



Inspiring Eden

ACHIEVING RURAL EXCELLENCE

KEY STAKEHOLDERS...

Collaboration will be critical for ensuring effective delivery. This will include encouraging joint working and networking across a range of local and strategic organisations:

- Eden District Council
- Cumbria County Council
- Town and parish councils
- Cumbria Local Government Review Board
- Cumbria Action for Sustainability
- Cumbria Chamber of Commerce
- Federation of Small Businesses
 - Family Business Network
 - Social Enterprise Network
 - Cumbria Farmers Network
- South Lakeland District Council (as part of LGR)
 - Barrow District Council (as part of LGR)
 - Carlisle City Council (as part of LGR)
 - Rural town / parish councils
 - National Farmers' Union
 - Rural Services Network
- General - Community Groups, Local Businesses & Resident
 - Country Land and Business Association

SUSTAINABILITY...

To help drive and embed the Inspiring Eden Zero Carbon ambition, sustainability and green principles and practices will be incorporated into all Inspiring Eden work areas.

VISION...

To support Eden's rural economy and communities to recover, prosper and thrive with a focus on Eden as a centre of rural excellence that uplifts, connects, diversifies and modernises the rural economy and community as an exemplar for rural living in a 21st Century:

- Supporting communities to improve connectivity, cohesion, well-being, self-sufficiency, resilience and overall quality of life
- Driving economic recovery across all aspect of the rural economy especially with regards to the strong links with the visitor economy
- Supporting farmers to continue to farm whilst exploring opportunities for diversification and increasing stewardship of the landscape
- Nurturing new business development from within the rural communities
- Encouraging appropriate inward investment into rural communities
- Investing in key rural infrastructure connectivity to support economic recovery and prosperity, reduce rural poverty and isolation and improve local service delivery and access to a range of arts and cultural activities
- Meeting the skills and labour force requirements of existing and emerging rural businesses
- Helping local people to access employment opportunities



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HOW TO FIND OUT MORE

Our Economic Development Team will be able to signpost you to help for your business. Why not get in touch today:

Email: econ.dev@eden.gov.uk

Telephone: 01768 817817

Web: www.eden.gov.uk

Business focused advice: www.investineden.co.uk

Visitor destination site: www.visiteden.co.uk

Eden

District Council

INSPIRING EDEN ACHIEVING RURAL EXCELLENCE PROSPECTUS

www.investineden.co.uk

CURRENT CHALLENGES AND OPPORTUNITIES...

- BREXIT leading to significant changes in support for farming that is adding to a very complex picture which is difficult to understand and access
- Implication of current European conflict on rural economies and food production
- Imbalance in labour supply with increase in demand for labour leading to significant difficulties in recruitment and retention for some key rural businesses
- Poor connectivity limiting many communities access to services and employment and training opportunities
- Rural isolation and poverty exacerbated by increases in energy prices
- Increased visitor demand for accessing Eden's rural areas adding pressure to local infrastructure such as parking
- Closure of Newton Rigg as regional land based training centre
- COVID19 has provided opportunity to rethink position of decarbonisation as part of our local and strategic economic policy and projects and this will be critical for rural communities and in particular farming with a focus on stewardship and diversification



CURRENT ACTIVITY...

- Attend and support local and strategic rural networking via Cumbria Local Enterprise Partnership and the Rural Services Network
- Joint Commission with Carlisle City Council on profiling rural areas as basis for developing Eden Rural Support Programme
- General business support covering the whole of Eden
- Welcome Back Fund covering the whole of Eden and supporting local projects
- Eden Youth Hub supporting local young people not in education, employment or training
- Promotion of farm based accommodation and attractions as part of local visitor economy

EMERGING ACTIONS...

- Establish Eden focused rural network group to support delivery of rural projects and services
- Develop and put in place Eden Farmers Business Advice Service
- Develop and deliver community hub initiative to provide local focus for project development and service delivery and support
- Extend and develop local arts and culture based activities to improve creativity, cohesion and wellbeing within rural communities as the basis for improving the overall quality of life with rural communities
- Improve physical and digital connectivity to provide better access to services, facilities, employment and training and strengthen overall community cohesion



- Support improvements to local buildings and spaces to unlock the full potential of the built and natural environment and heritage
- Establish car parking improvement programme to improve access to key facilities and amenities whilst reducing parking pressures in rural locations
- Increase support for local business networks
- Explore development of serviced business space to support rural businesses
- Scope potential for local training to support land based sector
- Undertake more local projects within rural communities via Area Planning Groups to address local need
- Develop comprehensive Eden Rural Work Programme on back off rural profiling work with Carlisle City Council

