

PENNINE PROSPECTS ANNUAL CONFERENCE 2017

Workshop 1: The South Pennines – a resilient and thriving local economy

A chance to explore socio-economic opportunities and potential for a regional park through:

- Celebrating local distinctiveness
- What is it like to have a business in a distinctive landscape?
- Local economies – rural and urban regeneration through tourism

Creating new but authentic tourism experiences

Attended by:

Nancy Stedman, Mick Chatham, Dave Mullen, Sarah Moss, Eowyn Crossley, Rob Hopper, Sally Hinton (Scribe)

The Chair – Graham Joyce set the context for the discussion.

In the 1940s, the list of possible National Parks included the “Industrial Pennines”, however this was never designated. In 1974 a Pennine Park Association was formed with a view to setting up a regional park, however this did not develop. The Standing Conference of South Pennine Organisations (SCOSPA) was then established by Local Authorities with a focus on countryside management and the built heritage. In 2001, the Heritage Strategy included socio-economic dimensions and in 2005, the Southern Pennines Rural Regeneration Company was created - Pennine Prospects.

The development of the economic agenda was through the links between the local economy and the landscape for example rural enterprises producing food and drink products and businesses that connected with the landscape (farm, tourism, forestry, cultural heritage). Pennine Prospects started to deliver programmes such as the Heritage Lottery Funded, Landscape Partnership initiative and the EU funded LEADER, offering grants to support economic outputs.

This economic development work linked to that undertaken by the mainstream organisations such as the Manchester and Leeds City Region Local Economic Partnerships, supplementing their efforts through a focus on regenerating the South Pennines rural economy. This illustrates that although the South Pennines is a coherent area, administrative boundaries make no sense to functional economies as self-containment does not correlate with the landscape. The topography makes transport and establishing supply chains difficult and increases the sense of isolation of communities that are relatively close to each other, but separated by geographic features. The South Pennines also includes areas of very different economic performance, for example the success of Hebden bridge as a visitor destination whereas other areas are less vibrant. The topography also has positive benefits, for example the lack of a large shopping centre could be due to this.

The Presenter - Matt Bell – Director of Slightly Foxed, outlined how he had returned to Yorkshire following a career in Manchester and London and now runs three businesses in the South Pennines. He outlined that the positives of running a business in the area include:

- Great employment pool
- Buoyant and often cyclical local economy
- Supportive competitors
- NOT weather dependant
- Business owners are more lifestyle and family oriented than career oriented
- Generally positive media coverage
- Good local and regional transport links (but not national ones)

... and the challenges of running a South Pennines business include:

- The 'tourist v. locals' vibe
- Have to work hard to appeal to both!
- The constant roadworks meaning access to the area is severely restricted including temporary lights in school holidays, which is peak period
- Parking issues
- Lack of retail space locally
- Flood threat
- CMBC
- Other local businesses
- Poor Broadband & mobile signal

The discussion focussed on the shaping of the South Pennines by its history and topography and the importance of facets of this such as the creation of its industrial infrastructure and non-conformism leading to innovation.

Business can continue to develop and grow drawing on the landscape for inspiration (such as the names of the different Little Valley beers) and for practical purposes such as using the South Pennines water gives locally produced beer a distinctive taste.

The dangers of success were also discussed, such as the impact of increasing visitor numbers, leading to higher rents and house prices and anti-social behaviour resulting from initiatives such as ale trails.

Action Points resulting from the discussion:

- 1) The South Pennines can make a strong offer to the economy of the city regions, providing a niche rural economy and 'green lung' attracting skilled people and entrepreneurs to desirable places to live.
- 2) A Regional Park could enhance the visibility of the South Pennines, attracting visitors with a recognition of the quality of the landscape creating an identity brand for the area and avoiding the danger of creating a theme park. Local Distinctiveness is key part of this and the original Pennine Prospects project should be continued and updated as a core activity.
- 3) The Unique Selling Point of the South Pennines is its industrial heritage, the combination of landscape and history through time and the current accessibility to this densely populated upland landscape are strengths to build on.
- 4) However, there is a danger of losing the industrial heritage through ill thought out conversions or demolition and safeguards should be stronger.
- 5) Recognition of a regional park could increase house prices. The affordability of the area promotes creativity and this could be suppressed by rising prices

- 6) South Pennines businesses can give preference to a local supply chain, recognising the benefits of co-operating and supporting each other. A Character Area pack could be prepared and then used by local businesses.

