

# **Skills and Enterprise in Rural West Sussex: Update**

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# Progress to date

## **Study on skills and enterprise in rural West Sussex: January 2010**

- Develop a detailed understanding
- Raise awareness of issues
- Put rural on the map along with Coastal and Gatwick Diamond
- Broad priorities for action (32)

## **Action Plan: December 2010**

- Shortlist of priorities
- Revised group: Rural West Sussex Skills and Enterprise

# Rural trends in West Sussex and nationally

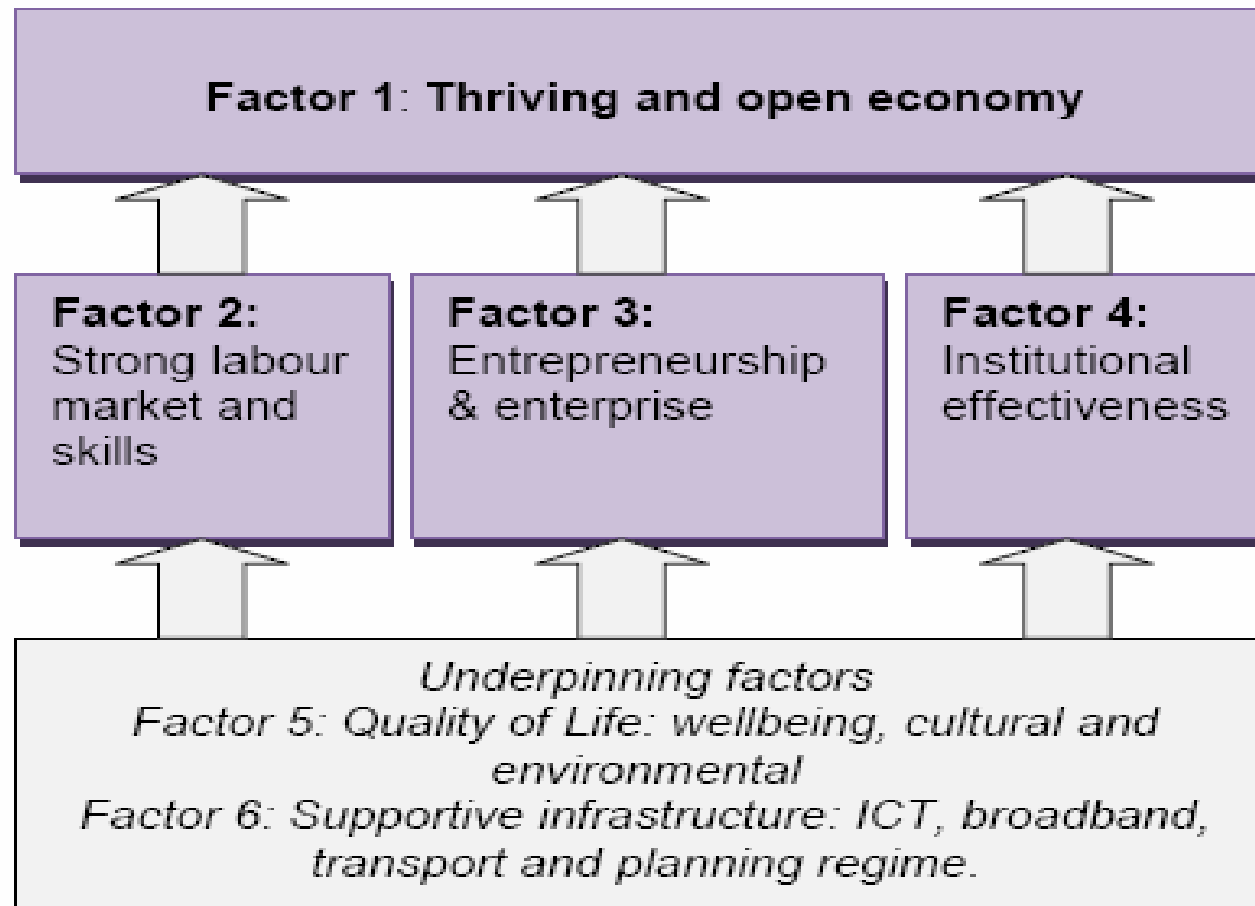
- Counter urbanisation and population growth
- Ageing population
- Country side is increasingly seen as an attractive and feasible location by businesses
- High levels of entrepreneurship
- Increased pressure on housing, infrastructure and resources
- Conservation versus economic development

# Successful rural development

## A thriving rural economy determined by:-

- **SKILLS** – of primary importance
- An **innovative economic base**
- An attractive **physical environment**
- A **strong sense of identity.**
- **Businesses:**
  - Run by owner-managers resident in the district,
  - Trading internally and externally
  - Business networks outside the local area.

