

Notes from Forum Meeting 17/02/09
At Bedern Hall York

The Chair welcomed everyone to Bedern Hall

Questions & Answers

Helen West OBE CEO Business Link

Helen outlined the role of Business Link and how they deliver to rural business.

Harold Brown YDNPA

Q. In the Dales area information does not seem to come through are there plans to improve this.

A. We are going to launch fact sheets for farm businesses. We realise it is difficult to access farmers but want to try and make them aware of the services we offer.

Howard Petch CRC

Q. You made encouraging comments regarding business startup are there any trends re business failure?

A. We have supported 11,000 potential start ups. We will be following up from our enterprise show and hope to produce a report by the end of the year. The type of people interested in setting up business has changed to Managerial & Professional, we are rethinking our services to cope with this

Q. But are there any trends re business failure?

A. Yorkshire Forward are following up.

Gill Waite LSC

Q. Many new businesses are based around IT/Broadband working from home. What happens when the infrastructure is unable to support this?

A. Yorkshire Forward is actively pursuing this

Shelagh Marshall Vice Chair

Q. Are Yorkshire Forward considering sustaining business 2/3 years down the line

A. The current emphasis is on start-up, next year will hope to concentrate on those with 2/3 trading.

Camilla Govan Action for Market Towns

Q. How do you identify the mechanism to target locally?

A. We are in key discussions with Local Authority. We are agreeing local priorities and link with Yorkshire Forward next year.

Judy Richmond National Trust

Q. The faring community are often suspicious and cynical and believe you can't get something for nothing. How will you overcome this?

A. We are launching a big marketing campaign through our partners to try and get the message across.

Malcolm Byers NYMNP

Q. Tourism is a very important part of the local economy but often fragmented. How are you working with it?

A. We are improving local access i.e. Town Hall & Libraries, places that have a good footfall. We will train existing staff to be advisors. We will work with LAs as to where offices should be. We started with 14 and now have a network of over 100 and are developing the network. Tourism changes and we hope to develop a tourism strategy.

Chris Elton

Q. What has RDPE enabled you to do?

A. To work with certain businesses to help package a business development that wouldn't always be possible.

Jochan Werres NYCC

Q. It is essential to engage with local partners to support delivery.

A. We will make sure what we do links up with partners in the region.

Helen West East Riding of Yorkshire Council

I support Jochan it is a critical element to link with local partners.

A. We will make sure managers are linked in

Gill Waite LSC

Q. How do you get over the reluctance to contact Business Link?

A. It will take time to get the message out about our service.

Mike Newbury & Joanne McDonough Audit Commission

Mike & Joanne discussed the Comprehensive Area Assessment and rural delivery. It regulates local public services in England.

They are looking at 3 areas –

How well do local priorities express community needs and aspirations?

How well are outcomes and improvements being delivered?

What are prospects for future improvements?

Q. What can you do for the people of York?

A. We are looking at ways to badge, we need a more direct way. The District Auditor is currently looking at the issues in York.

Steve Cope Bishop of Hull Advisor

Q. Are you taking into account Parish plans?

A. Regardless of area size we are looking at how partnerships have addressed different needs. It will be challenging, how do we engage people? We are looking at different styles of reporting. Parish & Town Councils are interested in what is happening at community level.

Judy Richmond National Trust

Q. Some service users are not statistically valued, some evidence is anecdotal. Do you find there is a mis-match in the quality of evidence?

A. It is imperative we don't drown in documentary evidence. We have sent surveys to households throughout the Country and we are asking Local Strategic Partnerships, Councils & Public Sector organisations to engage. The objective is to give more info to communities.

Bill Cross Rural Action Yorkshire

You are doing a good job focusing on local communities. Rural is generally about delivery not outcomes. Securing outcomes does require performance management focus.

Mo Bowers NYMNPA

How do you define areas you are looking at?

A The LAA & LSP are starting points. In years 2&3 we may change focus and narrow down the areas.

Performance Management will look at the Area Assessment process. If an area is trying to improve but can't demonstrate it we would ask questions.

Yorkshire & Humber Rural Framework

How do we change, rural is mainstreamed. We need to be clear where we want to be. In the past rural communities didn't have a voice, now they are starting to make a difference. Rural will be mainstreamed we need to consider what next and how to make the voice heard. GPW added that we would be happy to accept new Forum members.