

PRESENT DAY**COMPARE 2030 PERSPECTIVE**

In this illustrative example, the primary source of employment historically in this area was textiles, which grew at the time of the thriving wool industry. Since the mid-20th century, the industry has been in decline along with the original mills and factory buildings. The economy is now largely reliant on farming and forestry alongside employment in the public and service sectors.

**INVESTMENTS**

- 1 Limited inward investment
- 2 Reliance on public subsidies
- 3 Local spend rarely stays in local area

**ECOLOGICAL RETURNS**

- 4 Small nature reserves
- 5 Flood damage to local town
- 6 Net positive carbon emissions

**SOCIAL RETURNS**

- 7 Shops and community spaces have closed
- 8 Poor transport connections and infrastructure
- 9 Young people leave to find work

**ECONOMIC RETURNS**

- 10 Lack of diverse local employment
- 11 Farming incomes in decline
- 12 Large-scale forestry operations



2030 PERSPECTIVE

COMPARE PRESENT DAY



A series of interventions has transformed the region. Communities and businesses have come together to develop new land and marine use plans. These include the restoration and rewilding of a mosaic of habitats. Nature-based investment and enterprise funding has revitalised local businesses and nurtured innovative business models. Improved public transport better connects the region with a city less than two hours away.



INVESTMENTS

- 1 Rewilding and restoration activities
- 2 Nature-based financing and enterprise
- 3 Training and education



ECOLOGICAL RETURNS

- 4 Mosaic of flourishing habitats
- 5 Restored river and wetlands 'slow the flow'
- 6 Higher carbon capture and storage



SOCIAL RETURNS

- 7 Local engagement in decision-making
- 8 Better connected transport and infrastructure
- 9 Community cohesion and sense of place



ECONOMIC RETURNS

- 10 Thriving range of nature-based businesses
- 11 Increased local employment and revenue
- 12 Diverse and integrated local supply chains

