

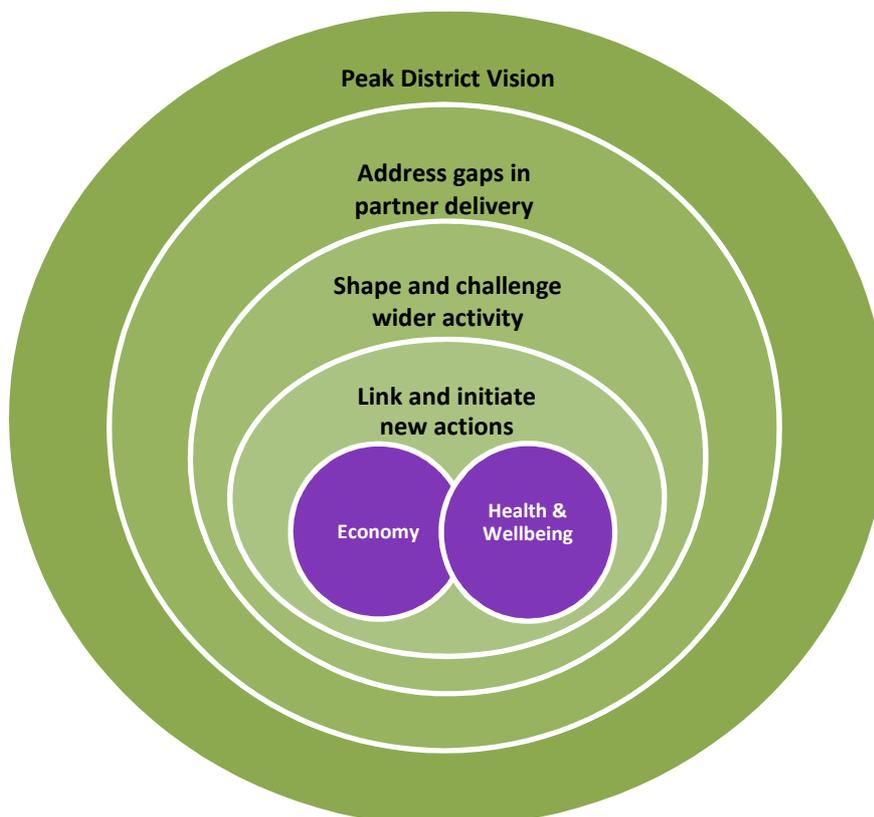


## STATEMENT OF PRIORITIES 2015-2019

### 1. Introduction

*'If everyone is moving forward together, then success takes care of itself' (Henry Ford)*

- 1.1 The Peak District Partnership brings together organisations in the Derbyshire Dales and High Peak to provide a 'voice' for the area and focus collective resources on issues best tackled in partnership, adding value to the work of individual agencies. By working together, partners aim to achieve more than by acting alone.
- 1.2 This statement of priorities will guide our work. Building on the Sustainable Community Strategy 2009-2014, it provides the framework for co-ordinating partner actions to improve the quality of life for those living and working in the area. To ensure impact, and to achieve more with the things that we do, partners will focus attention on two shared priorities - improving the local economy and the health and wellbeing of our communities.
- 1.3 The Peak District Partnership will:
- adopt and actively promote a shared vision for the area
  - identify and address gaps in partner delivery and focus on those areas where, by co-ordinating effort, more can be achieved through partnership working
  - shape and challenge – as a critical friend – wider activities, initiatives and proposals impacting on the area to ensure they reflect Peak District priorities
  - link existing and initiate new actions to support the economy and health & wellbeing priorities of the Peak District, avoiding any duplication between partners
  - exchange and disseminate best practice amongst and beyond the Partnership



## 2. Key Achievements 2009-14

2.1 Originally formed as the Derbyshire Dales & High Peak Local Strategic Partnership (becoming the Peak District Partnership in March 2013), the Partnership has:

