

INDUSTRY CLUSTER STUDY

Draft Final Report

Wealden District Council

23 March 2016



INTRODUCTION

Athey Consulting was commissioned by Wealden District Council to assist in developing an approach to business engagement, retention and creation, in particular exploring the opportunities from the clustering of complementary industries such as low carbon and environmental goods and services (also often referred to as cleantech). Sarah King is the lead contact for this project at Wealden District Council.

This study was developed as part of a grant award from the Local Government Association Local Growth Advisors Programme.

AIMS OF THIS STUDY

The aims of this study are to match the original brief developed for the Local Government Association analyse the presence of industry clusters, and in particular to examine the prospects for the green industries / low carbon and environmental goods and services cluster in the district. Another aspect of the study is to examine the potential for a business incubator with a particular focus on green industries / low carbon and environmental goods and services.

The report has been developed to help Wealden District Council focus on potential solutions, and illustrate that there are a range of practical delivery options to suit different budgets, capabilities and resources.

This report explores the following themes:

1. Quantifying and qualifying the industrial clusters and the presence of low carbon and environmental goods and services
2. General business support themes and issues (including business incubators)
3. The potential themes for policy development, initiatives and implementation, including:
 - Neighbourhood energy initiatives and micro-generation
 - Creating a renewables market or incentives from government-related activities
 - Creating a renewables / low carbon opportunity from housing development
 - Low carbon and sustainable construction
 - Sustainable forestry and environmental conservation
 - Environmental mitigation vehicles/ initiatives
4. Options appraisal and final recommendations

Whilst it is acknowledged that the Wealden economy is varied and has many opportunities and challenges, such as the rural economy, the visitor economy and housing needs – this study is focused on the prospects for industries or business activities where Wealden has a strong presence, advantage or there are future opportunities.

Enhancing sustainability of the local economy

The most definition of environmental sustainability is that the current generation's quality of life and prosperity is attained without harming the quality of life of future generations.

There are a number of fundamental ways in which sustainability could be enhanced in the local economy:

- Increasing resource efficiency, reducing resource use
- Reducing the negative environmental impact of economic activities – e.g. replacing use of fossil fuels with renewable energy sources
- Encouraging use of more environmentally-friendly patterns of behaviour – reducing travel and environmental impacts of travel; consumption of goods and services; production of goods and services
- Increasing the understanding of the value of the environment, and incorporating this into commercial activities and market mechanisms

In terms of tangible actions, common approaches include initiatives such as:

- Behavioural change – encouraging residents to be more energy efficient, recycle, place more value on environmental goods and services
- Reducing car use and use of fossil fuels
- Shifting people away from car use towards use of more sustainable transport modes such as public transport and cycling
- Environmental protection
- Developing markets for environmentally-friendly goods and services, and the environment itself (e.g. eco-tourism)
- Encouraging the development of local supply and consumption chains – e.g. to reduce transportation costs and associated emissions
- Energy efficiency building measures such as insulation, water efficiency, heating efficiency
- Helping businesses in low carbon and environmental goods and services to grow
- Encouraging innovation to provide new goods and services that are more environmentally friendly or resource efficient
- Providing information and advice to businesses so that they can increase their resource efficiency and save costs

1. OVERVIEW OF THE WEALDEN ECONOMY

ECONOMIC OUTPUT (GROSS VALUE ADDED)

If we examine data on economic output, East Sussex had a GVA per head of £17,300 in 2014, 68 per cent of the UK average of £25,000, and well below the South East Region average of £27,000. Over the past ten years, the relative position of GVA per head has been unchanged relative to the national average. Note that official GVA figures are not available for district authority areas.

However – the annual rate of economic growth over the 10 years from 2004 to 2014 was 3.5 per cent for East Sussex – below the UK (3.7 per cent) and South East (3.8 per cent) averages. In the long-term, East Sussex's economic performance has been slowly declining relative to the national average.

FIGURE X: ECONOMIC OUTPUT INDICATORS

Area	GVA per head 2014	10-year annual rate of growth 2004-2014
United Kingdom	£25,000	3.7 per cent
England	£25,400	3.8 per cent
South East Region	£27,000	3.8 per cent
East Sussex CC	£17,300	3.5 per cent

Source: Regional Accounts December 2015 Release, Office for National Statistics. Note: official GVA figures are not available for Wealden District.

ENTERPRISE AND EMPLOYMENT

- 44,200 employees in 2014, which has grown by 1.2 per cent from 43,700 employees in 2009
- Employee growth rate (2009-2014) same as East Sussex (1.2 per cent) but below national rate of 4.9 per cent (England)
- 8,075 active enterprises (that have actively paid, registered for one or more of VAT, national insurance, corporation tax) in 2014, less than 8,105 active enterprises in 2009.
- Business birth rate (start-ups as a share of total active enterprises) of 10.4 per cent in 2014 – lower than England average of 14.0 per cent.
- Greater share of businesses that are micro-businesses (0-9 employees) – 91.4 per cent of all businesses, compared to 88.8 per cent in England.

