

Corporate Objectives:

- 1. Contribute to environmentally sustainable economic development (Priority level 1)*
- 2. Use Peak District Land Management Advisory Service to support land managers to manage the landscape sustainably, whilst creating economic benefits for the wider community (Priority level 2)*

Successful brokerage of schemes, either through the Peak District Land Management Advisory Service or through rural economy programmes, such as Live and Work Rural, means that 1,357 businesses participate in Authority led or supported schemes. These schemes are designed to support our Strategies and Action Plans to enable businesses to contribute towards delivering on our outcomes for Park.

The Peak District Land Management Advisory Service is a 'first stop shop' advisory service for land managers in the Peak District to help them: negotiate the maze of environmental land management advice and regulation; access agri-environment schemes to help secure conservation agreements; explore other opportunities for rural regeneration and diversification schemes.

In 2009-10, we helped 1,138 farm businesses access national grant schemes and rural payments (slightly below our target of 1,550 due to the high number of classic agri-environment scheme renewals, the launch of the new upland entry level strand and the delay in state aid approval for the Authority's own Environmental Enhancement Scheme). There are now 115,779 hectares of land in conservation schemes, representing just over 80% of the Park.

The Live & Work Rural Programme is aimed at helping businesses and communities in the Peak District to live and work in sustainable ways. Environmental advice was provided to over 40 local businesses and communities through the Live and Work Rural programme to develop increased understanding of climate change and its impact on the National Park.

The Peak District Environmental Quality Mark is a certification mark awarded by the Authority to businesses actively supporting conservation and best environmental practice in the Peak District. The scheme grew further during 2009 -10 and now there are 93 businesses with the award in recognition of good environmental practices that contribute to the conservation of the National Park.

The scheme also supported a pilot carbon footprinting and water audit on 10 farms holding the Environmental Quality Mark Award. Each farm received a detailed individual report tailored for their business. The pilot project, highlighting the role of upland farmers as carbon managers, took an holistic perspective of carbon emissions, sequestration and storage in the soils.

For many years the Authority has directly contributed to sustaining local jobs such as dry stone wallers, hedge layers, builders with traditional building restoration skills (particularly through agri-environment schemes). Major Authority partnership projects such as Moors for the Future and Pedal Peak District are also contributing to local employment.

The Derbyshire Economic Partnership Peak District Rural Action Zone Leader Programme provides grants of £3,500 and upwards to help small rural enterprises diversify and develop innovative projects with £1.9m available until 2013.

Looking ahead to 2010/11

Our focus will be on working with landowners and managers to sustain environmentally sensitive farming and on ensuring appropriate support to businesses for the environmental economy of the Peak District.

Key actions for 2010/11 include:

- *Delivering the business and community outputs of the Live & Work Rural programme including using the Sustainable Development Fund and helping individuals, businesses, community and other networks access other funds e.g. Leader*
- *Influencing appropriate economic investment in the area through work with the Regional Development Agencies and others in the 4 regions*
- *Reviewing the role of the Authority and its partners in delivering on sustainable economy beyond 2012*
- *Increasing take up of the Upland Entry Level Scheme*
- *Increasing take up of the Environmental Stewardship Higher Level Scheme*

Living, Working and Investing in the Peak District

There are 2,800 businesses which support more than 14,000 jobs in the National Park. A study completed by the East Midlands Development Agency in 2008 confirmed the importance of Peak District businesses to the East Midlands economy. Building on our previous investments in rural economy programmes, the three-year Live & Work Rural Programme was launched in April 2009 and runs until 2012 with financial support from a range of partners.

The programme encourages business and community enterprise in the Peak District, based on the creative use of the high-quality environment as an economic driver. It is designed to complement and reinforce the services available through other organisations such as Business Link. There are four main elements, all aimed to encourage rural regeneration and sustain viable and vibrant communities:

- Early advice and support to local business and enterprise ideas
- Support for business and community networks and collaborations
- Environmental accreditation through the Environmental Quality Mark
- Business and community grants

To date, there have been 251 enquiries. Some examples of the businesses helped include:

- Stepping Stones Shoes (Ashbourne): a children's shoe shop with emphasis on outdoors and benefits of getting out into the Peak District environment
- Big Fernyford Farm (Environmental Quality Mark Holder): a traditional Peak District upland farm using Belted Galloway cattle and Swaledale sheep to manage the farm for conservation and, in particular, for wading birds
- Cornucopia in Darley Dale: a designer clothes agency, has been helped to link with a Glossop business making felt & knitwear to offer for sale in the Cornucopia shop

The need for bespoke training events was identified and the programme has supported:

- Hydro power conference (with the Council for the Protection of Rural England and the Sustainable Development Fund)
- How to set up and trade at a Farmer's Market (with Derbyshire Dales District Council)
- Environmental audit and renewables (with Authority staff)
- Volunteer supervision (Peak Partners for Rural Action)
- Environmental Quality Mark pilot workshop on carbon foot printing and water audit