

Workshop 1 - Rural Business Development

Themes	Comments
<i>Skills</i>	Lack of specific skills
	Skills - low level in areas of literacy and numeracy across the sub-region but particularly more rural areas and Scarborough district
	Lack of choice - delivery/type of skills development
	Improving skills base
	Lack of business skills - but targets tend to be dominated by land accreditation qualifications - these are not necessarily what people want
	Basic skill development as well as elsewhere upskilling in existing businesses to become more competitive
	High levels of educational attainment but are they lost?
	Individuals access to learning opportunities
	Employers access to appropriately skilled labour pools
	Employer engagement in training - employers need to invest in skills, commit to training plans
	Training, product development etc seen as a cost rather than an investment
	Lack of training opportunities in rural areas e.g. IT (can be difficult to engage start up businesses) - More funding for short courses in rural areas with open eligibility
	Shortage of employees and skills - small local labour pool - no housing for immigrants
	Willingness of employers to recruit and train young people to offer opportunities at various levels
	The relatively poor results from rural schools will restrict the attraction of young families moving into rural areas to work
	Low skill base
	Reskilling of existing workforce - rousing aspirations, enabling access
	Low Literacy/numeracy levels in some areas (upland farming areas)
Poor uptake of Research and Development and knowledge transfer activity in agricultural sector	

	Basic business management skills - financial, marketing, risk management
	Skills - especially leadership and management

<i>Migrant workers</i>	The migration of young people from rural areas - this denudes the area of skills creativity, modern thinking, spending power - a future!
	Market towns - centres of business and community activity - reduce need to travel to employment - reduce out commuting

<i>Population</i>	Small population in rural areas inhibits business
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<i>Information</i>	Info is available to help rural business development; getting businesses to access this info is still a major challenge
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<i>Enterprise</i>	Many people have more than one business/activity
	Need to promote business as a viable, exciting and achievable career option
	Need to link social enterprise into the 'plans'
	Lack of entrepreneurs - make the area sustainable
	A danger of cultural pull towards a self sufficiency restricting enterprise, seeking outside help and innovative ideas

<i>Research and Development</i>	Better use of R & D info available for business improvement
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<i>Planning</i>	Planning restrictions i.e. settlement hierarchy
	Planning problems
	Delay in planning applications - grants for diversification difficult to obtain
	Changes to the planning system
	Planning restrictions - deters expansion or diversification
	Over regulation stifles business initiatives
	Planning controls

Planning restrictions often not sensitive to business and rural needs

Funding

Rural development funding through RDPE and associated delays - ensure that funding is continuous and available

Red tape

Small businesses dominate but more red tape and no advice

Loss of young people

Increase in older people and people living longer

The impact of migrant workers on rural labour forces and wages

Aging population as younger people move away

Average age of farmers couple with number of young people leaving agriculture

Infrastructure

Road networks - to get from A-B may need to go through C,D and E

Transport issues

ITC and broadband

Broadband development (YF/NYCC investment in rural areas)

Tourism - investment in ICT (large proportion of holiday booking and research now through internet)

Low level of broadband or none

Lack of public transport, bus and rail in remote areas

Transport for good and workers

Transport - community willingness to travel

Access to broadband - faster methods of communications

Dominance of 'supermarkets - access to online shopping, one stop shop for all needs therefore driving local small shops and suppliers out of business

Businesses in remote rural areas can increase road traffic especially larger commercial vehicles i.e. delivery vehicles etc - can damage the verges, road etc and lead to congested roads. Therefore business units in remote areas may cause more problems than they solve

<i>Lack of services</i>	GPs as private organisations need services people can 'sell to' and knock on employment e.g. physios
	Linkages along the supply chains, getting better connections between producers - suppliers - retail - end user
	Distribution of locally produced products e.g. food
	Lack of entrepreneurial mindset
	Childcare opportunities
	No mains gas, oil, LPG - expensive
	Road and Rail communications
<i>Housing</i>	Access to housing
	Rural businesses new employees - can they afford to live in the area where they work?
	Consider housing for older population
	The lack of affordable housing will restrict a company's ability to recruit staff in rural area
	Affordable housing to maintain lifeblood of village life
	Access to affordable housing
	Second home buyers in rural areas - no stable market for produce/services - driving cost of housing up beyond locals ability to buy, no heart to the community and no sense of community loyalty
	Lack of suitable premises in national ranks
<i>Local Services</i>	Loss of local bank and Post office outlets
	Limited choice of suppliers for some services - higher inward and outward delivery costs
	Farm businesses - more help to produce good local food produce and distribute locally
	Many small businesses - often competing on price
<i>Environment</i>	Environmental - bio fuels, wind energy
	Making stronger connections between environmental assets and environmental management in our region