INDUSTRY SPECIALISATION

From an analysis of employment and estimates of employment specialism by industry, compared to the national average – there are:

- Greater share of employment in broad industrial categories of Construction (8.1 per cent), Accommodation and food services (17.7 per cent). Lower share in Financial and insurance activities (1.4 per cent), Administrative (5.0 per cent), Public administration (2.1 per cent).
- Notable specific industry specialisms in:
 - 25: Manufacture of fabricated metal products, except machinery and equipment

- 39: Remediation activities and other waste management services. This division includes the provision of remediation services, i.e. the clean-up of contaminated buildings and sites, soil, surface or ground water.
- 42: Civil engineering
- 43: Specialised construction activities

In terms of information on firms, it is apparent that Wealden District has a number of specialist sectors with the presence of a substantial number of firms in the following activities:

- Information & Communication: Publishing of learned journals
- Manufacture of consumer electronics
- Camping grounds, recreational vehicle parks and trailer parks
- Specialist medical practice activities
- Non-life insurance
- Installation of industrial machinery and equipment
- Manufacture of electronic components

There are a number of notable low carbon and environmental goods and services businesses in Wealden:

- Ecosphere (renewable energy installer)
- Bioenergy (biomass boilers)
- Aspen Renewables (air source heat pumps and renewable energy solutions)
- Cavitytech Systems Ltd (cavity insulation)

It should also be noted that many Wealden-based businesses in conventional industries (i.e. not classified as in green industries or specific low carbon /sustainable activities) may have taken advantage of grant assistance from East Sussex County Council to implement resource efficiency measures. Environmental sustainability and resource efficiency is thus a goal that can help a wide range of businesses.

ASHDOWN FOREST

Ashdown Forest has been mentioned during consultations with officers and stakeholders as part of this project. Obviously the recent legal challenges and successful High Court ruling against prospective housing developments have brought this area into focus.

Ashdown Forest is an internationally and nationally important conservation area with 2.5 per cent of the remaining lowland heathland in the UK; it is one of the largest open-access public spaces in south-east England. The area is managed by a Board of Conservators, comprising representatives of East Sussex County Council, Wealden District Council and Commoners, and a staff of 15. There are about 720 Commoners registered with Commoners' rights, a number of whom exercise their right to cut firewood and graze animals. The most recent condition assessment found that 30 per cent of units covering 20 per cent of the area of the Ashdown Forest SSSI were in Favourable Condition – for heathland, the priority habitat for conservation, only 7 per cent of units were in Favourable Condition representing 10 per cent of the heathland area.

The 2016-2020 Management Plan sets out the work that the Conservators will undertake in 2016-2020 to improve the condition of Ashdown Forest, primarily financed through a five-year Higher Tier Countryside Stewardship Scheme. Previous Higher Level Stewardship funded conservation work has produced significant improvement in scrub and invasive woodland removal but limited improvement in heathland structure, and Natural England have recommended enhancing conservation by extending grazing and removing mechanically cut material.

As well as being an area of conservation and natural beauty, a biomass boiler and central heating system is currently being installed at the Forest Centre, presumably using sustainable forestry waste and products.

Ashdown Forest has been mentioned during consultations with officers and stakeholders as part of this project. Obviously the recent legal challenges and successful High Court ruling against prospective housing developments.

AGRICULTURE AND THE VISITOR ECONOMY

Agriculture is more than twice as important for the local economy compared to the national average. There were 1,200 employees working in Wealden District in Agriculture, Forestry and Fishing according to the 2011 Census, representing 2.1 per cent of all employees – higher than the national (England) average of 0.8 per cent of all employees. Notable agricultural activities in Wealden include Viticulture, livestock, and equestrian activities.

Tourism-related employment is also more important compared to the national average. In 2014, there were 4,500 employees in tourism-related activities in 2014, representing 10.3 per cent of total employment. This compares to the national average of 7.7 per cent.

Tourism related employment has declined from 5,900 in 2009 to 4,500 in 2014, representing a 23.7 per cent decrease – in contrast to a 12.6 per cent increase nationally over this period.

IMPRESSIONS FROM THE EVIDENCE BASE

Overall, what is striking about the Wealden economy from the point of view of this study are the following points:

- Low levels of employment growth
- Lower rates of business births compared to the national average
- More reliant on very small businesses (microbusinesses with 0-9 employees)
- Notable industrial specialisms in construction
- Some leading firms in Low Carbon and Environmental goods and services – relating to renewable energy generation and construction (insulation)
- Significant conservation habitat in Ashdown Forest
- Significant employment in Agriculture and Forestry
- Tourism related employment is important, but declining

This would tend to suggest that there may be mileage in exploring the support opportunities for:

- Start-up and small businesses in general – in terms of encouraging and supporting start-up businesses and SME growth
- Neighbourhood or micro- energy generation and energy efficiency in construction
- Resource efficiency and greening existing activities: businesses, local government, residential
- Developing further sustainable visitor activities and resources in Ashdown Forest, ensuring future developments either have a neutral effect or enhance the natural habitat
- Exploring how sustainability and the natural environment can be used to boost tourism activities and employment

2. GENERAL BUSINESS SUPPORT THEMES AND ISSUES

CURRENT PROVISION

Overall, it was considered amongst stakeholders that were consulted, that Wealden District Council did a good job of organising events for businesses, raising awareness, and referring businesses to a range of sources of support and advice.

Unfortunately, a full assessment of business support and growth needs was beyond the remit of this project. What is notable is that the Wealden economy is dominated by micro-businesses employing between 0 and 9 employees, which is typical of a rural area in England. Also the evidence on employment growth and business start-up rates suggests that growth has been slower than average in Wealden, with business start-up rates also below average.

