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# **Skills and enterprise in Rural West Sussex**

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## 1. Foreword

West Sussex is a predominantly rural county. The attractiveness of its natural environment is without question and has been retained even though forty two percent of the county's resident population and more than a third of its businesses are located in the rural districts. Although rural, it is still relatively accessible and has good access to major motorways, airports and London.

Rural West Sussex offers major opportunities for future economic development through developing the skills of its people and supporting business growth.

By capitalising on the potential of its strategic location, the attractiveness of its environment and the benefits of modern technology, it has the potential to make a major contribution to the county's economy and to closing the productivity gap between West Sussex and the rest of the South East region.

Research suggests that this can be achieved without affecting the quality of the natural environment; according to the Taylor Review, environmental stewardship is enhanced by strong rural economies<sup>1</sup>.

These environmental advantages and the prosperity of many of its residents conceal the fact that rural West Sussex faces some significant challenges in the near future. These include:

- The economic and social effects of the ageing population, which are happening more quickly in rural areas, as young people move out to find more affordable housing and better employment opportunities. This can mean businesses find

<sup>1</sup> 'Living working countryside: the Taylor review of living rural economy and affordable housing' 2008

- accessing the right skills more difficult,
- The balance between development - particularly the need for affordable housing and work premises to attract, retain and grow businesses and jobs - and the conservation of the natural environment. There is evidence that business growth is being constrained as a result,
- The relative sparsity of population which means that areas where residents have lower skills, less access to employment and learning and higher levels of deprivation can be hard to identify and service delivery is more resource-intensive and complex.

A strong rural economy with thriving businesses and a skilled and educated resident population will be central in overcoming these challenges and capitalising on the advantages rural West Sussex area has to offer.

Initial consultation with partners has identified that the first step will be to promote a better understanding of the nature of rural West Sussex and what it has to offer, so that its true worth and potential can be recognised - along with those of the Coastal area and the Gatwick Diamond.

This study aims to promote this wider understanding and tightly focused priorities for action for skills and enterprise, development in rural West Sussex. We look forward to working with our partners on this common agenda.

Deborah Urquhart

Roger Paterson

## 2. Introduction

Three out of seven of the West Sussex Local Authority Districts (LADs) are classified 'rural' by Defra:

- Chichester and Mid Sussex are in the Rural 80 group i.e. more than 80% of the population live in rural settlements or large market towns,
- Horsham is in the Rural 50 group. i.e. between 50 and 80% of its population live in rural settlements or large market towns.

This study on Skills and Enterprise in rural West Sussex aims to provide a profile of the rural area in the county and an assessment of the importance of its economy and labour market. It is intended to raise awareness of the contribution of the rural area so that it receives the same levels of recognition and priority as the Gatwick Diamond and coastal areas.

It also takes into account the current economic climate, its impact on rural areas, and the pressures on public expenditure and services and the need to deliver more for less. It examines the likely impact of trends such as the rise in home-based businesses and future technological developments. It aims to balance the opportunities that the rural area offers with the challenges it presents and identify a focused and realistic set of priorities for action.

The study has been developed through extensive primary and secondary research and consultation with partners. It complements other strategies, in particular, the Framework for Action on Skills in West Sussex, the Business Support Framework (currently in development), strategies for the Gatwick Diamond and Coastal West Sussex, the West Sussex Rural Strategy, the Regional Economic Strategy and the economic development strategies for the counties and districts.

## 3. Key findings

West Sussex is '*significantly rural*'<sup>2</sup>. 42% of the county's population and 30% of its businesses are in three rural districts in West Sussex.

Four key messages emerge from the research:

- In line with national trends, the rural population is ageing more quickly than that in the urban areas,
- The rural economy tends to underperform in terms of productivity and earnings,
- Although residents' skills levels are high there are areas where skills levels are lower, access to employment and learning opportunities are restricted and, linked to this, deprivation levels are above average,
- There are signs that, although there is scope for business and employment growth, this may be being constrained by access to skills, premises for expansion and weaknesses in the infrastructure - particularly adequate and reliable broadband which is critical to business performance.

The research also demonstrates that rural economies need to be thriving and competitive in their own right, characterised by:

- A strong skills base, the most important determinant of rural competitiveness,
- Good access to urban employment centres, an innovative economic base serving both national and global markets,
- Businesses whose owners and managers are resident in the district, and which trade in both local and extra local markets

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<sup>2</sup> According to the urban/ rural classification system used by the Department for Food Environment and Rural Affairs (Defra)

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- A physical environment that provided the basis of a high quality of life,
- A strong sense of place and identity.

Based on these findings this study has developed six factors for rural competitiveness and assessed the performance of rural West Sussex against these:

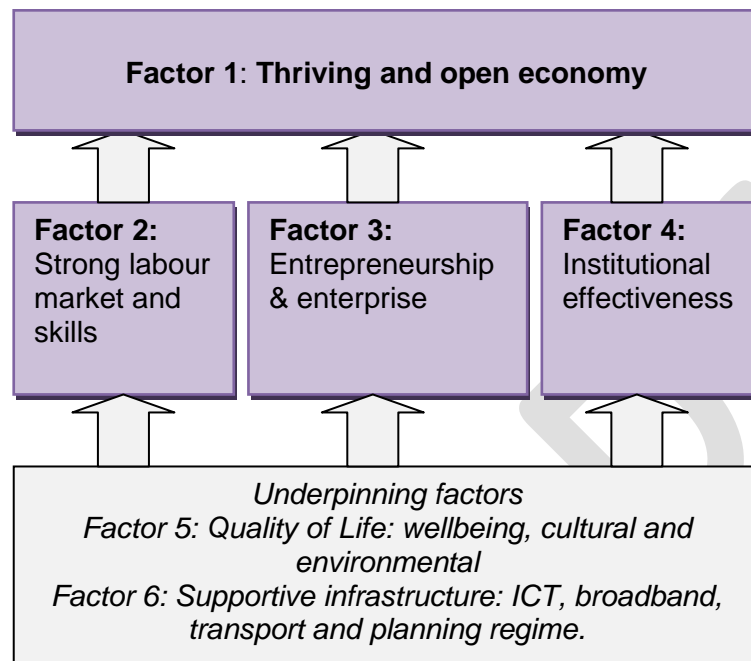


Figure 1: Rural competitiveness diagram

### Strengths and challenges

The competitive analysis of skills and enterprise in rural West Sussex reveals a mixed picture:

#### Strengths include:

- The highly skilled and qualified workforce and a relatively open labour market,
- The presence of a relatively large business base including sectors with development potential, namely:
  - manufacturing, including furniture and other wood products,
  - specialised construction e.g. civil engineering,
  - low carbon, green technology and bio-fuels,
  - digital audio visual,
  - high value tourism and ecology,
  - food and drink and creative and cultural sectors,
  - as well as land based industries which although, small are still important to the natural environment and underpin other sectors such as the visitor economy,
- A thriving home based business sector which is set to grow and which is developing new operating models and markets including international ones,
- High levels of self-employment and business creation,
- Growth in employment including knowledge economy employment,
- A high quality and extensive educational and learning infrastructure and strong partnership working,
- A wide range of HE and FE provision with a strong degree of synergy with the needs of the rural economy, e.g. creative and cultural, IT, food and land-based industries with potential for more specialisms e.g. furniture,
- An active and effective community sector which is focused on identified needs and is successful in building capacity in rural communities,
- The quality of the natural environment which is not only an attraction but includes which supports high-value tourism.

**Challenges include:**

- The ageing population which, in common with other rural areas, is happening more quickly than in urban areas, as young people move out to find employment and affordable housing and older people move in,
- The presence of some 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,
- Areas of low skills equilibrium such as Chichester where labour market mobility is less, the workforce is less well qualified and demand for higher skilled occupations and knowledge economy presence is weak,
- Variable performance at Level 2 among young people, particularly in Chichester,
- Net business creation and survival rates which are variable and need to be improved,
- Significantly lower self-employment rates among the female population,
- Infrastructural issues, particularly ICT and access to reliable broadband, which threaten to constrain business growth and individuals' access to employment and learning opportunities,
- 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,
- Access to employment and learning opportunities may affect young people in particular,
- Businesses require premises for expansion to maintain employment in rural areas,
- Home-based businesses need to be encouraged and the traditional view of separate zones and premises for living and working needs to be challenged.

From analysis of these strengths and challenges, the following six thematic areas have been identified:

**Theme 1: Focus on low skills, low mobility areas,**

Target area concentrations of low skills, low labour market mobility deprivation and unemployment revealed by ward data. Increase knowledge economy presence and raise skills levels among residents to enable participation.

**Theme 2: Focus on young people**

Provide opportunities and encourage take up of local educational opportunities, e.g. apprenticeships in target sectors and self employment for graduates etc. business incubation.

**Theme 3: Focus on sectors for development**

- Manufacturing (retention, innovation and growth),
- IT and digital audiovisual, (incubation and growth)
- Low carbon, green technology and bio fuels, , biodiversity,
- High value visitor economy, heritage sector, eco tourism,
- Food and drink, (retention and development),
- Specialist construction including eco building,.
- Land based industries e.g. viticulture.

**Theme 4: Focus on promoting entrepreneurship and enterprise,**

Support self-employment and business creation to maintain growth, support young people and female entrepreneurship and home-based businesses.

**Theme 5: Focus on learning and business support infrastructure and capacity,**

Working with partners, education and learning, business support, and third sector providers to develop provision for new target

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sectors and developing centres of expertise with integrated skills and business support for rural development.

Building **on hubs and community strengths** e.g. in market towns to promote skills and enterprise and embed it in the community and to develop creative and cultural opportunities.

### **Theme 6: Creating a sense of identity**

Promoting awareness of the nature of rural West Sussex, its economy and labour market, the needs of its residents and the vision for the future and working with partners to ensure the rural area is given similar priority to the Gatwick Diamond and Coastal area.

### ***The Approach***

These themes have underpinned the approach to addressing the challenges arising from the competitiveness analysis and identifying the priorities for action. In the context of the current climate, the agenda needs to be targeted and focused on those areas where there is a strong case for intervention. The criteria for selecting these priorities for action are:

- The issue is likely not to be self-righting and is likely to get worse without intervention,
- There is both an opportunity and a strong case for a skills and/or enterprise intervention,
- It can be achieved within existing resources through better targeting and collaboration,
- It should not duplicate existing initiatives,
- It should not displace existing private or third sector activities or likely developments and market responses.

The tables in section 6 set out a summary of the issues and priorities for action in relation to each Rural Competitiveness factor and suggested lead partners for taking them forward.

## **4. Overview of rural West Sussex**

### ***How rural is West Sussex?***

More than three quarters of the land in West Sussex is rural and over half lies in Areas of Outstanding Natural Beauty. The rural area is highly diverse, ranging from the coastal plain, the South Downs and the Low Weald. It contains more than 75 Biodiversity Opportunity Areas which themselves comprise 30% of the land area. A large part of the rural area in the county has recently been designated as part of the new South Downs National Park.

The county is classified as '*significantly rural*' by the Department of the Environment, Food and Rural Affairs (Defra). It is ranked 23<sup>rd</sup> most rural out of 35 counties in England while its nearest neighbours East Sussex and Surrey are ranked 20<sup>th</sup> and 24<sup>th</sup> respectively.

Three out of seven of the West Sussex Local Authority Districts (LADs) are classified 'rural' by Defra:

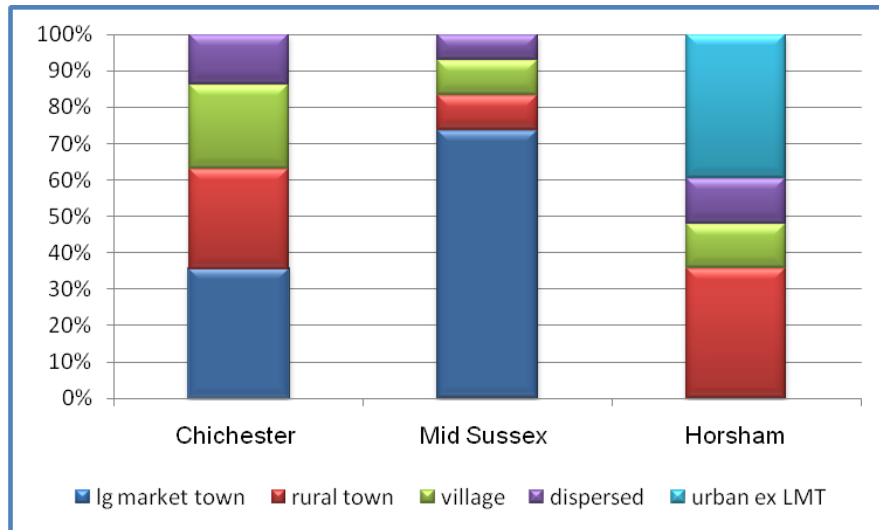
- Chichester and Mid Sussex are in the Rural 80 group i.e. more than 80% of the population live in rural settlements or large market towns,
- Horsham is in the Rural 50 group with between 50 and 80% of its population living in rural settlements or large market towns.