	and the income generating opportunities these offer
	Need to be aware of climate change to look at new ways of working
	Need for more environmental schemes i.e. hedge, tree planting, land management, where people are paid to look after the environment - links to tourism
	Climate change (even negative falls elsewhere) - opportunity to the area

<i>Support</i>	Lack of support; business advice, training and peer interaction
	Mental health support especially around stress
	More support need for small rural business
	Sustainability of small business units - opportunities for co-operative /collaborative working
	Business energy efficiency both for help to ex businesses and starting new businesses in this area of work
	Access to start up finance
	Coherent easy to access advice needed for rural businesses
	Ensuring people do seek available help and advice
	Awareness amongst businesses of value of external help
	Access to business advice

<i>Networks</i>	Open air markets to be revitalising as attraction for town
	Building on the opportunities presented by growing economies in neighbouring areas
	The perceived lack of opportunities for business growth

<i>Opportunities/growth</i>	Around leisure/health tourism in uplands given concerns about fitness of young people etc
	York Science City - exploiting work on energy technologies
	New European funding programme covers all sub region including York, no "postcode lottery"
	Agriculture has a future

	Around food technology, quality, traceability etc
	Renewable industries and renewable energy crops

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<i>Tourism</i>	There are opportunities for tourism generally including coastal if dis-incentives to take flights abroad are introduced
	Businesses being more green, visitors acting in a sustainable manor and using alternative means of transport other than cars
	Encouraging more tourists to rural areas by car needs to be carefully considered - if unchecked this can destroy the very things people were to enjoy
	Tourism activities should be suitable to the area i.e. caravan sites etc should be tightly controlled in the countryside
	How do you sustainably develop tourism with benefits for the local populations and at the same time respect sensitive environment
	Perception of the area; Dales - good for tourism, pretty etc, Scarborough/Selby - tainted by perception as industrial, rather bleak, second class
	Difficulties with communication e.g. networking for SME's

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<i>Image</i>	Does not attract entrepreneurs
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<i>Commuting</i>	Commuting from rural areas to York and Leeds
	Out commuting
	Low wages

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Workshop 2 - Access to Services

Identified Theme	Comments
<i>ICT</i>	Lack of access to internet and other media
	Use of broadband/VLE etc to improve access to learning
	Those who lack IT skills/confidence to access web based services
	Lack of access or existence of governance structures
	Alignment of governance bodies and funding
	Poor mail/phone/radio/TV links. Solution; boost broadband and 'wireless' access
<i>Employment</i>	Isolation from employment opportunities due to incapacity or restricted time e.g. carer, parent
	Business not able to access appropriate skills in workforce
	Employment opportunities limited to "disadvantaged" people - lack of support
	Provide jobs locally
	Quality jobs, quality wages to mirror cost of living and quality of life
<i>Training</i>	Lack of access to skills and training
	Funding to run small group learning in rural areas i.e. 2 & 3's not 12 as minimum number

Over concentration of learning provision in some areas opening up gaps in others areas - inconsistency in access to learning opportunities
Access to education
Mobile ICT vans providing IT training and access/lap top loan scheme
Development of a more co-ordinated approach to the planning of adult learning opportunities
Coherent and joined up delivery -family learning, ext schools, children's centres with existing provision
Engagement with the business sector in planning learning opportunities
Reduction in leisure learning opportunities at a reasonable price - often the first step for individuals moving onto further learning/skills development
Too many learning providers offering similar courses at same or close by location
Access to specialist education or training - Solution; co-ordinated planning or transport out of area
No provision of basic skills training other than literacy, numeracy and IT - Suggest: environmental training (landscape maintenance)
Transport to work and training for those who are unable to access Wheels to Work through difficulties (balance/health/co-ordination)
Co-working of job centre, colleges and LA's etc linked system of communication
Educational opportunities restricted to provision within area
Supported residential facilities for 16-18's attached to colleges
Small outreach training opportunities could be provided in 'satellite bases'
Rurally isolated young people unable to access training and employment opportunities due to lack of local facilities or transport to those further a field

