



# 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](http://www.naturalenterprise.co.uk/pages/economic/110-the-isle-of-wight-sme-fund)

### CONTENTS

#### The Strategy

1. Key Sectors
2. Over-arching Principles
3. Local Priorities
4. Priority Sectors: Activities, Outputs, Supporting Strategies, Linkages to other funds

Agriculture & Horticulture  
Forestry  
Rural Business  
Local Food  
Rural Tourism

The Full Strategy is available from Natural Enterprise – please email [emma.bloomfield@naturalenterprise.co.uk](mailto:emma.bloomfield@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

<b>Priority Sector: Agriculture and Horticulture</b>		
<b>Isle of Wight LDS Priority: To increase the economic value of farming, horticulture and land management – encourage and support innovation, enterprise and new entrants</b>		
<b>Isle of Wight LDS Activities - (Definition of Success)</b> Projects will need to deliver one or more of the following:	<b>Evidence of Need / Supporting Local Strategies</b>	<b>Outputs (Measures of Success)</b>
<ul style="list-style-type: none"> <li>➤ Investment in improved processing, marketing and storage facilities</li> <li>➤ Farm diversification activities – innovative, first, distinctive or niche</li> <li>➤ Development of new markets for agricultural products</li> <li>➤ Develop a new and improved supply chain</li> <li>➤ 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</li> <li>➤ Improved routes to market, to include use of technology i.e. websites, on-line marketing and direct selling</li> <li>➤ Promotion of the sector to the general public to include those individuals considering a career path in the industry</li> <li>➤ Investment to support animal health and welfare improvements</li> </ul>	<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><b>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</b></p> <ul style="list-style-type: none"> <li>➤ Skills development – generic business skills to include e-commerce, collaborative learning etc.</li> <li>➤ Advice - to include mentoring and off-island business networking, knowledge exchange and innovation</li> </ul>		

**Sector: Forestry**

**Isle of Wight LDS Priority:**

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

<b>Isle of Wight LDS Activities - (Definition of Success)</b> Projects will need to deliver one or more of the following	<b>Evidence of Need / Supporting Local Strategies</b>	<b>Outputs (Measures of Success)</b>
<ul style="list-style-type: none"> <li>➤ Support the active management of woodlands</li> <li>➤ Enhance woodland business activities - processing, mobilising &amp; marketing</li> <li>➤ Add value to woodland products to include the introduction of new uses</li> <li>➤ Support the development of wood supply chains to include the wood fuel market</li> <li>➤ Support the delivery of new and existing woodland management plans</li> <li>➤ Develop woodland recreational facilities / activities to open up new income streams</li> <li>➤ Support active collaboration and co-operation</li> </ul>	<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 &amp; 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>

**Strategic Interventions – linkages to EAFRD and other funding programmes and strategies**

- 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**

<b>Isle of Wight LDS Activities - (Definition of Success)</b> Projects will need to deliver one or more of the following:	<b>Evidence of Need / Supporting Local Strategies</b>	<b>Outputs (Measures of Success)</b>
<ul style="list-style-type: none"> <li>➤ Establishment of business start-ups especially in sectors which create higher value full time jobs in the local rural community</li> <li>➤ Develop farmsteads/premises to extend the availability of basic rural infrastructure e.g. construction or establishment of workshops, premises and other business facilities</li> <li>➤ Diversification of the rural economy into higher productivity business sectors, creating higher value jobs</li> <li>➤ Establishment of new markets</li> <li>➤ Improvement to key rural services and infrastructure</li> <li>➤ 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</li> <li>➤ Increased collaboration within and across business sectors</li> </ul>	<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 &amp; 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><b>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</b></p> <ul style="list-style-type: none"> <li>➤ Skills development – generic business skills to include e-commerce, collaborate learning etc.</li> <li>➤ Advice - to include mentoring and off-island business networking, knowledge exchange and innovation</li> <li>➤ Business support networks</li> <li>➤ Collaboration within and across business sectors</li> <li>➤ Access to finance</li> </ul>		

## 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"> <li>➤ Introduction of new Isle of Wight sourced food and drink products</li> <li>➤ New markets for island food and drink products</li> <li>➤ Expansion of existing IW food and drink products</li> <li>➤ Promotion of the island's quality food producers and as a quality food destination</li> <li>➤ Improved marketing, promotion and retailing of IW food products</li> <li>➤ 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</li> <li>➤ Support for greater integration along and across the food chain to include links to the hospitality sector</li> <li>➤ Improve processing, development and storage facilities</li> </ul>	<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><b>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</b></p> <ul style="list-style-type: none"> <li>➤ Skills development – generic business skills to include e-commerce, collaborate learning etc.</li> <li>➤ 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</li> <li>➤ Strategic marketing of the IW food sector</li> </ul>		



**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**

<b>Isle of Wight LDS Activities: (Definition of Success)</b> Projects will need to deliver one or more of the following:	<b>Evidence of Need / Supporting Local Strategies</b>	<b>Outputs (Measures of Success)</b>
<ul style="list-style-type: none"> <li>➤ Enhance the reputation and image of IW as a quality rural destination</li> <li>➤ Increase the quality offering – both infrastructure and service provision to include skills development, in order to derive greater visitor spend</li> <li>➤ Deliver innovation and enterprise. Either by being the first or by being distinctively different</li> <li>➤ Help extend the main (summer) season</li> <li>➤ Strengthen routes to market to include use of technology i.e. websites, on-line marketing and direct selling</li> <li>➤ Promote &amp; deliver greater co-operation and collaboration</li> <li>➤ Promote, manage, protect or conserve the natural environment / landscape or rural assets to deliver greater economic return</li> <li>➤ Support, complement or align to existing and new core events, activities and networks</li> <li>➤ Introduction of new events and activities</li> </ul>	<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><b>Strategic Interventions – linkages to EAFRD and other funding programmes and strategies</b></p> <ul style="list-style-type: none"> <li>➤ Skills development – generic business skills to include e-commerce and quality standards</li> <li>➤ Advice - to include mentoring and off-island business networking and knowledge exchange</li> <li>➤ Evaluation of the impact of specific events, activities and networks on the rural economy – new and existing</li> <li>➤ Understand the current and future demand and supply for rural tourism accommodation and the future trends for the different types of accommodation</li> <li>➤ Introduction of quality accreditation schemes</li> <li>➤ Collaborative schemes and initiatives to enhance the visitor offering</li> </ul>		

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](http://www.naturalenterprise.co.uk/pages/economic/110-the-isle-of-wight-sme-fund)

Or contact Emma Bloomfield at Natural Enterprise.  
[emma.bloomfield@naturalenterprise.co.uk](mailto:emma.bloomfield@naturalenterprise.co.uk) 01983 296244

