



# Natural Economy Northwest

Spring 2010

## Welcome

Welcome to the final newsletter from Natural Economy Northwest. Our programme is now at an end after three highly productive years in which we have advocated and demonstrated the value of the natural environment to our economy and quality of life, in a high impact manner.

Successes have been achieved thanks to the hard work of a dedicated team of individuals driving the NENW programme. The team have also been able to draw upon the tremendous support of enthusiastic partners and key stakeholders across the Northwest. Together, we have demonstrated the power of partnership working and leave a legacy behind us, which is being embedded in our partners' strategies, practices and planning. However, it is so important to maintain the momentum for the central role of the natural environment within the sustainable economic future of the Northwest.

In addition to our generous funders - NWDA, Natural England and SITA Trust - I would like to particularly thank The Mersey Forest, Cumbria Tourism and Lancashire Economic Partnership for the arrangements for secondments and contractual agreements.

This newsletter will explore some of the final successes, but much more can be found at [www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk), where our learning can be easily accessed through our series of 18 research summaries. Our key publications are:

- The Economic Value of Green Infrastructure
- Growing Natural Tourism
- Natural Benefits for Business
- The contribution of biodiversity projects to the economy, the environment and the community
- Final NENW publication (available April 2010 - title TBC)

It just remains for me to thank the colleagues who have made the programme a beacon of best practice in Britain - Katie Read (who is now Director of Tourism Partnerships for West Cumbria), Peter Wilmers (now on part-time secondment to The Mersey Forest's Green Infrastructure Unit) and Gareth Richards (who I hope will be soon able to put his excellent business management skills to good use) - and wish them the best success for the future.

As for me, I will be continuing with the legacy until I retire in August 2010. If you wish to follow up on this newsletter or the information on the website my email is [will.williams@naturaleconomynorthwest.co.uk](mailto:will.williams@naturaleconomynorthwest.co.uk).

Dr Will Williams

Programme Director  
Natural Economy Northwest



The Natural Economy Northwest team pictured in Morecambe.



## November Lowry Event

### November Lowry Event - "Natural Economy Northwest: Natural Foundations for Future Economic Recovery"

The final NENW event was held on the 23rd November 2009 at the Lowry Theatre, with over 50 partners and stakeholders representing economic development, regeneration, tourism, business, environment, and sustainability. The purpose of the event was to reflect and evaluate the contribution this programme has made towards embedding the natural environment within the sustainable economic future of the Northwest.

The event was chaired by Felicity Goodey CBE and featured the following guest speakers: Professor John Handley OBE, University of Manchester; Robert Hough, Chairman of NWDA; Peter Allen MBE, Board Member of Natural England and NWDA; Pam Warhurst CBE, Board Member of Natural England; Marek Gordon, Chairman & CEO of SITA Trust. The speakers' presentations are on the NENW website.



NENW Guest speakers at the November Lowry event.



## NENW National Recognition

The dialogue between the NENW Team and government departments and agencies has been a two way process for both positioning the natural environment for the delivery of PSAs, and the feedback for policy development. This has resulted in recognition of the NENW programme in a number of ways:

**Defra** referred to NENW as best practice in a publication introducing their policy approach and technical guidance on Ecosystem Services

[Valuing Ecosystems Services](#)

[Securing a Healthy Natural Environment](#)

**The Landscape Institute's** position on Green Infrastructure highlights work done by NENW in its section on the economic benefits of GI

[Green Infrastructure Position Statement](#)

**Natural England** highlights the Northwest in its national Green Infrastructure Guidance

[Green Infrastructure Guidance](#)

**The Green Building Council** refers to NENW in its guidance.

[UK Green Building Council](#)

**CABE** quotes NENW in its Green to Grey campaign

[The Grey to Green Campaign](#)

[Green Infrastructure in the North West](#)

**Jonathan Porritt** acknowledged NENW in his quote in the CABE Grey to Green publication

[Grey to Green](#)



## SITA Trust

Delegates at the York, UK Biodiversity Partnership Conference 2009, were some of the first to access the content of a new publication, which highlights the results of successful partnership working between Natural Economy Northwest and SITA Trust.

Five SITA Trust Enriching Nature projects were enhanced through NWDA funding, to demonstrate the value that biodiversity projects also bring to the economy and the community. The new publication, which focuses on these case studies, ideally suited the Conference theme of The Value of Biodiversity.



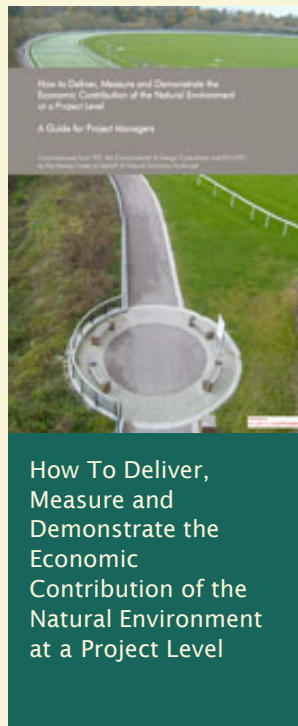
The case studies were publicised and distributed at a SITA Trust event at the House of Commons in February. Marek Gordon, SITA Trust Chairman and CEO said: "This is a new language and a new approach and has shown that the SITA Trust biodiversity projects are also delivering local economic and community benefits."



