

Private Sector Perspective, from the Chair of the North West FWAC

Iain Taylor

Background

FWAC established representing industry, land owners, academics, thought leaders communicators, developers and advocates.

Aggregating the benefit of Regional Forestry Forum network, charitable trusts, private enterprise and government to drive our shared agenda to Protect, Improve and Expand.

Focus on rural and urban economic growth utilising forestry sector strengths and expertise.

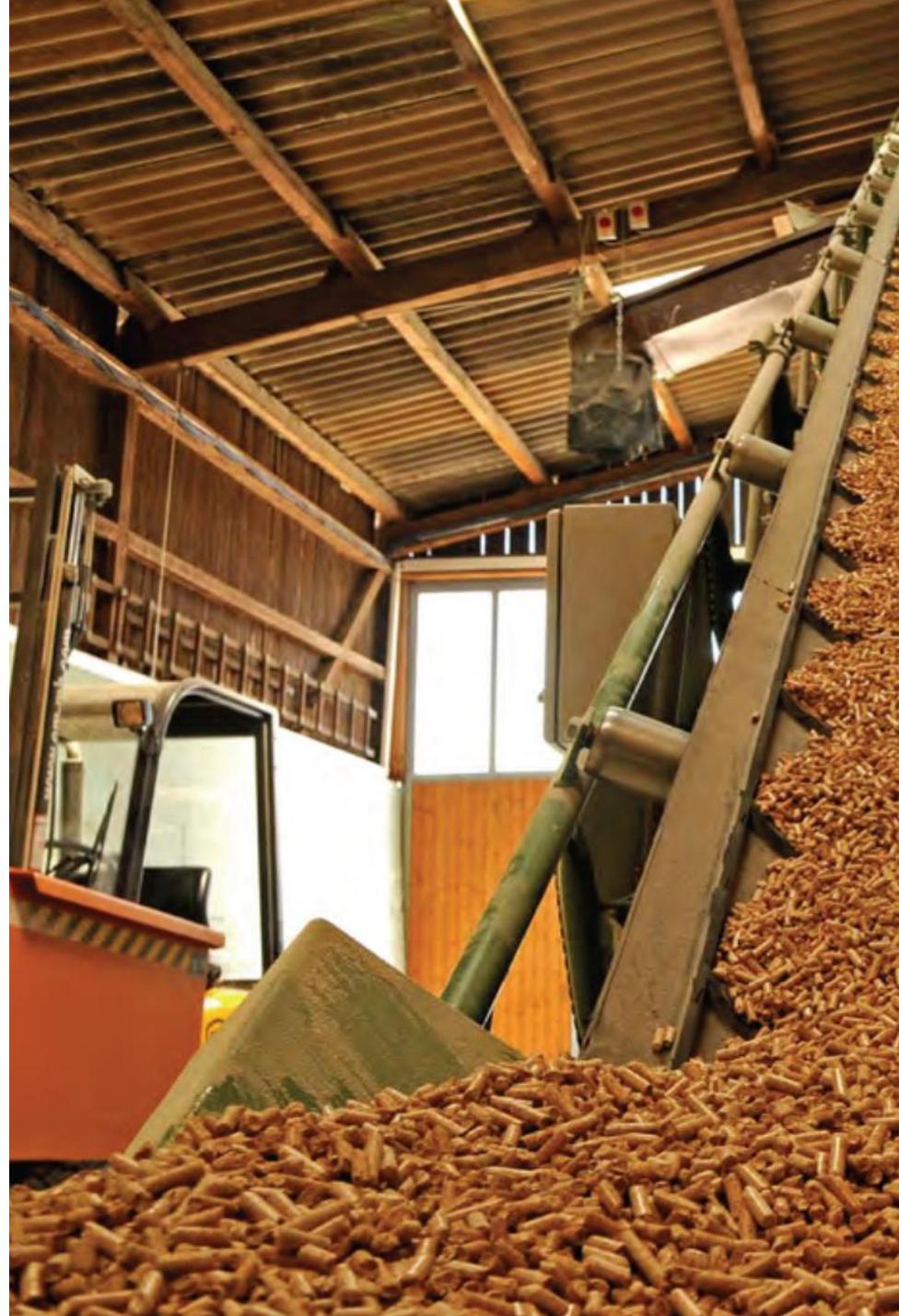


What do we know?

We must recognise the value of green infrastructure and ecosystem services in delivering and enabling growth in areas of regeneration need and to diversify rural economies.

Landscape scale interventions and solid, well adopted strategies essential in a climate of low resource.

Delivering PIE agenda whilst focussing on why it is relevant to economic growth will broaden the stakeholder base and allow better, more consistent engagement.

