

The Green(leaf) Economy

Greater Manchester

What's the elevator pitch?

Woodlands and forestry is an important employer in Greater Manchester, boasting 15,500 jobs in processing, tourism and professional forestry related services.

Greater Manchester's wider green and blue infrastructure also supports a further 15,000 jobs and contributes £470m of GVA per year to the city region's economy.



What's the elevator pitch?

As part of a wider 'green economy' this sector could provide many more jobs through well targeted support and investment for biomass, green infrastructure, further tourism and through a major drive on skills in arboricultural services, landscaping and woodland skills, particularly through the supply chains for forestry's major players in the area.



What's the elevator pitch?

Beyond direct employment, woodlands and forestry provides a powerful setting for economic growth across other sectors too, with new woodland planting offering a green infrastructure that provides an attractive setting for investment, resilience against flooding, and a better quality of life; it literally does help to boost our city brand.



What's the elevator pitch?

Investing today in new tree planting schemes, biomass, woodland management, the harvesting and processing of timber and new skills in the sector will create green jobs, green growth and a greener setting for success.



A four-leaf growth opportunity

Green JOBS.

Green PRODUCTS.

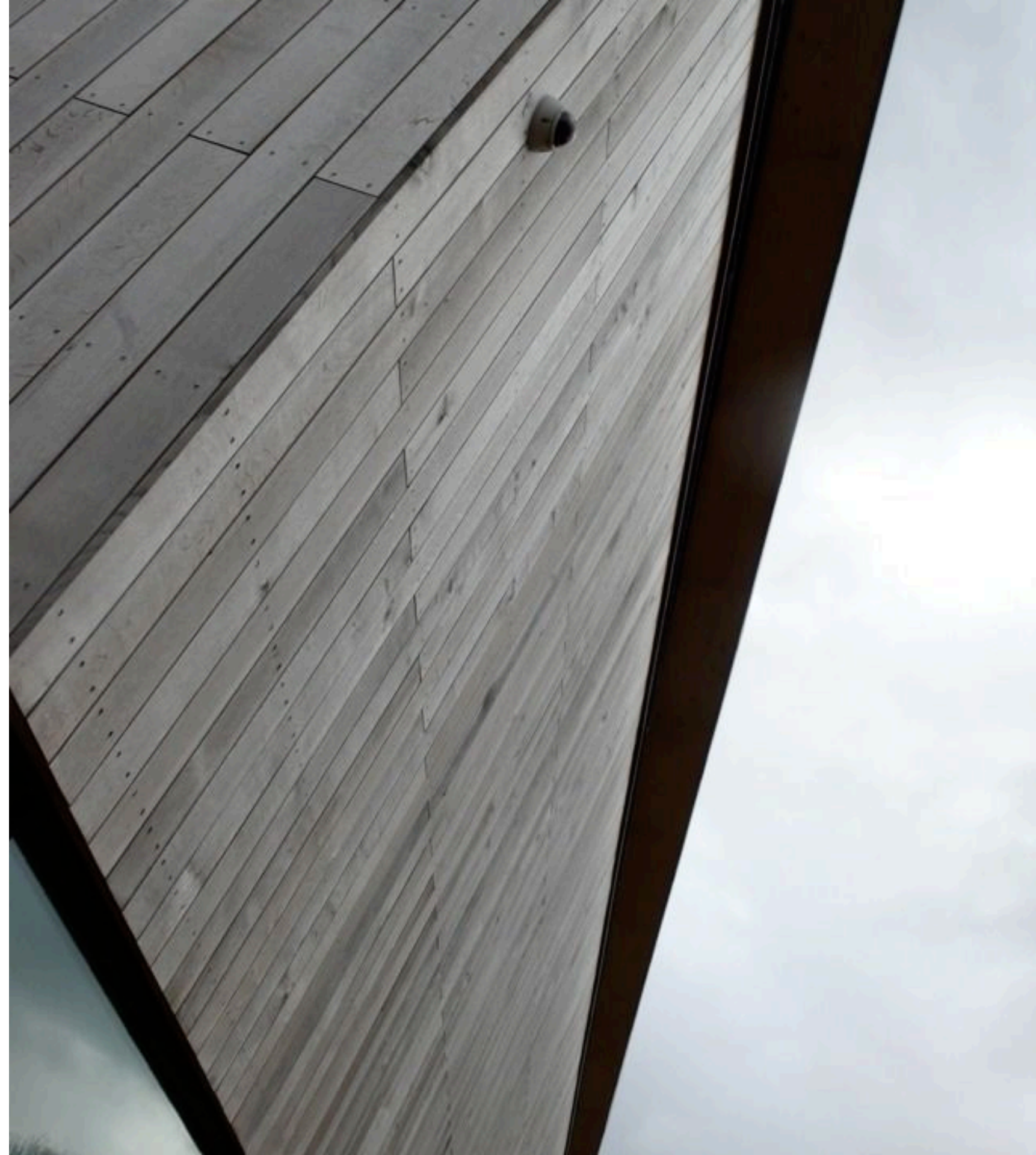
Green INNOVATION.

