

Report to	Policy & Resources Committee
Date	29 April 2021
By	Enterprise Development Strategic Lead & Sustainable Tourism Lead
Title of Report (Decision)	Partnership Management Plan Delivery – Rural Economy & Introduction to the South Downs Enterprise Partnership

Recommendation: The Committee is recommended to:

- 1) Receive and note the performance update measured against Partnership Management Plan Delivery on the Rural Economy.**
- 2) Endorse the approach to the South Downs Enterprise Partnership set out at section 6 and 7 of the report**
- 3) Endorse the 10 year vision for the South Downs National Park (SDNP) Rural Economy as set out in Appendix I of the report.**

1. Introduction

- 1.1 The SDNPA considers it important as a publicly accountable body, to monitor its performance. The Policy and Resources Committee has a terms of reference which include “to monitor and review the performance, including financial performance, of the Authority in the context of its business delivery, and the management and maintenance of the Authority’s assets in accordance with the Authority’s agreed budget, Corporate Plan and other approved plans, and make recommendations for changes as appropriate” and “to monitor and identify improvements arising from its outcomes and evaluation of projects identified by the Committee, audits, survey and other feedback and make recommendations as appropriate”.
- 1.2 The purpose of the report is to update the Policy and Resources Committee on the Authority’s performance, measured against Partnership Management Plan Delivery, on the Rural Economy work during the financial year starting 1st April 2020 and ending 31st March 2021.

2. Policy Context.

- 2.1 There are a number of key drivers in the form of both national and local policy.
- 2.2 Section 11A (1) of the 1949 Act¹ effectively places a “duty to foster and maintain vibrant, healthy and productive living communities” on NPAs (DEFRA, 2010, p.18). The key policy guidance for NPAs is provided by the **DEFRA (2010). National Parks and the Broads. UK Government Vision and Circular 2010**². Paragraphs 72 and 74 of the DEFRA (2010) were directly informed by the findings contained within the Taylor Report (2008)³.

¹ UK Government. (1949). National Parks and Access to the Countryside Act.

² DEFRA. (2010). National Parks and the Broads. UK Government Vision and Circular 2010².

³ Taylor Report. (2008). Living Working Countryside: The Taylor Review of Rural Economy and Affordable Housing.

Taylor (2008) suggests, “creating and maintaining strong rural economies is critical to supporting sustainable and vibrant rural communities with important social, economic, employment and environmental benefits” (Taylor, 2008, p.122).

- 2.3 The 2050 Vision for the South Downs National Park included within the SDNPA (2020) Partnership Management Plan ⁴ includes clear reference to the importance of the rural economy when it states, “*Its special qualities will underpin the economic and social wellbeing of the communities in and around it, which will be more self-sustaining and empowered to shape their own future. Its villages and market towns will be thriving centres for residents, visitors and businesses and supporting the wider rural community. Successful farming, forestry, tourism and other business activities within the National Park will actively contribute to, and derive economic benefit from, its unique identity and special qualities.* (SDNPA, 2020, p.15). In pursuit of this vision the SDNPA (2020) Partnership Management Plan (PMP) sets out three Outcomes relating to the ‘Socio-economic Duty’ of the NPA.
- **Outcome 8:** More responsibility and action is taken by visitors, communities and businesses to conserve and enhance the special qualities and use resources more wisely
 - **Outcome 9:** Communities in the National Park are more sustainable with an appropriate provision of housing to address local needs and improved access to essential services and facilities
 - **Outcome 10:** A diverse, sustainable, dynamic economy which is positively linked to the special qualities of the National Park
- 2.4 The Rural Economy is one of the four SDNPA organisational priorities alongside Nature Recovery, Health & Wellbeing and Climate Change.
- 2.5 Finally, the Action Plan that accompanies the SDNPA (2019) Climate Change Adaptation Plan⁵ contains within Climate Change Programme 10: Rural Economy and Tourism. The aim of which is to “*support rural businesses to adapt their business operations, improve their sustainability, and boost their contribution to the SDNP local economy*”.
- 3. Evidence: Rural Economy**
- 3.1 Building on an existing comprehensive evidence base a number of additional sources of evidence were gathered over the past year including; SDNPA (2020) Economic Profile update, 5 Focus Sector Information Sheets, SDNPA (2020) Business Impact Survey, SDNP (2020) Covid 19 Business Impact Report, SDNPA (2020) Rural Economies Comparison Report and the SDNPA (2020) Economic Recovery Strategy.
- 3.2 SDNP Viticulture: During the last financial year the SDNPA has completed the Viticulture Growth Impact Assessment and accompanying Infographic as well created a supporting more reader friendly version of the impact assessment with the working title of the impact assessment Summary Document. As well as providing a comprehensive evidence base for the Authority this work has been the catalyst for the building of new relationships between the SDNPA and many of the 51 Vineyards located in the SDNP.
- 3.3 Sustainable Tourism: each year the South Downs National Park Authority collects volume and value data for tourism in the National Park. This is called STEAM data, and is reported annually by all National Parks in the UK. This allows us to monitor the trends around visitor numbers, employment and visitor spend. Every three years we commission a visitor survey, visitor surveys are undertaken across 16 sites in the National Park, this allows us to monitor trends around visitor behaviour and demographics and the visitor experience.
- 4. Partnership Management Plan Delivery: Rural Economy**
- 4.1 There were a number of projects or initiatives commenced and in various stages of delivery during the financial year ending 31st March 2021. Below is a brief description of each one.