- ✓ **Overseen £300k NHS Choosing Health funding** matched with contributions from local partners for a range of initiatives to tackle health inequalities and improve wellbeing including:
  - **Agricultural Chaplaincy** which, through a regular presence at the Bakewell livestock market has supported some 64 new clients and made 440 repeat visits to predominantly isolated farmers over the age of 50 with problems ranging from physical illness affecting the running of the farm to depression, anxiety and distress, often caused by financial pressures (38% of referrals)
  - **Homelessness support worker** supporting vulnerable 16-19 year olds with complex support needs and facing a housing crisis in the Derbyshire Dales and High Peak. Since the project began, 249 young people have been assisted, with those with serious physical health or mental health issues introduced to specialised services
  - **Health Walks** led by qualified volunteer leaders providing accessible walks to develop confidence and increase participation in regular physical activity for all age groups and abilities – 25 walks are now regularly held across the two districts
- ✓ **Increased opportunities for younger people to access apprenticeships** - 169 young people engaged via **Apprenticeship Open Days**, helping to reduce the number of 16-24 year olds not in employment, education or training (NEET) and increase apprenticeship enrolments. This was followed up with a **Skills Festival** at the University of Derby, Buxton. Members of the Peak District Partnership have themselves taken on 359 apprentices
- ✓ **Supported a successful Food Bank bid** in the High Peak, helping secure £292,000 from the Big Lottery to provide paid workers to meet the increasing demand for food parcels, helping supply over 10,000 days worth of food to people in need
- ✓ **Helped people access debt advice by supporting the Derbyshire CAB in GP Surgeries project** and promoted **Derbyshire Dales Debt Advice**, the latter helping over 130 people and tackling over £1.2m of debt p.a.
- ✓ **Launched Credit Union services in the High Peak** –enabled with start-up funding from a range of partners and support from the Derbyshire Financial Inclusion Partnership, the extension of Manchester Credit Union’s services has enabled over 600 clients to access low cost loans with flexible repayment terms. **Work is now taking place to develop credit union services in the Derbyshire Dales**
- ✓ **Helped promote the benefits of and stimulate demand for higher speed broadband** by encouraging residents and businesses to evidence demand through broadband surveys and promoting a Peak District programme of community events engaging 193 residents / businesses
- ✓ **Co-ordinated the Total Place service** mapping alcohol misuse, hosted the local launch of the ‘**5 Ways to Wellbeing**’ initiative through facilitated workshops and rolled out the **Wealth, Health & Wellbeing** initiative, taking key services aimed at tackling financial and health inequalities directly into priority neighbourhoods in the High Peak
- ✓ **Enabled partners to work together to support the delivery of affordable rural housing schemes** e.g. 10 homes built in Baslow, including two bungalows built to the Lifetime Homes (accessible) standard and three schemes comprising 78 new homes in Darley Dale, including the re-development of a former school site



- ✓ **Championed rural issues** by co-ordinating the Peak District response to key consultations including emergency service reviews and the growth plans of Local Enterprise Partnerships, and lobbying for funding for initiatives such as **Wheels to Work** and Derbyshire Financial Inclusion Partnership.

### **3. Area Profile**

- 3.1 Predominantly rural in character with market towns acting as important employment and service centres, the Derbyshire Dales and High Peak cover 514 square miles. Nearly two thirds of the area is within the Peak District National Park. The population of just over 162,000 people live mainly in the towns of Glossop (33,000), Buxton (25,000), Matlock (10,500), New Mills (10,000), Ashbourne (7,500), Whaley Bridge (6,400), Chapel-en-le-Frith (6,300), Wirksworth (5,500) and Bakewell (4,500), with the remainder dispersed across a large number of villages. The quality and accessibility of the upland landscape is one of the area's unique features, creating a sense of place as well as an opportunity to add value to the area's economy.
- 3.2 Between 2001 and 2011, the population grew by just 2.4% in the Derbyshire Dales and 1.6% in High Peak (just over 3,000 people). The area has a higher proportion of residents aged 65+ than nationally (especially in the Dales), a lower proportion of younger people aged <25, a slightly higher proportion of people with a disability (day to day activities are limited) and lower proportion of BME residents.
- 3.3 Overall, residents enjoy a high quality of life with low levels of crime, below average unemployment, lower levels of deprivation and general good health compared with other Derbyshire districts. However, the area also experiences a number of underlying challenges including:
- an ageing population
  - low workplace earnings due to employment opportunities locally often being low skilled, part time and seasonal
  - pockets of deprivation and unemployment, often dispersed across a wide area
  - health inequalities linked to deprivation, worklessness and rural isolation
  - housing affordability and availability
  - limited career opportunities for younger people
  - limited access to services, public transport and decent broadband in rural areas
  - financial exclusion and problems of debt (compounded by rurality)