42% of the county's population lives in three rural districts in West Sussex (318,396 out of 753,729<sup>3</sup>). Not including those living in the large market towns of Chichester, Horsham, Hayward's Heath, Burgess Hill and East Grinstead, the relatively more dispersed rural population i.e. those in villages, hamlets and isolated dwellings comprises 25% or 186,264.

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<sup>3</sup> Defra figures

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**Figure 2: Rural districts: %age of resident population by type of settlement.**

Source: Defra ONS LA Classification data set, based on Census 2001

Horsham is the only rural district with a significant urban population, as, according to Defra's classification, 48,226 of its of 122,247 residents live in urban Horsham itself, putting it outside the large market town classification of between 10,000 and 30,000 population. The remaining 74,021 Horsham district residents live in rural towns, villages and dispersed rural areas.

### **Rural demographics: the ageing population**

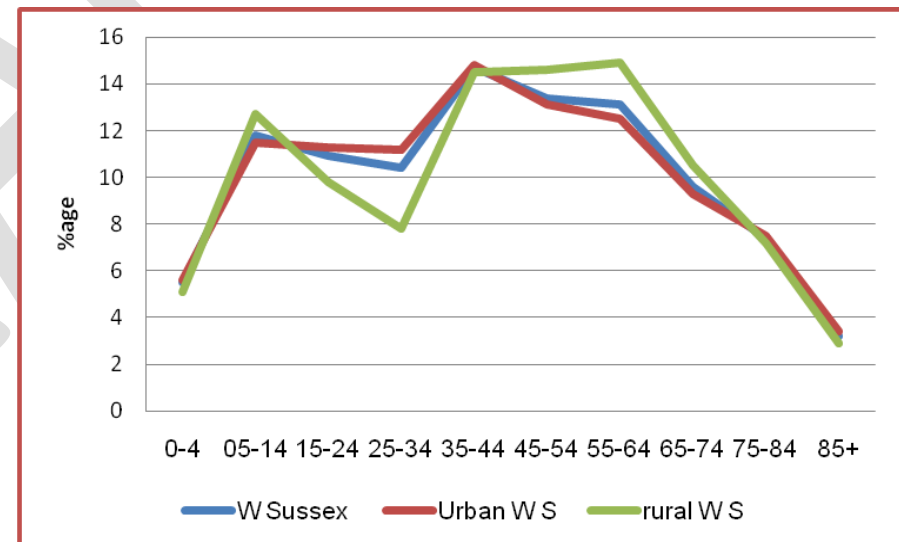
The national trend towards an ageing population is due to increased life expectancy, falling fertility rates and the effects of past 'baby booms' but is more pronounced in rural areas due to three main factors:

- Young people tend to leave rural areas for urban areas, driven by greater education and employment opportunities as well as more affordable housing,

- Older people tend to move into rural areas to downshift or retire,
- Although families, who would previously have occupied suburban areas, are now moving into rural areas, the effect is short lived as their children tend to leave to go to university or employment elsewhere whilst the parents remain.

Rural West Sussex is no exception in this respect:

- Older people are more heavily represented in rural areas up until age 75,
- Younger adults are more heavily represented in urban areas of the county up until the ages of 35,
- Children are more heavily represented in the rural areas, but only up until the age of 14 when they start to decline rapidly as a proportion of the population.



**Figure 3: Age profile of West Sussex rural and urban resident population**

Source: ONS 2007 experimental data (Ward based)/ Simpson Consulting

All the rural areas in West Sussex have higher than average

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proportions of residents between the ages of 55 and 64 when compared to West Sussex as a whole. Within this overall picture, there are some variations between the rural areas. (Where these are higher than the West Sussex average, they are highlighted in yellow in Table 1 below):

- Rural Chichester has the highest percentage of people 55-64 and the proportion of its population aged 65 and over is above the county average,
- Conversely, it has the lowest percentages of younger people in all the bands up to age 45,
- Rural Mid Sussex has the highest percentage of people 35 to 54,
- Rural Mid Sussex has the highest proportion of children and young adults up to age 24,
- Rural Horsham has above average percentages in the 35 to 64 bands but is below average for 75+.

Age range	West Sussex	rural Chichester	rural Horsham	rural Mid Sussex	rural West Sussex
0-4	5.5	4.9	5.2	5.6	5.1
05-14	11.8	11.7	13.5	13.7	12.7
15-24	10.9	8.9	10.2	11.3	9.8
25-34	10.4	7.4	8.2	7.9	7.8
35-44	14.7	13.3	15.3	15.6	14.5
45-54	13.4	14.2	14.7	15.2	14.6
55-64	13.1	15.5	14.4	14.6	14.9
65-74	9.6	12.2	9.6	8.5	10.5
75-84	7.4	8.4	6.4	5.7	7.2

**Table 1: Age profile of West Sussex rural areas by % age & age band.**

Source: ONS 2007 experimental data (Ward based)/ Simpson Consulting. (Above whole county average proportions highlighted in yellow.)

## Rural business demographics

There is a relatively large business population in rural West Sussex. Nearly 30% of its business units are located in the 42 rural wards: 11,183 out of a total business population of 25,330 according to the Annual Business Inquiry 2009. The traditional land-based industries of Agriculture, Forestry and Fishing now represent a very small percentage of rural firms, accounting for fewer than 150 businesses or about 1.2% of the total.

The sectoral make up of the rural business base differs from that of the urban areas in a number of respects. Professional, scientific and technical businesses as well as construction firms make up a relatively greater percentage of rural businesses. Conversely, the rural area has proportionately fewer retail, health, finance and insurance businesses.

Manufacturing is a significant sector in the rural areas which contain over a third (750) of West Sussex's manufacturing base of 2,102 firms. Manufacturing accounts for 12.5% of rural employment, the biggest sector measured by number of jobs. Other sectors such as specialised construction, civil engineering, the digital industries and the high value visitor economy are also important to the rural area and are examined in more detail later in this report.

The rural businesses provide nearly 20% of jobs in the county, less than the 30% share of the county's business population in the rural areas, indicating their relatively small size compared to urban businesses and the large numbers of rural home-based businesses.

However, the number of jobs in the rural areas grew by 11% in 5 years between 2003 and 2008 at a period when employment was static in West Sussex as whole and declining in urban areas. Rural businesses show a propensity for growth but remain smaller overall. They may be constrained by a lack of premises for expansion, access to skills and infrastructure issues such as poor broadband access and transport.

**Conclusion: the implications for skills and enterprise**

West Sussex is a predominantly rural county and its natural assets, together with its relative accessibility, make it an attractive location for people and businesses. As a result, it is home to large resident and business populations, which has not so far detracted significantly from the attractiveness of its rural environment.

However, the resident population is ageing more quickly than in the urban areas, there is some evidence that businesses are less productive and growth may be constrained.

The implications are that:

- Young people may be being forced by fewer learning and employment opportunities to move to the urban areas, hastening the ageing of the rural population,
- There is scope for further growth of rural businesses but they could find restricted access to a skilled working age population is a barrier, along with a lack of suitable premises for expansion and poorer broadband and transport infrastructure.

## 5. Rural competitiveness

**Rural change and development in context**

It is clear that the nature of rural areas is undergoing significant change. Since the 1970s, following a long period of urbanisation and rural depopulation, and in particular the loss of a high proportion of young people from the countryside, a much more complex pattern has emerged of counter-urbanisation and rural development. The relatively affluent have often chosen to move to the rural areas to commute, to retire, to set up or to work in the rapidly growing small business sector in the countryside.

This has been driven by both positive and negative factors but in particular better transport links and information and communications technologies which have decreased the importance of location for business and enabled the growth in home-based enterprises. New industries have emerged and the pattern of less productive rural economies is being challenged.

Traditional rural industries have simultaneously declined; agriculture is no longer the dominant industry in the countryside, although it remains the predominant land use. It now accounts for only about 0.7 % of employment in England and 4.2%<sup>4</sup> of enterprises and makes a minor contribution to GDP.

Economic development policy has not always kept pace with these changes and, for example, 'city regions' have been widely promoted as the way forward. This approach is based on an urban-centric approach, supported by a rural hinterland the purpose of which is to

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<sup>4</sup> Source employment: Annual Business Inquiry (ABI) 2008 gives a total of 172,673 jobs in Agriculture Forestry and Fishing out of a total in England of 23,073,714 jobs. Source enterprises: Inter Departmental Business Register (IDBR 2009) gives a total of 94,155 enterprises in Agriculture Forestry and Fishing out of a total of 2,237,555.

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provide commuters and possibly services and supplies. City regions were described in the State of the English Cities report, published as recently as 2006, as '*enlarged territories from which core urban areas draw people for work and services*'. This view sees urban areas as providing the major growth poles whilst rural areas are regarded as places suffering from peripherality and low productivity, to be addressed by rural development policies largely focused on agricultural modernisation and diversification.

The evidence would strongly suggest however, that successful rural development depends on more than just the rural area functioning as a provider of resources and skills to surrounding urban areas and containing some outdated rural industries in need of remedial attention. Although accessibility to urban areas is an important factor, successful rural development also depends on the rural area having a thriving economy in its own right, harnessing local resources - *people, skills, business, cultural and environmental* - to provide the conditions for sustainable development.

A Defra study<sup>5</sup> of the determinants of economic performance in rural areas found that skills had the greatest influence on the productivity of rural local authority districts that performed well. As well as a strong skills base, the study also found that those areas performing well had:

- Good access to urban employment centres,
- An innovative economic base serving both national and global markets,
- A physical environment that provided the basis of a high quality of life,
- A strong sense of place and identity.

The study found that businesses in these relatively successful rural areas tended to be run by owner-managers resident in the district,

<sup>5</sup> *The Determinants of relative Economic Performance of Rural Areas*, Defra.

the businesses traded in both local and extra local markets and had business contacts outside the local area.

### ***The key to rural competitiveness***

The key to improving rural competitiveness, therefore, is to recognise the interdependencies with urban areas but, at the same time, to reflect the need to develop strong rural economies and mobilise rurally-based human and social capital. This includes individuals, businesses and other organisations such as education, community and cultural institutions.

This approach achieves its aim through developing skills and fostering business growth and through promoting networks and interrelationships to create a strong, diverse and embedded rural economy and society with the potential for long-term sustainability. It builds on successes and capitalises on opportunities rather than relying on one-off initiatives aimed at short term remedial interventions.

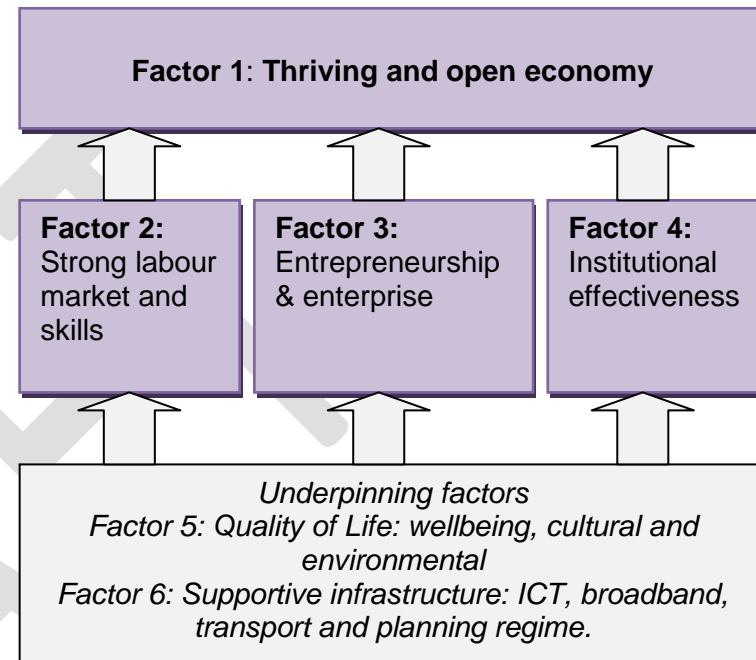
### ***The factors for competitiveness in rural West Sussex***

Based on these conclusions, this study has identified six factors for rural competitiveness to provide a framework of indicators to enable an assessment of rural West Sussex's current performance to be made and to identify areas for action. These six factors are set out opposite and represented diagrammatically in Figure 4.