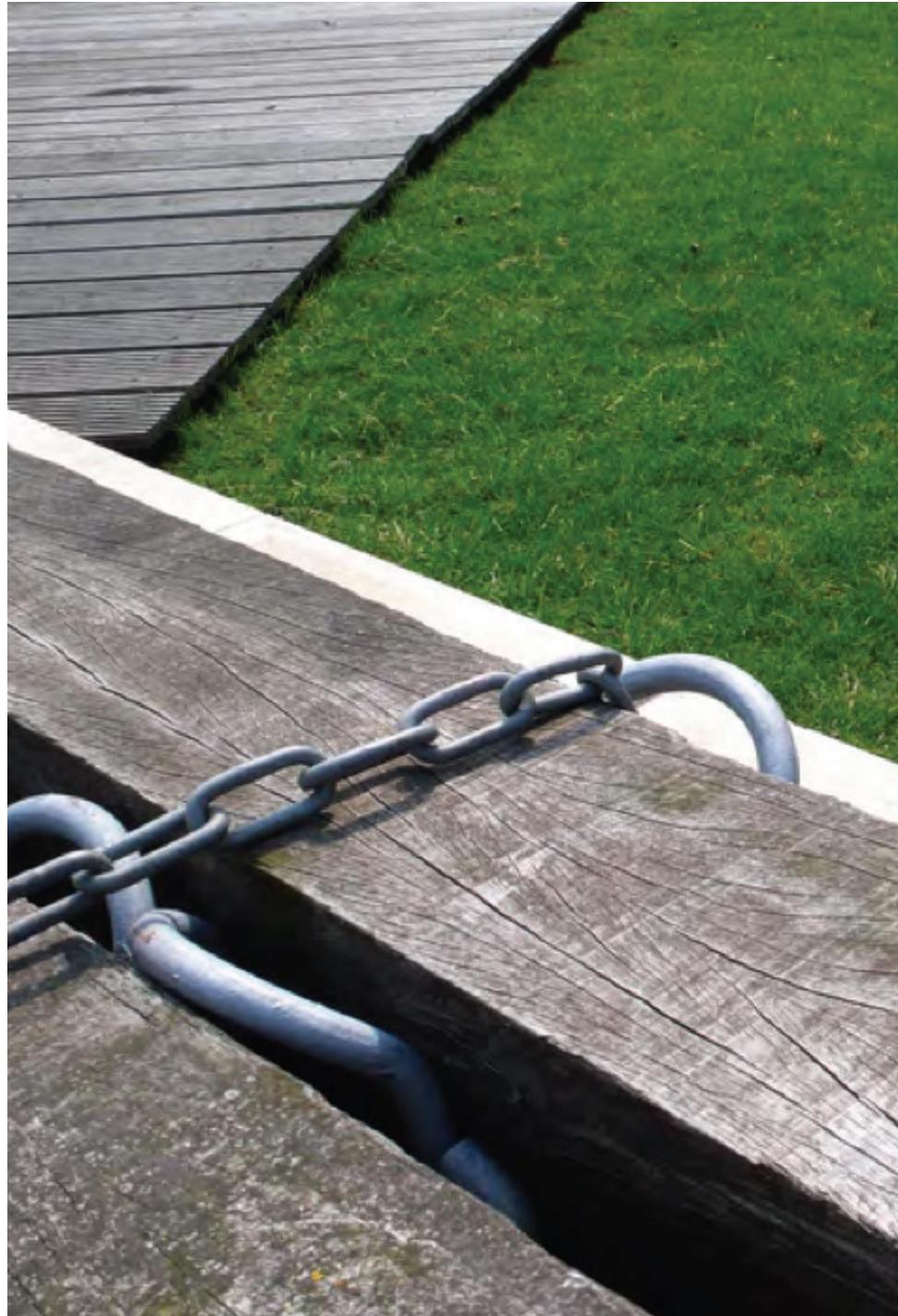


Why?

Exploring why forestry matters... in the NW we recognise the assets we have, their role in the economy and in supporting communities and valuable habitats... playing a vital role in flood protection and sustaining local economies and communities.

Exploring new ways of working... aligning to business to capitalise on their entrepreneurial flair and grow investment by established players.

New creativity in delivery... exploring partnerships with the health sector to ensure that where resources exist to tackle social issues, forestry and woodlands well placed to play their part...



Delivery

PIE is real and is achievable, but we must also tackle urgent and pressing issues of tree health - for example in Cumbria - and a sector skills shortage as well as driving the economic message.

Our forestry resources are valuable, finite and under threat, as are the resources to improve and protect them, but with a broad stakeholder base, the FWAC, I am confident that we can drive the agenda in the NW to achieve the best possible outcome in terms of growing the economy, enhancing social cohesion and wellbeing and protecting the natural environment.

