

Advice and Skills Development

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Economic Development

East Herts Council

Rural Business Support Programmes

- Action for Growth in the Rural Economy
- Grown in Herts

Making a Difference

Rural Business Development

- Funded by Herts LSC through ESF Co-financing
- Partnership led by East Herts Council
- Delivered to businesses countywide
- Will increase business competitiveness through training, advice and development

Hertfordshire has large stock of businesses for the region the region - 36,880 VAT registered businesses.

Most of these business are sole traders or employ under ten members of staff.

65% of beneficiaries are aged 45 years+ and not previously exposed to IT

Skills Gaps and Barriers to Learning

Research shows key gaps in skills are ICT related

The most frequent barriers to learning given are by employees are, lack of time, no suitable courses and the cost of the courses.

Target Group

- Businesses or employees experiencing rural isolation
- Business in smaller market towns
- Business with under 10 employees considered at higher risk of failure
- People aged 18 years and over
- Those at risk of redundancy and wishing to retrain
- Barriers to learning resulting from disability
- Those wishing to start up a new enterprise
- Those less likely to receive employer supported training
- Those employers without the financial resources to train
- Older workers wishing to continue in work and retrain

Sources of Evidence

- Local Economy Assessment
- Annual Business Enquiry
- Household Survey
- On-going programme evaluation

Solutions 1

- Good bidding history to secure funding
- Database development of 2,900 small rural businesses
- A diverse range of services programmed to meet business needs

Solutions 2

- Response to funding requirements
- Development of strong partnership
- Consultation with target group
- Development of programmes that meet business needs
- Understanding the problems small business face
- On-going evaluation

Programme Delivery

- 1to 1 work based I.T training
- Fast Track one day training courses
- Rural Business Network Meetings
- Newsletters, mail shots and website development

The Partnership

- Hertford Regional College
- North Herts College Goldsmith Centre
- Oaklands
- Academy of Learning
- Business Link
- ADER Agricultural Development in the Eastern Region
- Herts Prosperity Forum
- University of Herts
- Learning and Skill Council

Outcomes and Outputs

- 31 Training days delivered
- 237 Beneficiaries in training
- 179 1 to 1 IT business
- 44 Business Advice sessions

AGRE Research and Development

- 2,900 rural businesses respondents surveyed
- 951 requests for business development training
- Analysis shows the most popular requested programmes are:-

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Training Requests

- Excel spreadsheets
- Setting up a website
- Marketing
- Health and Safety
- Sage Training
- Internet
- Database Management
- Risk Assessments
- Digital Imaging
- First Aid/Food Hygiene

Grown In Herts

- Funded by East Of England Development Agency
- Provides support to local producers
- Supported by Herts Rural Forum

Grown in Herts

- 14 Farmers' Markets developed resulting in a reported 30% increase in trade for local retailers
- 3 Market Towns
- 6 Welcome Farmer Training programmes delivered regionally to increase skills in customer service, presentation and marketing
- 4 Food Hygiene courses programmed

What Next ?

- Another bid to the LSC?
- Trans-national Partnership?
- Mainstreaming the co-ordination?

Ends....

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Websites

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