



IW Local Development Strategy 2015 - 2020

Key Sectors, Strategy & Priorities for Funding Applicants



ISLE OF WIGHT LOCAL DEVELOPMENT STRATEGY 2015 – 2020

STRATEGY & PRIORITIES FOR FUNDING APPLICANTS

This is an excerpt from the Full IW Local Development Strategy to aid Funding applicants and is available to download from the Natural Enterprise website at

www.naturalenterprise.co.uk/pages/economic/110-the-isle-of-wight-sme-fund

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The Full Strategy is available from Natural Enterprise – please email bridget.welling@naturalenterprise.co.uk or call 01983 296244

1. The IW Local Development Strategy – Key Sectors

The following key sectors have been identified as being important:

- **Agriculture / Horticultural** – significant in terms of land use and wider impact on the rural areas. Sector undergoing structural change. Absence of key infrastructure items. Strong Horticultural sector
- **Forestry** – the need to continue to build on the impact of the last RDPE round of funding which started to address the consequences of a long period of under investment in the sector. 60% of IW woodlands remain unmanaged
- **Rural Businesses** – level of business start-ups and survival rate is significantly below the national average. Currently a narrow business base with low levels of productivity, job opportunities, wage rates and skills. Opportunity to improve standards and support innovation and enterprise
- **Local Food** – significant area of success in the last round of LEADER funding. Strong demand remains with a number of potential LEADER projects being developed. Strong farm diversification activity, adding value. Strong links to other business sectors e.g. tourism and hospitality
- **Rural Tourism** – strong national and local evidence that demand for rural tourism is rising. Strong farm diversification activity and featured significantly in the LEADER consultation findings. Quality standards need to be improved.

2. The IW Local Development Strategy – Overarching Principles

Whilst the LDS Strategy has a sector-specific focus a number of primary overarching principles have also been adopted across the entire LDS:

- promote and support innovation and enterprise – new services, new products, new ways of working and new partnerships
- support business and social enterprise start-ups, young businesses and young entrepreneurs
- ensure a focus on the market – locally, nationally and internationally
- add value and lift quality standards – delivering greater economic return
- maintain high environmental and animal welfare standards
- attribute the need for public funding (high up-front costs, absence of collaboration, lack of alternative funding) and the impact of stimulating and enhancing private sector investment
- align to existing strategies and policies to ensure value for money is delivered and public sector investment is maximised. promote greater investment in people and skills - improving fulltime job opportunities and wage rates
- support capital investment in key infrastructure projects

3. The IW Local Development Strategy - Local priorities

As outlined above subject to a series of overarching principles the IW LDS priorities and objectives have been established to address the needs of seven key sectors/areas and to help address the core rural economic factors.

Priorities, activities and outputs have been established and are outlined for the following:

- **Agriculture / Horticultural** - To increase the economic value of farming, horticulture and land management – encourage and support innovation, enterprise and new entrants
- **Forestry** - To support the continued development of the woodland sector to deliver increased returns and employment opportunities
- **Rural Businesses** - To support the continued diversification of the rural business economy to deliver quality jobs in rural communities
- **Local Food** - To increase the economic value of local food and its role in promoting local food producers and the island as a quality destination
- **Rural Tourism** - To enhance and extend the island's rural / countryside tourism offer by supporting innovation and the quality of provision to increase the economic contribution of the sector

4. The IW Local Development Strategy - Priority Sectors – Activities & Outputs

Priority Sector: Agriculture and Horticulture		
Isle of Wight LDS Priority: To increase the economic value of farming, horticulture and land management – encourage and support innovation, enterprise and new entrants		
Isle of Wight LDS Activities - (Definition of Success) Projects will need to deliver one or more of the following:	Evidence of Need / Supporting Local Strategies	Outputs (Measures of Success)
<ul style="list-style-type: none"> ➤ Investment in improved processing, marketing and storage facilities ➤ Farm diversification activities – innovative, first, distinctive or niche ➤ Development of new markets for agricultural products ➤ Develop a new and improved supply chain ➤ Support local actions to up-skill the land based workforce, especially the young, to include strengthening links to Higher Education and off-island business experience/mentoring ➤ Improved routes to market, to include use of technology i.e. websites, on-line marketing and direct selling ➤ Promotion of the sector to the general public to include those individuals considering a career path in the industry ➤ Investment to support animal health and welfare improvements 	<p>IW LEADER LDS 2006-2013 evaluation</p> <p>IW AONB Partnership Management Plan 2014</p> <p>LEADER Land Based Businesses Survey 2014</p>	<p>Total investment (£) (grant and match)</p> <p>Jobs created (No. fte)</p> <p>Jobs safeguarded (No. fte)</p> <p>Indirect jobs created (No. fte)</p> <p>Eco. contribution (turnover) from IW Rural SME Fund investment (£)</p> <p>Cost savings from improved practice (£)</p> <p>Other businesses benefitting (No.)</p> <p>New products / technologies developed or introduced (No.)</p>
<p>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</p> <ul style="list-style-type: none"> ➤ Skills development – generic business skills to include e-commerce, collaborative learning etc. ➤ Advice - to include mentoring and off-island business networking, knowledge exchange and innovation 		

