

Coast to Capital



Rural Statement 2015

Rural Economy

CHALLENGES

- Variable rates of start-up and growth
 Distance from suppliers and markets
 Weaker agglomeration effects leading to
 lower knowledge transfer and innovation
- Constraints on business growth including: Skills, premises, planning, ICT etc, services, networking, knowledge transfer.

Rural People and Communities

CHALLLENGES

- High cost of housing
 - Travel to work and learn, loss of local jobs Ageing population
 - Hidden deprivation and fuel poverty
- Access to services
- Community assets under threat
- Some market towns in decline or under threat of decline e.g. becoming dormitory towns

PRIORITIES

- 1. Growing the rural business population and supporting entrepreneurship
- 2. Meeting businesses' skills needs
 - . Supporting priority business sectors
- 4. Improving infrastructure including ICT & transport
- 5. Finding more employment sites and premises

PRIORITIES

- 1. Promoting access to work, learning opportunities, skills and services for all
- 2. Building community cohesion and protecting community assets in our towns, villages and dispersed communities
- 3. Supporting our market towns and helping them to repurpose their high streets, extend their service offer & improve their appeal to all age groups

Rural Environment

CHALLENGES

- Climate change including flooding
- Balancing ecology and biodiversity with growth
 - Addressing water stress increased demand
- Loss of landscape value e.g. lowland heath
- Damage to water resources e.g. nitrates
- > "Anywhere" / over development &
- Lack of affordable housing
- Poor rail and road links

PRIORITIES - Environment

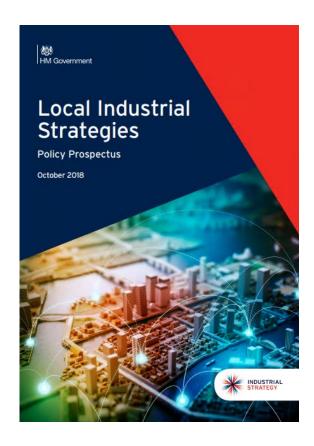
- 1. Protecting and enhancing biodiversity
- 2. Mitigating the impact of, and adapting to, climate change.
- 3. Understanding the benefits of ecosystem services

PRIORITIES – Sustainable development

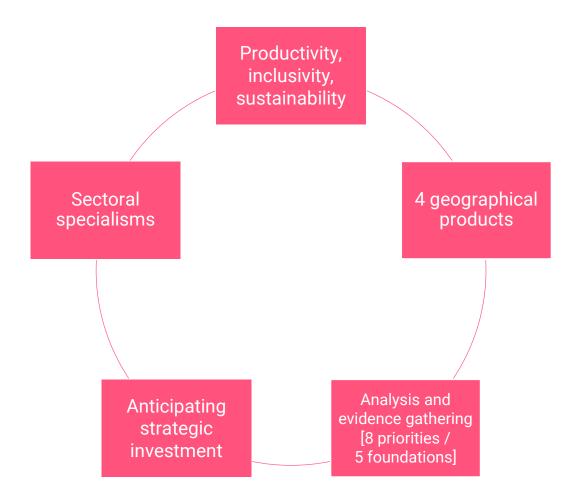
- 1. Developing sustainable solutions and finding housing & employment sites
- 2. Supporting sustainable improvements to transport infrastructure & extending access

