

Live & Work Rural Programme

**Helping people to make best use of the
Peak District landscape
by living and working in sustainable ways**

Faith Johnson - L&WR Officer

11 April 2011

The Peak District National Park Authority

National Park purposes:

- Conserve & enhance special qualities
- Promote opportunities for enjoyment & understanding

And a duty to:

- Foster social & economic well being of communities

Common conservation perceptions

- A constraint on economic activity achieved by regulation
- For local people, it is resented or grudgingly accepted
- Conservation grants are based on "profits forgone" or "costs incurred"
– a compensation approach

The Peak District approach

The economic benefits of
conserved landscapes



Delivering conservation benefits
through economic activity

The Peak District... a great business asset

The environment can be used to create a distinctive marketing edge for businesses

Live & Work Rural: The Concept

To help our rural areas be

- Economically viable
- Socially vibrant
- Environmentally sustainable

Live & Work Rural

- Launched April 2009, a 3-year programme to 2012
- Two main, complementary, strands: business and community development
- Provides specialist environmental support for business and community ideas
- Also aims to retain young people and attract entrepreneurial skills by creating work opportunities.

Live & Work Rural : Partners and Budget

Main funding for 3-year budget:

- National Park Authority £383,000 cash, £75,000 in-kind
- East Midlands Development Agency £525,000
- Derbyshire Economic Partnership £75,000

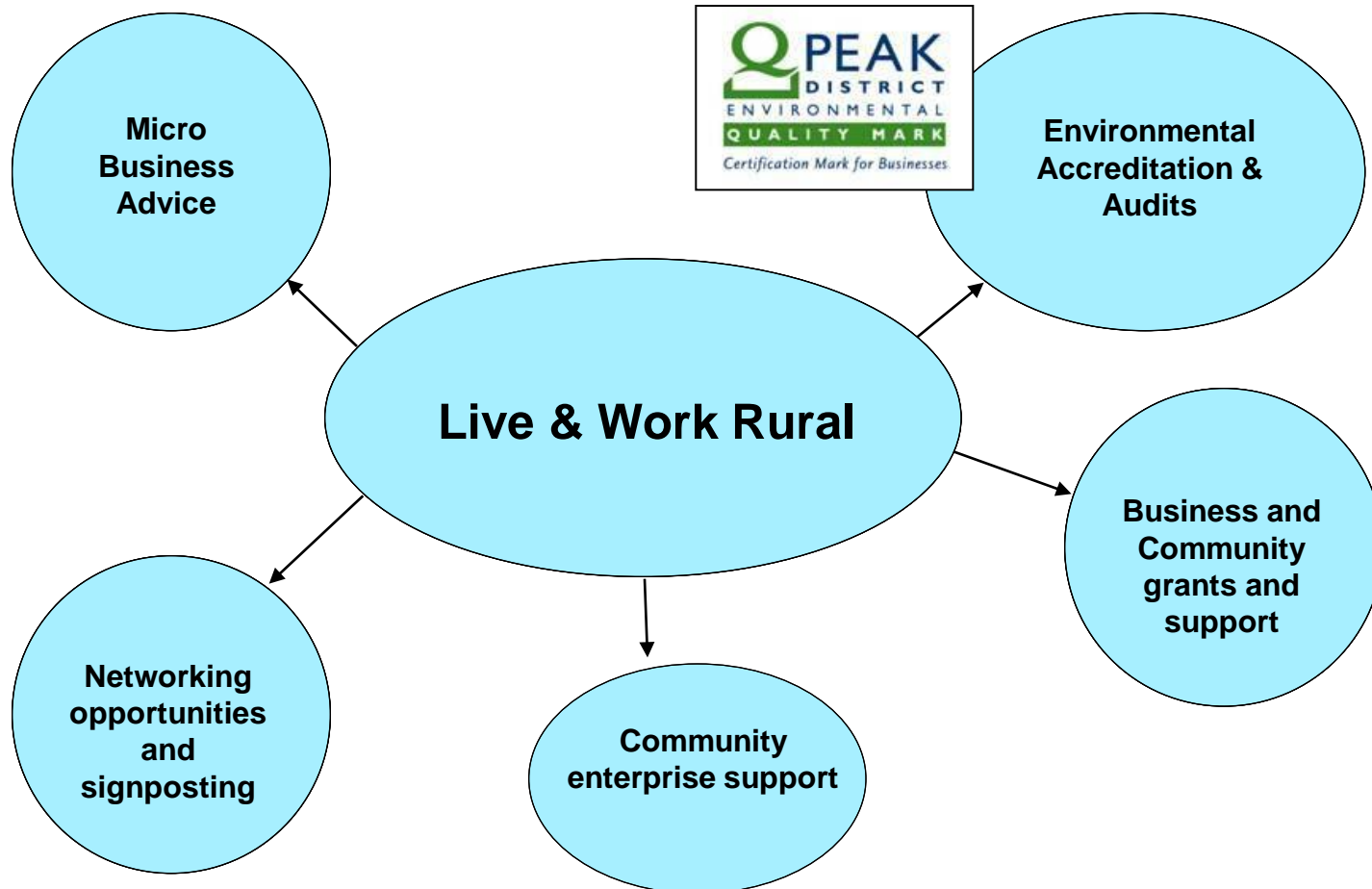
Other key partners total £200,000 (cash and in-kind)

