

## ANNEX 1 PEAK DISTRICT RAZ PATHFINDER - STRATEGIC THEMES / PRIORITIES MAPPING (a)

### NATIONAL

#### RURAL STRATEGY 2004: Policy Priorities

1. Economic and Social Regeneration – supporting enterprise across rural England but targeting greater resources at areas of greatest need
2. Social Justice for All – tackling rural social exclusion wherever it occurs and providing fair access to services and opportunities for all
3. Enhancing the Value of our Countryside – protecting the natural environment for this and future generations

#### DEFRA PSA Targets:

- |      |  |
|------|--|
| PSA1 | To promote sustainable development across government and in the UK and internationally   |
| PSA2 | To reduce greenhouse gas emissions   |
| PSA3 | Care for our natural heritage, make the countryside attractive and enjoyable for all and preserve biological diversity   |
| PSA4 | Reduce the gap in productivity between the least well performing quartile of rural areas and the English median by 2008, demonstrating progress by 2006, and improve the accessibility of services for people in rural areas |
| PSA5 | Deliver more customer-focused, competitive and sustainable farming and food industries   |
| PSA6 | Enable at least 25% of household waste to be recycled or composted by 2005/06 with further improvements by 2008  |
| PSA7 | Eliminate fuel poverty in vulnerable households in England by 2010   |
| PSA8 | Improve air quality  |
| PSA9 | To improve the health and welfare of kept animals and protect society from the impact of animal diseases   |

### REGIONAL

#### East Midlands Objective 2 SPD: 2000-2006

##### Priority 1 - Enterprise and Innovation

Measure 1.1 - Supporting the ICT Revolution, Technology Development and Business Innovation

Measure 1.2 - Financial Support for SMEs and the Social Economy

Measure 1.3 - Business Development for SMEs and Community Enterprises

Measure 1.4 - Business Infrastructure for SMEs and Community Enterprises

Measure 1.5 - Learning and Skills for a Competitive Economy

##### Priority 2 – Climate for Investment

Measure 2.2 - Economic Infrastructure

Measure 2.3 - Investing in Sustainable Tourism and the Cultural Industries as drivers for economic development

##### Priority 3 – Sustainable Communities

Measure 3a1 - Community Capacity Building

Measure 3a2 - Creating Sustainable Communities

Measure 3a3 - Employment Pathways and developing skills to regenerate local communities

Measure 3b1 - Sustainable Rural Communities

#### England Rural Development Programme East Midlands: 13 'Key Regional Activities'

1. Production and Promotion of Locally Sourced products
2. Create Collaborative Groups for all parts of the food supply chain.
3. Sustainable Rural Tourism based on local distinctiveness.
4. Integrated environmental and business advice.
5. Maintain, enhance and restore distinctive landscape features.
6. Protect and Enhance wildlife habitats
7. Locally based rural development based on local characteristics, locally branded products etc.
8. Business and Community infrastructure with a focus on ICT
- 9 Training and Education to enhance key skills for the other actions
- 10 Farm Diversification into new business ventures to help sustain farm businesses.
11. Woodland creation / management
- 12 Renewable energy, recycling and water resource management
13. Rejuvenate farming by bringing on the next generation

#### East Midlands Integrated Regional Strategy: Sustainable Development Framework

- S01 To ensure that the housing stock meets the HOUSING needs of all parts of the community.
- S02 To ensure that the delivery of a wide range of LIFE-LONG LEARNING OPPORTUNITIES is provided for all parts of the community.
- S03 To promote, support and sustain HEALTHY COMMUNITIES and lifestyles.
- S04 To maximise the contribution of ARTS, CULTURE, HERITAGE, MEDIA and SPORT.
- S05 To ensure commitment and co-ordinated action to SECURE COMMUNITY SAFETY and reduce crime
- S06 To support the development and growth of SOCIAL CAPITAL across the communities of the region
- ENV1 To PROTECT, improve and manage the RICH DIVERSITY of the natural and built environmental and archaeological assets of the region.
- ENV2 To enhance and conserve the ENVIRONMENTAL QUALITY of the region including high standards of design and maximise the re-use of previously used land or buildings.
- ENV3 To manage the NATURAL RESOURCES of the region including water, air quality and minerals in a PRUDENT MANNER and to seek to minimise waste and encourage re-use and recycling of waste materials.
- EC1 To bring about EXCELLENCE IN our approach to LEARNING AND SKILLS – giving the region a competitive edge in how we acquire and exploit knowledge, by creating a 'learning region' – with individuals and employers who value learning and a learning industry that is proactive and creative - leading, in time, to a workforce that is among the most adaptable, motivated and highly skilled in Europe.
- EC2 To develop a strong CULTURE OF ENTERPRISE AND INNOVATION putting the region at the leading edge in Europe in our exploitation of research, recognised for our spirit of innovation – and creating a climate within which entrepreneurs and world class businesses can prosper.
- EC3 To use the global INFORMATION AND COMMUNICATIONS TECHNOLOGY revolution to create the capability for everyone in the region – individuals and businesses – to use information and knowledge to maximum benefit.
- EC4 To create a CLIMATE FOR INVESTMENT in which success breeds success- providing the right conditions in the region for a modern industrial structure built on a combination of indigenous growth and inward investment.
- EC5 To EMPOWER COMMUNITIES to create solutions that meet their needs – ensuring that everyone in the region has the opportunity to benefit from, and contribute to, the regions enhanced economic competitiveness, thereby supporting a socially inclusive region.
- SP1 To ensure that decisions about the distribution and location of activity are consistent with SUSTAINABLE DEVELOPMENT PRINCIPLES.

#### Quality of Life: Sustainability Strategy for the West Midlands

1. Transport – reduce car dependency in the region
2. Social Exclusion – increase the number of young people (16 and over) in education and training
3. Local Sourcing – increase the number of companies sourcing products and services locally
4. Energy – reduce energy consumption and promote renewable energy
5. Services – improve the provision of public services, particularly in rural areas
6. Waste – reduce levels of residential and commercial waste and increase recycling
7. Regeneration
  - a) Urban - increase the proportion of new housing built on brownfield sites
  - b) Rural – increase the survival rate of non-agricultural SMEs to encourage diversification of the economy
8. Wildlife and Landscape – protect species, habitats and landscapes through delivery of the region's Biodiversity Action Plans
9. Water – reduce water consumption through the use of grey water recycling and other technologies

#### England Rural Development Programme West Midlands: 10 Key Activities

1. Financial support for environmental management and enhancement, rural service infrastructure (including market towns) and business development
2. Advisory services for business development, land management and environmental enhancement.
3. Training for environmental, community and business needs
4. Marketing initiatives focused on local products and collaborative marketing
5. Tourism - product development based on local distinctiveness including facilities, promotion and business training
6. Promoting best practice through demonstration projects
7. Collaborative working between agencies, groups and individuals
8. Promoting local distinctiveness - local branding, local Farmers Markets, local tourism
9. Improved information on employment and training opportunities and simplification / integration of different providers' offers
10. Baseline information for monitoring and planning.