A brief assessment of rural West Sussex's performance under each of these factors is set out in the following chapter, based on the data from the primary and secondary research. The assessment focuses primarily on the first four factors: *thriving economy, strong labour market skills and education, entrepreneurship and enterprise and institutional effectiveness* which are the subject of this study, although it also takes into account the remaining underpinning factors, *quality of life and supportive infrastructure*.

N.B. These factors are both mutually reinforcing and interlinked and are therefore not hierarchical.

1. **Thriving and open economy**– rural areas that perform well on business creation, growth and productivity and provide local high quality employment for residents and in-commuters as well as trading outside the local area. This flow of human capital and knowledge provides networks which operate beyond the locality and strengthen the rural economy,
2. **Strong labour market, skills and education** – Rural labour markets that perform well are open and draw in human capital as well as exporting it to urban areas, whilst skills are the most significant driver of performance in rural areas, according to Defra. Strong educational performance and skills base creates opportunities for individuals to progress and productive workforces to enable businesses to grow.
3. **Entrepreneurship and enterprise** – dynamic business start-ups to drive up employment rates, sectors and clusters and to provide the basis for future growth,
4. **Institutional effectiveness** with strong partnerships and networks, embedded in the area and engaged with social and business communities
5. **Quality of life, cultural and environmental quality** - to ensure all can benefit and to continue to attract and retain individuals and businesses,
6. **Supportive infrastructure** - e.g. transport and ICT including reliable and fast broadband, and forward looking planning.



**Figure 4: Rural competitiveness diagram**

The assessment of West Sussex’s rural competitiveness against these factors and indicators is set out in Chapter 5 below. This is followed in Chapter 6 by a summary of conclusions against each of these factors and the associated indicators and the priorities for action in relation to skills and enterprise.

In the current economic climate with its attendant pressures on organisations and restrictions on resources, the priorities for action are confined to those which will have most impact and which can be achieved within current resources.

## 6. Rural West Sussex: assessment of competitiveness

### Factor 1: Thriving and open economy

#### Indicators:

**Economic performance and productivity,  
Earnings and GVA per head  
Economic structure and sectors,  
Knowledge economy presence**

#### Economic performance and productivity in rural West Sussex

The West Sussex economy as a whole underperforms compared to the rest of the South East on both productivity and earnings:

- **GVA per head was 5.5% lower** in 2007<sup>6</sup> at £20,248 in West Sussex than the South East average of £21,382 per head,
- **Earnings by workplace were 8.2% lower** at £471.40 per head<sup>7</sup> than the South East median weekly wage of £513.60 in 2009.

All three rural districts have a median weekly wage<sup>8</sup> ranging from 16% and 5% below the South East, and only Mid Sussex performs above the county as a whole on this metric as Table 2 below demonstrates.

<sup>6</sup> Source: ONS Regional productivity figures 2009 by NUTs 3 Headline Gross Value Added (GVA) pre head at current basic prices

<sup>7</sup> Source: ONS annual survey of hours and earnings – workplace based

<sup>8</sup> The median is used here in preference to the average as it shows the middle value in a set of values and is a better basis for comparison. Averages can be distorted by very high or very low figures at either end of the scale.

District	Median weekly wage	%age below SE
Mid Sussex	486.30	-5%
Horsham	456.10	-11%
Chichester	431.40	-16%
West Sussex	471.40	-8%
South East	513.60	N/A

**Table 2: Median weekly earnings in £s by workplace in West Sussex rural districts**

Source: ONS annual survey of hours and earnings 2009

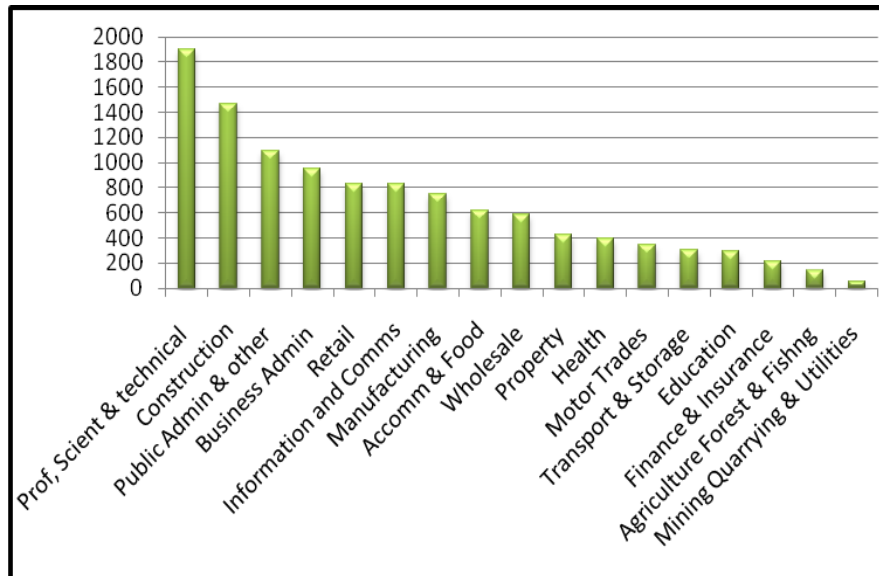
#### Economic structure of rural West Sussex

According to the Annual Business Inquiry (ABI), West Sussex contains just over 36,000<sup>9</sup> business units of which 11,183 or 29.61% are in the 42 rural wards and 25,330 are in urban areas.

In terms of sectors, Professional, Scientific and Technical has the most numerous in the rural wards, followed by Construction and Public Administration. The traditional land-based industries of Agriculture, Forestry and Fishing are now a very small presence in numbers of business units and employment as Figure 6 below demonstrates.

<sup>9</sup> The IDBR gives a figure of 31,440 based on VAT and PAYE data but does not allow ward based analysis.

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**Figure 5: Business distribution by sector in Rural West Sussex**

Source: ONS Annual Business Inquiry 2008 Workplace Analysis (ward based data)./ Simpson Consulting

There are some marked sectoral differences in the urban and rural business distribution by number of businesses:

- The Professional, Scientific and Technical sector accounts for 17% of businesses in rural areas but only 13.4% in urban areas,
- Construction is also more heavily represented in rural areas with 13.1% of the businesses operating in this sector compared to 11.8% in urban areas,
- Retail makes up just 7.4% of rural businesses compared to 12.3% of urban businesses.

Urban areas are relatively more dependent on Retail, Health and Finance and Insurance.

In terms of employment, i.e. numbers of jobs, there are key

differences between the make up of rural and urban areas. Manufacturing is somewhat surprisingly the largest sector in rural West Sussex with 12.5% of employees working in this industry.

The top seven sectors for rural and urban areas in West Sussex are set out in Table 3 below. Apart from the public sector which is ranked 4<sup>th</sup> in both urban and rural areas, there are no commonalities in terms of rank in the top seven between urban and rural areas.

Sector	No of jobs in rural wards	% of rural employment
1. Manufacturing	7653	12.5
2. Education	7139	11.6
3. Accommodation & Food	6447	10.5
4. Public Administration and other	6146	10
5. Health	4738	7.7
6. Construction	4601	7.5
7. Professional , Scientific & Technical	4475	7.3
Sector	No of jobs in urban wards	% of urban employment
1. Health	35341	13.1
2. Retail	34049	12.6
3. Transport and Storage	25178	9.3
4. Public Administration and other	22294	8.2
5. Manufacturing	21751	8
6. Education	21560	8
7. Business Administration	21,428	7.9

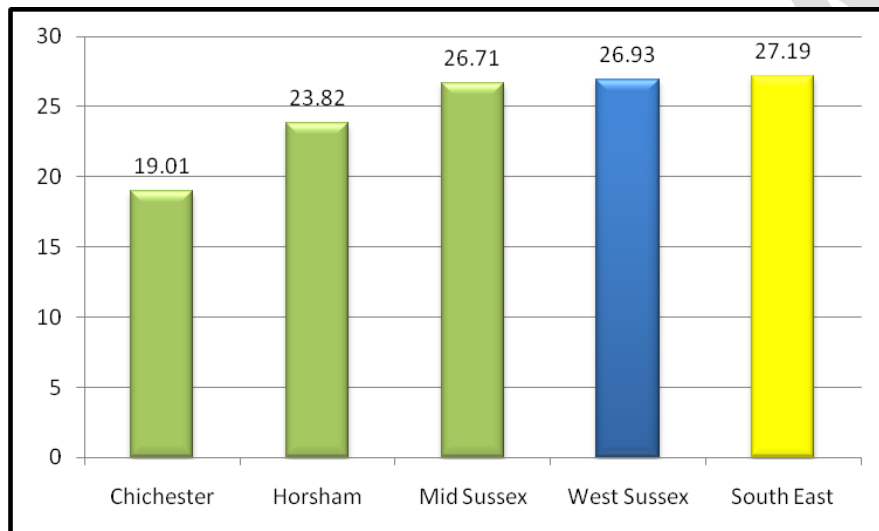
**Table 3: No.s of jobs in rural and urban West Sussex, top 7 sectors**

Source: ONS Annual Business Inquiry 2008 Workplace Analysis (ward based data)/ Simpson Consulting

### The knowledge economy in rural West Sussex

Performance on productivity, earnings and growth are strongly linked to the performance of the knowledge economy. In West Sussex, the size of the knowledge economy has remained broadly static in recent years. The county had 26.93% of its employment in knowledge driven sectors<sup>10</sup> in 2008, virtually unchanged since 2003 when it was 26.8%, broadly comparable with the South East.

However, the countywide figures conceal wide variations at district level. Of the three rural districts, Chichester has a very weak knowledge economy and contains significantly fewer jobs in these sectors than the county and regional averages.



**Figure 6: Percentage employment in knowledge economy sectors in 2008: (workplace based)** Source: Local Futures

<sup>10</sup> Knowledge driven sectors referred to by Local Futures are based upon OECD and EC definitions where individual industries are classified according to whether graduates make up at least 25% of their workforce.

The knowledge economy is driven by the availability of skills, market demand and supporting infrastructure – high value businesses tend to start up or locate where they can find the right skills, access to markets and supportive business environment. People with marketable skills will, over time, follow business investment.

Although skills levels tend to be above average in the rural areas, there is no room for complacency, if local demand for higher level skills in rural areas is weak. Creating a virtuous circle of rising higher level skills and increasing demand for such skills is the key to future prosperity in the rural areas.

### Conclusions on Factor 1: Thriving and open economy

- Rural West Sussex contains nearly 30% of the county's businesses,
- Manufacturing is important to the rural economy, particularly in terms of employment,
- There are signs that the West Sussex rural economy is less productive compared to the rest of the South East,
- The knowledge economy has a weaker presence in terms of percentage of jobs in the rural districts, particularly in Chichester,
- Traditional rural industries of agriculture, forestry and fishing now make up a very small part of the rural economy, although they do have a wider impact e.g. the landscape and thus contribute to tourism and other industries,
- There are marked sectoral differences between rural and urban West Sussex; in particular, rural West Sussex is relatively more dependent on the Professional Scientific and Technical sector, Manufacturing and Construction and less dependent on Retail and Health.

**Factor 2: Strong labour market, skills and education**

<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>Employment demand</li> <li>Occupational structure</li> <li>Travel to work patterns, inflows and outflows</li> <li>Economic activity and inactivity</li> <li>Educational attainment, young people</li> <li>Qualifications and skills levels, adults of working age</li> <li>Occupational structure</li> <li>Skills shortages and gaps,</li> <li>Skills demand, current and future trends</li> </ul>
---

**Employment demand in rural West Sussex**

The rural districts contain 155,300 of West Sussex’s 332,000 jobs according to ABI 2008 and these are distributed as follows:

District	Total jobs	Full time	Part time	Jobs density
Chichester	51,400	66.5	33.5	1.0
Mid Sussex	54,300	68.2	31.8	0.83
Horsham	49,600	69.5	30.5	0.75
West Sussex	332,000	68.7	31.3	0.86
South East		69.0	31.0	0.86

**Table 4: Employment demand (no.s of jobs) in rural LADs in West Sussex/ Job density**

Source: ABI 2008, ONS jobs density/ Simpson Consulting

Chichester district has a significantly higher than average share of part-time jobs compared to both county and region. Jobs density, the ratio of total jobs to working population, also varies quite markedly with Chichester district having a higher than average density and Horsham district having a lower density.