Green INFRASTRUCTURE.

Green JOBS

Thousands of new jobs could be created right across the forestry sector in both rural and urban areas, servicing growing and buoyant timber, woodfuel and associated markets, including tourism.

There are chronic skills shortages in this sector within a two to three hour drive time of the city region.



Green PRODUCTS

As the whole of the UK looks to satisfy the demand for new homes and reduce its carbon footprint, forestry can boast a roster of products that lock-in carbon and have the potential to be part of a consolidated strategy on climate change mitigation.



Green INNOVATION

From construction to renewables, forestry has a central part to play in a green innovation agenda. In our major universities, particular energy and engineering, there is an opportunity to be grasped.

It can be a living exemplar of 'decoupling' carbon emissions and economic prosperity and, through skills-based institutions like Manchester College can be part of a wider push on green skills and job opportunities.

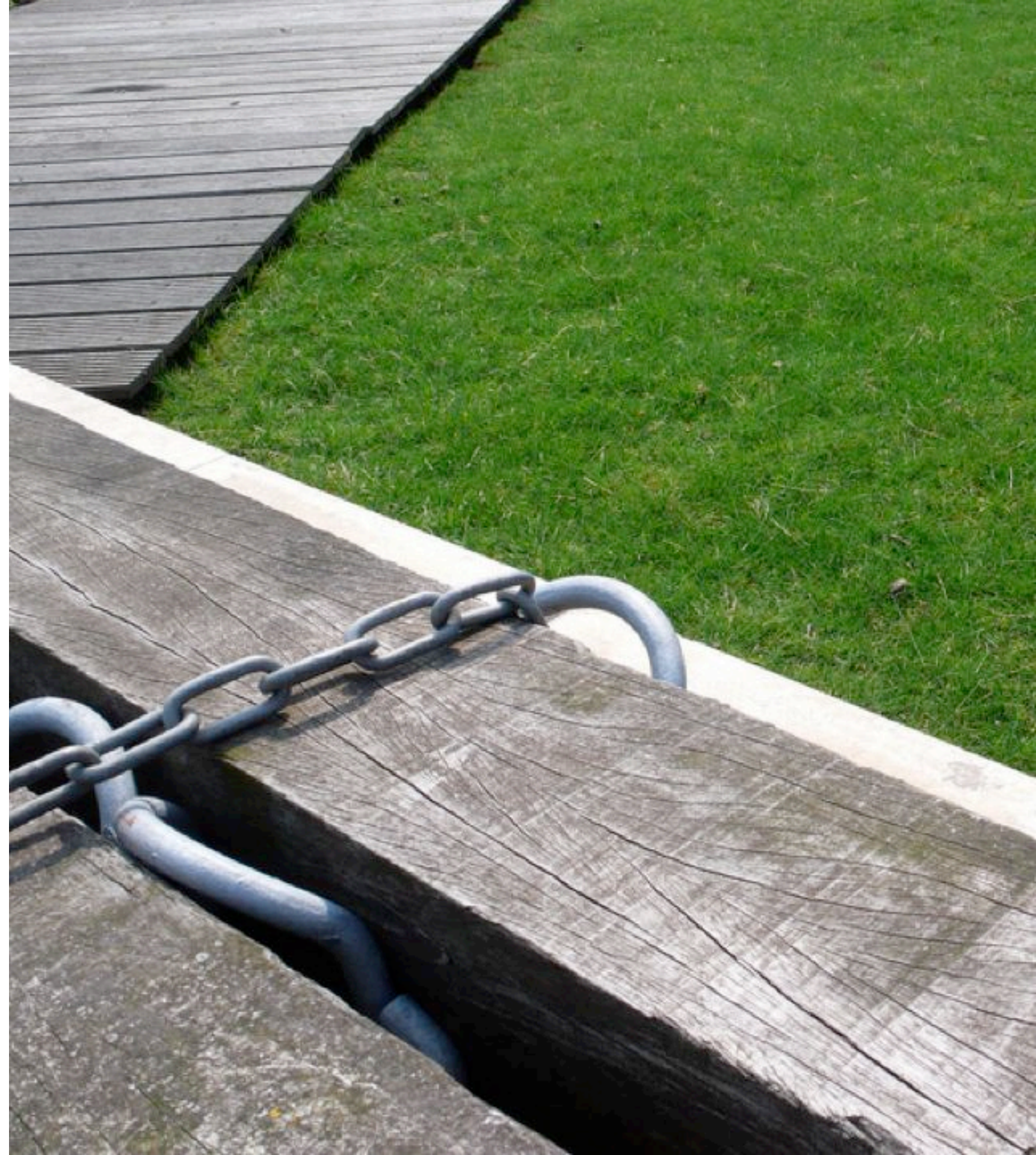


Green INFRASTRUCTURE

Invest £1 in green infrastructure and £2.30 of GVA is created directly, with a further £6.90 of wider economic benefits.

Trees and green spaces have a critical part to play in creating the setting for new investment in Greater Manchester's key growth zones such as Airport City.

A programme of greening for our Town Centres would also improve prospects for recovery.



Strong roots

Across Greater Manchester we already have a powerful track record in the forestry and timber sector, with:

12,700 jobs in processing and manufacturing

1,700 jobs in recreation or tourism

1,100 jobs in professional and supporting forestry services