In general, in our experience of rural economies in the South East of England such as Wealden, the following business support requirements are often found:

- Signposting and referral to identified support needs – help with navigating around business support services
- Support and advice for individuals thinking of starting a business
- Helping businesses plan for growth
- Management skills
- Workforce skills requirements – often as a result of rurality, recruitment can be more challenging
- Investment in quality and capacity – e.g. visitor economy offer, quality of accommodation and services
- Capacity and quality of business accommodation. Sometimes the rural stock of industrial and commercial buildings is aged or in need of modernisation
- Resource efficiency / cost management – can include sustainable business practices
- Finance – availability and accessibility of loan finance
- Other technical or management capacity constraints that face small businesses – such as marketing expertise, financial management, HR and recruitment

EXISTING SUPPORT

There is a significant amount of support already available to businesses and communities for business development and growth, as well as for environmental goods and services, including:

LOCAL BUSINESS SUPPORT ACTIVITIES AND NETWORKS

- Business East Sussex Growth Hub
- EDEAL
- Wired Sussex
- Locate East Sussex
- Business representative organisations/ networks
- Business friendly and responsive planning portal/service
- Let's do business

LOCAL GREEN INDUSTRY / LCEGS ASSISTANCE

- Resource efficiency (Sustainable Business Partnership)
- Green Growth Platform (U. of Brighton), LOCASE ERDF bid – which aims to support existing businesses to become more resource efficient; as well as to encourage the development of innovation and new environmental products and services
- YES (Your Energy Sussex) Programme

RURAL ECONOMY

- LEADER programme (increasing farm productivity, small business growth and farm diversification, rural tourism, rural services, cultural and heritage activity, increasing forestry productivity)
- EAFRD programme

Building on existing support

There is a significant amount of support available, or being developed. For Wealden District Council it is probably a matter of signposting to ensure that businesses are aware of this, and marketing such support directly to local businesses.

In addition, support to communities such as through the Leader Programme is also significant, and it is also a matter of helping to raise awareness and providing support to local projects as and when needed.

BUSINESS INCUBATORS

This was mentioned at the inception of the project, that there may be a prospective 'green business incubator.' Given the capital and running costs involved in such a venture, we would recommend a very careful approach to considering the need, demand and potential benefits.

The types of questions that would normally be asked as part of project inception and development would be:

- Reasons
 - Challenges facing businesses? What are the top challenges and where do premises / location issues rank?
 - Is there demand? What is the state of current property demand vs. supply?
 - Is there the critical mass to support an industry/cluster themed business incubator/workspace?
 - What is the current level of market rents for commercial/office space, and would these support a sustainable financial vehicle?
- Feasibility
 - Are there sufficient prospective tenants?
 - Is a decent rental income viable (e.g. if local rents are low, and there are high vacancies – danger of crowding out private provision or risk of having high level of vacancies)
 - Is there an experienced agent or service provider to set up and run the incubator? (most are run by specialist, non-profit organisations)
- Format and type
 - There are a lot of different types of provision for start-ups and small businesses according to their development stage and life-cycle (**Figure 1**), including pre-start up/ accelerators; start-up; growth; inward investment soft landing; and retention.

- Anchor tenant models: incubator development adjoins a large property for an anchor tenant (who then provides some of the services/costs to serve the incubator) – but need a site, building design, planning consent, funding in place, move in date.
- Sector focus:
 - The majority of business incubators in the UK are not narrowly focused on a single sector or industry, but tend to be selective on the basis of common characteristics – e.g. usually high growth; innovative; use digital technologies; creative etc.
 - The best examples of Innovation Centres that combine serviced offices with a sector specific focus provide a combination of: access to specialist facilities, access to a major purchaser, act as a focal point for a local cluster. Examples include Innovation Martlesham (<http://www.innovationmartlesham.com/>) – an accelerator and small business incubator located in Adastral Park, where 4,000 people work for British Telecom’s research HQ as well as international technology companies such as Alcatel-Lucent, Cisco, Ericsson and Fujitsu. Another example would be Orbis Energy – an energy related incubator/ workspace for offshore energy based on oil & gas and offshore wind.

FIGURE 1: TYPES OF BUSINESS INCUBATORS ACCORDING TO STAGE/ LIFECYCLE OF BUSINESS

The range of focus/target markets or operation models found in business incubators					
LIFE CYCLE/ STAGE	Pre-start up (e.g. accelerators)	Start-up	Growth/take off	Inward investment (e.g. soft landing space)	Retention (e.g. spin-offs from corporates)
TECHNOLOGY LEVEL	Low	→	Medium	→	High
SELECTION CRITERIA	Weak	→	→	→	Strong
SERVICES	Low value adding	→	→	→	High value adding
FINANCE	100 per cent public	→	50 per cent pub / 50 per cent priv	→	100 per cent private
LOCATION OF CLIENTS	Tenants only	→	→	→	Outreach

Examples of incubators/workspaces

There are hundreds of managed incubators and workspaces active in the UK – here are a few examples to illustrate the range and focus of these.

General

St John’s Innovation Centre, Cambridge <http://stjohns.co.uk/> - managed workspace for established SMEs and start-ups at commercial rental rates.

Ideaspace, Cambridge <http://www.ideaspace.cam.ac.uk/> - aimed at potential high growth businesses in the concept / pre-start up stage. Offer office facilities, mentors, route to equity funding.

Low/carbon – green industries

Future Business Centre (<http://futurebusinesscentre.co.uk/>), Cambridge and Peterborough. Established and run by a social enterprise, Allia, these two business incubators are aimed at supporting businesses that have a social purpose. This includes charities and social enterprises, as well as low carbon and green businesses.