# The model for competitiveness



# Results of the study

- 32 priorities under 6 factors
- Need to reduce through consultation
- Criteria included rationale, impact, feasibility/affordability and potential skills & enterprise intervention
- Short list (used as basis of action plan) produced as follows:

# Factor 1 Thriving and Open Economy

➤ Raise awareness and contribution of the importance of the rural economy and its businesses,	8
➤ Target areas where knowledge economy is weak and encourage businesses to locate and stay there,	0
➤ In areas where knowledge economy is weak, target skills development for local residents ( <i>See also Factor 2: Labour market and skills</i> ),	8
➤ Support new growth sectors and build on strengths e.g. manufacturing ( <i>See Factor 3. Enterprise</i> ),	12
➤ Support entrepreneurship and business creation among young people and females ( <i>See Factor 3. Enterprise</i> ).	15

## Factor 2: Strong Labour Market, Education and Skills

➤ Ensure rural businesses skills needs are understood by learning providers and local residents and met so that growth is supported,	16
➤ Encourage more labour market mobility in those areas where it is less open,	0
➤ Ensure support for economically inactive is targeted where it is most needed,	1
➤ Continue to target those areas where L2 attainment is below average for young people,	2
➤ Target adult learning provision in rural Chichester and other areas with lower skills and provide outreach services in the community,	5
➤ Identify skills needs for non- traditional rural sectors and develop appropriate provision for career progression e.g. Apprenticeships and Foundation Degrees,	7
➤ Enable rural residents to benefit from management and leadership opportunities,	5
➤ Ensure businesses can access affordable management training provision.	4

# Factor 3: Entrepreneurship and Enterprise

➤ Encourage entrepreneurship and new business creation, particularly among young people and females in rural areas,	18
➤ Promote knowledge of the rural economy and its opportunities to individuals wishing to start in business,	1.5
➤ Support home-based businesses and provide networking, flexible workspace and other support,	14
➤ Investigate the support and skills needs of manufacturing sector for retention and growth,	4
➤ Develop support for other key sectors including centres of integrated specialist enterprise and skills provision ( <i>see also Factor 4 below</i> ),	4
➤ Support spin-off companies in key rural sectors e.g. digital audio visual, specialised construction,	7
➤ Support graduate retention and employment in rural businesses.	7

# Factor 4: Institutional Effectiveness

➤ Build on strengths and work to develop centres of specialist expertise with integrated skills and business support (see also Factor 3 above),	18
➤ Continue to investigate and address travel to learn issues,	0
➤ Support the community sector and help to promote its achievements,	5
➤ Establish new Rural Skills and Enterprise Group to take forward these priorities for action.	7.5

# Factor 5: Quality of Life

➤ Ensure support for economically inactive is targeted where it is most needed,	6
➤ Ensure access to learning in rural areas with higher deprivation levels	3
➤ Identify skills needs for non- traditional rural sectors and develop appropriate provision for career progression e.g. Apprenticeships and Foundation Degrees (see also Factor 2)	23
➤ Support the community sector ( <i>See factor 4 above</i> ).	2

## Factor 6: Supportive infrastructure :

➤ Promote increased awareness of the nature of the rural area and the needs of the businesses and individuals within it,	7
➤ Identify and develop new approaches to living and working and cultural and creative activities e.g. hubs in market towns,	19
➤ Continue to highlight the need for reliable broadband as a key to business growth.	9

# RPA 1 Support rural entrepreneurship, particularly among young people and females

Monitor business survival rates in rural districts and identify areas for more targeted support, e.g. social enterprises.

Build on work in schools to develop entrepreneurship among young people in rural areas

Support and encourage work to embed enterprise into curriculum in colleges

Promote and support female entrepreneurship in rural districts and routes such as self-employment, business start-up and social enterprises

## RPA 2: Create an environment for rural businesses to flourish and that their needs are met by partners

Promote the findings of the report: *Skills and Enterprise in rural West Sussex* to partners, businesses and residents in the county and at regional and national level. (communications plan)

Develop a skills and business support needs assessment for businesses in the rural areas building on existing work e.g. HDC's work on home-based businesses, Business Support Framework and Coast to Capital priorities

Investigate opportunities for collaborative engagement and strengthening the rural business voice

Undertake dialogue with planners to provide a business friendly planning framework for rural area, including for HBBs and highlight importance of supportive infrastructure inc. broadband

# RPA 3: Promote growth sectors and develop centres of expertise

Develop joint working and referral arrangements between business support and skills providers

Build on skills and support needs assessment (RPAA 2.2(i)) identify gaps for sector support for non-traditional, new and emerging sectors

Identify lead partners on each of the priority sectors and agree lead roles in developing sector specific provision

# RPA 4: Identify new approaches to living and working

Support the work of AiRS and build on existing outreach services and community engagement initiatives to develop hubs for rural communities with a wider economic and cultural agenda

Develop plan for pilot market town to become creative and cultural hub with new approaches to living and working, linked to dialogue with planners (RPA 2.D (i))

# Next Steps

Work is being taken forward on:

1. Support for young entrepreneurs and enterprise in the curriculum
2. Support for female entrepreneurs
3. Investigating 2 or 3 key sectors and developing integrated / specialist support ,
4. Possible planning charter for HBBs and links to broadband
5. Work on rural hubs with AiRS
6. Developing the comms plan and the business engagement aspect

# Way of working: RWSSEG TOR

- Negotiate and consult with partners to deliver shared outcomes.
- Identify supplementary research required.
- Hold meetings and events as appropriate.
- Develop and implement a communications strategy
- Debate and take a view on / lobby as appropriate issues relevant to skills and enterprise in rural areas.
- Quarterly reporting and membership under review