Gatwick 360° and the LIS

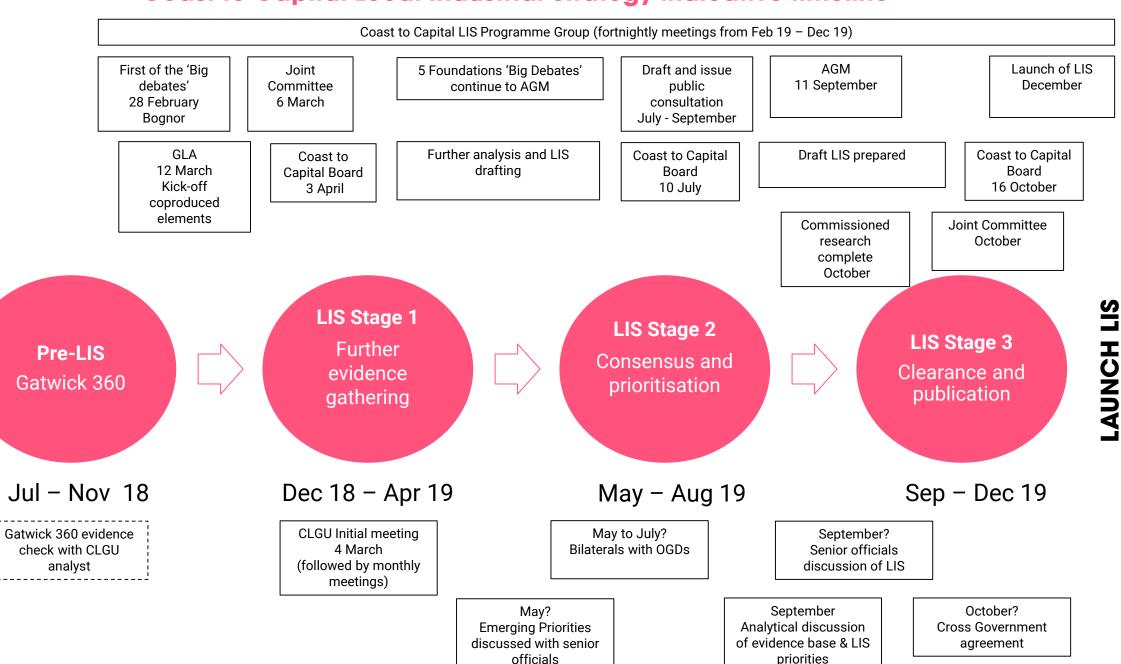




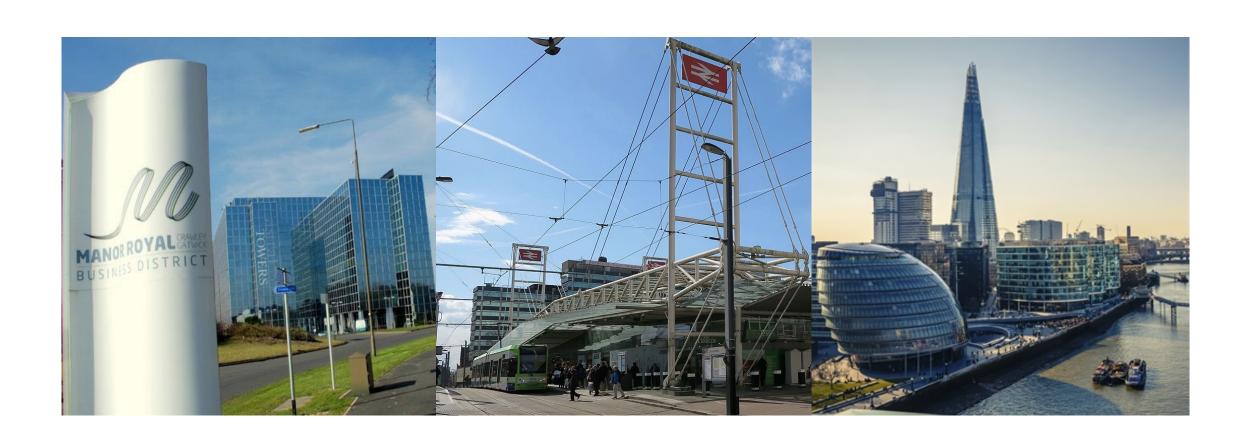
Delivering the Local Industrial Strategy



Coast to Capital Local Industrial Strategy indicative timeline



Identification of Gatwick to London growth corridor



Development of towns around Gatwick Airport



Growth of our coastal towns, including Greater Brighton



Potential for our rural areas



Discussion

- To identify what is unique about our rural economy
- How to present our unique strengths to government, in response to the Industrial Strategy
- What investment is required to increase our rural productivity, that we should pitch to government

Strategic Investment

Regional mega- projects	Large scale public investment	Multiplier investment
Gatwick airport master plan	Housing delivery	Addressing market failure
Brighton main line upgrade at Windmill Junction, Croydon	Regional resilience: energy, flood defences	Promoting regeneration
	Infrastructure gap: transport, telecoms, services	Locally important schemes
	University provision	

Strategic influence of the LEP along with local authority partners	
Multiple sources of public and private investment	
Delivery and coordination mechanisms	