## New Project Guidance Reports Now Available



Putting The Green In The Grey



How To Deliver, Measure and Demonstrate the Economic Contribution of the Natural Environment at a Project Level



Growing Natural Tourism: Guidance for Project Managers

Natural Economy Northwest has recently published three new project guidance reports

- Putting The Green In The Grey - Creating Sustainable Grey Infrastructure
- How To Deliver, Measure and Demonstrate the Economic Contribution of the Natural Environment at a Project Level
- Growing Natural Tourism: Guidance for Project Managers

The first is targeted at developers, planners and project managers with responsibility for developing physical (grey) infrastructure. It offers a framework for the identification of the additional environmental benefits derivable from projects intended primarily to deliver economic outputs.

The second focuses on those already working in the natural environment. It helps these practitioners understand, maximise and communicate the economic, social and environmental benefits attainable from their projects. The aim of this report is to enable the user to demonstrate the win-win situation that results, to help support the case for investment in the natural environment.

The third draws upon natural tourism development work, as well as five demonstration projects, to provide guidance and articulate the socio-economic and environmental benefits from such projects, with sustainability an integral issue.

NENW Programme Director, Dr Will Williams, says: "These guidance reports contain insights that should be integral to project planning, fostering, as they do, a deeper understanding of the economic and social benefits of natural environment projects and the best way in which to communicate and deliver these.

"With case studies and signposting that highlights where to seek advice, supporting evidence and funding, these are excellent guides for project leaders wishing to harness the benefits of natural environment projects."



## Summing Up the Benefits

New research summaries have been added to the NENW website, drawing upon the Growing Natural Tourism report, the three recent guidance reports and various SITA Trust case studies.

Users may now download the following summaries:

- Morecambe Bay Local Grazing Scheme
- Roof greening in Liverpool
- Sound of Sopranos
- Growing natural tourism
- Delivering, measuring and demonstrating the economic contribution of the natural environment at a project level
- Creating sustainable grey infrastructure: a guide for developers, planners and project managers
- Project guidance for managers of natural tourism projects

A total of 18 research summaries are now available on the website.



## Towards the NENW Legacy for the Region

Natural Economy Northwest has moved its legacy work forward through a NENW Board-endorsed proposal which calls for the formal establishment of a Northwest Green Infrastructure Service, to build on the work carried out by NENW.

The proposal was discussed by the key regional agencies of NWDA, 4NW, GONW, Natural England, EA, FC, HCA, NHS and CABE in January. We are pleased to report that £90k of the desirable £200k pa has now been pledged which means that the Regional Green Infrastructure Service can now develop, based on the GI Unit at The Mersey Forest. Other elements of the legacy are proceeding separately, such as the integration of natural environment advice within Enworks, inclusion of key NENW products on the Business Link website and the promotion of natural tourism through RDPE and HLS. The remaining challenge seems to be integrating the learning from NENW in training and development programmes in the Region.



## Green Infrastructure Prospectus

This prospectus has been drafted by the partners in the Green Infrastructure Steering Group led by Paul Nolan, Director Mersey Forest. It sets out for the RS2010 process, the benefits of integrating the Green Infrastructure approach and advocates the need to plan, invest and manage the environment like any other critical infrastructure, as an integral component of not only economic recovery but also future sustainability.



## Valuing Economic Benefits

The Genecon contract facilitated by NENW and funded by 5 RDAs, Northern Way, Natural England, Tees Valley and Defra continues to make good progress on developing the toolbox for quantifying and valuing the economic benefits of GI in project development and appraisal. Although NENW has been a catalyst for this contract, the project goes beyond the NENW programme; it is funded and managed separately and it part of the NENW legacy. The draft toolbox has now been issued for consultation.



## Natural Tourism

### Natural Tourism - its promotion through RDPE and the Higher Level Stewardship scheme of Natural England

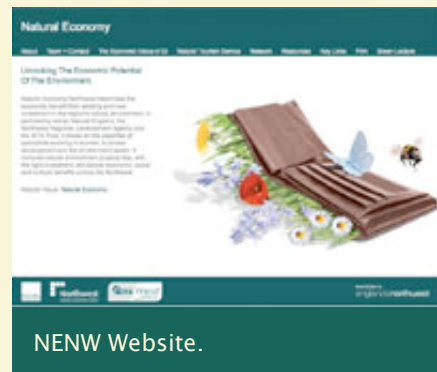
This contract with Rural Innovation, funded by Natural England and Forestry Commission, is to explore the potential for developing natural tourism focussing on 2 pilot projects - St.Helens and the St Bees Colourful Coast. The report will include guidance for further development. Again this contract represents part of the NENW legacy.



## Bowing Out In Style

Although the three-year NENW programme has now ended, the website [www.naturaleconomynorthwest.co.uk](http://www.naturaleconomynorthwest.co.uk) will stay online for at least five further years.

Publications which include research summaries, reports, case studies, demonstration projects, project guidance and lectures will remain available during this time.



NENW Website.



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