⁴ SDNPA (2020). Partnership Management Plan

⁵ (SDNPA. (2019). Climate Change Adaptation Plan.

South Downs Food & Drink.

- 4.2 Natural Partnerships CIC were appointed to carry out a series of three emergency communications to the Food and Drink sector in response to the economic fallout of the Covid 19 Pandemic. The direct business emails included details of the emergency funding available for businesses, changes resulting from the government announcements, and other support available such as business webinars and opportunities to promote their adapted covid-19 offer such as our Covid Connecting Communities Map. The average open rate (that being the number of organisations that opened the new letter emails) for a Food & Drink Newsletter pre-Covid was 24%. The average open rate for the three newsletters provided through this project achieved: 30% open rate and 14% click rate in April, 38% open rate and 15% click rate in May and 39% open rate and 22% click rate in June.

Horticulture pilot project working in Partnership with Sussex Growers, Sussex Innovation Centre (SINC) and Rural West Sussex Partnership (RWSP).

- 4.3 The SDNP Economy benefits from 51 horticulture businesses. During lockdown some of these businesses found themselves in a precarious financial position at harvest time with no market place open to procure their goods. SDNPA along with Sussex Growers, RWSP and SINC collaborated to explore the possibility of assisting the sector to sell directly to the consumer thus opening up a new market place. A pilot project was delivered with some success. However, the project was not required after 13th May following the Government decision to re-open Garden Centres.

Business information on our website, monthly business to business SDNPA newsletters and continued business engagement.

- 4.4 A land based and tourism business statement was completed and launched on the SDNPA website in April 2020 that has been regularly maintained ensuring the information provided was up-to-date and remained relevant throughout the year. Please find link here to business pages on the website: <https://www.southdowns.gov.uk/national-park-authority/our-work/coronavirus-covid-19-update/supporting-businesses/>
- 4.5 Since December 2020, a business focussed SDNPA monthly newsletter has been produced for SDNP businesses. Five newsletters have now been produced (starting in November 2020), we have 519 businesses signed up to receive this newsletter, and 44% open rate (228 per month average).
- 4.6 Since January 2021, a target of engaging with 60 new SDNP businesses each month has been set and achieved. To date 141 new businesses have been engaged by SDNPA providing vital information, forming new relationships, connecting supply chains, introducing up-coming initiatives and signposting. This engagement is crucial for businesses seeking support to survive, revive and thrive at a difficult time following the economic fall-out of the Covid-19 pandemic and the SDNPA to ensure financially resilient businesses are well placed to contribute to our communities and NP purposes.