Orbis Energy, Lowestoft <http://orbisenergy.net/> - incubators, managed workspace, follow-on premises for offshore energy sector including wind energy.

Industry-focused

Hethel Engineering Centre, Norfolk <http://hethelcentre.com/> - part of the Lotus site, Hethel Engineering Centre offers incubation and managed workspace for engineering-related start-ups and SMEs.

Rural incubators, business centres and workplaces

There are a number of specialist rural business incubators, business centres and workspaces. These include:

<http://www.keystonetrust.org.uk> (Thetford, Norfolk)

MENTA <http://www.menta.org.uk/office-space-suffolk/premises> (Suffolk)

Landmarc, Wiltshire <http://www.landmarcsolutions.com/community-hub/rural-enterprise-hub>

Kirkley Hall, Northumberland <http://www.kirkleyhall.co.uk/enterprise.aspx>

There is a real mix of types of rural incubator/ workspace. There are those that are attached or part of rural industrial estates; and others that are part of community buildings or facilities.

Costs

New build costs could range from £100-400 per ft² including land acquisition. For example, the Future Business Centre in Cambridge, a 20,000 ft² low carbon new-build incubator for 30 social purpose (including environmental) businesses with a mix of start up and move-on space cost £7 million in 2012. The actual costs would depend on a lot of factors such as land costs, building specification etc. This would not include running costs. Refurbishment or repurposing older buildings can sometimes cost more than a new-build development.

However, there are also a range of low cost solutions, or approaches that help to 'prove the demand' for incubator facilities without a new-build project:

- Pop-up incubators that utilise redundant space in existing public or private buildings – e.g. refurbish a hot-desking or partitioned office.
- Pre-fabs / temporary buildings – cheap and easy to provide
- Cheaper space suits small and early-stage businesses
- Wooler (Northumberland) 'Smart Work Centre' – low cost wooden buildings for Rural Enterprise Hub (part of DEFRA-funded Rural Growth Network)

If there is confidence there is market demand, and heritage buildings can be refurbished – there are often grants funds to assist with costs, if the heritage building gets brought back into economic use.

Incubators: Success factors

Athey Consulting contributed to two studies to help develop the concept of the 'Ipswich Innovation Centre'. As part of this, we reviewed existing incubators and workspaces and concluded on a number of **features of successful incubators**:

- offer services that help business growth, and also help broker network and peer to peer relationships that help businesses grow
- tend to be focused on entrepreneurship, business growth and business development
- have a target market – either reflecting types of business, a stage in their life cycle, or the types of industries they operate in
- have good advisory boards, with majority private sector membership and include a successful growth company; a technology transfer specialist; professional services representatives (legal, accounting); and representatives from economic development organisations (including local authorities)
- operate quite strict entry criteria in terms of who they offer space or services to, based on their focus, ambitions and service offer
- set performance targets and regularly monitor progress
- effectively adapt to the changing requirements of tenants and client businesses

In terms of setting up a successful incubator – the focus, location and building are just a few of the many factors and activities needed to ensure success. The best performing incubators also tend to be well managed and run, on a flexible basis that adjusts to the needs of businesses, and are usually run by specialist non-profit delivery bodies.

Conclusions: incubators

Such is the expense of any buildings or services, any specifications or plans for business incubators or workspace needs to be thoroughly explored. In most cases, a prior requirement to the successful implementation of a business incubator, is usually a range of detailed project feasibility studies and plans, and a business plan is usually required to access European Funding.

There may be some alternative approaches that can start to explore these issues such as:

- Data and information capture via existing business support structures: i.e. collecting information on existing business or start-up accommodation use and needs
- Virtual incubation: establishing remotely accessed services via online, telephone or visiting support
- Low cost solutions to see if there is the demand/ need – e.g. pre-fabricated units; wooden buildings, 'pop-up' incubators where there is spare office space in municipal or private sector offices
- Planning for small business space in new housing developments: either via housing design, or provision of small/ flexible office space
- Building incubation space into existing industrial estates / business parks – i.e. where may be demand for smaller units, but lack of provision

3. SCOPING OUT THE POTENTIAL THEMES FOR POLICY DEVELOPMENT AND INITIATIVES

NEIGHBOURHOOD ENERGY INITIATIVES AND MICRO-GENERATION

Neighbourhoods energy generation schemes are becoming increasingly popular as a means of providing renewable energy and also potentially earning revenue or offsetting energy costs by inputting into the national grid when there is excess supply and can include.

- Encouraging behavioural change: advice, energy surveys, support for energy efficiency measures, encouraging changes to energy use in the home, transport, recycling, and food.
- Resource sharing initiatives such as car sharing schemes
- Photo-voltaic power – solar panels and tiles – either on buildings, or on fields
- Wind turbines – installation of local wind turbines, or community ownership of share of existing arrays
- Hydro power schemes utilising local rivers and watercourses
- Biomass fuelled power utilising sustainable sources of biomass

Community cooperatives

There have been a number of initiatives established for quite some time energy4all is one of the longest established cooperatives in the UK (<http://energy4all.co.uk/>), originally formed around the Baywind wind energy cooperative developed in the 1980s. Energy4All established the Fens Co-op based on Baywind's extensive experience in Cumbria. Baywind Energy Co-operative is the first community owned wind farm in the UK with 1,300 investors who have received annual dividends from 6 to 8 per cent per annum. energy4all supports many community cooperative energy projects such as:

West Solent Solar Cooperative Limited: A solar farm installed on a 12.65 acre (5.1 hectare) field near Lymington in Hampshire. Total installed capacity is 2.4MWp – but the maximum we can export to the Grid is 2.0 MW – limited by local Grid capacity. This is enough to supply about 650 local homes. The field was previously a gravel pit which was then used for landfill. Only 28 per cent of the area of the field is covered by solar equipment, and only 3 per cent of the field surface is no longer soil. The rest of the field between the solar panels is planted with a mix of wildflowers and grass. The ecology of the site has been surveyed by Hampshire and Isle of Wight Wildlife trust and is carefully monitored to ensure maximum benefit for wildlife.