### **4. Our Vision**

The previous Community Strategy set out a long term vision for the Peak District. This remains our vision for the area over the next five years:

***The Peak District will be a distinctive, high quality rural environment with...***

***...people of all ages who are healthy and safe***

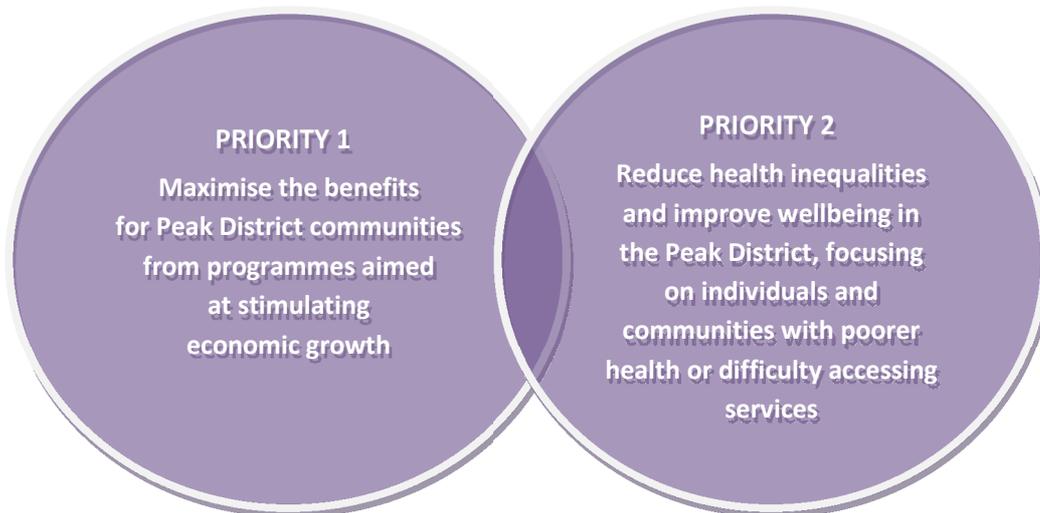
***...high-wage, high-skill jobs***

***...affordable, decent homes for local people***

***...towns and villages that offer a high quality of life***

### **5. Our Priorities**

- 5.1 Partners have made a corporate commitment to work towards this vision. In recognition of the fundamental importance of the economy and health and wellbeing agendas to improving quality of life, and to maximise the impact of available resources, the following priorities have been identified as the Partnership's primary focus for joint activity / shared actions over the next five years:



**Priority 1 - Maximise the benefits for Peak District communities from programmes aimed at stimulating economic growth**

- 5.2 Recent research<sup>1</sup> has evidenced both the economic value of the Peak District economy and weaknesses which need to be addressed.
- 5.3 Despite the rural nature of the area, average productivity per FTE is comparable with wider Local Enterprise Partnership (LEP) areas. Business density is high - the area has over 7,500 businesses, including some large / nationally based employers, but the majority (over 90%) are micro businesses (<10 employees). Survival rates for new businesses are high (over 60% survive at least 4 years) and the area has higher than average levels of self employment and homeworking.
- 5.4 Key employment sectors include: manufacturing, wholesale and retail, the public sector and visitor economy. Although not major employers, farming and quarrying remain important to the local economy. However, forecast contraction in some sectors e.g. the public sector, and low workplace wages (at £340 and £343 p.w. respectively, average earnings of employees in the Derbyshire Dales and High Peak are nearly 20% below the national average of £412 p.w. (2012 figures)) emphasise the continuing importance of diversifying the economy and developing sectors with growth potential offering better paid jobs. Creating more higher quality employment is also key to improving health.
- 5.5 The resident working age population is highly qualified (36% in the Dales and 32% in High Peak have degree level qualifications or above). Encouraging more higher skilled residents to start businesses in the area will help increase opportunities for higher quality employment locally. There is also a need to develop the skills necessary to enter the labour market or pursue self employment, particularly amongst young people and those living in more deprived areas. Raising aspirations aswell as creating higher value employment opportunities locally is also important.
- 5.6 Access to fast broadband is critical to achieving sustainable communities and to growing the rural economy. However, a recent Ofcom report highlights that between 2011 and 2013, the gap between average download speeds in urban and rural areas continued to widen (from 9.5Mbps in May 2011 to 16.5Mbps in May 2013). The Digital Derbyshire Local Broadband Plan will enable access to superfast fibre broadband for 95% of premises in Derbyshire by 2016. However, there remains a challenge to enhance access in remoter areas due to the distance of many premises from the nearest telephone exchange.