- District Councils, University of Derby, Natural England, Destination Management Partnership, Peak Partners for Rural Action

Key Targets

- 90 jobs created/safeguarded
- 180 people assisted to get a job
- 182 businesses assisted to improve performance
- 154 people assisted with skills development
- 154 businesses advised on resource efficiency

What we offer ...



Live & Work Rural – Grant Fund

- £30,000 per year available across the Peak District National Park
- Typically revenue based grants up to £3,500 at a 40% grant rate
- Projects must demonstrate a clear, positive link to the Peak District National Park environment

L&WR Business we've supported

- Children's author developing her publishing career and seeking to diversify into workshops for children which address issues such as the landscape and the environment, what it means to live in the Peak District, local produce and food
- Tourism business setting up a B&B with guided local walks & locally sourced food
- A walking with Llamas business – enjoying the therapeutic nature of llamas in the National Park
- Existing meat producer assisting with business advice and a prototype meat curing pod



Live & Work Rural

Accreditation



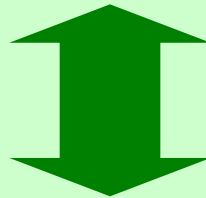
Peak District Environmental Quality Mark (EQM)

- Certification mark for businesses
- Registered with the Intellectual Property Office
 - Protected by law
 - Governed by clear regulations
- Owned by Peak District National Park Authority
 - ‘Ecolabel’/ award scheme

Objectives

- To give small businesses a marketing edge
- To conserve the environment of the Peak District National Park

Marketing environmental features

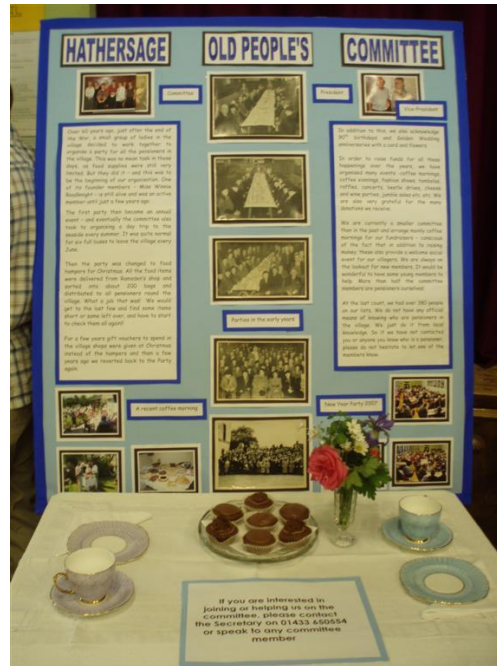


Real conservation benefits

Business benefits of achieving EQM

- Official recognition of your green achievements
- Use of logo in advertising – ‘USP’
- Reduced running costs
- Advice and support on environmental issues
- Networking with like-minded businesses, producers, suppliers & outlets
- Showing your customers your commitment to the environment

The Live & Work Rural Programme Community Strand



Sheffield Village Officer

- Sheffield City Council developing food plan and organising Food Festival



- Rural Network Meeting themed on local food



- Event at local dairy farm and ice cream parlour



- New Bradfield Farmers' Market



Live & Work Rural

Any questions?

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