The Fens Co- operative enabled members of the public to own a stake in their local renewable energy resource and thus benefit from the sale of green electricity. The wind farm at Deeping St Nicholas, in South Lincolnshire consists of eight 2MW RePower wind turbines. Fens Co-op offered community ownership of two of the turbines. The two wind turbines produce enough electricity to power 2,100 homes and avoid the release of carbon dioxide which is the main contributor to global warming and climate change. The share prospectus launched in September 2007 and successfully raised £2.66 million which purchased two operational turbines on the site. The Co-op is run by a local board.

Rumbling Bridge Hydro is an exciting proposal to build a substantial community owned 500kW hydro scheme on the River Devon in the village of Rumbling Bridge. Rumbling Bridge will also seek to play an additional role in the community by contributing to a Community Benefit Fund. A share offer has been fully subscribed, and work has begun on-site to install this scheme.

The Schools' Energy Co-op (SEC) is an ethical, community based social enterprise which installs and operates solar panels on the roofs of schools throughout England. SEC was originally launched in August 2014 to raise the funds to install its flagship 150kW array of solar panels at Glenleigh Park Primary Academy in **Bexhill, East Sussex**. SEC is already trading profitably and has already successfully installed 380kW of solar arrays on five schools in East Sussex, Berkshire, Hertfordshire and Essex, with a further 30kW currently in the process of construction at a sixth school in Eastbourne.

The energy4all model provides a community ownership approach with share issues and establishment of cooperative societies of enterprises to develop and run these community energy schemes.

Community biomass energy

Sustainable woodfuel supply chains offer a wide range of social, economic and environmental opportunities and benefits including:

- supporting the local economy
- improving access to woodland for leisure
- bringing together local communities
- creating new skills and jobs
- enabling carbon savings
- promoting increased woodland biodiversity
- supporting climate change mitigation through woodland management
- biomass can provide a real low-carbon heating solution for some hard to treat buildings

There are a number of technical considerations:

- What fuel is a heating system likely to run on? Logs can be produced locally at small scales; woodchips require specialist machines; wood pellets are made (in most cases) in factories.
- 1-1.5 hectares of managed woodland is required to heat an average household.

There are a number of case studies via the Forestry Commission website (<http://www.forestry.gov.uk/communitybiomass>). The main lessons are:

- Co-operatives are a common organisational format to develop, fund and run a community biomass facility
- Funds are often raised through community share offers.
- Fuel can be sourced from a local woodfuel suppliers who may source the wood from local woodlands, or communities can produce their own woodfuel.
- Establishing scale through a long-term heating supply agreement with a large organisation (such as John Cleveland College Community Woodheat Co-operative) can make the project feasible, achieve cost savings compared to other heating systems, and extend the benefits to other community members.
- Risky in comparison to other renewables so you members / shareholders need a comparatively high rate of return
- Other side-benefits including increased voluntary participation in local woodlands and increased capacity for thinning and maintenance work

One initiative in Oxfordshire, Logs for labour, managed to increase volunteer participation in local woodlands. Logs for Labour, part of the Oxfordshire Community Woodfuel programme, was designed to provide woodland owners with free volunteer woodland labourers in return for logs. Social media was used as a match maker between woodland owners and prospective volunteers. Over 25 labour events have been run, attracting approximately 25 people to each event. Workers are insured to work with basic hand tools, the logging is small scale and for smaller diameter wood but provides a vital workforce for woodland owners who may otherwise struggle to complete thinning activities within their

woodlands. Other projects following a similar principal include the Mersey Forest Wood Allotments, and Nonsuch Voles – community woodfuel volunteers.

Other community activities

In other communities, there have been initiatives to incentivise sustainable activities and behaviours such as incentivising the installation of solar panels on commercial properties; or the leasing of roof spaces for solar panels (funded by another body such as a community organisation – e.g. Low Carbon West Oxford) – such as warehouses with large roof spaces

Agriculture

There are many ways in which agriculture can help support environmental sustainability or contribute towards the environmental goods and services sector:

- Production of outputs or by-products that can be used in energy generation (e.g. biofuels or anaerobic gas)
- Production of new outputs that can help reduce food miles by providing replacement goods (e.g. rapeseed oil replacing imported olive oil)
- Support for agricultural and farming diversification into organic or sustainable farming or livestock practices.
- Support for agricultural and farming diversification into activities which are less resource intensive or deplete natural resources at a lower rate – such as water resistant crops, water recycling, animal husbandry practices

There is also the potential from scaling up activities and associated branding – e.g. that Wealden gains a reputation for sustainable agriculture and high quality produce.