Using ward-based data the rural area of West Sussex, excluding large market towns, contains 61,456 jobs or 19% of the total compared to 270,681 in urban areas and large market towns giving a total of 332,137 jobs in West Sussex in 2008 according to ABI. The number of jobs in West Sussex remained broadly static between 2003 and 2008.

	No of jobs 2003	No of jobs 2008	Net Gain/loss 2003 -8
Total jobs rural West Sussex	54,915	61,456	+ 6541
Total jobs urban West Sussex	277,317	270,681	- 6636
Total jobs West Sussex	332,232	332,137	N/A

**Table 5: Changes in employment demand in rural and urban West Sussex 2003-2008**

Source: ABI ward based data/ Simpson Consulting

However the number of jobs in the rural wards has increased by nearly 11% over the five year period whilst the number of jobs in urban areas has declined by a similar number or 2.4% of the total of urban jobs.

**Knowledge economy employment in rural West Sussex**

The number of knowledge economy jobs has shown a very slight increase of 0.75% in West Sussex as a whole from 2003 to 2008.

Employment in knowledge economy sectors	No of KE jobs 2003	No of KE jobs 2008	Net Gain / Loss 2003-8	% Gain /Loss
West Sussex rural wards	16359	19658	+3299	+20%
West Sussex urban wards	94713	92241	-2472	-2.6%
Total knowledge economy employment in West Sussex	111072	111899	+827	0.75
Total West Sussex employment	332232	332137	N/A	

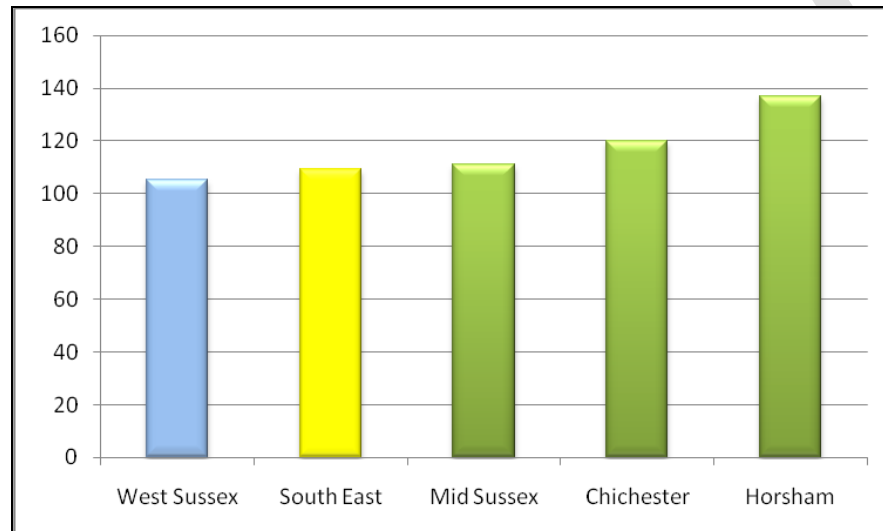
**Table 6: Changes in knowledge economy employment demand 2003-8 in rural and urban West Sussex.**

## Skills and Enterprise in Rural West Sussex

Source ABI ward based data/ Simpson Consulting

Urban wards have lost knowledge economy employment whilst rural wards have shown a considerable increase in percentage terms of 20%, although obviously with a smaller stock to start with. This would seem to indicate that not only is employment growing in rural West Sussex, knowledge economy employment is also growing. However, as the previous section shows, this is necessary if the economy in the rural areas is to perform better.

The employment of local residents in the knowledge economy jobs does not always follow the same pattern of the local knowledge economy jobs available, since knowledge workers have a propensity to travel further to work. The local knowledge worker score<sup>11</sup> in the rural districts is set out in Figure 7 below.



**Figure 7: Local knowledge worker score (GB =100) May 2009**  
Source: Local Knowledge / Local Futures

<sup>11</sup> I.e. proportion of local residents employed in the knowledge economy above or below the GB average

This shows that on this measure, rural residents benefit quite highly from knowledge economy employment but may be commuting in order to do so.

### Travel to work patterns

According to the Census 2001, workers in rural West Sussex generally travel further to work than those across the county and there are variations at district level:

#### **Chichester**

Residents of Chichester are the least likely to commute outside of the area with 31% travelling outside to work and 69% of those in employment both working and living in the district. The most popular destinations are Arun, London, Portsmouth, East Hampshire and Horsham.

#### **Mid Sussex**

44% work outside and 56% stay in the district. The most popular destinations are Crawley, London, Reigate and Horsham.

#### **Horsham**

41% work outside the district and 59% work within it. The most popular destinations are Crawley, London, Mid Sussex, Mole Valley, Brighton and Hove.

There are three broad patterns of labour market flow:

- There is a coastal flow (of which Chichester is part),
- A Crawley, Mid Sussex and Horsham flow,
- And a coastal/ Horsham and Mid Sussex flow.

Guildford does not appear to be a popular commuting district for rural Sussex residents and Fareham, Gosport and Southampton attract very few rural Sussex residents.

Perhaps unsurprisingly, residents of rural West Sussex districts are more dependent on cars as their main means of travel than average, with 63% normally using a car compared to 60% across

## Skills and Enterprise in Rural West Sussex

the county as a whole. In rural West Sussex there are 11.2% of households without a car compared to 21% in urban West Sussex.

### Inflows

- Chichester attracts significant numbers of workers from Brighton and Hove and East Hampshire,
- Mid Sussex attracts significant numbers from Brighton and Hove and Crawley,
- Horsham attracts significant numbers of employees from Arun, Brighton and Hove and Crawley,
- No district attracts very many outward commuters from London, although Mid Sussex attracts the most.

### Economic activity and inactivity

The employment rate, namely the percentage of working age population in employment, tends to be average or above average in the rural districts in West Sussex.

	Employment rate	Unemployment rate
Chichester	78.9	4.3
Horsham	80.0	4.3
Mid Sussex	82.7	4.2
West Sussex	78.2	5.5
South East	77.5	5.6

**Table 7: Employment and unemployment rates in rural LADs 2009 working age population**

Source: ONS Annual Population Survey

Conversely, unemployment tends to be lower in rural areas compared to urban West Sussex, so, although the rural districts have seen a rise in unemployment, they are still below the county average on this metric.

The JSA claimant count does not pick up all unemployed people but has the advantage of being available at ward level. JSA claimant count rates for urban and rural wards are set out in Table 8.

	Apr-07	Apr-08	Apr-09	Apr-10
Rural wards	0.9	0.7	2.2	2.0
Urban wards	1.4	1.3	3.3	3.2

**Table 8 The JSA claimant count rate as a %age of working age resident population in rural and urban wards 2007 to 2010.**

Source: Nomis/ DWP ward based data

There were 1,973 people claiming JSA in the rural wards in May 2010, an increase from 978 in 2007 but below the peak of 2,338 in May 2009.

May 2007		May 2008		May 2009		May 2010	
No.	Rate	No.	Rate	No.	Rate	No.	Rate
848	0.8	780	0.7	2,338	2.2	1,973	1.9

**Table 9: Claimant count in rural wards 2007 to 2010. No and rate.**

Source: Nomis / DWP, residence based.

Over the period, the claimant count rate more than doubled from 0.8% of people of working age to 1.9%.

The majority of rural wards with above average claimant count rates as a percentage of working age resident population are in Chichester as illustrated in Table 10. Claimants tend to be older in the rural districts than the urban ones.

## Skills and Enterprise in Rural West Sussex

Rural ward	District	Rate May 2010
Bramber, Upper Beeding and Woodmancote	Horsham	2.0
Chantry	Horsham	2.0
Henfield	Horsham	2.0
West Wittering	Chichester	2.1
Cuckfield	Mid Sussex	2.1
Easebourne	Chichester	2.2
Petworth	Chichester	2.2
Pulborough and Coldwaltham	Horsham	2.2
Rusper and Colgate	Horsham	2.2
Wisborough Green	Chichester	2.4
Billingshurst and Shipley	Horsham	2.4
Lavant	Chichester	2.6
Midhurst	Chichester	2.7
East Wittering	Chichester	3.3
Selsey South	Chichester	3.3
Selsey North	Chichester	3.6
Sidlesham	Chichester	3.6
Tangmere	Chichester	3.7

**Table 10: Wards with above average claimant counts in 2010.**

Source: Nomis DWP, residence based.

### Educational attainment: young people

The national target is for 85% of 19 year olds to achieve Level 2 by 2013. DCFS statistics show that although there has been an improvement there is some way to go to achieve 85% by 2013.

Mid Sussex and Horsham perform better than county and regional average, Chichester district still underperforms on this measure.

District/ region	Level 2 achievement at 16-19
Chichester	67.3%
Horsham	78.3
Mid Sussex	71.8
W Sussex	70.1
South East	67.9

**Table 11: Level 2 achievement in rural districts in 2009**

Source: DCFS

### Adult qualifications levels

The working age resident population in the rural districts of Chichester, Mid Sussex and Horsham is comparatively well qualified in relation to both the county and regional averages.



**Figure 8: Percentage of resident working age population qualified to Level 4 and above in rural districts.**

Source Nomis/ ONS Annual Population Survey Dec 2008

## Skills and Enterprise in Rural West Sussex

Conversely, there are lower percentages of the working age population with no or lower qualifications in the rural districts as Figure 9 illustrates.

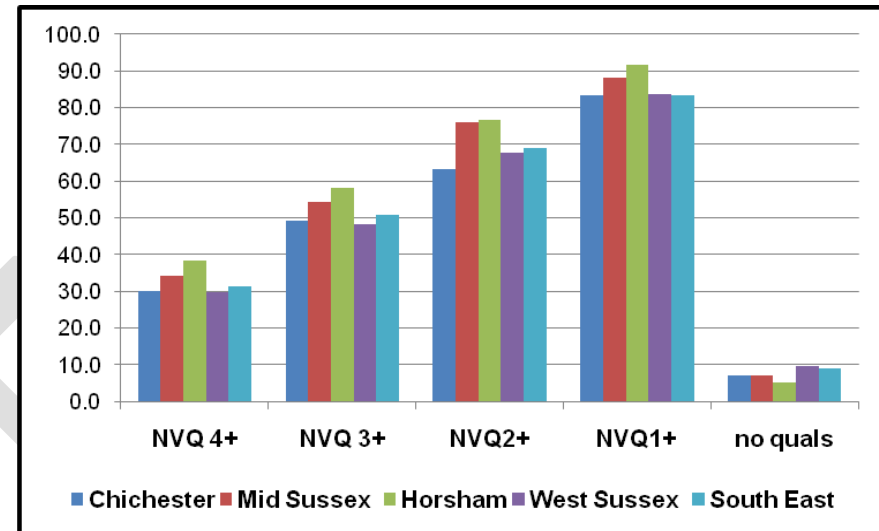


**Figure 9: Percentage of resident working age population with no qualifications in rural districts.**

Source Nomis/ ONS Annual Population Survey December 2008

Among the rural districts Chichester has the least well qualified resident working age population at all levels and Horsham the best at all levels. (See Figure 7 below)

Chichester underperforms both the county and regional averages for Level 2 and above.



**Figure 10: Percentage of resident working age population qualified at each level in rural districts.**

Source Nomis/ ONS Annual Population Survey December 2008

### Occupational structure

Horsham and Mid Sussex rural districts have above average (county and regional) proportions of their resident workforces employed in managerial and senior roles and smaller proportions in intermediate groups, e.g. skilled trades and lower skilled and elementary occupations.

Chichester shows a more variable profile and is below the county and regional average in terms of managers and senior official occupations, but above average for Groups 2 and 3, i.e. professional and associated professional and technical. It appears to be relatively strong on skilled trades or intermediate skills but also has more people in lower level, less skilled occupations.

## Skills and Enterprise in Rural West Sussex

	South East	W Sussex	Chichester	Horsham	Mid Suss
1 Managers and senior officials	17.6	17.0	16.8	21.2	18.4
2 Professional occupations	14.6	13.2	16.4	15.5	14.3
3 Associate professional and technical	15.8	14.9	16.3	18.5	18.6
4 Admin and secretarial	11.5	11.6	5.4	11.4	15.0
5 Skilled trades	9.9	11.0	13.5	9.1	10.4
6 Personal service	8.3	9.6	8.7	7.0	7.6
7 Sales and customer service	7.0	6.5	7.6	6.5	6.3
8 Process plant & machine operatives	5.0	4.9	5.3	4.8	2.7
9 Elementary	10.0	11.3	10.0	6.0	6.7
Total	99.7	100	100	100	100

**Table 12: Occupational structure of the resident population in employment in rural districts.**

Source: Annual Population Survey 2009

(Above county average percentages are highlighted in yellow)

### Skills shortages

There appear to be few skills shortages in the rural area emerging from an analysis of hard-to-fill vacancies. These are very few in number, possibly due at least in part to the current economic climate. There are, however, some current vacancies and, although employers may not appear to be experiencing difficulty in filling these, the majority of them are in Crawley where corporate managers, business professionals and sales occupations are sought after. In Chichester, carers are currently in demand along with elementary occupations and process, plant and machinery operatives with a similar pattern evident in Horsham district.