Sector: Forestry

Isle of Wight LDS Priority:

To support the continued development of the woodland sector to deliver increased returns and employment opportunities

Isle of Wight LDS Activities - (Definition of Success) Projects will need to deliver one or more of the following	Evidence of Need / Supporting Local Strategies	Outputs (Measures of Success)
<ul style="list-style-type: none"> ➤ Support the active management of woodlands ➤ Enhance woodland business activities - processing, mobilising & marketing ➤ Add value to woodland products to include the introduction of new uses ➤ Support the development of wood supply chains to include the wood fuel market ➤ Support the delivery of new and existing woodland management plans ➤ Develop woodland recreational facilities / activities to open up new income streams ➤ Support active collaboration and co-operation 	<p>IW LEADER LDS 2006-2013 evaluation</p> <p>IW AONB Partnership Management Plan 2014</p> <p>LEADER Businesses Surveys 2014</p> <p>Forestry Commission potential yield figures.</p> <p>FC:IW Forest Design Plan 2007-2037</p> <p>Forestry Commission: Wood-fuel Implementation Plan 2011-14</p> <p>FC Skills Action Plan</p> <p>Hants & IW Local Nature Partnership Strategy</p>	<p>Total investment (£) (grant and match)</p> <p>Eco. contribution (turnover) from IW Rural SME Fund investment (£)</p> <p>Jobs created (No. fte.)</p> <p>Jobs safeguarded (No. fte)</p> <p>Indirect jobs created (No. fte)</p> <p>Cost savings from improved practice (£)</p> <p>Other businesses benefitting (No.)</p> <p>New products / technologies developed or introduced (No.)</p>
<p>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</p> <ul style="list-style-type: none"> ➤ Skills development – generic business skills to include e-commerce, collaborate learning etc. ➤ Advice - to include mentoring and off-island business networking, knowledge exchange and innovation 		

Sector: Rural Businesses

Isle of Wight Priority:

To support the continued diversification of the rural economy to deliver quality jobs in rural communities

Isle of Wight LDS Activities - (Definition of Success) Projects will need to deliver one or more of the following:	Evidence of Need / Supporting Local Strategies	Outputs (Measures of Success)
<ul style="list-style-type: none"> ➤ Establishment of business start-ups especially in sectors which create higher value full time jobs in the local rural community ➤ Develop farmsteads/premises to extend the availability of basic rural infrastructure e.g. construction or establishment of workshops, premises and other business facilities ➤ Diversification of the rural economy into higher productivity business sectors, creating higher value jobs ➤ Establishment of new markets ➤ Improvement to key rural services and infrastructure ➤ Improvements to routes to market to include greater use of technology e.g. online selling etc. to reduce the impact of the Island's "remote" status and to open up new markets ➤ Increased collaboration within and across business sectors 	<p>IW LEADER Business Surveys 2014</p> <p>IW LEADER LDS 2006-2013 evaluation</p> <p>Solent Strategic Economic Plan – “Transforming Solent”</p> <p>Solent LEP EU Structural & Investment Fund Strategy 2014-2020</p> <p>Isle of Wight Council Economic Development Plan 2011-13</p>	<p>Total investment (£) (grant and match)</p> <p>Jobs created (No. fte.)</p> <p>Jobs safeguarded (No. fte)</p> <p>Indirect jobs created (No. fte)</p> <p>Eco. contribution (turnover) from IW Rural SME Fund investment (£)</p> <p>Cost savings from improved practice (£)</p> <p>Other businesses benefitting (No.)</p> <p>New products / technologies developed or introduced (No.)</p>
<p>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</p> <ul style="list-style-type: none"> ➤ Skills development – generic business skills to include e-commerce, collaborate learning etc. ➤ Advice - to include mentoring and off-island business networking, knowledge exchange and innovation ➤ Business support networks ➤ Collaboration within and across business sectors ➤ Access to finance 		

Sector: Local Food

Isle of Wight LDS Priority:

To increase the economic value of local food and its role in promoting local food producers and the island as a quality destination