Workshop 2: Celebrating Landscapes through Arts and Recreation

Chair: Martin Carey, Chief Executive of Mourn Heritage Trust

Presentation: Kath McGrath, Handmade Parade CIC

- How do we identify local distinctiveness and raise the profile of landscapes with distinctive character and cultural heritage?
- Engaging people with their landscapes – reconnecting
- Celebrating our landscapes and heritage through art – what is your inspiration?
- A discussion on why our landscapes are important to us and what makes them so special
- Explore opportunities and potential for:
 - Recreation and outdoor activities
 - Trails
 - Health and wellbeing

Scribe: Beth Hardman, Pennine Prospects

Those present: Debbie Boswell, Diana Terry, Liz Mclvor, Vicki Worthington, Liz Kirkpatrick, Helen Pedley, Garrie Tiedeman, Cat Jessop, Lee Thompson

The group listened and watched a presentation on the Handmade Parade by Kath McGrath and all agreed that putting on parades and art workshops was a great way of bringing communities together. Kath spoke about different Handmade Parade projects, which have been introduced to areas in the UK's more hard to reach, deprived areas and how these have worked to bring people together within communities and build on making their community/landscape distinctive.

The group introduced themselves and spoke briefly about their backgrounds.

We identified 5 key areas to encourage people to use the landscape around them and to connect themselves with it.

1. Improved access

- Maintenance of routes and paths to be improved
- Better connectivity of routes and paths
- More looped cycling and walking routes for all (families, disabled access) with clearly marked distances/ease rating
- Easy access to all walking/cycling routes e.g. Route 66 needs better access
- Routes need to be more accessible

2. More creative tourist information

- The information needs to be clear for all

3. Useful walking information

- For all families, people with young children (pushchairs), people with disabilities. Need a connected well thought out approach. Links to accessibility and suitability of routes.

4. Be conscious of diversity of where we live

- All of the people who live in the area to be involved in the landscape
- Need to address the disconnect

5. Create a Creative Industries 'Think Tank'

- Collective information and idea sharing
- How can we plan? Use our knowledge as a tool?

Everyone agreed that it would be great to get together as a group more frequently to discuss ways of improving access, encouraging the use of the landscape by the local community and its distinctiveness to all.

Workshop 3: A space for everyone – Let's talk about the South Pennines Regional Park

Paul Tiplady, Director, Craggatak Consulting and Jo Phillips, Manchester Metropolitan University

What makes us different? Local Distinctiveness

What is important to you?

How do we buy in?

What does it mean for communities?

Concept for a distinctive place, place identity, unique landscapes, transport networks, urban fringes, rivers.

Urban areas, architecture, farming, history of a place and community

All the above makes a place distinctive.

Complex picture – Local distinction inter related things.

What are the constraints on this designation?

Engagement in the landscape; walking, horse riding and mountain biking. People need to be already engaged with the landscape. If you are engaged with your place you are able to make decisions about it.

Can we find some constraints?

1. What makes us different and why?
2. What is important to you and why?
3. How do we buy in?
4. Local distinctiveness
5. What does it mean for all our communities?

Why does the South Pennines need to be designated?

Manchester on one side Leeds on the other side so we need a voice otherwise we cannot be heard.

A voice between urban power bases devalued as a place – undervalued.

AONB draws tourists we do not want to be 'dumped on' but there is a bigger picture.

Recognition in a wider sense

Higher profile nationally – but known for what?

Sympathetic to the landscape a marketing solution

Can't have AONB or National Park

Not a formal designation you can decide a Regional Park – no rules.

Encourage cross boundary co-operation.

Regional Park

Distinctive – we all have hills around us.

Open space is close to us.

History/Heritage

Social things – sense of community when there is a threat.

If we set up a Regional Park why would you have it?

Conservation of the environment

Political voice

Co-operation / Co-ordination

Competing interests in the physical landscape

Promote care.

Promoting an identity

A research/thinking organisation

Co-ordinate access

What is special?

Access to land for everyone – Waterways/Towpaths/Pennine Bridleway

5 Action Notes

Voices

Pride

Lobbying

Influential

Health resource

Powerhouse/Greenhouse

Don't waste what you can't replace.

What is unique? Couldn't answer a lot of thinking is needed.

Suggestion of opening up the tunnels in the South Pennines

Conclusion

Nobody had a shape of what a Regional Park should be.

We need to explain what it is before you ask what you want in it. Need to go back a stage as there is a danger of going too fast.

Workshop 4: The South Pennines in the 21st Century – A vehicle for Natural Capital Investment – A Roadmap for Capital Investment?

South Pennines Regional Park- a vehicle for natural capital investment

Jennifer Kirkby: produced The Aireborough Landscape Character and Value report using natural capital and ecosystem services

NPPF (National Planning Policy Framework) there was a lack of understanding from government re natural capital

Jo Holden: Greater Manchester Combined Authority – Natural Flood Management (NFM) hot topic. Big difference between discussions and what is happening on the ground due to funding. Often language can be fluffy re natural capital-need to make things happen.

Robin Gray: there was a lot of reinventing the wheel with many forms of multi-benefit work (i.e. NFM) could be developed by countryside management, which was seen as old fashioned.

We are straddled by landscape designated areas. A National Park designation focused on wild undisturbed areas... South Pennines is different.

MAGIC (Mapping Geographic Information in the Countryside) was a really good resource.