### Conclusions on Factor 2: Strong labour market, skills and education

- Rural West Sussex provides a significant proportion of the county's jobs and the numbers of rural jobs appear to be increasing whilst urban areas are losing jobs,
- Knowledge economy employment appears to be increasing quite significantly in rural areas and declining in urban ones. However, there is room for improvement, particularly in Chichester where knowledge economy presence is still weak,
- The rural labour market is reasonably open, although the majority of rural residents work within their own areas, particularly in Chichester,
- There are three broad patterns of labour market flow: there is a coastal flow; a Crawley, Mid Sussex and Horsham flow; and a coastal to Horsham and Mid Sussex flow,
- There are significant inflows to the rural districts particularly from Brighton and Hove and Crawley but not from London,
- Unemployment, though rising, is still lower in rural than urban areas of the county. There appears to be a concentration in Chichester rural wards,
- Educational attainment for young people at Level 2 is improving but is still variable at local level and is below target in Chichester,
- The adult workforce in rural districts is comparatively well qualified in relation to both the county and the region,
- Conversely there are relatively few people with no qualifications in the rural districts, although Chichester and Mid Sussex have higher proportions in this group
- Among the rural districts Chichester has the least well-qualified resident working age population and Horsham the best. Chichester is below the county and regional averages for population qualified to Level 2 and above,

## Skills and Enterprise in Rural West Sussex

- In line with the high levels of resident qualifications, Horsham and Mid Sussex rural districts have above average proportions of their resident workforces employed in managerial and senior roles, compared to both the county and the region,
- This trend is less evident in Chichester where the very top level occupations at senior management are below average in terms of proportion of the resident workforce employed,
- Skills shortages do not appear to be an issue but there are some signs that top and bottom end of the labour market may be where there is currently some demand,
- The lower skilled occupations are more in demand in Chichester and the higher skilled managerial vacancies are more prevalent in the Crawley area, reflecting the prevalence of the knowledge economy in the Gatwick Diamond.

### Factor 3: Entrepreneurship and enterprise

#### Indicators

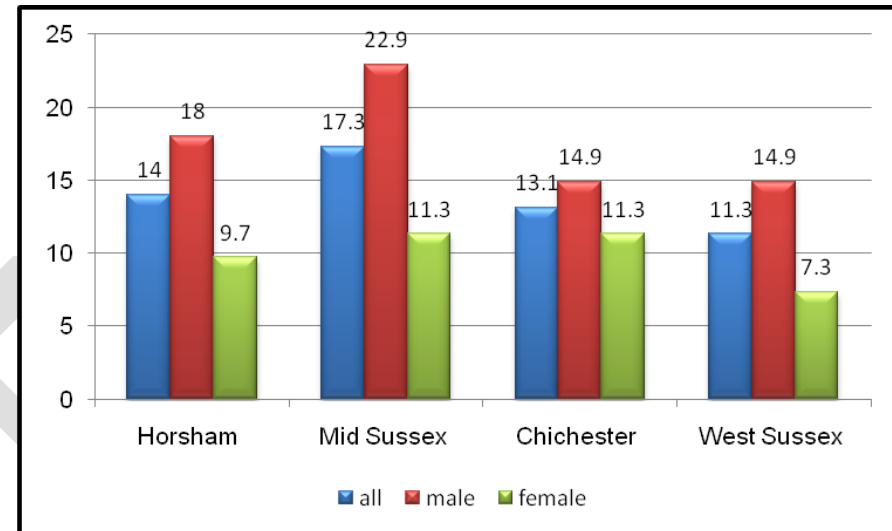
**Business dynamism**

**Self employment rates**

**Business creation and survival**

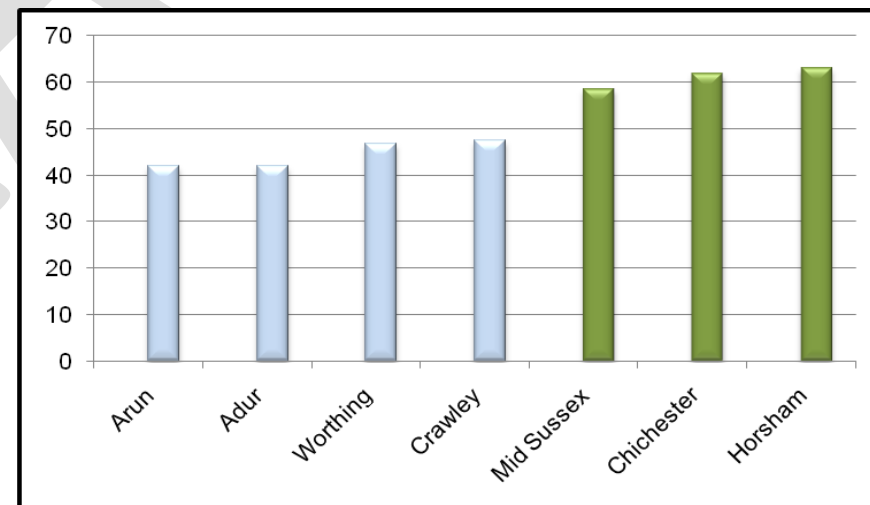
**Key sectors for growth**

The rural districts have higher than average self employment rates compared to both county and regional averages as Figure 11 below demonstrates. Mid Sussex has particularly high rates of self employment overall, due to the very high rates of male self employment of nearly 23% compared to a South East average of 13.8% and a GB average of 12.7%. Business creation rates per head of population are also higher in the rural districts as Figure 12 shows.



**Figure 11: Self employment rates in rural districts for economically active adults 16+.**

Source: Annual Population Survey 2009



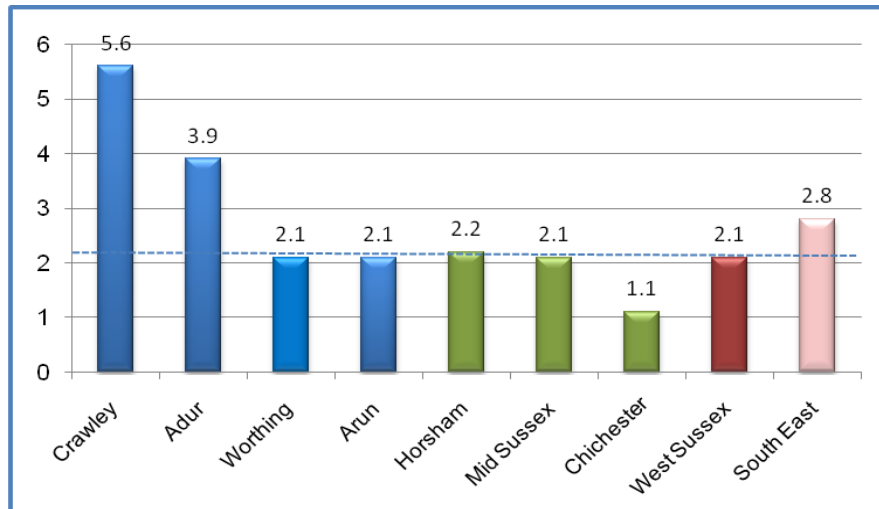
**Figure 12: Business creation rates by district per 10,000 adults**

Source: ONS N1 171 data 2008

## Skills and Enterprise in Rural West Sussex

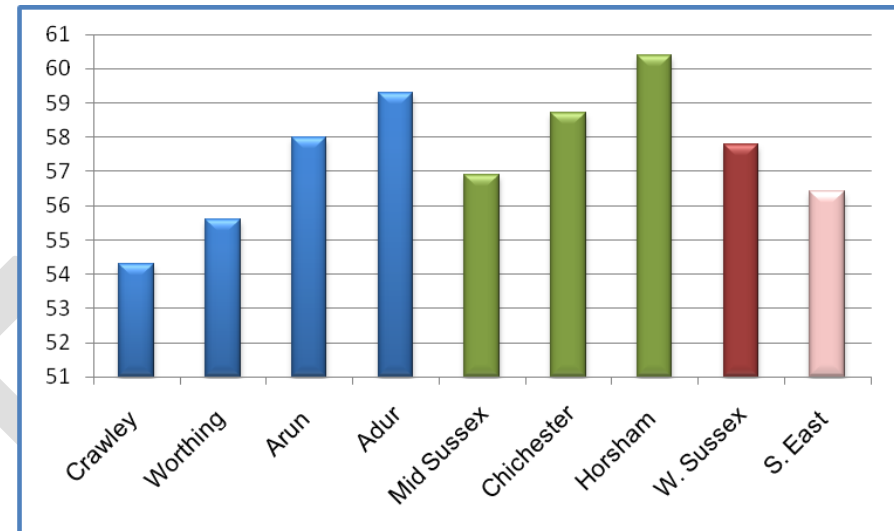
However, on net business creation as a percentage of existing business stock (i.e. the net growth per year in businesses) the rural districts do not perform so well. The urban districts of Crawley and Adur were the only districts managing to grow their business stock at above average rates before the economic downturn as Figure 13 shows.

Business survival rates show a mixed picture in both rural and urban districts as Figure 14 opposite shows. Businesses in Chichester and Horsham appear to be surviving better than average but Mid Sussex business survival rates are below average.



**Figure 13: Net business creation rates as a percentage of business stock**

Source: VAT registrations and de-registrations 2007



**Figure 14: Business survival rates at 4 years after registration in 2004**

Source: ONS Business Demography 2008

### Home-based businesses

There has been substantial growth in home-based businesses and particularly in rural areas. Accurately investigating home-based businesses is challenging, however, and statistics tend to differ, perhaps because home-based business owners are concerned that they may be subject to financial and other penalties. A recent report by the Smith Institute<sup>12</sup> looked at a number of sources and concluded that two thirds of the UK's home workers are self-employed and up to 40% of businesses are home based. Other surveys have put the figure higher at 51% according to the Annual Small Business Survey (BERR 2007). Enterprise Nation's Home Business Report estimates 2.8 million businesses are operating from home, an increase of 300,000 or nearly 11% over the previous 12 months. An estimated 448,247 of these are in the South East.

<sup>12</sup> *Can Home Working Save the Planet* Smith Institute 2008

## Skills and Enterprise in Rural West Sussex

Evidence from research carried out in Horsham<sup>13</sup> indicates that 1 in 8 households in Horsham district contains a home-based business and households in rural areas are 50% more likely to have a home based business. The majority are village-based, (61%) and operate in business services (40%) followed by consumer services (20%). Home based business owners in Horsham are most likely to be age 35 to 54, and be in clerical and skilled manual occupations, although a significant group (20%) are professional and senior managers.

Whilst many of these are small and micro businesses – the average turnover is £88K and only 31% are VAT registered - Horsham District Council's research indicates that by no means all are in this category. 15% trade internationally, a higher propensity to export than the SME population as whole. 18% employ more than one person and 29% aimed to expand the number of employees in 2008, in spite of the economic downturn. Deterrents to expansion include the need for larger premises, managed workspaces or incubation units and the problems of finding suitably skilled people. 64% expect their turnover to increase in the next 2-3 years.

Policy makers have tended to overlook home-based businesses as being lifestyle and micro businesses but the evidence strongly suggests that developments in technology are changing this profile as location becomes a less important factor and a global presence can now be built from home. The entire survey base for the Enterprise Nation report concurred that technology was important, very important or critical to running their businesses.

A further driver is the changing nature of organisations in the post industrial age with the rise of the knowledge economy. Individuals increasingly can form looser collaborations for the duration of projects or individual ventures without the need for a traditional

<sup>13</sup> 'Home based businesses' Abacus Research for Horsham District Council September 2008

corporate structure with its concomitant overhead costs and comparative lack of flexibility. 89% of businesses in the Enterprise Nation report expected to increase turnover by taking on freelancers and outsourcing.