<i>Food</i>	High cost/remote food supplier - Solution: grow your own! Local food co ops to grow or buy (and sell)
	Access to non-routine shopping or any access to local shops

<i>Community Development</i>	Incentives to increase volunteering to deliver community initiatives and reduce fear or litigation
	Financial support to support community development partnerships (formerly CIPs)
<i>Young People</i>	Access to leisure activity - resulting in social issues, loss of 16+ year olds especially
	Mobile youth club
	Mobile cinema project - equipment for village halls
	Village shop/post office located in village hall/pub/community building
	Education/vocational courses provided in village halls etc
	Lack of access to services can lead to young people leaving rural areas and drifting towards urban areas = unbalanced communities
	Rurally isolated young people who do not have the money to support personal transport/get to work/college/access to health and other services
	Lone parent on low income with young families who cannot be left at home - needs to access services 30 miles away in market town
<i>Housing</i>	Need initiatives/solutions to encourage village based life - self sufficiency/sustainability
	Impact on community life of the "commuter/dormitory" village. Solution - restricted purchasing; move home based working
	Lack of affordable housing leads to unbalanced communities - more rural villages with elderly/retired/wealthy people, less local/young/young families/low income
	Access to affordable housing - all ages but especially young people
	Poor wages in rural areas and high house price
<i>Services</i>	Fluctuating numbers of people wanting services e.g. falling school rate/then increasing numbers
	Those who lack awareness of help available

Access to a range of "emergency" services - medical, domestic maintenance etc. Solution: co-ordinated information sources using technology and traditional dissemination
Under developed/financed community buildings which could be used to access local services but are not appropriate e.g. ramp access to buildings or no loop systems for the deaf and hard of hearing meetings etc
NHS provision is poor in many rural areas
Lack of village shops/post office/retail opportunities
Access to recycling facilities
Provide a range of services through one centre e.g. library based in outreach learning/college centre
Mobile services e.g. library service delivering internet for leisure, accessing skills etc
Lack of support and guidance on setting up small scale child care
Cut backs on outreach CAB services in rural areas
Small numbers of people requiring services e.g. transport, learning opportunities
Cutting back on NHS services in rural areas e.g. Chiropody
Co-location of services e.g. community buildings as Post office, shop, IT access, social centre
Community shops where economic viability is marginal
Better use of public/civic buildings to provide a wide range of services (These buildings are often under utilised with high maintenance costs)
Issues of accessing secondary services not only at the 'local' hospital but for specialist services outside the area
Issues of accessing not only GP services but dental and pharmacies too (and other primary health services)
Centralisation of health services and restrictions on criteria for patient transport creates real difficulties for people without private or public access to transport
Closure of local services
Lots of creative solutions to problems taking place but how can these be promoted
Small number of people can become very powerful in making things happen e.g. childcare facilities

<i>Transport</i>	High transport times and costs for community support services (nurses, therapists, housing wardens, social workers etc) not reflected in baseline finding. Solution; rurality factor included in funding mechanisms
	Lack of regular and reliable public transport
	Co-ordination of bus and rail timetables
	Distance to travel, transport costs/fuel costs are very expensive
	Lack of suitable transport
	Capacity building to existing community transport schemes
	Cheaper fuel for rural petrol stations (can increase alternative energy sources)
	Lack of joined up thinking in timetabling or rural bus services
	Where public transport gaps in provision, develop community transport schemes e.g. community bus, wheels to work, taxi voucher schemes
	Bus time/distance from accident and emergency services. Solution: minimize accidents and maximise first responder skills
	Little red bus scheme (taxi bus -set routes)
Development of community car schemes help with access to healthcare and other services for older people and those with disabilities	
<i>Interests/Leisure</i>	How to address 'apathy' in supporting village organisations/life in view of so many alternative interests/options/time restraints etc
<i>Community</i>	Rural communities can consist of well off, retired, professional people and people who are tied to community because they cannot get away
	Co-ordinated approach to problems - district council/county council/CVS etc
	Get to grips with multi-agency delivery - multi tasking without conflict of employment and policy
	Economic sustainability for rural provision across multi sectors and providers of services

