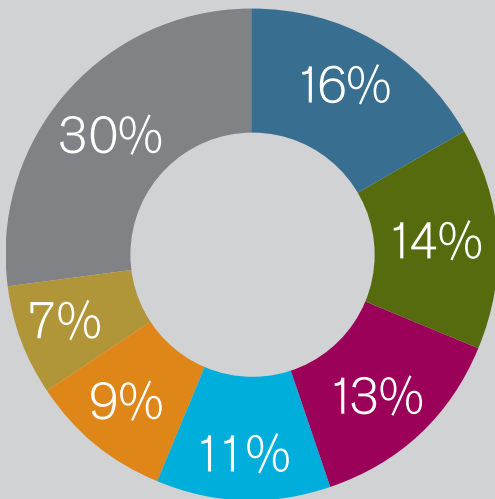


Growing the Rural Economy: Evidencing the Case for the Peak District

The wider Peak District stands apart from other rural areas in terms of its economic growth potential. It offers distinct opportunities for economic development arising from its unique characteristics – an exceptional landscape surrounded by conurbations – and can make a significant contribution to the objectives of the Local Enterprise Partnerships which overlay the area.

Key Facts

A diverse business base:



- Manufacturing 16%
- Wholesale & Retail 14%
- Education 13%
- Health 11%
- Public admin 9%
- Hospitality 7%
- Other sectors 30%



Low workplace earnings, nearly **20%** lower than national average

Manufacturing is the largest employer



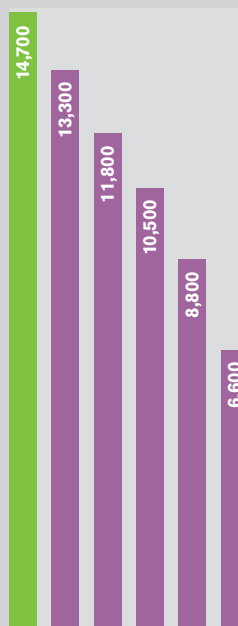
Highly skilled residents



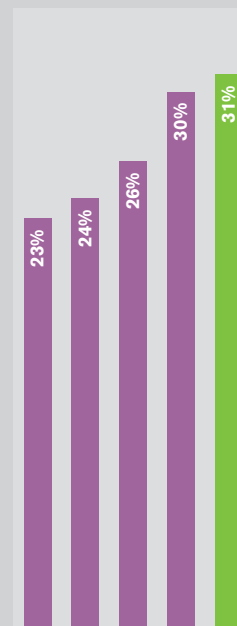
A high business density



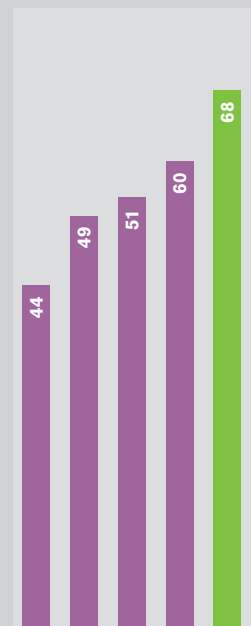
Top six wider Peak District employment sectors



Residents with Level 4+ qualifications



Enterprises per '000 working age population



Economic Linkages and Interdependencies

There are strong linkages between the wider Peak District and the surrounding conurbations. These linkages will drive economic growth in the wider Peak District – providing markets for local businesses and products, employment opportunities for local residents and an important source of visitors to sustain the retail and visitor economies.

The area's offer in key sectors and supply chains, a skilled labour market, high quality of life and the **Peak District 'brand'** present opportunities for LEPs in their focus on increasing higher value employment opportunities.

The Case for the Peak District

The wider Peak District has much to offer LEP economic growth priorities:

✓ **D2N2 priority sectors:** Derbyshire Dales and High Peak make a significant contribution to food and drink manufacturing, the visitor economy and in advanced manufacturing sectors.

✓ **Sheffield City Region priority sectors:** Derbyshire Dales offers an ideal location for creative and cultural businesses with the exceptional landscape and access to neighbouring conurbations key opportunities to draw on but broadband needs to improve.

✓ **Stoke-on-Trent and Staffordshire priority sectors:** Staffordshire Moorlands makes a considerable contribution to the manufacturing sector and sub-sector priorities (advanced manufacturing and applied materials), and the visitor economy priority.

The LEP areas' offer

- Consumer and business spending power
- Linkages to expertise / clusters of businesses
- Markets for Peak District businesses and branded products



The wider **Peak District offers significant economic growth potential** and presents a **sound business case for investment:**

- **Recent employment growth** The wider Peak District has recently demonstrated its potential for growth in a time of reduced public sector spending and support.
- **A productive area of £3.8bn GVA** A strong productivity base on which to build and generate high value growth. Proposed assisted area coverage in parts of the area will enhance this contribution.
- **High business density and entrepreneurialism** A demonstrable track record in business start ups.
- **Strong business survival rates** A high survival rate increases the return from investment in start-up support and business growth.
- **A high value manufacturing base** Manufacturing is widely seen as a key sector which will help drive economic growth through innovation and export earnings.
- **A qualified workforce** Access to a skilled workforce is a key enabler of business growth.
- **Opportunity to capture (further) value from the landscape** The exceptional quality of the landscape draws individuals and (high value) businesses into the area.