



**PRESS RELEASE.....PRESS RELEASE.....PRESS RELEASE**

## **Teesdale Marketing Wins the Lottery!**

Teesdale Marketing Limited (TML) has recently been awarded nearly £300,000 from the Big Lottery Fund's Local Food scheme for a three year project to support and promote the production and use of locally produced food in the North Pennine Dales area of North East England; a rural part of the North East between Hexham and Barnard Castle that is economically dependant upon agriculture and tourism. Entitled "North Pennine Dales Enterprising Food", the project will be delivered by TML in partnership with the Teesdale and Wear Valley Enterprise Agency, the North Pennines AONB Partnership, Durham County Council and several other local organisations. Funding for the project has also been secured from the North Pennine Dales Leader programme and Barnard Castle Vision.

The varied project activities will include individual business support for local farmers and producers, skills training for local chefs and food-related businesses, help with marketing, packaging and display and the development of promotional material such as local food menus and food trail leaflets, to raise customer awareness and appreciation of local food. The project includes purchasing a bespoke mobile trailer and a portable kitchen unit to support activities that raise consumer knowledge and awareness, such as cookery, grow your own food and meet the producer events. The project will also purchase freezers for local farmers to sell their produce collaboratively and fit out a test kitchen to help new producers expand their businesses from "kitchen table" to higher volume production. Environmental best practice and education are key strands of the 3 year project. (cont)

The project will help to sustain local businesses, including hill farmers, and improve the opportunities for using local food as a means of attracting customers.

*Diane Spark, UTASS said “By helping to sustain the livelihoods of the area’s hill farmers by providing practical business support and improving the opportunities for sale, this project will contribute significantly to the viable production of local food and thereby its availability to communities in the North Pennine Dales area”*

*Peter Samson, local farmers’ market manager said “Farmers’ markets provide an important route to market for many farmers and local producers, whilst customers appreciate and enjoy being able to buy from, and speak directly with, the producers. This project will support the farmer’ markets as pleasurable shopping venues where a wide range of ultra-fresh local produce is available.”*

*Sue Berresford, Senior Town Centre Regeneration Officer, DCC said “The resulting improved range and quality of local produce from this project will be an important factor in raising the area’s tourism appeal – to the benefit of not only visitors and resident communities, but to the farmers, local producers and food-related businesses whose economic viability depend upon their custom.”*

*Mark Wheddon, Local Food programme Manager said, “Local Food is all about encouraging local communities coming together to create growing spaces, grow nutritious food, build relationships with neighbours, and develop healthy lifestyles. The North Pennine Dales - Enterprising Food project is a great example of this and is something that Local Food is pleased to support as we are sure it will make a difference to this community.”*

The project will build upon the work already done by partners such as the establishment of the local farmers’ markets and food festivals, campaigns to promote local food and local meat promotion initiatives to provide new routes to market. (cont)

The project will be delivered by sharing expertise, knowledge and project-delivery best practice, to develop partners' skills so that comparable achievements can be accomplished across the whole project area.



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### Notes to editors

**Local Food** : has been developed by a consortium of 15 national environmental organisations, and is managed on their behalf by the Royal Society of Wildlife Trusts (RSWT).supported by the Big Lottery Fund's Changing Spaces programme, Local Food will distribute grants to a variety of food related projects to make locally grown food more accessible.

[www.localfoodgrants.org](http://www.localfoodgrants.org)

**The Royal Society of Wildlife trusts: (RSWT):** is a registered charity, incorporated by Royal Charter, to promote conservation and manage environmental programmes throughout the whole of the UK. It has established management systems for holding and distributing funds totalling more than £20 million annually to environmental projects across the UK.

**The Big Lottery Fund's** Changing Spaces programme was launched in November 2005 to help communities enjoy and improve their local environments. The programme funds a range of activities from Local food schemes and farmers' markets, to education projects teaching people about the local environment.

The Big Lottery Fund, the largest of the National Lottery good cause distributors, has been rolling out £2 million in Lottery good cause money every 24 hours to health, education, environment and charitable causes across the UK.

[www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk) (cont)

**Teesdale Marketing Limited** is a private, membership based, not-for-profit company run by volunteers which initiates, delivers and supports projects of significant economic and social benefit Teesdale. Teesdale Marketing Limited is the project management organisation for North Pennine Dales Enterprising Food [www.teesdalemarketing.co.uk](http://www.teesdalemarketing.co.uk)

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