

Corporate Outcome J: Sustainable prosperity is achieved through a diverse economy, capitalising on the special and distinctive environment of the National Park by ...

- 1. Nurturing business development that supports and contributes to the environmental economy (Priority level 2)*
- 2. Working with partners, Government agencies and funding bodies to improve the economic performance of local firms and to influence appropriate economic investment in the area (Priority level 2)*
- 3. Supporting land managers to manage the landscape sustainably whilst creating economic benefits for the wider community (Priority level 1)*

There are now 1,702 businesses participating in Authority led or supported schemes, ahead of our target of 1,500. Success has been due to our brokerage of schemes, either through the Peak District Land Management Advisory Service or through rural economy programmes and the Environmental Quality Mark. We had an expected level of influence in the key rural development strategy of the Regional Spatial Strategy for the East Midlands during 2008/09.

We supported 2 priority rural initiatives over the year, both of which were successful in securing funding. These were the Live & Work Rural Programme and the Derby & Derbyshire Economic Partnership Peak District Rural Action Zone (PDRAZ) Leader Programme. The East Midlands Regional Development Agency (RDA) agreed to provide funding towards both the Live & Work Rural Programme and the PDRAZ Leader Programme. The West Midlands RDA also supports the PDRAZ Leader Programme. The Yorkshire and Humber RDA has given support to the East Peak Leader Programme.

We exceeded our target of 12,000 hectares of land in national entry level schemes through assisting land managers to access Environmental Stewardship. We fell short of our target for higher level schemes due to the closure of the classic agri-environment schemes and the need for farmers to move into new agri-environment schemes, with some farmers moving to the entry level of the new scheme.

Looking ahead to 2009/10

In April 2009 we launch our new Live & Work Rural Programme aimed at helping businesses and communities in the Peak District to live and work in sustainable ways. This builds on our previous investments in programmes such as the New Environmental Economy and Village Planning to encourage business and community enterprise in the Peak District.

We will have been successful in 2009/10 if we have 1,850 businesses in Authority led or supported schemes and we maintain 117,000 hectares of land in environmental schemes.

Key actions for 2009/10 include:

- *Implement the Live and Work Rural programme (L1) PIP3.10/1 and identify further funding opportunities (L2)*
- *Maintain participation in agri-environment schemes to help sustain the rural economy (L1)*
- *Influence key local, regional and national rural development strategies (L2)*

Peak District Land Management Advisory Service

The National Park Authority, Natural England, the Environment Agency and the Forestry Commission are all partners in the Peak District Land Management Advisory Service which helps farmers to access grants, advice and support for their businesses.

291 farm businesses have been helped in 2008/09 to access national grant schemes and rural payments. For example, one farmer with 180 hectares of moorland and 120 hectares of grassland, will receive £24,000 a year for 10 years in return for a programme of grazing management, bracken control, woodland management and planting and boundary restoration.

Many farmers are adapting their businesses to support the environment. 37 farm businesses currently hold our Peak District Environmental Quality Mark (EQM) from a total of 81 award holders. One National Trust tenant was encouraged to apply for the Environmental Stewardship Higher Level Scheme as a means of achieving the environmental gain necessary to obtain an EQM award. Environmental Stewardship will bring in over £16,000 a year income to the farmer and will result in landscape benefits such as boundary restoration, grazing with traditional breeds, hay meadow restoration and protection of archaeological features.

In 2010 Natural England will be launching the new Upland Entry Level Scheme to reward upland farmers for carrying out land management delivering environmental and landscape benefits such as looking after walls, buildings, hedgerows, wildlife, heritage and natural resources. The Peak District Land Management Advisory Service will play a key part in encouraging uptake of this new and important part of Environmental Stewardship.