High reliance on unpaid carer support because services are too remote. Solution: stronger local networks of neighbourhood support - paid or voluntary
BME families who have access but services are inappropriate due to cultural needs e.g. home care
Withdrawal of traditional systems and parts of the 'rural way of life'
Lack of solid facility
Lack of information about services available can mean those in most need are not aware
How to breakdown barriers between 'native' residents and 'newcomers' - land based community and 'urban' rural residents
Difficulty of locals competing with wealthy incomers
Migrant workers who do not have awareness of 1. rights 2. services 3. where to start and have a language barrier
Do we want self sustaining, self reliant communities? In which case reduce travelling or do people just want to live in rural letting and travel out to everything

<i>Tourism</i>	Scenery and rural lifestyle - maximise income from day and overnight tourism
<i>Funding</i>	Sources of 'clean' match funding
	Rationalise funding streams further to reduce duplication and add value to existing

Workshop 3 - Rural Transport

Identified Theme	Comments
<i>Environment</i>	Car usage = pollution
	Reductions in CO2

	Home grown (regional) bio fuels
	Need to reduce CO2 Emissions
	Logistics of waste
<i>Access/Infrastructure</i>	Large geographic areas covered
	Accessibility
	Accessibility and Frequency
	Physical Access
	Evening access to facilities bring economic benefits e.g. in small market towns, cinema, leisure centres, adult education etc
	Infrastructure
	Travel links are focussed on market towns rather than e.g. employment centres
	Balancing demand (need to travel) and supply (road & public transport)
	Demand response
<i>Cost</i>	Affordability (X2)
	Free
	Cost of public transport
	Cost (X2)
	Concessionary Fares
	More funding
	Provision of long term funding to allow sustainable/robust planning
	Sustainability
	Provision of appropriate & sustainable transport to communities where none exist
<i>Information/Marketing</i>	Better Information to infrastructure
	Poor marketing materials
	Transport/travel information
	Access to information
	Pooling/Funding
	Marketing Information about availability

Perception of transport - welfare (for those without a car of their own)

Marketing

Safety

Safety vehicles disabled access

Inappropriate transport

Perceived safety

Communication in emergency situations

Safety on rural roads

Scheduling

Timing/scheduling of services

Reliability of service

Stability

Yorkshire Wolds

Level of services of other modes of transport (none private car)

Frequency

Frequency of public transport services

Modal Shift

Transport needs away from core routes

Modal Shift

Integration

Integration of services

linkages with other transport services

Rail issues

Better use of vehicles

Piggy back initiatives - community post bus

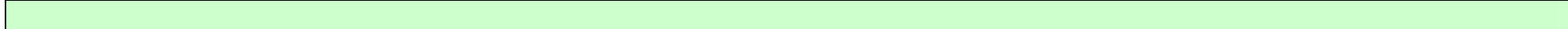
Through ticketing

Rail links

Strategic approach
Integration of community and conventional transport services as part of an overarching strategy
Cycle facilities at rail and bus stations
Interchange facilities
Rural business use of community transport (awareness)
Lift sharing schemes
Is it effective? Getting people to hospitals, schools, work?
Making the fullest possible use of transport in rural situations
Semi-fixed routes
Alternative transport in extreme weather conditions



<i>Social Exclusion</i>	Presumption you will get there by providers of product
	Transport to be an automatic consideration when planning proposals are being considered
	Individuality of transport (wheels to work)
	Not individual to client needs (time/place etc)
	Transport is designed for the non working population i.e. retired who want to travel in the middle of the day



Priorities

Workshop 1 - Rural Business Development

	Priority	No of votes
1	Enterprise Culture	10
2	Skills	20
3	Uplands	15
4	Competitiveness and developing knowledge based industries (e.g. digital) and Tourism	2
5	Finding new outlets for commodity products e.g. environmental technologies	6

