



CONCORDAT

An agreement to support the Peak District economy

**Working in Partnership to Make the Peak District the
Place to Do Business**

www.businesspeakdistrict.com

Signatures

Business Peak District	Derbyshire and Nottinghamshire Chamber of Commerce
D2N2 Local Enterprise Partnership	Derbyshire Economic Partnership Rural Forum
Sheffield City Region Local Enterprise Partnership	Derbyshire Dales District Council
Stoke and Staffordshire Local Enterprise Partnership	High Peak Borough Council
Cheshire and Warrington Local Enterprise Partnership	Staffordshire Moorlands District Council
Greater Manchester Local Enterprise Partnership	Peak District National Park Authority
Leeds City Region Local Enterprise Partnership	Derbyshire County Council
Derbyshire Dales & High Peak Local Strategic Partnership	Staffordshire County Council
Staffordshire Moorlands Local Strategic Partnership	University of Derby

Foreword by Jim Harrison, Chair of Business Peak District



Businesses in the Peak District have come together to support the sustainable growth of the area's economy. The businesses community is clear that the Peak District has huge untapped potential; we hope this Concordat provides inspiration, guidance and support for those committed to making the Peak District the place to do business.

Business Peak District welcomes the opportunity to work alongside partners to promote prosperity in their rural communities.

Introduction

This Concordat is a voluntary agreement between key agencies supporting economic development in the Peak District. It was launched in November 2011 by *Business Peak District*, a private sector-led partnership of businesses in the area. The signatories to the Concordat pledge their support for delivering the five priorities established by the business community.

Business Peak District represents key Peak District sectors including: food/drink, retail, business services, property/transport, land/farming, tourism, social enterprise and manufacturing.

Business Peak District wants to strengthen and grow the Peak District economy. Our approach builds on years of successful cross boundary / cross sector progress locally. It focuses on the key challenges and opportunities for the Peak District, which stands out as being **a high quality rural environment surrounded by some of the largest conurbations in England.**

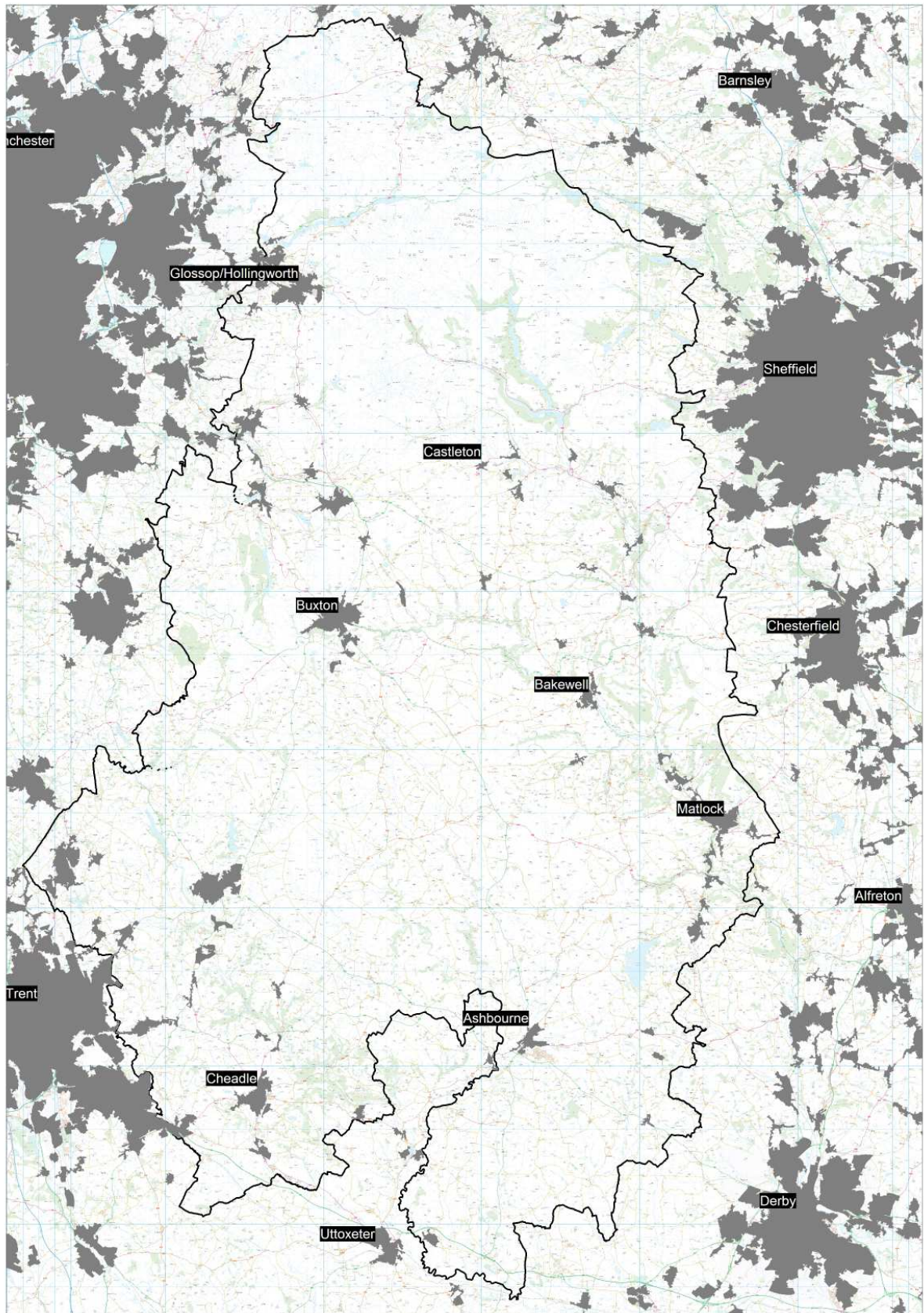
This Concordat covers the Peak District (all of Derbyshire Dales, High Peak and Staffordshire Moorlands districts, plus the remainder of the National Park). It aims to link with the plans of the six surrounding Local Enterprise Partnerships (LEPs), and to add value to other successful public / private partnership initiatives including Visit Peak District, Live & Work Rural, RDPE, LEADER, Peak District Sustainable Development Fund, Peak District Land Management Advisory Service and market town regeneration programmes.

