance Strategy, Strategic Economic Plan and Masterplan for West Cumbria and Kendal Regeneration Plan.
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Opportunity 2	West Cumbria masterplan – Britain's Energy Coast provides opportunities to build on the ambition to "become a globally competitive energy and environmental cluster", providing new opportunities for renewable energy, with Green Infrastructure contributing to this.
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- **Infrastructure**

Though not directly discussed in the Economic Plan, there is an opportunity to incorporate 'green' thinking into new business parks developed in the sub region, thereby creating higher value properties where businesses will want to located, and enhancing the greenscape.

The ongoing activity to review the Area of Search between the Lake District and Yorkshire Dales National Parks for currently undesignated land of National Park or AONB quality provides an opportunity, if progressed, to link the two existing National Parks together, potentially providing a continuous joined up protected landscape encompassing the Lakes, Dales and North Pennines – the most significant protected stretch of high quality Green Infrastructure in the UK.

Opportunity 3	Ensure that new investment presented through New Growth Point funding and potential for eco town development incorporates Green Infrastructure from the outset through an integrated Green Infrastructure plan, alongside housing growth.
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Opportunity 4	Green Business Parks, incorporating Green Infrastructure principles and renewables technologies as part of the renaissance of market towns and growth in appropriate industry for the rural heartland of the sub region.
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Opportunity 5	The Broughton Moor MOD site in West Cumbria provides an opportunity to see hard end use and Green Infrastructure fully integrated across a wide area (950 ha) – a future Newlands site?
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Opportunity 6	The Area of Search between the Lakes and Dales provides a potential opportunity to link the 2 existing National Parks together, providing a continuous joined up protected landscape encompassing the Lakes, Dales and North Pennines – the most extensive protected stretch of high quality Green Infrastructure in the UK.
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Opportunity 7	The creation of the North West Coastal Trail (Regional Park) provides new opportunities for green links and corridors to the coast and uplands, as well as into urban areas where access to the countryside may be limited at present.
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6.0 An Action Plan

6.1 Introduction

6.1.1 In order to ensure the opportunities identified in the previous chapters are realised, a process of long term advocacy and influencing is required to further embed principles of Green Infrastructure into sub regional economic development plans. Furthermore, a new focus is required to ensure that the commitments expressed in the draft RSS is embedded with strategic and development planners, particularly with a view to:

- Local Development Frameworks embedding Green Infrastructure principles;
- Greenspace audits being undertaken by district authorities; and
- Sub regional Green Infrastructure strategies and action plans being developed.

6.2 The Action Plan

The following Action Plan for the Natural Economy Northwest team sets out the necessary actions required to achieve the vision stated in their work programme with regard to influencing the future direction and implementation of Green Infrastructure strategic planning in the Region.

The timing of implementation is critical to ensure that influence is brought to bear at the appropriate moment in the lifecycle of regional and sub regional strategies. Of particular importance will be:

- The next iteration of CRDPs for Manchester, Liverpool and Central Lancashire in 2008.
- The next iteration of sub regional action plans.
- The development over the next two years of a single (integrated) regional strategy incorporating both RES and RSS, as indicated in the Treasury SNR.

The latter is perhaps the critical long term objective for influencing as this will set the direction for all future sub regional strategies. At present this process has yet to begin in earnest, allowing preparation time and for key discussions to be taken forward at regional level with stakeholders with regard to the NENW research on the economic benefits of Green Infrastructure investment⁴ and the recently published Defra research on the value of ecosystem services⁵.

⁴ The economic benefits of green infrastructure: The public and business case for investing in Green Infrastructure and a review of the underpinning evidence, (2008) ECOTEC for NENW

⁵ Introductory guide to valuing ecosystem services, (2007) Defra

Table 6.1: An Action Plan for influencing sub regional economic development plans in the North West Region.

Key Action	How?	Target organisations	By when?	Outcome
<p>1. Influencing sub regional economic development plans.</p> <p>- seeking to ensure that future iterations of sub regional and city regional strategies and action plans incorporate Green Infrastructure objectives, recognise the benefits of Green Infrastructure investment and provide the necessary hooks for this to occur.</p>	<p>Meetings with Sub Regional Partnerships and NWDA.</p> <p>Research paper - The Northern Way, City Regions and North West England sub regional economic development plans: the role Green Infrastructure can play in delivering and enhancing their outcomes.</p>	<p>NWDA</p> <p>Cumbria Vision</p> <p>Lancashire Economic Partnership</p> <p>Manchester Enterprise</p> <p>Association of Greater Manchester Authorities</p> <p>Cheshire and Warrington Economic Alliance</p> <p>The Mersey Partnership</p> <p>Urban Regeneration Companies</p>	<p>Ongoing from January 2008 and tied into the timetables for refreshing strategies and action plans.</p>	<p>Refreshed Sub Regional Action Plans and City Regional Development Programmes influenced to include Green Infrastructure as an integrated aspect of regeneration activity, and recognised as a powerful means to deliver the agreed economic priorities.</p>
<p>2. Promotion of sub regional Green Infrastructure strategic level planning.</p> <p>- promoting the view that sub regions / city regions are the right scale to undertake strategic planning for Green Infrastructure and seeking to encourage sub regional partnerships to take the lead in promoting and leading on these.</p>	<p>Meetings with Regional Assembly and key sub regional planning bodies and groupings.</p> <p>Promotion of North West Green Infrastructure Guide and website as key resources.</p> <p>Marketing Lancashire Green Infrastructure Strategy as best practice</p>	<p>NWRA + NWDA + GONW</p> <p>Association of Greater Manchester Authorities (AGMA)</p> <p>Sub Regional Planning Officers Groups</p> <p>Sub Regional Economic Partnerships</p> <p>Local Planning Authorities</p>	<p>April 2008</p>	<p>All sub regions of the North West committed to undertaking sub regional Green Infrastructure strategies.</p>