Tourism

There are opportunities to support the tourism industry and environmental sustainability through:

- Developing new visitor attractions or resources relating to the environment, or sustainable aspects of the community such as organic farming and produce
- The development of new products or approaches to managing the visitor experience in Wealden – such as nature tourism, habitat experiences, sustainable campsites and lodgings (many examples in the Leader + best practice handbook http://ec.europa.eu/agriculture/rur/leaderplus/pdf/bestpractice/bp1_en.pdf)
- Use of ICT and digital technologies to improve visitor experiences – such as those showcased in the DANTE (Digital Agenda for New Tourism Approach in European Rural and Mountain Areas) initiative - http://danteproject.eu/sites/danteproject.eu/files/goodpractices/Guidebook_GP.pdf
 - Via the use of digital technology and mobile apps, a number of localities have created coherent visitor experiences, such as walking or horse riding tours, and integrated sustainable forms of transport with overnight accommodation

Similar to agriculture, there is also the potential from scaling up activities and associated branding – e.g. that Wealden gains a reputation as an 'ecotourism' destination.

CREATING A RENEWABLES / LOW CARBON OPPORTUNITY FROM HOUSING DEVELOPMENT

There are many potential areas for action to promote the sustainability of new housing developments in Wealden. These could include:

- **Defining carbon neutral or sustainable zones for housing development.** These would need some kind of planning vehicle such as design guidance or master planning, or be associated with proximity to protected areas of SSSIs etc.
- **Establishing smaller 'prototyping zones' for sustainable housing** – which could serve as demonstration sites. This could be through conventional or specialist housing developers, or through designating sites for self-build zero carbon sustainable housing.
- **Introduce large scale implementation of sustainable technologies to housing and residential land use.** Perhaps more ambitiously, the scale of housebuilding will make some technologies and processes for sustainable practices such as rainwater harvesting, use of grey water, PV, neighbourhood energy grids, biomass energy, and ground source heat pumps – more financially and physically viable if they are planned-in from the start.
- **The 'greening' of associated activities and services could also be undertaken.** For example, if Wealden District Council or the County Council are to lead on provision of leisure or cultural facilities, schools, community facilities and public transport – there will be an opportunity to show leadership by providing sustainable buildings, services and solutions.

Advanced planning and coordination is a key factor. Given the issues around local plans and sites, and the long-term nature of house-building, a vision, strategy and plan is required to make sustainable development happen on the ground.

Sustainable communities and housing neighbourhood developments

There are numerous examples, of varying scales of development, and

Case study: Whitehill Bordon (Ecotown), Hampshire, UK (<http://whitehillbordon.com/>)

In 2009 the UK Government named four towns as 'ecotowns'. The towns receive some government funding and were granted ecotown status on the basis of the potential for achieving a high level of sustainability. The government funding aimed to provide:

- affordable housing
- sustainable living
- carbon neutral developments
- creative use of waste and high rates of recycling
- employment that is local
- locals have a say in the development
- local services and schools, so less demand for use of cars

Whitehill Bordon is one example of an ecotown and was given the status in 2009. The Army's Defence School of Electronic and Mechanical Engineering had a base in the town for more than 100 years and has relocated to Wiltshire. 100 hectares of land was therefore available for redevelopment in Whitehill & Bordon. This regeneration scheme is progressing which is proposing to deliver:

- 3,350 new homes
- 5,500 new jobs
- a new town centre
- new schools
- protection and enhancement of 150 hectares of natural environment

Around £10 million was given by the government in 2009. This money funded:

- Energy-saving measures in public buildings.
- A biomass boiler in the redeveloped fire station
- Free wi-fi in the town centre
- Free loft insulation to householders to help save energy
- Identification of 50 green spaces around and within the town are to protect and enhance wildlife.
- A boardwalk made from recycled materials.
- Eco-grants are to local businesses to help reduce their carbon footprint.

Case study: Masdar City (a sustainably planned city), Abu Dhabi

At a larger scale, Masdar City in Abu Dhabi aims to be one of the world's most sustainable urban developments powered by renewable energy. It aims to do this by:

- Ensuring a low carbon footprint during and after its construction.
- Being completely powered by renewable energy.
- Reducing waste to as near to zero as possible, through encouraging changes in behaviour and regulating materials which can be present in the city.
- Leading research and education into sustainable technology.
- Designing the city streets and buildings to help create comfortable environments reducing the need for air conditioning, heating, and artificial light.
- Educating three quarters of the 40,000 residents with 5 hours of sustainability education each year.
- Leading research at its university to ensure the city retains its sustainable identification and leading knowledge in sustainable living.
- Full pedestrianisation within the city, without vehicles in the space. The transport network would be below ground.

Sustainable buildings

There are many case studies of sustainable housing and buildings (e.g. <http://www.sustainablebuild.co.uk/case-studies-category.html>), and individual aspects of housing /town development sites:

- Self-sufficient communities: Nottinghamshire's Hockerton Housing Project (HHP) - <http://www.sustainablebuild.co.uk/self-sufficient-housing-developments.html>. In addition to the earth-sheltered, low energy houses, the development includes:
 - an office for Hockerton's own trading company
 - rainwater harvesting for all its water needs
 - a reed bed system for waste treatment
 - organic fruit & vegetable gardens
 - a lake and wildlife pond
 - two on-site wind turbines and a photovoltaic array for renewable energy generation
- Sustainable drainage: Great Kneighton, Cambridgeshire - <http://www.sustainablebuild.co.uk/great-kneighton-case-study-sustainable-drainage.html>
- Combined Heat and Power (CHP) e.g. the University of Dundee's Dalhousie Building - <http://www.sustainablebuild.co.uk/heating-classrooms-wasted-heat.html>

Garden cities

There are a number of Garden Cities in England, which are new housing developments. HM Government has prioritised the investment of almost £2bn to ensure that the UK can build on average 55,000 new homes a year until 2020. Confirmed Garden Cities include:

- Bicester, Oxfordshire (13,000 homes)

- Northstowe, Cambridgeshire (10,000 homes)
- Ebbsfleet, Kent (15,000 homes)

As can be seen – the numbers of homes in these Garden Cities to date are within the same quantum as those proposed for Wealden. Recently, several further submissions were made for Garden City designation and funding.