Pennines National Park proposal by the Institute for Public Policy Research as an ecosystem service based approach.

Carol, Yorkshire Water- how do you attract investors? They need to get something back.

The South Pennines area is valuable in terms of birds, waxcap fungi and many nationally/globally important species. Need to get this across

Michael Burke – need to be careful how we present the nature we have - do people care? How do we build an argument to attract people to this area, and companies to invest?

Maybe we should find out what is important to everyday people on the street - see what type of nature that they value.

Robin Gray- in the 60s, wildlife was preserved for its own intrinsic value - we have that still with SSSI sites. In 70s there was a perceived threat that we're losing so much of this valuable nature. Then the utility of nature for us became the most important thing, i.e. the concept of ecosystem services to humans. Cultural ecosystem services are hard to quantify however. Hopefully we are now moving into a new phase by which we are working *with* nature e.g. Natural Flood Management, but also on a bigger scale. We need transitional zones between different landscapes, connecting them, for example.

Government (e.g. Michael Gove) are putting emphasis on ecosystem services as a form of conservation and landscape management.

Jill Holden- if you're looking at empowerment from the bottom up.... Some people have no access to nature and these natural areas, so you need to empower them to have that. Keep things simple, don't talk about natural capital at the community level, it's not relevant to them.

Robin Gray (in response) - The Heritage Landscape project was all about bringing contact between nature and people who would not normally experience it. However they found that these people didn't really engage with the environment, perhaps because they haven't experienced it as children.

Jill Holden- will effort be made to green up urban areas? Then they don't have to travel miles to access nature.

Jennifer - they sent people out into nature and surveyed them- all of their names in the Aireborough landscape report. This info will be used in the Neighbourhood Plan.

Robin Gray - a good example of working with nature where investment achieves multiple benefits was Sustainable Urban Drainage for flood management, which works with the wider environment and also brings other benefits, e.g. ecological corridors.... But it's much easier to value a pipe than a Sustainable Drainage System (SUDS)... engineers don't want to value complex plans.

Jill Holden - still have the issue of who is going to fund the more integrated landscape schemes e.g. SUDS- legislation and planning permission makes it so difficult. Developers only care about money.

Craig - we need to make corporate companies aware that economic benefits come from working with nature.

Estee - need to make landowners and farmers see the benefit and spread the word. Anecdotal evidence gets the ball rolling.

Michael Burke - we are too resource constrained for big integrated environmental projects, so we need to target companies who will invest. E.g. mental health benefits may appeal to investors in big corporate companies

Craig, we are encouraging companies to take risks

Sarah Parkington - must hook in investors by appealing to them

Estee - we should look at stats about how many people are involved in sport, and the wellbeing aspects of engaging with the outdoors. We must connect natural capital with recreation - very integrated topics.

Robin - ANGST report by Natural England: People must see nature on their doorsteps, in urban areas.

Michael - social deprivation is almost always linked to lack of access to green space. We need to map this and provide green space where it is needed most.

Jennifer Kirkby- runs a Friends group, which has now led her to talking to Michael Gove, so argues for their power.

Sarah Parkington argues that there is still a lot of red tape so their power is limited.

Robin - National Trust is engaging with natural landscape management- leaky dams etc, and has worked with retired engineers and other retired people with various skills

Where has natural capital valuation worked?

Robin gives examples

- OFGEM, research about overhead high voltage cables on how much money people would be willing to pay to put them underground. People were willing to pay money for this and as a result OFGEM took some money from the energy company
- opportunity mapping

Carol - at YW they are starting to look at the whole catchment as one area, which didn't used to happen - should reduce costs and bring additional benefits. Driver has been internal and external- external driver essential for them.

Jill Holden - catchment scale management has been extensively discussed within Environment Agency (she worked there for 20 years). There are benefits but it can make jobs twice as hard and it's very complex.

Michael - you need a strong business proposal as to why they should fund these more complex integrated management projects... sell the benefits.

4 key ways in which natural capital can benefit the South Pennines area:

- Must have an integrated approach.
- Must have a clear business case to present to businesses, which involves quantifying costs, e.g. quantifying cost of mental health improvement, compared to other ways we would treat poor mental health. Also with flooding...the cost of integrated flood management schemes vs. the cost of the damage which could occur if it is not carried out.
- Communication - we must communicate the benefits
- Need a vision, but also a plan (Craig)

Jill Holden - we need more focus and information on what funding is out there. Once you have quantified the value of ecosystem services, you still need to find people interested to fund.

Michael - funding companies need tools to compare, almost spoon feed them the investment and make it as clear as possible so funding opportunities can be compared.

Robin - natural capital of pollinators is very often calculated... need this for more ecosystem services.

Estee - believes we should target a particular engaging species, e.g. rare Kiwis in New Zealand, to engage public. The Twite is not that appealing, so it's more difficult to get engagement.

Discussion about why we should care about Waxcaps. Jill cared more about them when their association with grassland habitats was explained.