The use of the home as a place of business is therefore likely to continue to increase and is strongly connected to enterprise performance. The potential environmental benefits are also significant in the drive towards a low carbon economy. The Smith Institute report poses the question: '*Can we afford the carbon costs of building - and then fuelling - workplaces and homes as separate buildings?*'

### Business sectors for future development

An examination of the ABI data which is available at ward level and therefore can be used to pinpoint the rural areas indicates that there are a number of sectors in that may be showing some signs of clustering in the rural areas. Although numbers are sometimes small and confidence levels vary, there would seem to be the following sectoral specialisms in the rural areas.

**Manufacturing:** this is the strongest sector in the rural area in terms of employment. Important sub sectors include:

- Furniture and wood products,
- Metal fabrication (not machinery),
- Computer and electronics,
- Food and beverages,
- Rubber and plastics,
- Textiles and clothes.

This sector appears to be geographically concentrated in the Billingshurst, Wisborough Green and Cowfold areas. Although some of it is in the low value end e.g. metal fabrication, some such as computer and electronics is more likely to be in the high value/ advanced category, whilst furniture and wood could have synergy

## Skills and Enterprise in Rural West Sussex

with the proposed eco theme for the rural area.

**Specialised construction.** This includes:

- Civil engineering and construction of buildings (including trades such as plumbing),
- Engineering activities and related technical consultancy.

**Computers and IT-related activities.** This includes:

- Programming activities
- Computer consultancy activities
- Other information technology and computer service activities

And has strong links with the digital audio visual sector.

**Digital audio visual sector:** this appears to be a relative strength and includes:

- Motion picture, video and television programme production activities,
- Motion picture, video and television programme post-production activities,
- Motion picture, video and television and radio broadcasting, and publishing including music publishing activities.

**Visitor economy:** As might be expected this is present in rural areas:

- Accommodation,
- Restaurants,
- Beverage serving,
- Events and other food services,
- Travel and tour operators etc.

It is linked to:

- Heritage and visitor attractions including the new South Downs National Park,
- Creative and cultural areas,
- Artistic and performing arts.

**Land based industries:** Although this sector is small in terms of businesses and employment, it is an important sector for West Sussex in terms of land use, the attractiveness of the natural environment and links to the visitor economy and the identity of the rural area. As well as traditional agriculture, there are some important and growing sub sectors including:

- Viticulture
- Equine industries and related services and supplies
- Horticulture (although this tends to be concentrated in the coastal area).

## Conclusions on Factor 3: Entrepreneurship and enterprise

- The rural districts have higher than average self employment rates compared to both county and region,
- Mid Sussex has particularly high rates of self employment and especially for males,
- Female self employment rates are significantly lower than those of males,
- The rural districts also show higher than average business creation rates, per head of population,
- However, on net growth per year in business stock, the rural districts do not perform so well,
- Businesses in Chichester and Horsham appear to have higher than average survival rates but Mid Sussex business survival rates are below average,
- On the whole, it is a mixed picture and while clearly there is an entrepreneurial population measured by self employment rates and business creation per head of population, this is not being translated into significant growth in the business stock,

- There is evidence of sectoral strengths with potential for future development including manufacturing, specialised construction, IT and audiovisual, visitor economy, food and drink and the heritage and creative and cultural sectors,
- Home-based businesses are a significant presence and play a major economic role. They are likely to increase in importance in future driven by the rise of the knowledge economy, the use of technology and changes away from traditional organisational structures,
- Land-based businesses will continue to play a significant role although small in number as they are key to the identity of the rural area and have strong links to the visitor economy. Subsectors include viticulture and equine industries.

#### Factor 4: Institutional effectiveness

##### Indicators:

**Learning and skills provision and fit with demand**  
**Institutional partnerships and networking**  
**Community capacity**

West Sussex has a wide range of education, learning and skills provision. For young people up to age 19, there is a range of primary and secondary schools including new Academies and rural areas appear to be relatively well served although access to convenient and affordable transport may be an issue for some students. Work is currently underway to investigate the extent of this. As noted, although attainment rates are improving across the county there are variations in achievement and at Level 2, key Stage 4, there is a range from 46% to 100% achieving 5 GCSEs at grades A to C.

Further and higher education provision is a major strength with Northbrook, Worthing, Central Sussex and Chichester colleges (including Chichester College's Brinsbury Campus in the heart of the rural area) delivering a wide range of FE and HE as well as business training to rural areas. Provision at Brinsbury includes, but is not confined to, a number of rural specialisms in land-based and related industries.

Chichester, Brighton and Sussex Universities are also within easy reach, offer a wide range of HE undergraduate and post graduate provision and are active participants in partnership activities and business engagement.

One measure of the extent to which HE provision meets labour market and economic needs is employability of graduates:

- **Sussex University** Recently achieved an employment rate of 93.1% of graduates against a benchmark of 91.4%. **Strengths:** Wide range of provision including social sciences, sciences, business and economics, arts subjects, computing and IT, engineering,
- **University of Brighton** achieved an employment rate of 88.4, against a benchmark of 91%. **Strengths:** Art and design, architecture and construction, performance and the visual arts, medicine related sciences and studies e.g. nursing computing, engineering, law and criminology, food and hospitality and tourism, accounting economics and management. Land-based industries.
- **University of Chichester** Achieved an employment rate of 94.2 on employment rate for graduates against a benchmark of 91.3%. **Strengths:** education and teaching, sport, accounting business management, finance, music and dance, arts and media, arts subjects, fine art, tourism.

**Training provision:** Sussex Council of Training Providers represents 45 training providers including colleges who deliver publicly funded training to individuals and businesses. There are also over 100 private sector training providers in Sussex. Publicly funded and private training providers appear to be mostly concentrated along the coast and in Crawley although this may not be a problem for rural businesses. There are also smaller numbers of training providers in Horsham, Hayward's Heath and Steyning.

As is usual, the private sector training providers offer a range of general management, IT, finance and project management courses. Less commonly there is also a range of specialist training providers including performing arts, health and safety, aviation, health and social care, furniture and crafts. Many are very small but there is a large specialist private training provider, West Dean College which specialises in furniture, crafts and arts.

**Community Sector** The community sector is relatively strong in rural West Sussex. The most prominent community organisation is Action in Rural Sussex (AiRS) which is a sizeable and established organisation and has identified clear priorities for rural Sussex, based on well researched understanding of rural communities:

- Recognition of rural deprivation,
- Access to services in rural areas,
- Rural Economy – focus on growth,
- Rural broadband provision,
- Affordable Rural Housing,
- Addressing fuel poverty,
- Services for the ageing population,
- A future for rural young people,
- Support for Community Buildings and assets,
- Rural public and community transport.

AiRS offers a range of community development initiatives and

projects and has developed services, for example, in market towns and rural villages and to tackle rural isolation. It has helped to build significant capacity in the community in towns such as Billingshurst.

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#### **Conclusions on Factor 4: Institutional effectiveness**

- School and college provision for 16-19 has been variable but is improving, although there may be some lack of choice in rural areas, particularly given transport issues,
  - Rural West Sussex is well catered for in terms of learning and skills provision, particularly HE and FE,
  - HE and FE provision has a strong degree of synergy with the needs of the rural economy, e.g. creative and cultural, IT, food and land based industries but there may be potential for more specialisms e.g. furniture,
  - Key strengths in the institutions can be harnessed to develop the new agenda for rural businesses,
  - The partnerships are strong and the institutions are willing to work together,
  - Private sector training providers offer a range of specialisms tailored to the needs of the rural economy,
  - The community sector is relatively strong and community capacity has been built in market towns and villages, although there is always more to do. Funding is likely to be constrained in future for these activities.
-

**Factor 5: Quality of life cultural and environmental quality**

**Indicators:**  
**Social deprivation levels**  
**Cultural and environmental quality**

**Deprivation in rural West Sussex**

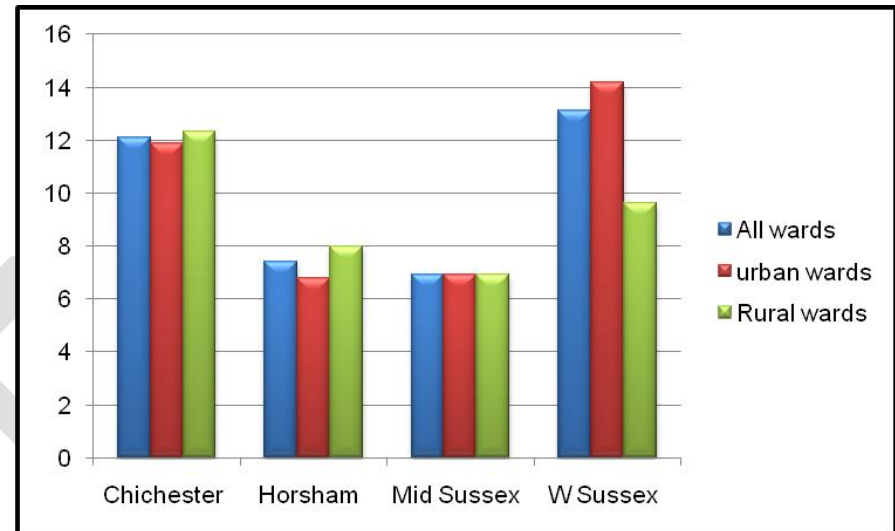
Table 13 and Figure 12 illustrate the Index of Multiple Deprivation Scores compiled by the West Sussex PCT for rural districts in West Sussex using ward level data from the Index of Multiple Deprivation. In this analysis, the higher the score the more deprived the area.

IMD score 07	Rural	All wards	urban
Chichester	12.3	12.1	11.9
Horsham	8	7.4	6.8
Mid Sussex	6.9	6.9	6.9
West Sussex	9.6	13.1	14.2

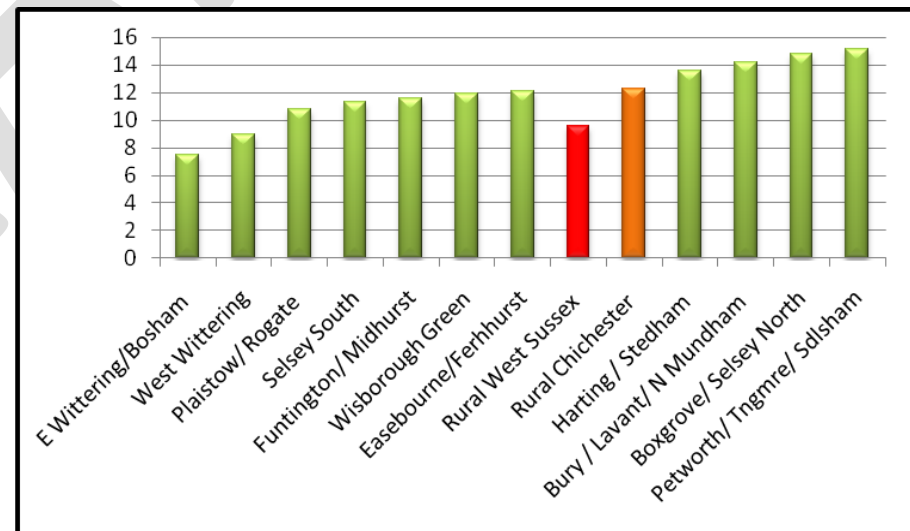
**Table 13: West Sussex PCT IMD scores for West Sussex Districts with rural wards**

Source: West Sussex PCT /Index of Multiple Deprivation 2007

Chichester is relatively more deprived than the other districts, according to the PCT's analysis, and its rural wards are more deprived than the county average. Rural Horsham is slightly more deprived than urban Horsham. All districts have quite wide variations in deprivation at ward level and all have some rural wards above the average for rural West Sussex as a whole.