Whole Estate Plans (WEPs)

- 4.7 In September, 2020 the management responsibilities of the whole WEP process was moved from the Planning Directorate over to the CPM Directorate.
- 4.8 A new WEP Process has been created by Officers, to provide Estates with an easy to follow step-by-step process to enable them to quickly identify where they are in the process and what comes next whilst also allowing SDNPA Officers to easily monitor and track Estates' progress.
- 4.9 Six Estates currently benefit from endorsed WEPs. These are; Wiston, West Dean, Highfield and Brookham, Newton Valence, Iford and Eastbourne Downland.
- 4.10 Currently there are eight active Estates in the WEP pipeline with Barlavington and Firle, the furthest along in the process. Brighton Downland are also progressing well with aspirations to have a draft WEP ready for endorsement in Spring 2020. Bereleigh and Buriton Estates are at the inception stage of the process, both looking to progress through the WEP process in the coming weeks.

- 4.11 Annual reviews have been conducted for each of the six Estates with endorsed WEPs. The data from which is currently being analysed with a report due to be completed in May that will have identified the number of Partnership Management Plan Outcomes each WEP has delivered against in the last financial year. It is intended that this report will be presented to the Committee during the summer of 2021
- 4.12 An evaluation of Whole Estate Plans has been undertaken. Members and staff have had the opportunity to contribute to this piece of work through the workshops, follow up correspondence on the workshops and the online survey. The results of the evaluation will be presented to a future meeting of the Committee.

Connecting our Communities Map

- 4.13 The Connecting our Communities Map went live on 3rd April 2020. The purpose of the project was to provide our communities with live up-to-date information on the situation surrounding the availability of food & drink and essentials in their areas ensuring residents are aware of who is open, in what capacity, whether they are delivering or doing 'take-away' and if there are pre-booking requirements in action. The Map currently benefits from containing 344 businesses and 108 community groups. There have been over 13,000 views averaging 37 per day. Please see link to the map below.

<https://www.southdowns.gov.uk/national-park-authority/our-work/coronavirus-covid-19-update/covid-19-supporting-communities/find-local-deliveries-suppliers-support-groups/>

Small Grants

- 4.14 Following the creation and implementation of a grant assessment process £32,070.00 of small grants were given to 22 SDNP businesses in the financial year ending 31st March 2021. Of the 22 business there were; 7 food and drink, 2 pubs, 4 retail, 2 attractions, 1 hospitality accommodation and 6 activity providers. Please find [link here](#) to the case studies received which provide detail on the types of projects supported by this funding.

Recovery Grants

- 4.15 Following the creation and implementation of an assessment process £13,180.00 of recovery grants were given to two SDNP businesses in the financial year ending 31st March 2021. These were Unmissable England, who received funding to provide eight new experiences aimed at the domestic audience, this included experience development workshops with the businesses, which were held in November 2020 and March 2021. [11 new experiences have been launched as a result](#) (£5,920.00), and Chalk Pit Forge, based at Amberley Museum, to purchase new equipment and develop and advertise a series of new workshops (£7,260.00).

Visitor economy project working in partnership with Sussex Innovation Centre (SINC)

- 4.16 This project, working in partnership with SINC, provided IT based support to businesses within the SDNP visitor economy who have been requires to adapt their traditional business model to a 'direct to consumer model' as a result of the restrictions enforced due to the Covid 19 pandemic. The project has provided advice and support to 13 businesses in this financial year.

Rural West Sussex Partnership (RWSP)

- 4.17 During the last financial year, in the capacity of contract holder, SDNPA have extended and continue to manage on behalf of the Partner Members (Horsham DC, West Sussex CC, Chichester DC, Mid-Sussex DC and Arun DC) the current RWSP contract currently held by Mathews Associates. During lockdown the contract was due to expire (31st May 2020). However, to ensure a seamless continuation of the important work carried out by the RWSP during the Covid pandemic the contract was extended for a further 12 months. As holder of the current contract Mathews Associates provides provision for collaborative and representative support for the RWSP in pursuit of its aims. The current contract is due to expire at the end of May, 2021. Following agreement from the Partner Members to continue funding the RWSP for a further year (21/22) the SDNPA have worked alongside Partner Members to create and release a tender to procure a consultant for the next financial year.