New garden cities can incorporate the principles that people most value, such as quality design, gardens, open green spaces and community facilities. Government guidance is not overly prescriptive, and refers to TCPA principles, including

- strong vision, leadership and community engagement
- land value capture for the benefit of the community
- community ownership of land and long-term stewardship of assets
- mixed-tenure homes and housing types that are affordable for ordinary people
- a strong local jobs offer in the Garden City itself, with a variety of employment opportunities within easy commuting distance of homes
- Beautifully and imaginatively designed homes with gardens, combining the very best of town and country living to create healthy homes in vibrant communities
- generous green space linked to the wider natural environment, including a surrounding belt of countryside to prevent sprawl, well connected and biodiversity rich public parks, and a mix of public and private networks of well-managed, high quality gardens, tree-lined streets and open spaces
- opportunities for residents to grow their own food, including generous allotments
- strong local cultural, recreational and shopping facilities in walkable neighbourhoods
- integrated and accessible low-carbon transport systems – with a series of settlements linked by rapid transport providing a full range of employment opportunities

The advantage of perhaps pursuing a Garden Cities approach is the additional public investment that is accessed. For example, Bicester is expected to get a new railway station to serve the expanded population.

The main criteria HM Government specifies include:

- Local support
- Scale
- Connectivity
- Delivery arrangements
- Commercial viability
- Use of brownfield land

On 16 March 2016 HM Government issued a call for expressions of interest for new proposals for Garden Towns and Villages of between 1,500 and 10,000 homes. The deadline for submissions is 31 July 2016.

Building-in sustainable solutions

This could happen via a number of routes, such as:

- energy generation: photovoltaics, ground-source heat pumps
- thermal insulation: thus increasing resource efficiency
- use of renewable materials for building
- water capture and recycling: such as installation of secondary grey water systems

MAKING IT HAPPEN

This can happen via guidance, for example the Bristol Sustainable Construction Guide, where Bristol City Council's Sustainable City Team produced a Sustainable Construction Guide intended to encourage developers to think about a range of issues from community consultation to renewable energy and recycling at the earliest possible stage in the site planning and design process before finalising their project and submitting it for consideration.

It could also involve the promotion of sustainable construction practices and techniques. Activities could range from events and awareness building, to meet the buyer events, or ensuring that council building control and planning staff understand the latest building techniques and materials (of relevance to sustainability).

Another approach is to ensure that the supply chain and procurement systems work to support local businesses and low carbon, sustainable housing. The long term build-out of housing presents a long-term source of market demand and specialisation for local businesses. It is essential that efforts are made to ensure local businesses can be involved in local house building activities and the supply chain that this entails.

Barriers to incorporating sustainability measures into construction and housing

Current housing policy, and the mechanisms for planning gain currently mitigate against the development and delivery of strict environmental and sustainability standards for housing. Allied with the general lack of scale of supply of housing, it is very challenging to impose environmental standards on housing developers without substantially adding to housing costs for consumers, when house prices are already historically high.

However, this does not prevent Wealden District Council from stating ambitions or intents for sustainable housing, nor does it prevent the council from exploring alternative ways of improving the sustainability and environmental impact of new housing developments.

SUSTAINABLE FORESTRY AND ENVIRONMENTAL CONSERVATION

Conservation of countryside, heritage and forests was also an aim that emerged as part of the consultation. There could be several options in terms of:

- Helping to support reduced environmental impacts by housing and businesses on conservation and amenity areas
- Sustainable use of countryside resources, such as sustainable wood fuel and forestry
- Neighbourhood renewable energy projects
- Mitigation measures and funding for environmental degradation or risk
- Visitor facilities and services to enable more visitors to experience wildlife, sustainable practices, and conservation activities

Biomass initiatives that help increase volunteering activity have been mentioned already. The Logs for Labour project in Oxfordshire produced unexpected benefits in the form of an uplift in volunteering for woodland based activities locally. This demonstrates how projects of this nature can act as catalysts to greater engagement from communities and a growth in enthusiasm for and confidence to take on, woodland management.

The Mersey Forest Wood Allotments project aims to put in place sustainable community wood fuel harvesting. For woodlands suitable for thinning, community members form an "allotment group". An annual licence is signed and a small fee paid. The site manager identifies and marks up trees to be cut down. Volunteers are trained in basic tree felling skills before embarking on their work within the woodland. They work with hand tools only. The Wood Allotmenters work from October to March, felling the trees in their own plot and cutting the wood into manageable sizes. They cut down approximately 25 trees a year to dry out and keep for firewood that is suitable for open fires, wood-burning stoves and kindling.

4. CONCLUSIONS AND RECOMMENDATIONS

INTRODUCTION

This chapter draws together the findings and analysis and suggests options for a way forward to deliver growth and development in industry specialisations, and low carbon and environmental goods and services related activities.

Reference is also made to the Wealden District Council Corporate Plan 2015-2019 and suggests some ideas and options for delivery against a selection of objectives related to this assignment.