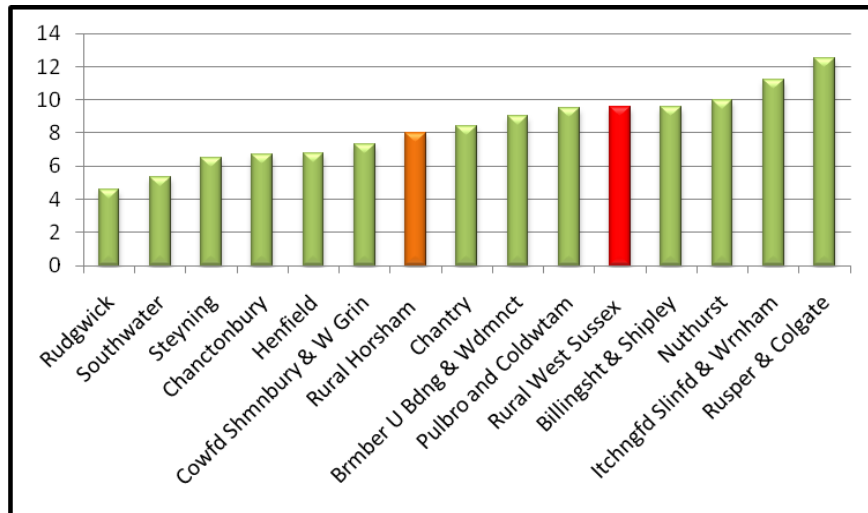


**Figure 15: IMD scores rural districts in West Sussex**  
 Source: West Sussex PCT Index of Multiple Deprivation 2007



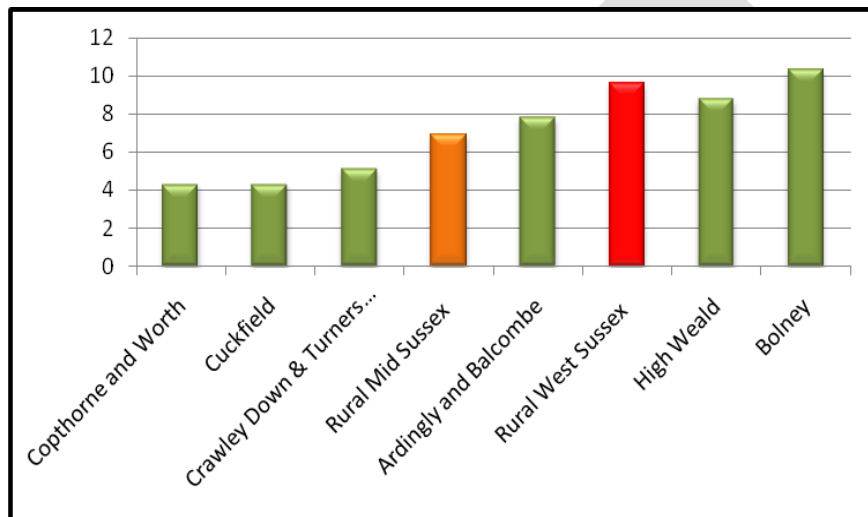
**Figure 16: Rural Chichester IMD scores**  
 Source: West Sussex PCT /Index of Multiple Deprivation 2007

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**Figure 17: Rural Horsham PCT IMD scores**

Source: West Sussex PCT/ Index of Multiple Deprivation 2007



**Figure 18: Rural Mid Sussex IMD scores**

Source: West Sussex PCT/ Index of Multiple Deprivation 2007

In terms of estimated numbers of people who are income deprived:

- Rural Chichester has 6,131 people who are income deprived,
- Rural Mid Sussex has 1,738 people who are income deprived,
- Rural Horsham has 5,152 people who are income deprived.

In terms of numbers of children living in income deprived households;

- Rural Chichester has 1,435 children who are living in income deprived households,
- Rural Mid Sussex has 424 children who are living in income deprived households,
- Rural Horsham has 1,372 children who are living in income deprived households.

Numerically, rural Chichester has the highest numbers of income deprived people and children.

### Cultural and environmental quality

The environmental quality of rural West Sussex is very high. Its environmental assets include three areas of Outstanding Natural Beauty; the Sussex Downs, the High Weald, and Chichester Harbour which cover over half the land area. These are important habitats for wildlife and provide a rich source of biodiversity as well as agricultural land use.

West Sussex is the second most wooded area in the South East region with around 20% of the land area covered by woodland. In contrast to other areas of the UK, woodland area is expanding. This may not always be an unmixed benefit as the evidence suggests a lot of the expansion is unmanaged and may have an adverse impact on biodiversity.

## Skills and Enterprise in Rural West Sussex

However, woodland can provide a resource for developing sectors such as furniture manufacture, eco- building and bio fuels.

Conversely, farmland is declining in line with the regional average of 6% in the period 1990 to 2004<sup>14</sup> although the number of farms is remaining stable at just over 2,000. Rural areas contain large areas of green space and are relatively unspoilt with roads and other infrastructure covering only 1.4%<sup>15</sup> of the land and buildings 0.8% compared to 8% across the rest of the county.

Cultural quality is also a major strength with many high value visitor attractions including museums, gardens, historic buildings, wildlife and arts and crafts attractions. This helps to generate tourism which supports an estimated 14% of all employment in rural wards; although it is often low paid and may be seasonal.

Leisure services for residents may be an area where provision is lacking with few cinemas and other entertainments in rural areas. Travel distances and costs may deter rural residents from using leisure facilities in more urban areas of the county, a particular issue for young people.

### Conclusions on Factor 5: Quality of life and cultural and environmental quality.

- There is deprivation in rural areas and it is evident at ward level in all three predominantly rural districts,
- Over 12,000 people in rural West Sussex are income deprived and over 2,800 children are living in income deprived households. Chichester has the greatest number,
- The quality of the natural environment is very high and provides a significant amenity for residents and visitors alike,

<sup>14</sup> West Sussex Rural Profile Ecotec 2006

<sup>15</sup> Ibid

- Woodland provides a natural resource which is not only part of the attraction of the area but can be used by developing rural sectors such as furniture, bio fuels and eco-building,
- There are significant cultural heritage assets in rural areas, which combined with the high quality of the natural environment and low levels of building development help to attract visitors,
- Leisure facilities are few in number in rural areas which may be an issue for young people in particular.

### Factor 6: Supportive infrastructure

#### Indicators:

Good transport infrastructure  
Supportive planning regime  
Modern, high speed ICT and broadband

#### Transport

As noted previously, residents of rural West Sussex are heavily dependent on their cars and only a small proportion use public transport to travel to work (5% trains and 2% buses). The residents of the 11% of households without access to a car may find access to employment and learning opportunities limited as a result and this is likely to affect young people. Colleges and schools have made efforts to address this by providing buses but funding and fluctuations in demand can be problematic.

Rural areas on the whole are not well served by transport connections and those there are tend to be north-south based e.g. the Crawley to Littlehampton rail connection. Bus services are infrequent and also tend to follow north-south axes although there is an east-west service along the A 272.

### **Planning regime**

There is a policy of restricting development in the rural areas and in particular in the Areas of Outstanding Natural Beauty and the new South Downs National Park. Undoubtedly, the exceptional quality of the natural environment and cultural assets must be protected. However there are economic and social implications, including the lack of affordable housing which may prevent young people and younger families from staying in the area, as well as the restrictions on business expansion. These issues need to be balanced with the conservation aims and in particular, the new National Park, which could act as a constraint on future growth if the experience of other regions is repeated.

Home-based businesses can provide an important part of the balanced solution, if they are actively encouraged and supported. There is also a need to challenge the traditional view of living and working taking place in separate zones, through for example revising restrictions on empty commercial premises in market towns to enable them to act as hubs for business and community activities.

### **ICT and broadband**

There are areas without broadband connections and in many rural districts of West Sussex connection speeds are significantly below those in urban areas. This is a major constraint for business and for individuals, particularly those who are already isolated by lack of transport and access to employment and learning. Power cuts may also affect rural areas, particularly in winter and can affect business productivity.

Work is in hand to address the three remaining rural areas without any broadband access (except for some closed access wireless based provision available by paid subscription), These 'not spots',

are around the Sutton, East Marden and Plaistow exchanges which are not yet ADSL - three out of only four in the country.

However, even if these exchanges are to be broadband enabled, there will still be many rural areas with lower than optimal connection speeds as the Next Generation Access (NGA) plan concentrates on upgrading those exchanges in urban areas. The rural exchanges seem likely to remain ADSL, many of which currently deliver poor broadband speeds to rural businesses and homes further from the exchange.

One of the key factors is the distance that the end-user is from the exchange. ADSL and ADSL2+ are both limited to 5000m of copper cable. Rural business and individual customers are often more than 5km from their exchanges and even where there are fibre optic cables joining the exchanges these are limited to 18km in length. In either case, the needs of businesses and individuals should be addressed.

NGA speeds may be desirable but the case for reliable ADSL connection should not be ignored and will need to be supported by the upgrade of the parent exchanges.

Nor is wireless likely to provide a complete answer as it requires a local provider who may not be able to raise enough subscription income for commercial viability and it is more subject to adverse weather connections.

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### Conclusions on Factor 6: Supportive Infrastructure

- 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,
- Access to employment and learning opportunities may affect young people in particular,
- Planning controls need to be balanced with the requirements of residents for affordable housing if the issue of the loss of young people and younger families is to be addressed.
- This is a contributory factor in the more rapid population ageing that is taking place in rural areas,
- Businesses also require premises for expansion if employment is to be maintained in rural areas,
- Home-based businesses need to be encouraged and the tradition view of separate zones and premises for living and working needs to be challenged.
- ICT and broadband infrastructural weaknesses including 'not spots' and 'not so hot' spots are a major constraint for businesses and individuals in rural areas,

## 7. Conclusions and priorities for action

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<p><b>Factor 1: Thriving and open economy - <i>Rural areas need to have thriving economies in their own right, strong on growth and productivity and which provide local high quality employment for residents and in-commuters, as well as businesses trading outside the local area. This flow of capital and knowledge provides networks which operate beyond the locality and strengthen the rural economy</i></b></p>		
<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Economic performance and productivity,</li> <li>• Earnings and GVA per head,</li> <li>• Economic structure and sectors,</li> <li>• Knowledge economy presence.</li> </ul>	<ul style="list-style-type: none"> <li>• Rural West Sussex contains nearly 30% of the county's businesses,</li> <li>• There are signs that the West Sussex rural economy is less productive compared to the rest of the South East,</li> <li>• The knowledge economy has a weaker presence in terms of percentage of jobs in the rural districts, particularly in Chichester,</li> <li>• Manufacturing is also important to the rural economy, particularly in terms of employment,</li> <li>• There are marked sectoral differences between rural and urban West Sussex; in particular, rural West Sussex is relatively more dependent on Professional Scientific and Technical, Manufacturing and Construction and less dependent on Retail and Health sectors.</li> <li>• Traditional rural industries of agriculture, forestry and fishing now make up a very small part of the rural economy, but land based industries are important for the environment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Raise awareness and contribution of the importance of the rural economy,</li> <li>➤ Target areas where knowledge economy is weak and encourage businesses to locate and stay.</li> <li>➤ In areas where knowledge economy is weak, target skills development for local residents (<i>See Factor 2: Labour market and skills</i>),</li> <li>➤ Support new growth sectors and build on strengths e.g. manufacturing (<i>See Factor 3. Enterprise</i>),</li> <li>➤ Support entrepreneurship and business creation among young people and females (<i>See Factor 3. Enterprise</i>).</li> </ul>

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<p><b>Factor 2: Strong labour market, education and skills - Rural labour markets that perform well are open and draw in human capital as well as exporting it to urban areas, whilst skills are the most significant driver of performance in rural areas, according to Defra. Strong educational performance and skills base creates opportunities for individuals to progress and productive workforces that enable businesses to grow.</b></p>		
<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Employment demand,</li> <li>• Occupational structure,</li> <li>• Travel to work patterns, inflows and outflows,</li> <li>• Economic activity and inactivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Rural West Sussex provides a significant proportion of the county's jobs and the numbers of rural jobs appear to be increasing whilst urban areas of West Sussex are losing them,</li> <li>• Knowledge economy employment appears to be increasing quite significantly in rural areas and declining in urban ones,</li> <li>• The majority of rural residents work within their own areas and this is especially the case in Chichester,</li> <li>• For those who work outside the rural area, Crawley, London and Horsham are popular commuting destinations,</li> <li>• There are significant inflows to the rural districts from outside, particularly from Brighton and Hove and Crawley,</li> <li>• Unemployment, though rising, is still lower in rural than urban areas of the county. There appears to be a concentration in Chichester rural wards.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ensure rural businesses skills needs are understood by learning providers and local residents and met so that growth is enabled,</li> <li>➤ Encourage more labour market mobility in those areas where it is less open,</li> <li>➤ Ensure support for economically inactive is targeted where it is most needed (<i>See Factor 5 below</i>).</li> </ul>