Tourism Lockdown Webinars

- 4.18 During April 2020 during the first lockdown, SDNPA met with Experience West Sussex, Sussex Chamber of Commerce and the Coast to Capital Growth Hub and developed three tourism industry webinars, mainly focussed on Sussex but also including Hampshire businesses in the South Downs. Each webinar presented business and tourism experts, who shared advice and ways they were adapting with other businesses in the region. These initial three webinars collectively attracted over 1000 engagements with the live and recorded sessions, and received between 350-400 unique webinar registrations. We also engaged with 6 MPs during and after the webinars, providing important intelligence for the sector. We delivered two additional webinars in Autumn 2020 with the partnership, and included East Sussex County Council and Visit Brighton onto the webinar partnership.

National Park Experiences

- 4.19 In September 2020 nine English National Parks Authorities, who make up the English National Park Collection, received an additional £158,000 of Discover England Funding (DEF) to refocus the Collection for domestic consumers. These experiences are hosted on the [UK National Parks website](#) and have been promoted through a national marketing campaign which kicked off in March 2021 and will run until the 17 April 2021. In March it was reported that the Facebook posts alone were reaching around 280,000 people, and the collection had already been featured in in The Sun, [The Times](#) and [Sheerluxe](#). SDNPA will be looking to grow the collection in due course. You can also view the experiences on the [SDNPA website](#).

5. Partnership Management Plan Delivery in development due for launch within next financial year (2021/2022): Rural Economy

- 5.1 There are five projects currently under development, which are due to be launched in the next financial year (2021/2022).
- 5.2 **SDNP Business Sustainable Certification.** Working with an established sustainable certification partner this project looks to create and provide a bespoke sustainability certification, aligned with our Triple Bottom Line Approach (Elkington, 1999⁶), to SDNP businesses to empower them to better understand, track and improve their carbon footprint and enhance their social responsibilities. The Triple Bottom Line principle (Elkington, 1999) is a concept created in the 1990's that was driven by sustainability and provides a framework for measuring the performance of the business and the success of the organisation using three lines; economic, social, and environmental.
- 5.3 **Rural Diversification** is a project aimed at the SDNP land based sector offering free advice around best practice decision making and the optimisation of ideas that derive from the decision making process into market opportunities. This project is at the scoping phase with SDNPA working closely with Southern Water as joint delivery partners and will focus on the land-based industry.
- 5.4 **Research Innovation Sussex Excellence (RISE)** is a business support project with an innovation and research focus targeting SMEs in West Sussex. SDNPA have been approached by the lead partners of the RISE project, which now benefits from European Regional Development Funding, to become a Network Partner.
- 5.5 **South Downs Enterprise Partnership (SDEP).** The SDEP is a business community and network for likeminded SDNP businesses who positively contribute to the SDNP. The SDEP is explained in greater detail below.
- 5.6 **Dark Skies Welcome.** In January 2021, we began developing a Dark Skies Welcome Scheme for tourism businesses to demonstrate their contribution to maintaining dark skies, and to promote these businesses to consumers, linking with the SDNP Dark Sky Discovery sites. This scheme is due to launch in May 2021, and businesses will be listed on the SDNPA website later in the year.

⁶ Elkington, J. (1999). Cannibals with Forks: Triple Bottom Line of 21st Century Business. Oxford: Capstone.

