

The role of landscapes and the environment in shaping distinctive local economies

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Pennine Prospects



a landscape for the future, a space for **everyone**
working in and for the **southpennines**

You don't stumble upon your heritage. It's there, just waiting to be explored and shared

Robbie Robertson (Canadian musician, born 1943)



Our vision

*A landscape for the future,
a space for everyone and
a resilient local economy*



Look 'back to the future'

- Hobhouse/Dower Reports – 1940s
- SCOSPA/WPMMC – 1974
- Heritage Strategy - 2001
- Established 2005
- Discussions to designate – up to 2010
- Energy for a South Pennines Regional Park - 2012



Just do it!

- A new non-statutory social designation
- Private/public/voluntary sectors
- Engaging everyone
- Established and new partners
- A new framework



So what do we want?

- A people's park for the 21st Century
- Embedded and respected
- Well-known and valued
- Well-resourced and supported by all



How?

- Collaboration & partnership working
- Working beyond boundaries
- New ways of working sustainably
- Delivery through innovative management



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South Pennines LEADER Programme

2015-2019

- £1.3m for Rural development grants available to farmers, foresters, community enterprises & rural based businesses
- 6 priority areas for investment:
 - Support for increasing farm productivity
 - Support for micro and small enterprises and farm diversification
 - Support for rural tourism
 - Provision of rural services
 - Support for cultural and heritage activity
 - Support for increasing forestry productivity



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An example – local distinctiveness



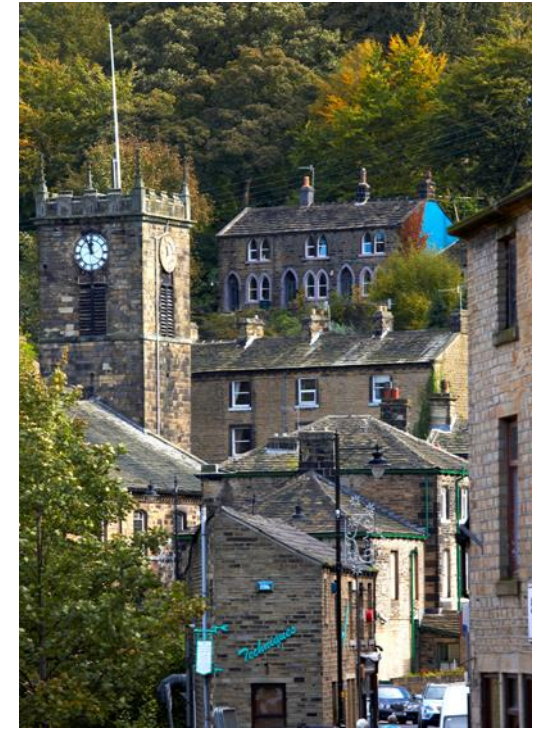
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The visitor economy

- The area provides a strategic recreational resource
- Over 8m people live within the two city regions of Leeds and Manchester
- Calderdale = 5.6m day visitors and has a visitor economy worth £298m
- Bradford = 10.2m tourism day trips and a visitor economy worth £612m
- Kirklees = 9.72m day visits and a visitor economy worth £258m

Why?

- Strong destinations – Haworth, Hebden Bridge & Holmfirth
- Small independent businesses –
- Local produce and products
- Literary connections & Festivals
- Local people
- Access



What is it?...



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A sense of place ...



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Important to visitors...



HERE
FOR THE
BEER



And important to people who live here ...



Important to market towns



So what makes the South Pennines distinctive?