In spite of our city region's relatively low standing resource of timber, we still boast the largest forestry sector in the North West of England.

15,500
EXISTING JOBS

Case study: GM Tree Station

Set up in 2008, Greater Manchester TreeStation was one of the first tree stations to be established in the UK.

The TreeStation integrates tree work, wood products and biomass production, to provide an appropriate local infrastructure on a viable scale. As an urban tree station, it acts as a hub for a broad range of wood-related activities, such as woodland management operations, arboriculture and consultancy.





Tree Station

Strong roots

Greater Manchester has the Red Rose Forest and Pennine Edge Forest initiatives.

Red Rose Forest was established in 1991 to create new areas of woodland, improve existing green spaces and encourage people to visit their local park, woodland, nature reserve or community garden.

The Pennine Edge Forest was launched in 2003 to stimulate investment in the landscape through trees and woodlands for people and places.

The combined teams have seen over £60m invested in the forests and have done a great deal to work with forestry businesses and landowners to create new jobs and business opportunities.



The low carbon challenge

With a low carbon economy as key strategic challenge and with the new Low Carbon Hub leading strategic programmes across Greater Manchester there is a clear opportunity to bring woodland management, planting and woodfuel development together as a single strand of profitable activity.



The low carbon challenge

In the urban fringe of Greater Manchester, under managed woodlands also offer the potential to provide renewable heat energy across the city region.