6. Introduction to the South Downs Enterprise Partnership

Background

- 6.1 **SDNP Rural Economy:** With over 117,000 residents, 8,000 businesses and 55,000 employees, the SDNP is not only the most densely populated National Park but has by far the largest economy of all the National Parks. The SDNP rural economy is diverse. As well as the key visitor economy and land-based industries, it also includes significant numbers of businesses in productive and service led sectors.
- 6.2 **Evidence:** Over the past three years, the SDNPA has gathered a wealth of data to enable an evidence led targeted approach to local economic and social enterprise partner engagement. These include; the 2018 Economic Profile and 2020 Economic Profile up-date, the 2019 Business Survey and 2020 Covid-19 Business Impact Survey, 2020 Gap Analysis and Support Mapping and the 2020 Covid-19 Business Impact Paper.
- 6.3 Findings from the 2019 and 2020 business surveys showed significant numbers of businesses requested intervention in the form of marketing & PR support, promoting local networks, strengthening rural supply chains, providing environmental support, training & skills, signposting to support and the creation of a business community/network. This data was then cross-examined through gap analysis and support mapping. This evidence has allowed an informed SDNP Economic Recovery Strategy to be produced with recommendations. The recommendations within the SDNPA Economic Recovery Strategy (2020) recognise the SDEP as a mechanism for supporting business recovery where they have been impacted from the Covid-19 Pandemic. Whilst we do not hold the same powers relating to economic development as our County, District and Borough Partners we must choose our interventions carefully in close association with our local economic and social enterprise partners. The evidence has provided a deeper understanding of the South Downs rural economy, which has allowed us to develop a structured and targeted approach to engagement.
- 6.4 **Targeted Approach:** It is essential to tightly focus and prioritise engagement with our local economic and social enterprise partners as our resources are limited and the quantity of partners and scale of their needs are vast. Therefore, our engagement will be focussed on three key sectors; Visitor Economy, Food and Drink and Land Based Industry principally because these sectors are integral to the character, heritage, culture and appearance of the SDNP but also in recognition of their combined contribution to the SDNP rural economy such as providing 50% of the employment, account for 46% of the businesses and contribute £1.129 billion to GVA.
- 6.5 **Climate Change Ambitions:** A lack of knowledge and need for support on environmental sustainability was identified from the 2019 Business Survey findings. In addition to this, the SDNPA (2019) Climate Change Adaptation Plan sets out how businesses can contribute to the Net Zero with Nature targets. The SDEP will play an important role in delivering on our Climate Change ambitions through the creation of a bespoke sustainability certification to award businesses who meet the criteria and positively contribute through their business practices.

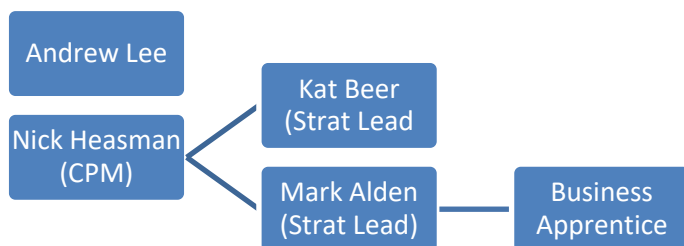
7. The South Downs Enterprise Partnership (SDEP)

- 7.1 The SDEP is a new SDNP network, forming a business community for likeminded enterprises to; strengthen the SDNP rural economy, demonstrate economic delivery to the whole NP, deliver on one of our organisational priorities, improve collaboration between businesses and their links to the landscape, delivering on PMP outcomes, encourage a 'think and act local' approach by both businesses and consumers and facilitating business delivery of SDNP climate change targets. Through various platforms, the SDEP will deliver regular communications, provide events, networking opportunities, offer training for businesses, provide publicity benefits for businesses and promote sustainability to local enterprise.

