

Annex A - Template to be completed

BIS Local Area	BIS South Central
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The first row provides an example of how to complete this template. Please add as many lines and required.

Stakeholder organisation and contact	Nature of Organisation e.g. LEP, Rural Business, Public sector body etc	What are the barriers to growth in rural areas? (This should include why they are barriers and the cause)	Is there any evidence which can support the barriers that have been identified?	How could these barriers be overcome?	Are there any other opportunities or incentives that would maximise/increase growth in rural areas?	Are they happy for us to continue to be engaged with them on the growth review?
<i>West Sussex Rural Partnership</i>		<p>Link between local jobs availability and affordable housing: The ageing population which, in common with other rural areas, is a more pronounced trend than in urban areas, as young people move out to find employment and affordable housing and older people move in</p> <p>Home based businesses (HBB's) are increasing. – Latest research 2009 4.7m SME's in UK with over 50% (2.8m) home based. HBB's are the only employers in</p>	<p>*Report Skills and Enterprise in Rural West Sussex- September 2010</p> <p>*Home based business research</p> <p>*Anecdotal</p>	<p>Specific allocation of resources to RSLs to provide affordable housing in rural villages</p> <p>Further planning controls for housing developments rural areas to ensure higher affordable housing ratio's within new developments.</p>	<p>Positive Government regulations to encourage HBB's will enable existing HBB's to flourish and encourage new HBB's</p>	

		many rural areas, providing vital jobs for local people without transport and/or childcare, but current Govt regulations are a disincentive and burden to business growth and discourage new start up businesses. Clarity and uniformity of regulations would encourage new Home business enterprise and business growth.		Introduce positive legislative regulations for planning / business rates / Valuation office / Inland Revenue At present many HBB's exist under the radar in fear of incurring business rates or planning regulations.		
<i>West Sussex Rural Partnership</i>		Incoming population tend not to be economically dependent on the local economy and thus resist economically related development, especially through the current planning system.	Record of objections to economically related development and affordable housing	<ul style="list-style-type: none"> • Incentives for the local community to behave positively towards economic development eg return of NNDR for local services 	<ul style="list-style-type: none"> • 	
<i>West Sussex Rural Partnership</i>		Areas in all the rural districts where residents have lower skills and reduced access to employment and learning leading to areas of deprivation – over 12,000 people in rural West Sussex are income deprived and over 2,500 children live in income deprived households in rural wards	Report Skills and Enterprise in Rural West Sussex- September 2010	Changes to targeting of resources solely onto worst 20% IMD areas and creation of incentives to target needs of dispersed population		

<i>West Sussex Rural Partnership</i>		Areas of low skills equilibrium such as Chichester where labour market mobility is lower, unemployment is higher, the workforce is less well qualified and demand for higher skilled occupations and knowledge economy presence is weak	As above	Ensure high quality broadband provision, reduction in barriers to home based business and flexible 'follow-on' business premises		
<i>West Sussex Rural Partnership</i>		Variable educational attainment among young people, for example at Level 2, particularly in Chichester	As above	<ul style="list-style-type: none"> • Campaign to improve access and aspiration amongst rural young people 	<ul style="list-style-type: none"> • Investment in 'Wheels to Work/Training' to help overcome barriers amongst some rural young people 	
<i>West Sussex Rural Partnership</i>		Net business creation and survival rates which need to be improved	As above	<p>Start up workshops and the provision of business advice prior to starting a business.</p> <p>Bite sized workshops to provide training on business related topics. E.g. Marketing, credit control etc.</p> <p>Perhaps create a tax incentive scheme for businesses that have taken</p>		

				business training.		
<i>West Sussex Rural Partnership</i>		Significantly lower self-employment rates among the female resident population	As above	In the first instance better understanding of the reasons behind dramatically lower employment rates As above – start up workshops and business advice & coaching. Childcare provision in rural areas to enable female business start ups.		
<i>West Sussex Rural Partnership</i>		Infrastructural issues, particularly access to reliable broadband, which constrain business growth and individuals' access to employment and learning opportunities In some areas there are not spots where there is no broadband at all whilst others only have dial up and others poor speeds, so not meeting the governments targets on broadband – In rural areas the providers will not make the	As above	Targeted support for high speed and affordable broadband to address market failure in comparison to urban areas Introduce new planning legislation – All housing developments must include broadband cabling. Government grants		

		investment as too few population to recoup the investment.		to enable not spots and increase capacity or tax incentives for the provider.		
<i>West Sussex Rural Partnership</i>		Transport links and public transport are restricted in rural areas which may limit the opportunities of the residents in the 11% of households in rural areas who do not have access to a car	As above	<ul style="list-style-type: none"> • Re-instatement of rural bus grant • Development of Wheels to Work schemes Easing of planning restrictions for small scale local economic development		
<i>West Sussex Rural Partnership</i>		Access to employment and learning opportunities may affect young people in particular	As above	Wheels to Work/Learning open to 16+ age range		
<i>West Sussex Rural Partnership</i>		Businesses needing to expand/grow are held back because they cannot grow in situ and find it difficult to identify sites and premises locally to enable employment growth. This can be HBB's that need to expand out of the home but need to remain locally to ensure that they retain their current employees. OR To the other extreme – a	As above	Return to the kind of workspace programme run in the past by the Council for Small Industries in Rural Areas New planning legislation to restrict the change of use of employment land and buildings in rural areas to be		

		major employer that also needs to retain its valued employees but has outgrown their current site. In the case of the latter – the danger is that if they have to move they could move out of the area altogether, with the loss of valuable employment.		able to retain for future business expansion. Tighter Govt controls over Local Authorities to identify business land in the LDF process to allow business expansion.		
<i>West Sussex Rural Partnership</i>		Home based businesses have considerable growth potential but this is blocked by both actual and perceived government policies discouraging the practice. This includes both fiscal policies and planning policy	As above	A national charter for Home Based Business backed by BIS, CLG, HMRC and the Treasury		
<i>West Sussex Rural Partnership</i>		Small Rural food and drink producers struggle to make the products and distribute them as many of their customers only are only able to take small deliveries.	West Sussex Local Producers	Need to create a shared distribution service – perhaps a tax incentive for creating this in rural area.		