Our vision is that the Peak District will be a distinctive, high quality rural environment with an enterprising, growing and sustainable economy.

Our main aims are to stimulate business growth, enhance productivity and create higher quality jobs. The development of the Peak District brand is at its heart, enabling businesses to develop commercial advantage from their association with the Peak District and retain wealth in the area.

The Concordat has been agreed by the signatories and is led by *Business Peak District*. It sets out the priorities that will help create the conditions for sustained business growth and prosperity for the Peak District. The Concordat provides a platform to communicate with, and support the LEPs in the development of policy and principles to underpin economic development in the Peak District and other rural areas.

Map of the Peak District



Opportunities and Challenges

The Peak District is an unrivalled business setting: a high quality, inspiring rural landscape closely surrounded by large conurbations.

- The Peak District is home to first class operations such as JCB, Britannia Building Society, Federal Mogul, Buxton Water, University of Derby, and Health & Safety Executive Laboratories; and large employers like Derbyshire County Council; all with a well qualified, skilled and professional workforce.
- In contrast, micro businesses are an important part of the Peak District economy (nine in ten companies have fewer than ten employees). Business survival is strong. Real opportunities lie in encouraging greater business growth in the area, supported by fast broadband, although business advice services are reducing.
- The Peak District is a beautiful place to live, work and enjoy life. Within this rural village landscape, much of which is protected, lie attractive market towns offering a high quality of life, thriving local communities, low crime rates and high educational attainment within our schools.
- Whilst a significant proportion of our residents are highly skilled and high-earning professionals, many commute out to neighbouring conurbations. There is an opportunity to exploit this skill and earning base to help create more, better paid, local employment and retail opportunities to retain wealth within the Peak District.
- A central location at the heart of England, surrounded by some of our largest cities. Our towns offer business sites and town centre investment opportunities, with easy access to major transport routes.
- The Peak District is a nationally recognised visitor destination of distinction. Heritage assets with economic potential include a National Park, spa towns, our market towns, and a World Heritage Site.
- A long track record of private-public partnership delivery.

Priorities

Hard evidence, coupled with the views of local businesses, residents and MPs, clearly direct us to focus on the following five strategic priorities to grow business in the Peak District:

PRIORITY 1 – To become a connected Peak District with competitive **broadband** speeds and availability, *because* at present, poor broadband speed seriously disadvantages local firms and the ability to attract those in ‘sunrise’ knowledge-based sectors.

PRIORITY 2 – To raise the **brand profile** and value of Peak District products and services, and the profile of the area as a place to do business, *because* the products of the Peak District outside the visitor economy are seldom well recognised nationally and internationally.

PRIORITY 3 – To create the conditions that encourage the private sector to bring forward **development sites**, *because* in order for local firms to grow or new firms to be attracted to the area, there must be sites available which meet the needs of modern business.

PRIORITY 4 – To facilitate the advancement of **business skills and support** to help businesses grow, *because* most local firms are very small; and need to access support, training and skills to enable growth; and enable more people to increase skills, employment opportunities and enhance their quality of life.

PRIORITY 5 – To encourage businesses to provide employment **opportunities for local people**, especially younger people and through the National Apprenticeship Scheme, *because* the area has increasing youth unemployment and is dependent on the public sector at present for many jobs.

These priorities will be developed in a Strategic Investment Plan for the Peak District, from which partners will be able to bring forward focused investment and support to maximise the opportunities for Peak District businesses. The Plan will detail how we will deliver on these priorities and promote the Peak District as a place to do business.