- 7.2 The SDEP will enable, facilitate and add value to ensure delivery ‘Vision for the South Downs National Park (SDNP) Rural Economy’. The Officer developed 10 Year vision (**Appendix I**) includes:
1. Businesses have fully recovered from the economic fall out of the Covid-19 Pandemic and have greater resilience to future challenges
 2. The SDNP Rural Economy is vibrant, rich and diverse made up of innovative local economic and social enterprise partners working in collaboration to strengthen and shorten rural supply chains.
 3. Communities within the SDNP are prosperous and resilient, each supported by a healthy positive circular local economy, where businesses and their customers jointly appreciate the importance of acting and thinking local, meeting the challenge of climate change, and understand their place and role within it.
 4. A diverse range of visitors enjoy activities which are linked to the distinct qualities of the South Downs, and are supported by a sustainable and resilient tourism economy.
- 7.3 The 10 year ‘Vision for the SDNP Rural Economy’ will be realised through the SDEP which will act as the delivery vehicle underpinned by four Strategic Objectives:
1. SO1: Deliver careful targeted engagement interventions to businesses delivering on the SDNP Partnership Management Plan in pursuit of our National Park purposes and duty.
 2. SO2: Help businesses learn to mitigate and adapt their practices to meet the challenge of climate change.
 3. SO3: Support the rural economy through a ‘Think Local Act Local’ approach to business to promote stronger rural supply chains.
 4. SO4: Support the National Park’s key visitor economy locations and promote a sustainable tourism to a diverse and inclusive range of audiences.
- 7.4 The SDEP network will be a membership based business community providing benefits to its members around 5 themes:
- Association and connection with the South Downs brand: use of a South Downs Logo and wording stating they are members of the SDEP.
 - Marketing: widen marketing reach through the South Downs website, e-newsletters to the public and between members, social media platforms and through events. Develop sustainable tourism marketing opportunities through increasing the number of businesses in the Walkers & Cyclist Welcome and Dark Sky Welcome Schemes, and increase the number of South Downs experiences on the UK National Park Experiences platform.
 - Sustainable Certification & Business Skills: build business skills through workshops, seminars and information sharing.
 - Connection between members: inspire collaboration and support with other businesses, strengthen and shorten rural supply chains and use a Business-to-Business platform.
 - Access to evidence and research: SDNPA holds useful research for businesses such as; Market segmentation report and visitor surveys that can be shared.
- 7.5 Membership will be free. with initial membership targets for the first 5 years as follows:
- Year 1: target membership of 30 business members
 - Year 2: target 90% renewal rate and to attract 40 business members in total
 - Year 3: target 90% renewal rate, to attract 50 business members in total.
 - Year 4: target 90% renewal rate, to attract 90 members in total.
 - Year 5: target 90% renewal rate, to attract 160 business members in total.

8. Resources & cost implications

8.1 The SDEP will be operated and managed by the Thrive Team as the strategic framework to channel all business as usual.



8.2 Funding of £80,000.00 has been secured through the Sustainable Economy and Tourism Theme Programme Board on 25th November 2020.

9. Next steps

9.1 Development timeframe: The key milestones for the development of the SDEP are:

Action No.	Description	Timeframe
1	Provide SDEP up-date to P&R Committee	On Thursday 29 th April 2021
2	Contractor to create SD Enterprise Branding and Logo	By end of May 2021
3	Creation of platform (s)	By end of July 2021
4	Creation of bespoke sustainability certification with Partner.	By end of October 2021
5	Business Launch GO LIVE on all SDEP Platforms, Commence marketing & recruitment and offers	November 2021
6	Consumer Christmas Launch Event	Christmas 2021

10. Other Implications

Implication	Yes*/No
Will further decisions be required by another committee/full authority?	No.
Does the proposal raise any Resource implications?	No. All resources to be met from approved budget.
How does the proposal represent Value for Money?	The SDEP follows a 'One to Many' model for engagement with our local economic and social enterprise partners. As their needs are many and our resources are finite. The Officer time invested in developing the SDEP is well spent as this will enable us to create a strategic framework to work with economic partners for many years to come.
Are there any Social Value implications arising from the proposal?	None.
Have you taken regard of the South Downs National Park Authority's equality duty as contained within the Equality Act 2010?	<ul style="list-style-type: none"> The vision itself seeks to advance equality of opportunity between persons who share the relevant protected characteristics (age, disability, gender reassignment, pregnancy and maternity, race, religion or belief, gender and sexual orientation) and those who do not share it; Due regard in this context involves having due regard in particular to:

	<p>a)The themes and objectives in the proposal seek to remove or minimise disadvantages suffered by persons sharing a relevant characteristic connected to that characteristic;</p> <p>b)It specifically encourages the Authority and other providers to take steps to meet the needs of persons sharing a relevant protected characteristic different from the needs of persons who do not share it;</p> <p>c)It is a key objective of the proposal to help ensure that persons sharing a relevant protected characteristic are encouraged to gain access to the National Park by encouraging the provision of support and services to enable those under served in being able to access the National Park to do so.</p> <p>In pursuit of delivering against the 10 Year Vision is Strategic Objective 4:</p> <p>SO4: Support the National Park’s key visitor economy locations and promote a sustainable tourism to a diverse and inclusive range of audiences.</p>
Are there any Human Rights implications arising from the proposal?	None.
Are there any Crime & Disorder implications arising from the proposal?	None.
Are there any Health & Safety implications arising from the proposal?	None.
Are there any Data Protection implications?	Yes. All works will meet current GDPR regulations.
Are there any Sustainability implications based on the 5 principles set out in the SDNPA Sustainability Strategy: I.	The objectives of this proposal support the principle of a strong health and just society underpinned by a positive circular economy positively contributing to thriving resilient and prosperous communities.

II. Risks Associated with the Proposed Decision

Risk	Likelihood	Impact	Mitigation
<ul style="list-style-type: none"> Perceived conflict of interest with other membership organisations such Chambers, CLA, DMO’s, FSB. Thrive Team Resources: Impact on delivery 			<p>As the SDEP will be free of charge for its members this removes considerably the risk of duplication of other membership based organisations. Partners have also been approached with the concept and have all provided positive feedback.</p> <p>The SDEP will become the strategic framework for all Thrive Team work moving forward.</p>

outside of the SDEP for Thrive Team BAU.			
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Appendices I. 10 year vision for the South Downs Rural Economy

SDNPA Consultees Chief Executive; Director of Countryside Policy and Management;
Director of Planning; Chief Finance Officer; Monitoring Officer; Legal
Services, Business Service Manager

External Consultees 'none'

Background Documents Available upon request:

[SDNPA \(2020\) Economic Profile](#)

[SDNPA \(2020\) 5 Focus Sectors Information Sheets](#)

[SDNPA \(2020\) Covid 19 Business Impact Report](#)

[SDNPA \(2020\) Economic Recovery Strategy](#)

[SDNPA \(2020\) Rural Economies Comparison Report](#)

[SDNPA \(2020\) Viticulture Growth Impact Assessment](#)

[Viticulture impact Assessment Summary Document](#)

[WEP Process](#)

10 year Vision for the South Downs Rural Economy (comprising the following three sections)”

Summary Vision for the South Downs Enterprise Partnership

The South Downs Enterprise Partnership is a business community for likeminded local economic and social enterprise partners who positively contribute to the National Park.

Our 10 Year Vision for the South Downs Rural Economy

1. Businesses have fully recovered from the economic fall out of the Covid-19 Pandemic and have greater resilience to future challenges.
2. The SDNP Rural Economy is vibrant, rich and diverse made up of innovative local economic and social enterprise partners working in collaboration to strengthen and shorten rural supply chains.
3. Communities within the SDNP are prosperous and resilient, each supported by a healthy positive circular local economy, where businesses and their customers jointly appreciate the importance of acting and thinking local, meeting the challenge of climate change, and understand their place and role within it.
4. A diverse range of visitors enjoy activities which are linked to the distinct qualities of the South Downs, and are supported by a sustainable and resilient tourism economy.

Our 10 Year Vision for South Downs Businesses

As a result of learning and association with the South Downs Enterprise Partnership;

1. Businesses understand the value of the landscape that they work within and demonstrate adaptation of their practices to enhance and conserve its special qualities.
2. Businesses no longer measure their performance on profit alone but rather across three lines; profit, people and place, thus demonstrating the importance of environmental sustainability and social responsibility.
3. Businesses positively contribute to the challenge of climate change through their practices and their messaging to customers.
4. The South Downs Enterprise Partnership has enabled and facilitated greater business to business unity encouraging communication and collaboration resulting in a stronger circular economy through its active local supply chains.
5. Businesses receive added value through their association with the Enterprise Partnership.