Isle of Wight LDS Activities - (Definition of Success) Projects will need to deliver one or more of the following:	Evidence of Need / Supporting Local Strategies	Outputs (Measures of Success)
<ul style="list-style-type: none"> ➤ Introduction of new Isle of Wight sourced food and drink products ➤ New markets for island food and drink products ➤ Expansion of existing IW food and drink products ➤ Promotion of the island's quality food producers and as a quality food destination ➤ Improved marketing, promotion and retailing of IW food products ➤ Improved routes to market to include logistics and the use of technology i.e. websites, on-line marketing and direct selling of IW food and drink products ➤ Support for greater integration along and across the food chain to include links to the hospitality sector ➤ Improve processing, development and storage facilities 	<p>Wight Food 2013 – Natural Enterprise / IW AONB report</p> <p>The Island: 2010 to 2020 The Isle of Wight Economic and Environment Delivery Strategy</p> <p>IW LEADER LDS 2006-2013 evaluation</p> <p>LEADER Business Surveys 2014</p> <p>IW Destination Management Plan (draft) - 2014</p>	<p>Total investment (£) (grant and match)</p> <p>Jobs created (No. fte.)</p> <p>Jobs safeguarded (No. fte)</p> <p>Indirect jobs created (No. fte)</p> <p>Eco. contribution (turnover) from IW Rural SME Fund investment (£)</p> <p>Cost savings from improved practice (£)</p> <p>Other businesses benefitting (No.)</p> <p>New products / technologies developed or introduced (No.)</p>
<p>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</p> <ul style="list-style-type: none"> ➤ Skills development – generic business skills to include e-commerce, collaborate learning etc. ➤ Advice - to include mentoring and off-island business networking, knowledge exchange, innovation and greater understanding of sector trends and opportunities. To include best practice, sector market research and business intelligence with a particular emphasis on the development of links with the hospitality and wholesale sectors ➤ Strategic marketing of the IW food sector 		

Sector: Rural Tourism

Isle of Wight LDS Priority: To enhance and extend the island's rural / countryside tourism offer by supporting innovation and the quality of provision, to increase the economic contribution of the sector

Isle of Wight LDS Activities: (Definition of Success) Projects will need to deliver one or more of the following:	Evidence of Need / Supporting Local Strategies	Outputs (Measures of Success)
<ul style="list-style-type: none"> ➤ Enhance the reputation and image of IW as a quality rural destination ➤ Increase the quality offering – both infrastructure and service provision to include skills development, in order to derive greater visitor spend ➤ Deliver innovation and enterprise. Either by being the first or by being distinctively different ➤ Help extend the main (summer) season ➤ Strengthen routes to market to include use of technology i.e. websites, on-line marketing and direct selling ➤ Promote & deliver greater co-operation and collaboration ➤ Promote, manage, protect or conserve the natural environment / landscape or rural assets to deliver greater economic return ➤ Support, complement or align to existing and new core events, activities and networks ➤ Introduction of new events and activities 	<p>2014 IW Destination Management Plan (draft)</p> <p>Isle of Wight Council Economic Development Plan 2011-13</p> <p>Solent LEP EAFRD rural tourism priority</p> <p>IW AONB Partnership Management Plan 2014</p> <p>The Island: 2010 to 2020</p> <p>The Isle of Wight Economic and Environment Delivery Strategy</p> <p>LEADER Business Surveys 2014</p> <p>Hants / IW LNP Strategic aims - greening businesses / green infrastructure to link towns and countryside</p>	<p>Total investment (£) (grant and match)</p> <p>Jobs created (No. fte.)</p> <p>Jobs safeguarded (No. fte.)</p> <p>Indirect jobs created (No. fte.)</p> <p>Eco. contribution (turnover) from IW Rural SME Fund investment (£)</p> <p>Cost savings from improved practice (£)</p> <p>Other businesses benefitting (No.)</p> <p>New products / technologies developed or introduced (No.)</p> <p>Rural population benefitting (No.)</p>
<p>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</p> <ul style="list-style-type: none"> ➤ Skills development – generic business skills to include e-commerce and quality standards ➤ Advice - to include mentoring and off-island business networking and knowledge exchange ➤ Evaluation of the impact of specific events, activities and networks on the rural economy – new and existing ➤ Understand the current and future demand and supply for rural tourism accommodation and the future trends for the different types of accommodation ➤ Introduction of quality accreditation schemes ➤ Collaborative schemes and initiatives to enhance the visitor offering 		

For more information on
IW Local Development Strategy, the Local Action Group & and the IW Rural SME Fund
please visit www.naturalenterprise.co.uk/pages/economic/110-the-isle-of-wight-sme-fund

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