<sup>1</sup> Growing the Rural Economy: Evidencing the Case for the Peak District, Ekosgen Jan 2014

- 5.7 The exceptional landscape and quality of the natural environment is a key economic asset, attracting millions of visitors each year. There remains significant potential to capture further value from the landscape, capitalising on the business development opportunities it offers and (with better broadband) the potential to attract more higher value businesses to the area.
- 5.8 The influence of the urban areas surrounding the Peak District is significant, particularly in terms of travel to work patterns leading to significant out commuting of higher skilled workers and loss of retail spend. However, these economic linkages also offer markets for Peak District businesses and supply chain opportunities to exploit.
- 5.9 In response, the Partnership has helped prepare '**Enterprise Peak District**', a package of linked interventions to help stimulate economic growth. Delivery of the package will be overseen by **Business Peak District** which provides the economic 'arm' of the Peak District Partnership with funding being sought from LEPs.
- 5.10 The Partnership will support the delivery of Enterprise Peak District and work to bring forward complementary activities. In doing so, particular consideration will be given to exploring the connections with health and wellbeing focused initiatives.

**Key Actions include:**

- supporting businesses and community groups to access the Peak District Leader Programme 2015-2020
- working with partners and local employers to provide work experience opportunities for younger people and exploring the potential for a Youth Transition partnership to help raise aspirations and improve links between schools, colleges and universities and employers
- working with local communities to help address gaps in high speed broadband provision and access the skills required to make the most of the technology
- identifying partner opportunities to promote 'Inspired by the Peak District' products and services e.g. stocking products at visitor centres and leisure centres
- working with partners to deliver local workshops for businesses on how to bid for contracts / enter new supply chains
- further developing the Pedal Peak initiative to improve the welcome for cyclists and increase both the economic and health and wellbeing benefits locally

- 5.11 These actions will also support the Derbyshire Community Strategy and wider activities of the Derbyshire Partnership Forum, whilst also contributing to the key economic priorities of those LEPs covering the Peak District.

**Priority 2 - Reduce health inequalities and improve wellbeing in the Peak District, focusing on individuals and communities with poorer health or difficulty accessing services**

- 5.12 Although the population generally is in good health, latest Census data and health profiles<sup>2</sup> provide a deeper insight into the health of individual communities, highlighting common issues as well as particular challenges within each district.
- 5.13 Compared with the rest of Derbyshire, life expectancy is longer in the **Derbyshire Dales**. There are low levels of early deaths from cancer and circulatory disease and conception rates for <18s are the lowest in the county. 32% of adults regularly take part in physical activity (3x30 minutes a week), one of the highest rates in England although over 40% do none at all.
- 5.14 However, the area has an older age profile, more pensioners living alone and a high number of residents (over 9,000 people) providing unpaid care to a friend or relative. Nearly a quarter of households (24%) live in fuel poverty. Although levels of deprivation are lower than in other districts, Hurst Farm Matlock is within the 20% most deprived areas nationally and 16 of Derbyshire's 35 LSOAs (Lower Super Output Areas) within the worst

<sup>2</sup> Derbyshire Joint Strategic Needs Assessment, Derbyshire Health & Wellbeing Strategy 2011-15, Health Profiles for High Peak and Derbyshire Dales 2013

20% nationally for barriers to housing and access to services are within the Derbyshire Dales. The numbers seeking help to prevent homelessness and accessing debt advice remain relatively high, with anecdotal evidence suggesting a need to increase access to mental health support. There is also a higher incidence of high risk (binge) drinking and the Dales has the highest rate of road traffic casualties in Derbyshire.

