

Releasing growth in northern sparse areas

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Northern region: City and Sparse

Newcastle city:

295,000 residents

- 113 sq. km
- One Council – Newcastle City Council (NCC)
- One Economic Strategy for NCC and Gateshead

Sparse northern areas:

305,000 people

- 33% of north England's territory (12,837 sq. km)
- At least 15 Local authorities, 4 National Park Authorities, 4 Local Enterprise Partnerships
- No Single Economic Strategy for sparse areas

Figure E Northern region: North East, North West and Yorkshire and The Humber

Northern England's sparsely populated region

State of the countryside update: Sparsely populated areas.
Commission for Rural Communities, 2010



Economic challenges

- 3 of England's least productive economies [Northumberland <75%, East Cumbria 77% of UK mean)
 - High levels of economic inactivity, under employment, second jobs
 - High dependency on public sector jobs and their higher wages
 - Male wages on average 90% higher than those for women (ASHE 2009)
 - Markedly fewer residents in easy distances of health, education and retail services than other rural and urban areas
 - Low broadband speeds, poor mobile communication, limited business premises
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- National Policy leadership by Department for Environment, Food and Rural Affairs **NOT** Departments for Business, Work or Communities
 - Rural Development Programme for England seen as most critical support for area's economic health, **NOT** European Social Fund, European Regional Development Programme and UK business growth programmes.

Economic strengths

- Higher levels of:
 - self employment,
 - firm survival rates,
 - residents with highest qualifications
 - visitor numbers to national parks and other quality cultural and landscape sites
- Environmental assets and services deliver food; water; wind and biomass energy; cultural and spiritual experiences
- Enterprising in-migrants and home workers attracted by high quality environment and community spirit
- Good national road (and rail) corridors in east and western edges
- Good record of partnership working

Assets of sparse region

- England's Largest National Park (Lake District) and least populated National Park (Northumberland)
- Biggest man-made lake in northern Europe and England's largest working forest (Kielder)
- Hadrian's Wall World Heritage site
- Some of England's darkest skies
- Extensive recreational assets
- Very enterprising communities and residents
- More post offices, Banks and building societies per person than less sparse rural areas

Strategic attention (1)

- “...Mainstreaming should be supplemented with a specific rural policy for sparse areas.

Whilst mainstreaming can fully address the needs of most of the rural population, sparsely populated areas are not fully benefitting.....It would be useful to introduce tailored rural policy in sparse areas that can address the unique issues facing places that low population density, are considerably distant from urban centres and feature low levels of demand.” *OECD Rural Policy Reviews: England, United Kingdom 2011*

- “The Government is clear that the uplands have been marginalised by policy makers, that their potential and diversity have not always been taken fully into account in policies and programmes. We are determined to change thus for the benefit of upland communities and the country as a whole. The needs and potential of the uplands will in future be properly reflected in national and local-level policy making and delivery.”
Defra, Uplands Policy Review. March 2011

Strategic attention (2)

Our objective...

- To develop an exemplary low carbon economy.

What we will do next...

- Capitalise on low carbon opportunities for skills and job creation

The designation of Kielder Strategic Renewable Research Area and the potential to host a good proportion of biomass stock (although potential capacity limitations for biomass and wind generation are acknowledged)

Kielder Water and Forest Park



Lewis Burn Bay

<http://www.visitkielder.com/about-us>

Kielder Water & Forest Park covers 250 sq. miles, contains England's largest forest, producing around 25% of British timber; the largest man-made lake in the UK, holding around 200 million litres; and England's largest hydro-electric facility. The Park is managed by a Development Trust (registered charity) working to develop it as an inspirational place for leisure, fun and exploration and fun.

Strategic attention (3)

- Support for enterprise will take into account the particular challenges facing our more sparsely populated areas and those, both urban and rural, which are particularly remote from other markets.
- In a period of change which presents both opportunities and challenges for the agricultural, food and landbased sectors, our priorities for agriculture include:
 - Ensuring sympathetic interpretation of planning policies which positively encourage ...diversification opportunities

Tebay Motorway Service Area



Created in 1971 as a family company of local farmer and local bakers, Westmorland Ltd is the only small locally-owned company to build and operate a Motorway Service Area in Britain.

They now employ more than 500 people in several businesses and sites, including an award winning centre, Rheged near Penrith, introducing visitors to Cumbria's rich history, culture and landscapes.

Their buildings are built by local builders, using mostly local materials and Services and other premises have high quality farm shops, cafes, restaurants with many products sourced from Cumbrian producers.

<http://www.westmorland.com/>



Cumbrian Food Technology Centre



Cumbrian Rural Enterprise Centre's Food Technology Centre, near Penrith was opened in 2008 to boost local food industry. It provides high quality kitchen facilities for firms to produce Distinctly Cumbrian food products. Regular occupiers make luxury handcrafted chocolates, speciality curries, and cakes and patisseries.

The Centre is a flexible facility for local food companies to create, test and dispatch new products under exacting food hygiene standards. It also works with the local College to train catering and hospitality students.

<http://www.crea.co.uk/>

Strategic attention (3)

- In stark contrast, the western area of the District is more rural with remoter communities, which can create barriers to training and employment for many people.....many younger people leave the District for training and work, often not returning until retirement age.

Achieved by 2012

- Our economy is dominated by a number of smaller employers with low levels of younger entrepreneurs. Therefore we will **encourage enterprise**, to create employment in a range of sectors to create **150 new jobs**.

Dales Mountain Biking, Swaledale



Stuart Price, a keen cyclist turned his hobby into a business during the 1990s recession. With a £2000 grant and loan from the Princes Trust to buy second-hand bikes, he started Dales Mountain Biking in Swaledale, North Yorkshire. He and his wife Brenda have since opened a new centre with accommodation for up to 14 people, a cafe and bike workshop. They employ 6 people here. 5 freelance guides provide mountain bike tours to customers from across the world, boosting the economy of this sparsely populated, beautiful area

www.yorkshirepost.co.uk/news/features/wheels-of-fortune-for-the-people-with-trust-in-a-prince-1-3579958



.....but sparse area's assets extend
beyond farming, forestry, food, energy
and tourists.....



Crystal Scientific (UK) Ltd



Crystal Scientific is the specialist manufacturer of x-ray reflection and diffraction optics for synchrotron radiation applications. Started in 1995, Crystal Scientific has supplied diffraction crystals and x-ray mirrors to synchrotrons in Canada, Japan, UK, Australia, Switzerland and France. . In 2008 they moved to a purpose-built manufacturing premises close to the Northumberland National Park. This rural location minimises vibration, a key requirement for their high precision work.

<http://www.crystalscientific.com/index.html>

Releasing the potential...

- Sparse areas have unique disadvantages, rarely addressed by economic policies
- Some assets are rare, but contribute to sustainable growth globally and locally
- Barriers to their economic growth are not just business-related
- Think and act differently, but visibly for sparse areas, to address their needs and release their potential.

Thank you for your attention

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