HIGGLEDY PIGGLEDY

QUIRKY

COMMUNITY

INDEPENDENT

WINDSWEPT

DRAMATIC

SLACKS

CLOUGHS

PEAKS

CRAGS

WANDERING FOOTPATHS

HIDDEN ALLEYWAYS

SNICKETS

NOOKS & CRANNIES

COBBLES

STEAM TRAINS

SECRET HAUNTS

PACKHORSE TRAILS

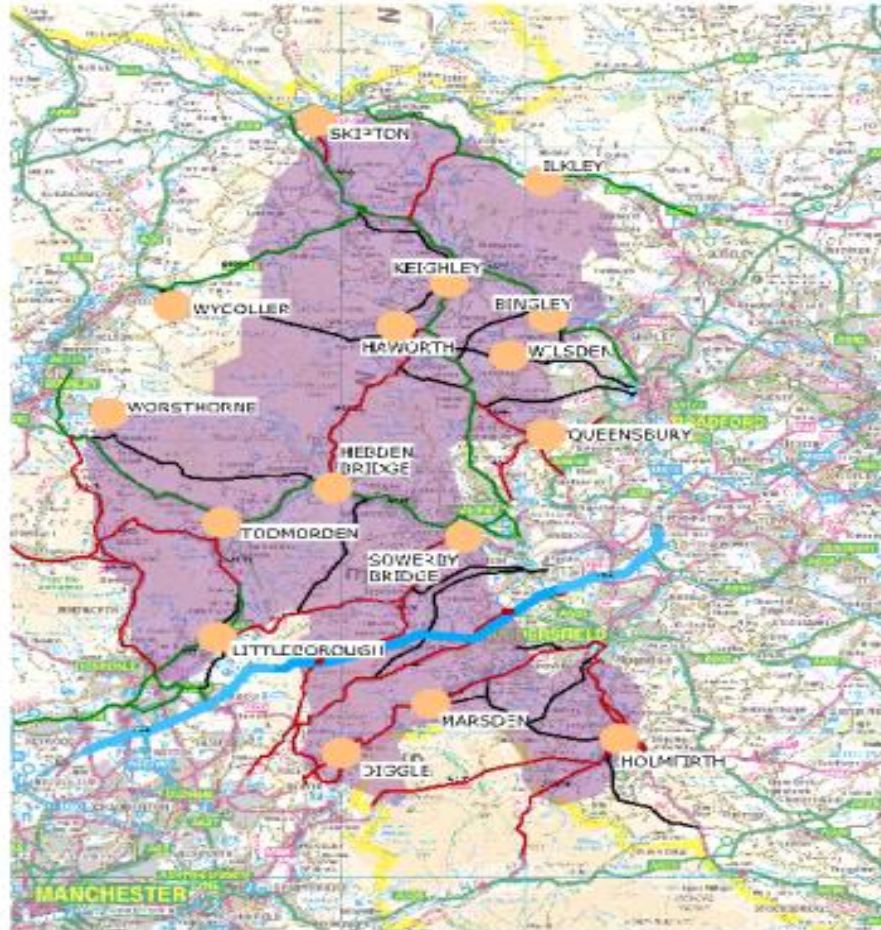
SHELTERED VALLEYS



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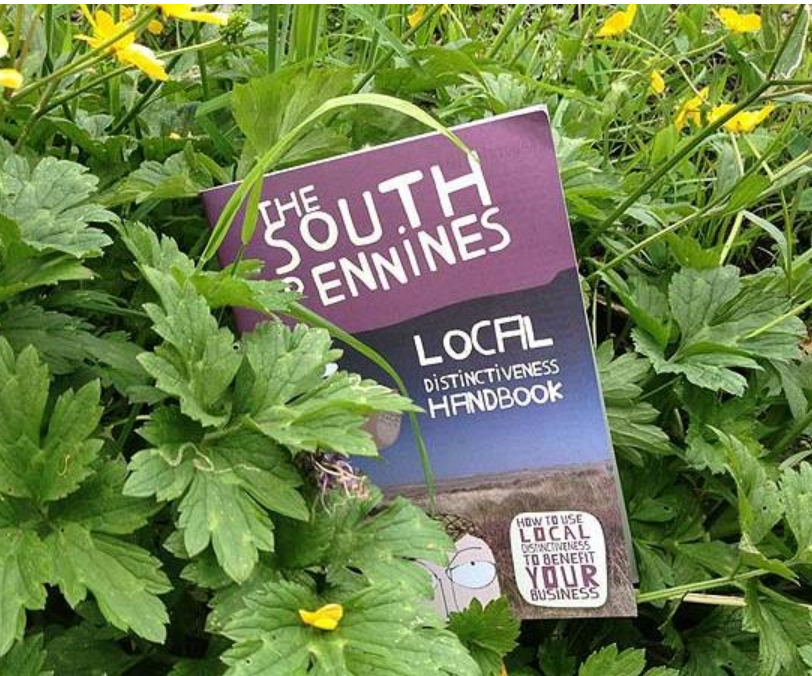
Local distinctive mapping ... from this



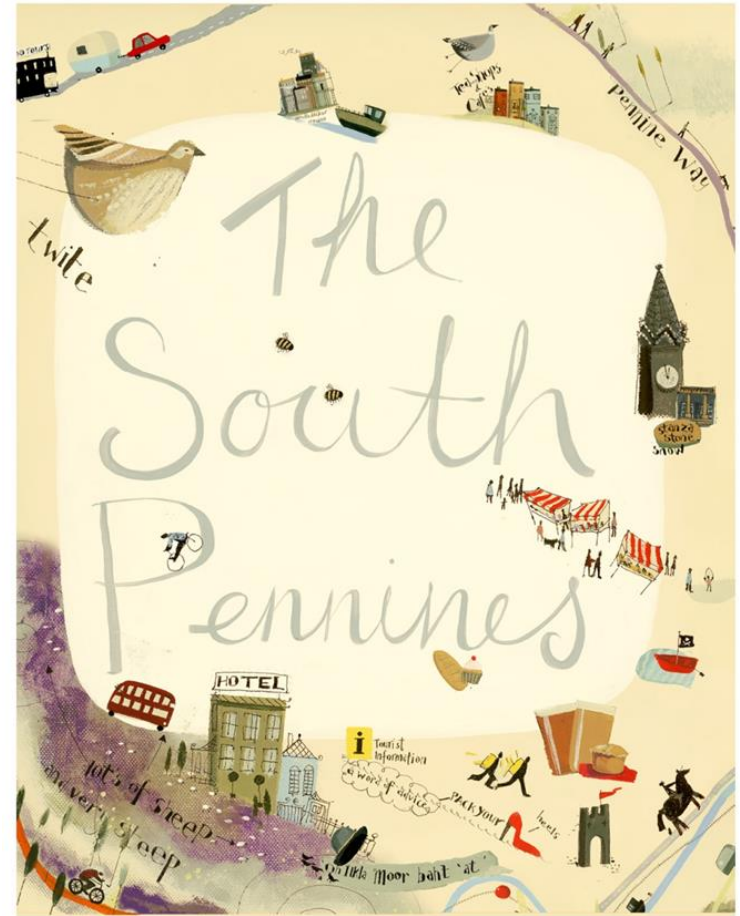
Local distinctive mapping .. to this



Local distinctiveness – how?



Branding

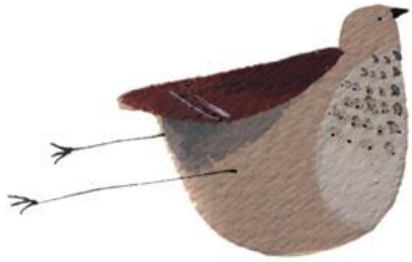


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And communicating



The future?

- USP – the South Pennines
- An exemplar – sustainability
- Advocacy
- Well respected and loved



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So what is that all about? Well, it is about this....

[Tale of a tenner](#)



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Working together for our future and future generations



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