Workshop 2 - Access to Services

	Priority	No of votes
1	Appropriate access to learning and training	21
2	Communications infrastructure	3
3	Health and support services delivered in rural areas	23
4	Access to affordable housing	20
5	Access to Employment for all	9
6	Support for Transport Strategies	8

Workshop 3 - Rural Transport

	Priority	No of votes
1	Integration of different modes of transport and providers	30
2	Better transport information and marketing	9
3	Accessibility for individuals to key services	12
4	Improve safety and perception of safety across all transport modes	1
5	Affordability of transport for low income groups	22

Priority Rankings

1	Integration of different modes of transport and providers
2	Health and support services delivered in rural areas
3	Affordability of transport for low income groups
4	Appropriate access to learning and training
5	Skills
6	Access to affordable housing
7	Uplands
8	Accessibility for individuals to key services
9	Enterprise culture
10	Access to employment for all
11	Support for transport strategies
12	Finding new outlets for commodity products e.g. environmental technologies
13	Communications Infrastructure
14	Competitiveness and developing knowledge based industries and tourism
15	Improve safety and perception of safety across all transport modes

 Even number of votes

Rural Evidence Base Consultation Seminar

9th November 2006
Askham Bryan College

Analysis

Workshops

Workshop one – Rural Business Development

Discussion centred on a number of comments which fell into various themed headings;

<i>Skills –</i>	Lack of choice Low levels of skills Access to learning and training
<i>Migrant Workers –</i>	Migration of young people Commuting
<i>Enterprise –</i>	Promoting business as a career option Social enterprise Lack of entrepreneurs
<i>Planning –</i>	Restrictions Delay in applications Funding
<i>Infrastructure –</i>	Transport networks ICT and broadband
<i>Lack of Services –</i>	Childcare No mains gas or oil Transport
<i>Housing -</i>	Access to affordable housing
<i>Support –</i>	Lack of support for businesses Access to start up finance Awareness of help available
<i>Tourism -</i>	Impact on environment Perception of rural areas Sustainability

It was agreed that the priorities for Rural Business Development are;

1. Enterprise Culture
2. Skills
3. Uplands
4. Competitiveness and developing knowledge based industries and tourism

5. Finding new outlets for commodity products e.g. environmental technologies

Workshop 2 – Access to services

This discussion focussed on comments which fell into the following broad headings;

<i>ICT –</i>	Broadband access IT skills
<i>Employment –</i>	Employment opportunities Need for local jobs
<i>Training –</i>	Lack of access to learning and training
<i>Young People –</i>	Access to leisure activity Migration of young people
<i>Housing –</i>	Lack of affordable housing Commuting
<i>Services -</i>	Lack of services Services are difficult to access
<i>Transport –</i>	Access to rail and bus network Expense of transport Community transport
<i>Community –</i>	Demographics of rural population Multi-agency delivery Migrant workers

The priorities agreed for this group were;

1. Appropriate access to learning and training
2. Communications infrastructure
3. Health and support services delivered in rural areas
4. Access to affordable housing
5. Access to Employment for all

The Access to Services discussion also required an extra priority;

6. Support for transport strategies

Workshop 3 – Rural Transport

Finally, the Rural Transport discussion identified the following headings;

<i>Environment –</i>	Pollution CO2 Waste
<i>Access –</i>	Accessibility and frequency of public transport

	Infrastructure Demand response
<i>Cost</i> –	Affordability Concessionary fares Sustainability
<i>Information</i> –	Better information Marketing Perception of transport
<i>Scheduling</i> –	Timing Reliability Joined up public transport networks
<i>Integration</i> –	Integration of services
<i>Social Exclusion</i> –	Individuality of transport needs

Priorities were identified as;

1. Integration of different modes of transport and providers
2. Better transport information and marketing
3. Accessibility for individuals to key services
4. Improve safety and perception of safety across all transport groups
5. Affordability of transport for low income groups

Prioritising priorities

From the final voting exercise it was possible to clearly identify what were considered by delegates as the top three priorities. These were;

1. Integration of different modes of transport and providers
2. Health and support services delivered in rural areas
3. Affordability of transport for low income groups