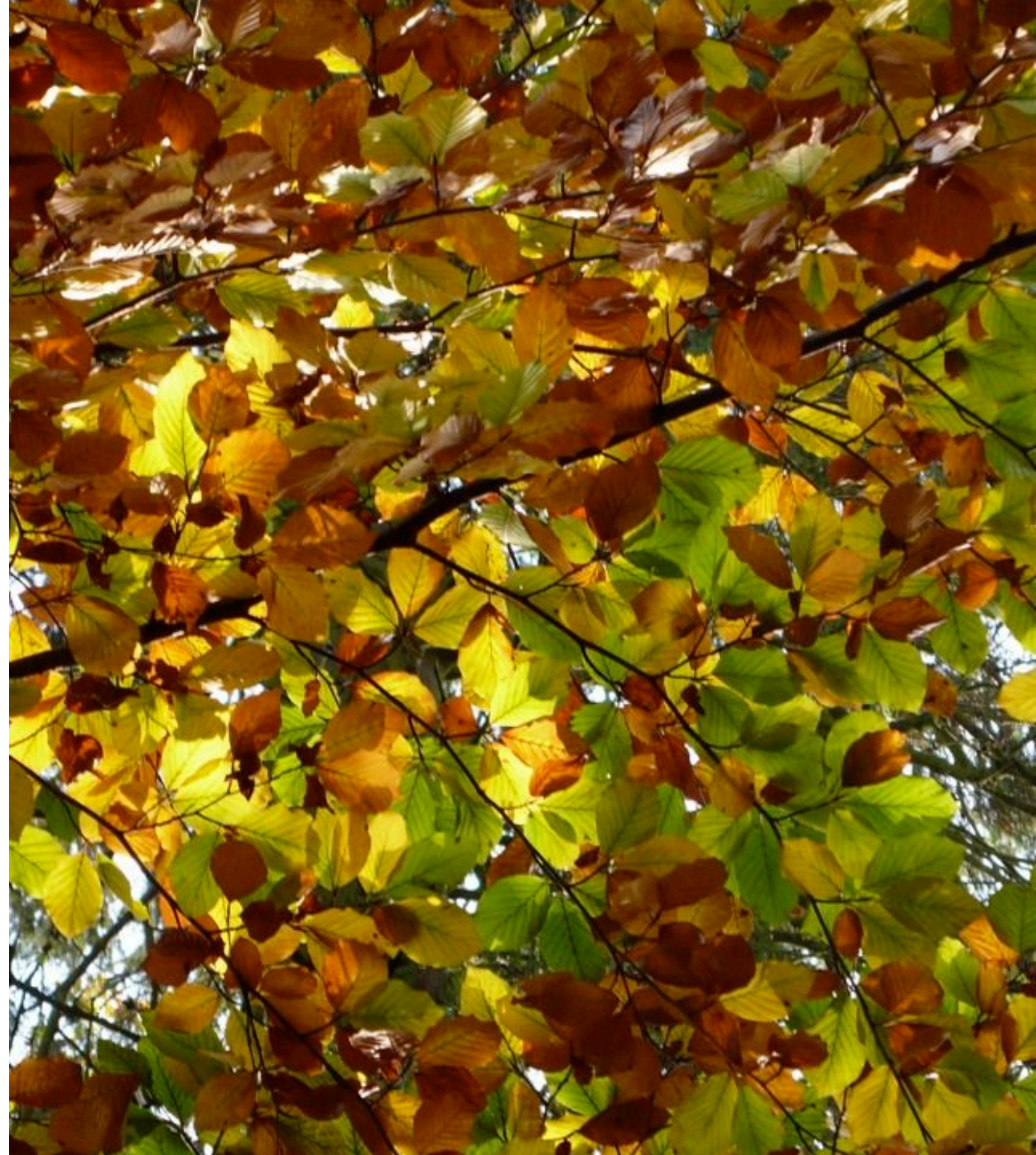
Bringing woodlands into management could create green jobs and businesses and bring an additional two million tonnes wood per annum to energy markets in England, this fuel could provide 4.4TWh of heat, sufficient to supply 800 hospitals, or 3,000 schools or 250,000 homes.



The low carbon challenge

There are 117,100 hectares of woodland across the Northwest (8.3% of land area), 50% of which is currently under-managed. This represents a genuine opportunity to realise sustainable timber and fuel yield create long-term jobs.

