

Pennine Prospects 2013 -2014: The Story so Far



South Pennines LEADER
2008 – 2013 programme completed, transition funding for 2015 – 2020 secured

Rochdale Canal Connections Project (funded by LEADER)
Winner of Art & Interpretation category at Living Waterways Awards 2014

Watershed Landscape Project
£3M Heritage Lottery Fund programme completed
Shortlisted in Communications & Presentation Category, Landscape Institute Awards 2014

Watershed Landscape Project - Carved Stone Investigation (CSI) Rombald's Moor
Short-listed for an English Heritage Angel Award 2014

Development of Love the South Pennines, a Visitor Giving initiative

Development of South Pennines Tourism Network, engaging 350 business members

South Pennines Walk & Ride Festival 2014 – 140 events over 14 days

Development of South Pennines Local Nature Partnership

Fields of Vision

£175k Tour de France route animation project, Yorkshire Festival 2014

Coordination of South Pennines Moorwatch and Fire Operations Group

South Pennines LEADER 2008-2013

LEADER is an EU-wide community-led approach to rural development. During the 2008-2013 LEADER investment came to the South Pennines for the first time. LEADER resources are provided through the Rural Development Programme for England (RDPE) jointly supported by DEFRA and the European Union. Pennine Prospects successfully managed the programme in partnership with the South Pennines Local Action Group (LAG) and the Accountable Body for the programme, City of Bradford MDC.

The total value of RDPE funding for the South Pennines programme was just over £3M which was complemented by almost £1.5M of “additional recorded investment” to generate a programme worth over £4.5M. The LEADER programme was guided by a Local Development Strategy (LDS) and supported hundreds of community driven initiatives. 70% of the projects supported operated across the LEADER territory and generated a strategic impact at the landscape scale. Meanwhile, approximately 50% of the overall project budget was used to support a series of commissioned projects delivered by Pennine Prospects in response to opportunities identified by the LAG that could not be filled by a suitable community-led project. The commissioned work included:

- The South Pennines local distinctiveness project which aims to encourage greater visitor numbers within the South Pennines and to increase the length of stay of those visiting the area. The project enabled Pennine Prospects to work with and support over 500 businesses in the local visitor economy.
- The Rochdale Canal Connections project which recognised the waterways of the South Pennines as a strategic asset within the local visitor economy. The project included significant stretches of towpath up-grades, a trail of interpretation materials and artworks, a series of improved access points and new community spaces, annual waterway festivals and community adoption of canal “lengths”. The success of this holistic approach was recognised when the project won the Arts & Interpretation category at the 2014 Living Waterways Awards organised by the Canal & Rivers Trust.
- A comprehensive rural walk and ride programme which featured improvements to the local Rights of Way network, an on-line resource promoting the South Pennines as a destination for walking, cycling and horse-riding and an annual festival showcasing all the landscape has to offer.

The Watershed Landscape Project

The Watershed Landscape Project, a three-year landscape partnership programme, enabled Pennine Prospects and its partners to invest over £2.8M in the uplands of the South Pennines. This multi-faceted project brought together £1.87M from the Heritage Lottery Fund, £427,000 from South Pennines LEADER and over £700,000 from 14 project partners.

A Pennine Prospects team managed the project which achieved a broad range of outcomes including improved access to the upland environment, restored landscape features, creation of new habitat,

increased understanding of the unique upland heritage and greater engagement of the communities of the South Pennines and neighbouring towns. The project delivered an equally impressive range of outputs including:

- Over 1,500 active volunteers who provided over 15,000 hours of their time.
- Over 8,000 pupils from primary and secondary schools and colleges took part in landscape-based activities from poetry to geocaching.
- Over 2,000 individuals from more than 50 community groups took part in events ranging from workshops to visits to the uplands.
- Approx. 20km of footpaths were improved, including over 5km of traditional causey paving on Ilkley Moor, the Kirklees Way and on the Pennine Way near Hebden Bridge.
- Over 3km of dry-stone walling were repaired and five dry-stone walling training events were held in association with The Conservation Volunteers.
- Six artists and writers in residence produced work which was exhibited in museums, galleries, visitor centres and a shop window.
- Almost 450 hectares of hay meadow were managed and a further 200 hectares restored under the twite recovery project in partnership with the RSPB. Over 50 farmers took part in this project which aimed to conserve the twite, or Pennine finch.
- Volunteers surveyed 500 prehistoric carved stones, three former industrial sites and six Local Geological Sites which resulted in the production of new on-site information and geology trails at Penistone Hill Country Park and at Todmorden Moor.

The successes of the project were recognised at national and international levels through a range of awards including:

- Selection by Government as the UK's Landscape of the Year 2012 and subsequent recognition at the 14th Council of Europe Meeting of the Workshops for the implementation of the European Landscape Convention "Forum of the national selections for the Council of Europe Landscape Award" at Wroclaw, Poland in June 2014.
- Reaching the finals of the National Lottery Good Causes Award which are selected by members of the public through an open vote.
- The award of a Laureate in the European Union Prize for Cultural Heritage/Europa Nostra Awards 2013 where the project was the only UK winner in the education, training and awareness-raising category.

Fields of Vision

Fields of Vision comprised 12 field-scale land-art installations which animated the route of Stage II of the Grand Depart of the Tour de France during the summer of 2014. Pennine Prospects commissioned artists from Yorkshire and beyond, as well as local school children, to produce a series of striking designs that were transferred from "page to pasture" by members of local Young Farmers Clubs, local agricultural contractors and teams of volunteers.

Together the artworks formed a trail through the South Pennines helping to bring the landscape to the attention of participants in the Yorkshire Festival 2014, race-day spectators and global TV audiences. The trail began with a field-sized poem by Robert Montgomery, travelled south through a series of installations in the Worth Valley before heading to Yorkshire Water's Baitings Reservoir where Imran Qureshi's installations underlined the international flavour of the Tour. The trail culminated in a permanent installation, Jane Revitt's "Swoop" near Elland, and Catherine Bertola's "Shift & Spin" in Holmfirth.

The project attracted resources from local authorities (Calderdale MBC & City of Bradford), Environmental Bodies (Greenbank Trust and the Green Business Network), the private sector (Yorkshire Water, The Casey Group and the Keelham Farm Shop) as well as the Yorkshire Festival 2014.