Skills and Enterprise in Rural West Sussex

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<p><b>Factor 2: Indicators contd.:</b></p> <ul style="list-style-type: none"> <li>• Educational attainment, young people</li> <li>• Qualifications and skills levels, adults of working age</li> <li>• Occupational structure</li> <li>• Skills shortages and gaps,</li> <li>• Skills demand, current and future trends</li> </ul>	<ul style="list-style-type: none"> <li>➤ Educational attainment for young people at Level 2 is improving but is still variable at local level,</li> <li>➤ The adult workforce in rural districts is comparatively well qualified in relation to both the county and the region and there are relatively few people with no qualifications in the rural districts, although Chichester and Mid Sussex have higher proportions in this group than Horsham,</li> <li>➤ Among the rural districts Chichester has the least well qualified resident working age population and Horsham the best. Chichester is below the county and regional average for Level 2 and above,</li> <li>➤ In line with the high levels of resident qualifications, Horsham and Mid Sussex rural districts have above average proportions of their resident workforces employed in managerial and senior roles, compared to both the county and the region,</li> <li>➤ This is less evident in Chichester where the very top level occupations at senior management are below average in terms of proportion of the resident workforce employed,</li> <li>➤ Skills shortages do not appear to be an issue but there are some signs that top and bottom end of the labour market may be where there is currently some demand.</li> <li>➤ The lower skilled occupations including carers are more in demand in Chichester and the higher skilled managerial vacancies are more prevalent in the Crawley area, reflecting the prevalence of the knowledge economy in the Gatwick Diamond.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Continue to target those areas where L2 attainment is below average for young people,</li> <li>➤ Target adult learning provision in rural Chichester and other areas with lower skills and provide outreach services in the community,</li> <li>➤ Identify skills needs for non-traditional rural sectors and develop appropriate provision for career provision e.g. Apprenticeships and Foundation Degrees</li> <li>➤ Enable rural residents to benefit from management and leadership opportunities,</li> <li>➤ Ensure businesses can access affordable management training provision.</li> </ul>

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<p><b>Factor 3: Entrepreneurship and enterprise-</b> <i>dynamic business start-ups to drive up employment rates, thriving and competitive sectors and clusters and to provide the basis for future growth,</i></p>		
<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Business dynamism</li> <li>• Self employment rates</li> <li>• Business creation and survival</li> <li>• Key sectors for growth</li> </ul>	<ul style="list-style-type: none"> <li>➤ The rural districts have higher than average self employment rates and business creation rates but survival rates are variable and net growth in business stock is weak,</li> <li>➤ Female self employment rates are significantly lower than those of males,</li> <li>➤ Home based businesses are a significant presence and play a major economic role. They are likely to increase in importance in future driven by the rise of the knowledge economy, the use of technology and changes away from traditional organisational structures,</li> <li>➤ There is evidence of sectoral strengths with potential for future development including manufacturing, including furniture, specialised construction and civil engineering, IT and audiovisual, visitor economy, food and drink, heritage and creative and cultural sectors.</li> <li>➤ Land based businesses, although small in number, are important as they are key to the identity of the rural area and have strong links to the visitor economy. Subsectors include viticulture and equine industries.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Encourage entrepreneurship and new business creation, particularly among females in rural areas,</li> <li>➤ Promote understanding of the rural economy and its needs to individuals wishing to start in business.</li> <li>➤ Support home-based businesses and provide networking, flexible workspace and other support,</li> <li>➤ Investigate the support needs of the manufacturing sector for retention and growth,</li> <li>➤ Develop support for key sectors including centres of integrated specialist enterprise and skills provision (<i>see also Factor 4 below</i>),</li> <li>➤ Support spin-off companies in key rural sectors e.g. digital audio visual, specialised construction,</li> <li>➤ Support graduate retention and employment in rural businesses,</li> </ul>

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<b>Factor 4: Institutional effectiveness</b> <i>Institutional effectiveness with strong partnerships and networks, embedded in the area and engaged with social and business communities</i>		
<b>Indicators:</b> <ul style="list-style-type: none"> <li>• Learning and skills provision and fit with demand</li> <li>• Institutional partnerships and networking</li> <li>• Community capacity</li> </ul>	<ul style="list-style-type: none"> <li>➤ Rural West Sussex is well catered for in terms of learning and skills provision, particularly HE and FE but also schools and new Academies,</li> <li>➤ HE and FE provision has a strong degree of fit with the needs of the rural economy but graduates may not stay in the area,</li> <li>➤ School performance is improving, although there may be some transport issues,</li> <li>➤ Key strengths in the institutions can be harnessed to develop the new agenda for rural businesses,</li> <li>➤ The partnerships are strong and the institutions are willing to work together</li> <li>➤ The community sector is also strong and community capacity has been built in market towns and villages, although there is always more to do and this area may be vulnerable to funding cuts in future.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Build on strengths and work to develop centres of specialist expertise with integrated skills and business support, (see also Factor 3 above),</li> <li>➤ Support spin-off companies in key rural sectors (See Factor 3: Enterprise above),</li> <li>➤ Continue to investigate and address travel to learn issues,</li> <li>➤ Support community sector and help to promote its achievements,</li> <li>➤ Establish new Rural Skills and Enterprise partnership to take forward these priorities for action.</li> </ul>

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<p><b>Factor 5: Quality of life and cultural and environmental quality - to ensure all can benefit and to continue to attract and retain individuals and businesses.</b></p>		
<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Wellbeing and low levels of social deprivation</li> <li>• Cultural and environmental quality</li> </ul>	<ul style="list-style-type: none"> <li>➤ There is deprivation in rural areas and it is evident at ward level in all three predominantly rural districts,</li> <li>➤ Over 12,000 people in rural West Sussex are income deprived,</li> <li>➤ The quality of the natural environment is very high and provides a significant amenity for residents and visitors alike,</li> <li>➤ Woodland provides a natural resource which is not only part of the attraction of the area but can be used by developing rural sectors such as furniture, bio fuels and ecobuilding,</li> <li>➤ There are significant cultural heritage assets in rural areas, which combined with the high quality of the natural environment and low levels of building development help to attract visitors,</li> <li>➤ Leisure facilities are few in number which may be an issue for young people and adult residents without transport in rural areas.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Ensure support for economically inactive is targeted where it is most needed</li> <li>➤ Ensure access to learning in rural areas with higher deprivation levels (<i>see Factor 2 above</i>),</li> <li>➤ Identify skills needs for non-traditional rural sectors and develop appropriate provision for career provision e.g. Apprenticeships and Foundation Degrees (<i>See Factor 2 above</i>),</li> <li>➤ Support the community sector (<i>See factor 4 above</i>).</li> </ul>

Rural competitiveness factor	Summary of conclusions	Skills and enterprise priorities
<b>Factor 6: Supportive Infrastructure - <i>modern and efficient transport and ICT, and forward looking planning</i></b>		
<p><b>Indicators:</b></p> <ul style="list-style-type: none"> <li>• Transport infrastructure</li> <li>• Supportive planning regime</li> <li>• Modern, high speed ICT and broadband</li> </ul>	<ul style="list-style-type: none"> <li>➤ 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,</li> <li>➤ Limited access to employment and learning opportunities may affect young people in particular,</li> <li>➤ Planning controls need to be balanced with the requirements of residents for affordable housing if the issue of the loss of young people and younger families is to be addressed. This is a contributory factor in the more rapid population ageing that is taking place in rural areas,</li> <li>➤ Businesses also require premises for expansion if employment is to be maintained in rural areas, home based businesses need to be encouraged and the tradition view of separate zones and premises for living and working needs to be challenged,</li> <li>➤ ICT and broadband infrastructural weaknesses are a constraint for businesses and individuals in rural areas.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Promote increased awareness of the nature of the rural area and the needs of the businesses and individuals within it.</li> <li>➤ Work with planners to identify and develop new approaches to living and working and cultural and creative activities e.g. hubs in market towns,</li> <li>➤ Continue to highlight the need for reliable broadband as a key to business growth.</li> </ul>

**Table 14: Summary of assessment of rural competitiveness and priorities for action**

## Skills and Enterprise in Rural West Sussex

Rural competitiveness Factor	Priorities for action	Lead partners
<p><b>Factor 1: Thriving and open economy</b></p> <p><i>Rural areas need to have thriving economies in their own right, strong on growth and productivity and which provide local high quality employment for residents and in-commuters, as well as businesses trading outside the local area.</i></p> <p><i>This flow of capital and knowledge provides networks which operate beyond the locality and strengthen the rural economy</i></p>	➤ Raise awareness and contribution of the importance of the rural economy and its businesses,	New Rural Skills & Enterprise Partnership (see Factor 4 below)
	➤ Target areas where knowledge economy is weak and encourage businesses to locate and stay there,	Economic Development, Depts
	➤ In areas where knowledge economy is weak, target skills development for local residents (See Factor 2: Labour market and skills),	FEIs and ACL
	➤ Support new growth sectors and build on strengths e.g. manufacturing (See Factor 3. Enterprise),	Business support
	➤ Support entrepreneurship and business creation among young people and females (See Factor 3. Enterprise).	14-19, EBPs and BSOs
<p><b>Factor 2: Strong labour market, education and skills</b></p> <p><i>Rural labour markets that perform well are open and draw in human capital as well as exporting it to urban areas, whilst skills are the most significant driver of performance in rural areas, according to Defra.</i></p> <p><i>A strong educational performance and skills base creates opportunities for individuals to progress and productive workforces that enable businesses to grow.</i></p>	➤ Ensure rural businesses skills needs are understood by learning providers and local residents and met so that growth is supported	Rural Skills & Enterprise Partnership
	➤ Encourage more labour market mobility in those areas where it is less open,	WSCC
	➤ Ensure support for economically inactive is targeted where it is most needed,	JCP and AiRS
	➤ Continue to target those areas where L2 attainment is below average for young people,	WSCC 14-19
	➤ Target adult learning provision in rural Chichester and other areas with lower skills and provide outreach services in the community,	FEIs and ACL, AiRS
	➤ Identify skills needs for non- traditional rural sectors and develop appropriate provision for career provision e.g. Apprenticeships and Foundation Degrees,	Rural Skills & Enterprise Partnership
	➤ Enable rural residents to benefit from management and leadership opportunities,	FEIs
	➤ Ensure businesses can access affordable management training provision.	FEIs and WSCC ACL
<p><b>Factor 3: Entrepreneurship and enterprise</b></p> <p><i>Dynamic business start-ups to drive up employment rates, competitive sectors and clusters and to provide the basis for future growth.</i></p>	➤ Encourage entrepreneurship and new business creation, particularly among young people and females in rural areas,	14-19, EBPs and BSOs
	➤ Promote knowledge of the rural economy and its opportunities to individuals wishing to start in business	Rural Skills & Enterprise Partnership
	➤ Support home-based businesses and provide networking, flexible workspace and other support,	WSCC economic development, BSOs

Skills and Enterprise in Rural West Sussex

Rural competitiveness Factor	Priorities for action	Lead partners
	➤ Investigate the support and skills needs of manufacturing sector for retention and growth,	Rural Skills and Enterprise Partnership
	➤ Develop support for other key sectors including centres of integrated specialist enterprise and skills provision ( <i>see also Factor 4 below</i> ),	WSCC
	➤ Support spin-off companies in key rural sectors e.g. digital audio visual, specialised construction,	HEIs
	➤ Support graduate retention and employment in rural businesses,	HEIs
<b>Factor 4: Institutional effectiveness</b>  <i>Institutional effectiveness with strong partnerships and networks, embedded in the area and engaged with social and business communities</i>	➤ Build on strengths and work to develop centres of specialist expertise with integrated skills and business support, ( <i>see also Factor 3 above</i> ),	WSCC
	➤ Continue to investigate and address travel to learn issues,	WSCC 14-19
	➤ Support the community sector and help to promote its achievements.	WSCC and AiRS
	➤ Establish new Rural Skills and Enterprise partnership to take forward these priorities for action	WSCC
<b>Factor 5: Quality of life and wellbeing and cultural and environmental quality</b>  <i>Ensure all can benefit and to continue to attract and retain individuals and businesses.</i>	➤ Ensure support for economically inactive is targeted where it is most needed.	JCP and AiRS
	➤ Ensure access to learning in rural areas with higher deprivation levels ( <i>see Factor 2 above</i> ),	FEIs and ACL, AiRS
	➤ Identify skills needs for non- traditional rural sectors and develop appropriate provision for career provision e.g. Apprenticeships and Foundation Degrees ( <i>See Factor 2 above</i> ),	FEIs and HEIs
	➤ Support the community sector ( <i>See factor 4 above</i> ).	WSCC and AiRS
<b>Factor 6: Supportive Infrastructure –</b>  <i>Modern and efficient transport and ICT, and forward looking planning</i>	➤ Promote increased awareness of the nature of the rural area and the needs of the businesses and individuals within it.	Rural Skills and Enterprise Partnership
	➤ Identify and develop new approaches to living and working and cultural and creative activities e.g. hubs in market towns,	New LEP and WSCC
	➤ Continue to highlight the need for reliable broadband as a key to business growth.	Rural Skills and Enterprise Partnership

Table 15: Summary of priorities for action and suggested lead partners

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