If Greater Manchester's under managed trees and woodlands were brought into management they would generate, approximately, enough wood fuel for ten hospitals, or 37 schools, or 3,000 homes.



From grey to green

Over 60% of Greater Manchester is green infrastructure and over 15,000 jobs and £470m of GVA are generated through businesses that are supported by the city region's green infrastructure or its products.

In May 2013 the EU adopted a Green Infrastructure Strategy and is now in the process of drawing up guidance to show how green infrastructure can be integrated into the implementation of EU Funding from 2014 to 2020.

Trees in an urban or development context offer a powerful underpinning for economic investment.

They act as a boost for land values, attractiveness and property prices; one study by the District Valuer on a Community Woodland site revealed enhanced property values in the surrounding area of c.£15m and further £75m of new development.

Future resilience

Trees and woodlands create jobs but they can also improve our levels of urban resilience, not least through a reduced risk of flooding; it's been estimated that 2011's flooding events cost UK plc over £1bn.

More green space and woodland can boost health levels too, through increased activity and reduced air pollution, leading to a reduction in costs through ill health.



Skills and innovation

As well as high end research at Greater Manchester's universities we have a strong skills offer in the Manchester College, with work-based Horticulture Diplomas, an apprenticeship in Local Environmental Services and a Landscaping course.



Get connected

Forestry has the power to connect people, resources and skills across a number of Northern LEP areas; specifically there is a woodland resource in the North of England which requires management and felling - particularly as two new diseases threaten species such as larch and ash - and yet there is a chronic shortage of well-equipped and trained people to carry out this work.

In southern areas there are areas of need and unemployment where some of these skills could be fostered and a workforce created to satisfy this urgent and growing need for labour.

The economic polarities are reversed when the outcome of this felling and woodland management is considered in terms of a timber and biomass energy resource that will be of great need in our towns and cities as we seek to create a low carbon economy.



Manchester's Brand

Greater Manchester's brand; it's visitor economy

Greater Manchester is the most popular city destination outside London and Edinburgh, with a buoyant visitor economy which is highly dependent on a quality environment.

The £5.8 billion GVA, 76,965 jobs and 8.8 million annual visitors that tourism represents in Greater Manchester are underpinned by continued efforts to make our city greener and to bolster our city brand.

Increased footfall

Manchester's Dig the City garden city festival had another successful run in 2013 showing how greening the city can pay off.

King Street, home to the Dig the City horticulture market, had an increase in footfall by a staggering 150pc on the opening Saturday while Selfridges reported a fifth more shoppers. It generated more than £1m of PR coverage for Manchester city centre too.



Jobs? What jobs?

The full list of jobs in this sector is expansive: low carbon power and heat skills; design, construction and planning; land management; forestry; tourism development and servicing; plant and tree health; timber processing and manufacturing; logistics; landscaping; and environmental products and services.

Jobs? What jobs?

Recent studies have shown that the natural environment supports almost 750,000 Full Time Equivalent (FTE) jobs and over £27.5 billion of economic output across the UK.

RSPB reserves alone across the UK attracted £66 million into the surrounding communities in 2009, supporting 1,872 FTE local jobs.

For the Manchester City Region there is a singular opportunity to partner with neighbouring LEP areas to the North to develop genuine job opportunities in the face of an immediate skills gap emerging in woodland management and arboricultural services, a critical shortage that is likely to be exacerbated as tree diseases such as *Phytophthora ramorum* and *Chalara fraxinea* (Ash Die Back) take hold and require widespread felling of trees and subsequent replanting.

Jobs? What jobs?

Investment in this sector can result in other opportunities for sectors like logistics and haulage, energy creation and developing new products. Several of the region's most successful haulage companies have emerged from opportunities in the forestry and woodland sector.

More broadly timber and forest related industries are worth over £435 million to the wider Northwest economy. Timber-related industries employ 69,000 people across the Northwest. Recent studies have also shown that the natural environment supports almost 750,000 Full Time Equivalent (FTE) jobs and over £27.5 billion of economic output.

Contact:



redroseforest



NORTHWEST REGIONAL
forestry framework