ANNEX 1 – Business Peak District leaders



JIM HARRISON, Chair
Day Job: MD -
Thornbridge Brewery



JOHN METTRICK
Day Job: MD – Mettricks
Butchers



SUE PRINCE OBE
Day Job: Proprietor -
Beechenhill Farm



**ALAN WOODS, Deputy
Chair**



MARK TWELVES
Day Job: MD - Litton
Properties



ANDREW SHIRLEY
Day Job: CLA Regional
Director



NICK WOOD, Deputy Chair
Day Job: Land Agent -
Chatsworth Estate



PAUL RODEN
Day Job: MD - Losehill
House Hotel



RICHARD TARBUTT
Day Job: Financial Director
- William Twigg (Matlock)
Ltd.



DUNCAN WRIGHT
Day Job: MD - BSA
Marketing



PETER DEWHURST
Day Job: Dean, University of
Derby Buxton

ANNEX 2 - CONSULTATION AND ENGAGEMENT

...with local businesses

More than 150 Peak District enterprises were consulted during and subsequent to the Business Peak District launch event on 16 May 2011. Businesses involved ranged across sizes and sectors. This involved both paper and online questions regarding their priorities to secure economic growth in the Peak District. Local firms' priorities emerged as:

- **Broadband** (availability and speed, so the Peak District can be open for business)
- **Brand/profile** (joined-up marketing of Peak District products and a place to do business)
- **Sites** (development/regeneration sites where businesses can locate and grow)
- **Training/support to grow small businesses** (advanced business skills and support)
- **Apprenticeships** (promoting the National Apprenticeships Scheme)

...with local residents

Through engagement of Councillors and officers in the local authorities and through the Local Strategic Partnerships, Business Peak District's priorities reflect the broad priorities of local communities, identified through engagement and consultation over recent years.

Overall, the priorities for residents in supporting local businesses appear to be:

- **Jobs for local people**
- **Sites** (development/regeneration sites where businesses can locate and grow)
- **Broadband** (availability and speed, so the Peak District can be open for business)

...with local MPs

Four MPs with constituencies predominantly in the Peak District met with Business Peak District on 1 August 2011. These were David Rutley (Macclesfield), Andrew Bingham (High Peak), Karen Bradley (Staffordshire Moorlands) and Patrick McLoughlin (Derbyshire Dales). At this meeting, priorities were confirmed as:

- **Broadband** (availability and speed, so the Peak District can be open for business)
- **Brand/profile** (joined-up marketing of Peak District products and a place to do business)
- **Sites** (development/regeneration sites where businesses can locate and grow)
- **Apprenticeships** (promoting the National Apprenticeships Scheme)

ANNEX 3 – PEAK DISTRICT ECONOMIC ASSESSMENT SUMMARY

The key facts and figures that support our priorities are:

Low wages (20% below GB average) and high self employment reveal a Peak District economic structure not generating value. The young working age population is shrinking: 15-29 year olds make up only 15% of the population (compared to a quarter elsewhere in the Midlands).

Heavy dependency on public sector employment in parts of the Peak District, particularly in market towns, coupled with already **high youth unemployment in some areas**, indicate future vulnerability and a need to create more jobs of a sufficient calibre in the private sector and encourage business growth. 33% of jobs in the Derbyshire Dales are in the public sector, and youth unemployment in some High Peak wards is over 12%.

Micro businesses dominate the Peak District economy (nine in ten firms have fewer than ten employees). Business support has helped entrepreneurs start up successful micro enterprises in the Peak District. Most survive **but we need more to grow** in order to generate wealth for the Peak District economy.

The area has **above average levels of employment in manufacturing, hotels and restaurants, agriculture and quarrying, but below average employment in knowledge based industries**. Low skilled work represents the bulk of employment in hotels and restaurants, and is seasonal. More knowledge-based firms (e.g. services for IT and business) are needed to grow the Peak District economy and create better quality jobs. These are suited to the Peak District environment, but require good broadband.

Whilst a significant proportion live in the area, many highly qualified, **highly skilled professionals often commute to jobs outside the area**, taking some of the potential for high value local employment and retail with them.

Infrastructure in the Peak District is still immature. There is a **need for town centre investment** to boost commerce and trade. Enabling key employment sites could help industry grow. **Broadband is very poor**, and presents a major barrier to investment.

Above all, what makes the Peak District economy unique is that it is a **high-quality rural environment surrounded in close proximity by large conurbations**.

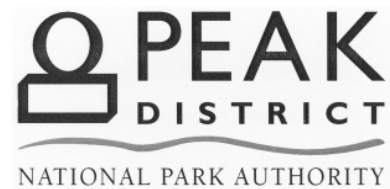


businesspeakdistrict.com

Supported by



Town Hall, MATLOCK DE4 3NN
01629 761100
derbyshiredales.gov.uk



Aldern House, BAKEWELL DE45 1AE
01629 816200
peakdistrict.gov.uk



Town Hall, BUXTON SK17 6EL
0845 129 7777
highpeak.gov.uk



Moorlands House, LEEK ST13 6HQ
0345 605 3010
staffsmoorlands.gov.uk