Key Action	How?	Target organisations	By when?	Outcome
	for the Region.	Defra family of agencies		
3. Influencing NWDA regarding RES outputs and the benefits of Green Infrastructure in producing economic outputs and transformational outcomes for the Region.	<p>Meetings with key NWDA staff</p> <p>Research papers: The Northern Way, City Regions and North West England sub regional economic development plans: the role Green Infrastructure can play in delivering and enhancing their outcomes and sister papers from NENW on the economic benefits of Green Infrastructure..</p> <p>Defra research on valuing Ecosystem Services.</p>	NWDA	Ongoing from March 2008.	NWDA persuaded to commit further resources to funding regional Green Infrastructure strategic action plans and initiatives, and also further research on appropriate ways to measure the economic benefits of Green Infrastructure, and complementary measures on ecosystem, sustainable development and quality of life benefits/outputs.
4. Promotion of Green Infrastructure economic benefits messages to natural environment project managers and implementation bodies.	<p>Programme of training / awareness raising events and meetings with key implementation bodies.</p> <p>NENW report providing guidance to natural economy project managers.</p>	<p>Sub regional environmental networks.</p> <p>Key national and regional bodies e.g.</p> <ul style="list-style-type: none"> - RSPB. - Natural England. - Forestry Commission. 	Rolling programme from March 2008, linking with other training bodies such as RENEW.	Natural environment projects brought forward which incorporate economic aspects to their proposals, attracting new funding, providing economic outputs and ensuring enhanced sustainability for projects.

Key Action	How?	Target organisations	By when?	Outcome
		<ul style="list-style-type: none"> - AONBs. - Regional Parks. - Local Authorities. - National Trust. - Private sector landowners e.g. United Utilities. - Groundwork Trusts. - Community Forests. 		
<p>5 7. Learning from and contributing to the learning of other localities across the Northern Way – joining up action where appropriate and necessary.</p>	<p>Meetings with key stakeholders from the North East and Yorkshire and Humber Regions.</p> <p>Joint events promoting Green Infrastructure across the Northern Way.</p> <p>NENW Green Infrastructure demonstration projects across the sub regions of the North West.</p> <p>NENW Natural Tourism demonstration projects across the sub regions of the North West.</p>	<p>Natural England.</p> <p>City Regions.</p> <p>Forestry Commission.</p> <p>Community Forests.</p> <p>Local Authorities</p> <p>Tourist Boards</p>	<p>Ongoing from January 2008.</p>	<p>Sub regional Green Infrastructure strategies utilising common best practice approaches and methodologies, enabling a continuum of Green Infrastructure to be developed and mapped/audited across the north of England.</p> <p>Identifying areas of common resource need e.g. new research opportunities.</p>

Key Action	How?	Target organisations	By when?	Outcome
8. Development of further research into gaps in the evidence base relating to the economic benefit of Green Infrastructure and the need to develop parallel objectives and measures relating to ecosystem benefits, sustainable development and quality of life, so that all of these become properly valued in all the key regional Strategies..	NWDA sponsored research, supported by GONW/NWRA in the context of research in support of the forthcoming integrated regional strategy.	NWDA NWRA GONW. Defra family of agencies Universities and other research bodies.	Ongoing from April 2008.	New learning which builds upon the early research programme initiated by NENW and provides future momentum for the Green Infrastructure 'project'.
10. Development of best practice methodologies for valuing Green Infrastructure investments, particularly with regard to economic benefit.	A programme of demonstration projects which utilise a variety of measurement techniques to understand impact and value of natural environment projects for economic outcomes.	NWDA/GONW/NWRA Defra agencies Sub regional economic partnerships.	Subject to funding, from April 2008.	A set of methodologies for evaluating and measuring economic impact and value for use in future project development. Demonstration projects will show the effects of different interventions, different scales of intervention, and the effect of varying project focus (environment vs. economic) on outputs and outcomes.