



THE PRINCE'S
COUNTRYSIDE
FUND



PRESS RELEASE

DATE: 13th May 2020 - FOR IMMEDIATE RELEASE

Rural Charity to provide Hardship Support Fund

Matlock based charity **Rural Action Derbyshire** (RAD) has set up a **Rural Hardship Support Fund** to help people in **rural** areas of **Derbyshire** who are **suffering extreme hardship** as a result of the **Covid-19** pandemic.

This has been possible thanks to an award of **£2,000** from The **Prince's Countryside Fund**. Rural Action Derbyshire has also been receiving some donations through their website, which is also going toward this fund.

Claire Saunders, Director of The Prince's Countryside Fund said: "Rural organisations like Rural Action Derbyshire are the lifeblood of many far-flung communities. They have adapted to provide unprecedented support to rural people, quickly, and efficiently, with the help of a dedicated army of local volunteers. We are so grateful to all our sponsors, who by supporting The Prince's Countryside Fund, have enabled the provision of these Rural Response Emergency Grants during this crisis."*

Beverley Parker, CEO of Rural Action Derbyshire said, "We are so grateful to The Prince's Countryside Fund for helping us support people in rural Derbyshire. We know many people in rural areas are struggling, mainly in relation to jobs. Some people may have lost their job, others have to stay at home to take care of children and not everyone qualifies for government support.

"We want to make sure people can pay their bills and aren't going hungry."

Applications to the Hardship Fund will be by **referral** (see below for the list of referral organisations) and individuals will need to meet the **criteria** to qualify.

The fund will provide **regular food parcels** and assistance with some critical **household expenses**. People will also be able to **access information on other support** available to them relative to their specific needs.

If anyone would like to make a **donation** to help support the **Rural Hardship Fund** please go to the Rural Action Derbyshire [website](#) and just click on the orange 'Donate' button. Any donation, no matter how small, is greatly appreciated.

For further information please email info@ruralactionderbyshire.org.uk or go to the RAD website www.ruralactionderbyshire.org.uk.

Application is by referral from any of the following:

Rural Action Derbyshire
Town Hall, Bank Road, Matlock, Derbyshire DE4 3NN
Telephone: 01629 592970 Email: info@ruralactionderbyshire.org.uk www.ruralactionderbyshire.org.uk

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- [Derbyshire Rural Chaplaincy](#) team
- [Farming Community Network](#) (FCN)
- [Farming Life Centre](#) (FLC)
- [Feeding Derbyshire](#) Food Banks or Community Café
- Citizen's Advice

Criteria for support:

- In severe financial hardship (unable to pay for basic necessities such as food, household bills, rent etc)
- Unable to access other support such as government schemes or waiting for payment from such schemes
- In severe emotional distress or poor mental health, anxious, lonely, depressed, and with no current treatment plan or referral to mental health services
- Living or working in a rural area of Derbyshire
- We are particularly targeting people associated with the farming industry including farmers and workers in agriculture, horticulture, forestry and countryside services who have been adversely affected by Covid-19, and people living in isolated rural communities

Ends

For more information contact: Emma Simpson, RAD Communications 07540 736118 or e.simpson@ruralactionderbyshire.org.uk or Beverley Parker, CEO on 07738 983656 or b.parker@ruralactionderbyshire.org.uk.

Notes to Editors:

Rural Action Derbyshire (RAD), formerly Derbyshire Rural Community Council is an independent organisation and registered charity operating across the county since 1924. RAD aims to improve the life of those living and working in rural Derbyshire, by providing direct services to help people and groups in rural communities, and by raising awareness of the issues faced by rural communities. For more information go to the [RAD website](#). RAD is a network member of ACRE.

We believe that no-one should be unfairly disadvantaged because they live in a rural area.

[The Prince's Countryside Fund](#) was established by HRH The Prince of Wales in 2010 and aims to enhance the prospects of family farm businesses and the quality of rural life. We believe that the British countryside is our most valuable natural asset and its contribution to our everyday life cannot be underestimated.

To help support and secure the future of the countryside we:

- Provide more than £1m each year in grant and initiative funding to projects across the UK thanks to support from our partners, events and donations
- Celebrate and promote the value of the countryside
- Lead projects to strengthen farm businesses, such as The Prince's Farm Resilience Programme
- Commission research into issues affecting farming families and rural communities
- Bring together individuals and businesses to help tackle current challenges
- Help communities in crisis through our Emergency Fund
- ***Funding was made possible by The Prince's Countryside Fund supported by players of People's Postcode Lottery, the Royal Warrant Holders Association Charitable Fund, the Barbour Foundation, and the Fund's corporate partners.**

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