- 5.15 In the case of **High Peak**, again whilst the overall health of people living in the borough is good, specific challenges exist, particularly within more deprived areas. These include parts of Glossopdale e.g. Gamesley and Buxton which fall within the 10-20% most deprived areas nationally and where higher levels of unemployment / longer term unemployment exist, affecting both physical health e.g. through inactivity and poor diet, and wellbeing due to increased risk of mental illness.
- 5.16 Compared with other Derbyshire districts, High Peak has the highest rate of hospital admissions for alcohol related conditions for under 18s and the highest teenage conception rate. Smoking in pregnancy is above the national average and the rate of breastfeeding below the national average. There is also a life expectancy gap between those wards experiencing higher levels of deprivation and those with lower levels (over 10 years for men). Some 25% participate in regular physical activity but like in the Dales, 40% of adults are physically inactive.
- 5.17 Although challenges exist in both districts, ready access to the natural environment offers excellent opportunities to improve the physical health and wellbeing of residents and employees. Opportunities to maximise these benefits will be considered as actions are developed.
- 5.18 The evidence has helped shape the public health locality plans for each district which target in particular:
- areas of disadvantage
  - vulnerable groups (particular emphasis on older people in the Dales and younger people in High Peak)
  - challenges associated with rurality
- 5.19 Delivery of the plans is overseen by the Partnership's **Health and Wellbeing Sub Group** with small grants made available to support local intervention complementing wider Derbyshire programmes. The Partnership will help shape and influence these plans, support their delivery, identify any gaps in interventions and engage partners to help initiate new actions as appropriate. In doing so, the Partnership will give particular consideration to exploring the connections with economy focused initiatives.

**Key Actions include:**

- supporting local initiatives to reduce homelessness, supporting vulnerable households and reducing debt
- increasing awareness of voluntary and community transport schemes and other voluntary sector support to enhance access to services and develop effective signposting via CVSs
- identifying opportunities for support provision accessible to carers in rural areas
- supporting the development of local programmes aimed at increasing physical activity, particularly amongst adults
- supporting local initiatives aimed at improving the health and wellbeing of older people and people living in deprived areas, as appropriate
- encouraging take-up of the Healthy Homes programme, providing vulnerable households with help to improve energy efficiency in the home and access to affordable warmth
- reducing poverty by supporting people into jobs through further development and delivery of the Wealth, Health and Wellbeing project
- supporting programmes to reduce smoking in pregnancy and promote breastfeeding
- working with groups using the 'Five ways to wellbeing' model to improve community wellbeing
- exploring the concept of developing 'community resilience' by enhancing community and personal networks

- 5.20 Again these actions aim to support the Derbyshire Community Strategy and wider activities of the Derbyshire Partnership Forum, and the Clinical Commissioning Groups (CCGs) covering the Peak District.
- 5.21 The Partnership also aims to **encourage adjoining actions which cut across both the economy and health and wellbeing agendas** and can achieve mutual benefits.

**Key Actions include:**

- pursuing opportunities to expand credit union services into the Derbyshire Dales to complete credit union coverage in the area and encouraging partners to adopt payroll deduction schemes
- raising awareness amongst partner organisations of the wider benefits of paying the Living Wage
- maintaining a clear focus on economy and health issues, therefore contributing to other aspects of the Derbyshire Anti-Poverty Strategy 2014-2017, and helping partners meet wider responsibilities such as under the Child Poverty Act 2010
- increasing information sharing and the exchange of project ideas between the Health & Wellbeing group and Business Peak District, drawing on the opportunities offered by the natural environment

**6. Implementing Our Priorities and Actions**

- 6.1 The Partnership’s actions aim to build on and add to the work already being done by individual partners and help existing programmes reach further and deeper. The Partnership Board will oversee implementation of the priorities and activities identified and monitor progress at its meetings.
- 6.2 Business Peak District and the Partnership’s Health & Wellbeing sub group will lead day to day delivery of economy and health and wellbeing activities, reporting progress to the Board. The Partnership Board will take the lead on driving forward cross-cutting actions. An action plan will be prepared to support implementation.

**Partner Signatures:**

	University of Derby	Business Peak District	
	Derbyshire Dales District Council	High Peak Borough Council	
	Peak District National Park Authority	Derbyshire County Council	
	Rural Action Derbyshire	Natural England	
	Derbyshire Dales Council	High Peak Community and	
	Derbyshire Fire & Rescue Service	Derbyshire Constabulary	
	Clinical Commissioning Groups		

**Further Information:**

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