

COMMUNITY-BASED COUNTRYSIDE CONSERVATION : Ken Parker 1995

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Turning environmental assets into economic assets.
Co-operation between Conservation Agencies and local businesses.
Analysis of work programmes and practices in Austria and France.

Six Austrian Communities involved in the 'Green Villages' initiative.
Three French Parcs Naturels involved in EU 'Leader' programmes.



Ken Parker at Lesachtal in 1995.



Arriach from the Hofwanderweg (Farm Trail)

FIVE LESSONS

1. Shared commitment by public agencies and local communities in locally based programmes.
2. The 'Animateur' to stimulate and support local community and local business initiatives.
3. Local ownership of projects. Done by local people - not to them, not for them.
4. Linking economic development and environmental conservation. 'Valorisation du Patrimoine'.
5. Shared Values...Mutual Trust... Mutual Respect...Local Pride.

"Our landscape is our capital. We must maintain its typical and unique characteristics. Our future depends on it" - Siegfried Kaltenhauser.

APPLICATION OF THE FELLOWSHIP IN THE PEAK DISTRICT

A new role for Ken Parker as 'Director of National Projects' with the Peak District National Park Authority. Brief... to apply the Fellowship lessons using a variety of funding sources, working with other public bodies and local businesses.

'Peak Rural Opportunities' and 'New Environmental Economy' 1997 to 2008. £4million investment with 1,000 participating businesses creating new products or services. New sales opportunities - Farmers Markets, 'Food from the Peak District', 'The Great Peak District Fair' (based on the 'Fete du Jura').

Peak District Environmental Quality Mark. 2004 and ongoing, building on 'Marque du Parc'. A business accreditation scheme recognising environmental best practice. Now 'one of the top ten most credible Certification Schemes in the world'.

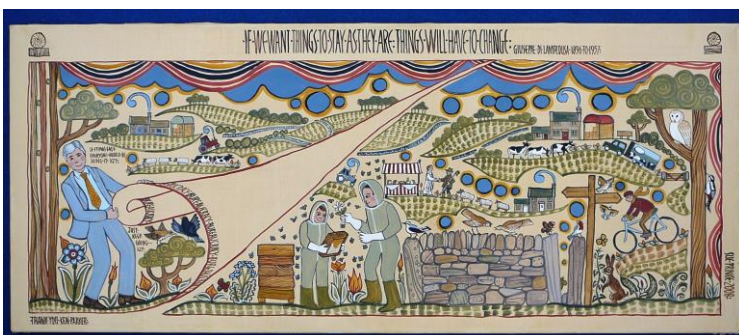
BESST = Business and Environment linked through Small-Scale Tourism. An EU Interreg project 2003-2008 linking the Peak District with similar rural areas in Norway and Sweden. 100 participating businesses learning from each other and applying the 'Pride in Place' philosophy. Transnational inspiration for new products and services.



Hoe Grange. Award-winning new farm tourism business



Dove Valley centre - BESST inspired new studio building



Ken Parker's 2008 retirement present - a Swedish Bonad-style narrative picture by a Peak District artist. It tells the story of Ken's Peak District projects based on the underlying philosophy...
"If we want things to stay as they are, things will have to change".