RURAL ECONOMIES: SUSTAINABILITY, QUALITY OF LIFE, AND THE CURRENT ECONOMIC CLIMATE

This section reflects upon the challenges facing rural communities. They face a number of sometimes competing challenges. It is often challenging to conceive of improvements to environmental sustainability and quality of life within the context of a competitive market economy and environment that is increasingly global in the nature and scope of operations and decision-making. Different parts of the community can come into conflict over maintaining the quality of life and perceived rural nature of life versus the need to maintain a functioning and thriving economy that provides jobs and income for residents.

In general, from the track record the report's author has built up over the past 20 years in consultancy practice and as economic development practitioner, the following pressures and trends are evident in many rural localities in England:

- Business mobility has increased
 - Businesses were reluctant to move or expand premises during the recession and aftermath, despite many businesses having quite healthy financial reserves
 - In more recent years many businesses have been unable to forestall their location or expansion decision any longer – they have actively sought to expand existing premises or move to new premises
 - Thus, businesses have become increasingly mobile in recent years

- Many locations suffer from a lack of 'Grade A' office space
 - Businesses will invest in the best quality premises they can, that will enhance their productivity and performance
 - There are many localities in the UK where there is insufficient high quality office space to meet demand that exists.
 - Conversely, low quality or out-dated premises can be popular with start-up businesses, or low value-added industries, or may remain vacant

- Business ownership and operations are becoming increasingly global in nature
 - Either through direct exports overseas, or through overseas ownership
 - As part of a supply chain that operates globally
 - Often having to work to multiple time zones, sometimes 24/7 operations

- These businesses, if facing a location decision will often assess current or potential locations across a range of international destinations, rather than just consider local or regional moves. Many have actively consolidated operations where it has made business sense to do so
- New inward investment tends to follow previous investments
 - A large proportion of inward investment from national and international firms tends to follow successful existing operations and locations
 - The best chance of encouraging business investment is to ensure that your location is a winning location for an established business – i.e. if the locality is an attractive and well-functioning location for businesses currently located there – it will be attractive to new businesses
- Self-employment and small professional businesses are also increasingly prevalent
 - They can be quite sophisticated and offer business services
 - They can offer highly paid professional employment to a workforce that might otherwise commute daily to urban centres
 - They often need to operate flexibly at all times of the day and weekends
- Many rural areas in the Greater South East of England have pressures and conflicts between residents and rural businesses
 - Large commuting or retirement populations who do not necessarily engage with, or understand, rural land-based or visitor economy businesses
 - Desire to maintain quality of life and quality of natural environment
 - Need for rural businesses to continue to adapt and change as market circumstances change
 - Traditional dependence on rural and land-based businesses in stewardship role for natural environment / heritage

It is also true that there are some real issues in terms of rural areas continuing to survive and prosper as sustainable communities that:

- Offer job and training opportunities for local residents, including young people
- Offer a means of local authority income via business rates and other charges
- Offer a basis to sustain a working age population which can in turn financially support private and public services in the area

In sum, rural communities can only survive and prosper if they can manage multiple objectives and change, and also deal with the need to maintain functioning economies of their own. Competitiveness as a business or residential location and quality of life need not be competing objectives, for the following reasons:

- A major business location factor is now “talent” – having access to workforce skills
- Talent tends to require high quality residential locations
- Transport and access to the workforce are important
- Public services such as education and quality of housing also affect the availability of workforce skills
- High quality premises and locations are at a competitive advantage
- Skilled entrepreneurs may wish to work from home for part of the week, and this is becoming normal working practice

MAINTAINING PROSPERITY MEANS MAINTAINING THRIVING RURAL COMMUNITIES

One of the key aspects of sustainable rural communities is maintaining a prosperous economy for all residents as well as maintaining the quality of life and natural heritage. To continue to benefit from private investment, and local tax receipts, it is necessary to retain a thriving business base that regard the district as a place where they can grow. And

this can be combined with environmental sustainability – by nurturing sustainable activities, consumer and business practices.

In addition, this means that rural communities must become adept at managing and leading change, often when there are conflicting priorities amongst different members of the community.

INDUSTRY CLUSTERS AND GREEN INDUSTRIES: THE MAIN OPPORTUNITIES

The report has identified a number of opportunities where there seems to be a decent fit with the economic characteristics and aspirations of the District:

- Start-up and small businesses in general – in terms of encouraging and supporting start-up businesses and SME growth
- Neighbourhood energy initiatives including or micro- energy generation
- Energy efficiency in construction
- Resource efficiency and greening existing activities: businesses, local government, residential
- Developing further sustainable visitor activities and resources in Ashdown Forest, ensuring future developments either have a neutral effect or enhance the natural habitat
- Exploring how sustainability and the natural environment can be used to boost tourism activities and employment

It is considered that an option for a *business incubator* needs further consideration. It is recommended that further views and evidence are sought in terms of a) the need; b) likely provision; and c) the potential impact or benefits.

SUGGESTED PRINCIPLES OF APPROACH TO CHANGE AND TRANSFORMATION

The approach we tend to suggest for local authority districts is to focus on a number of deliverable projects that are transformative in terms of making significant impacts and changes to the local community, as well as a number of investments that have tactical benefits in terms of winning resources. We also suggest where current activities are working well and need further investment and focus. In sum we suggest an approach which attempts to emphasise the following points:

1. **“So what makes this place special? Wealden as a competitive business and visitor location and an attractive place to live”** – must be the guide for the economic development strategies and implementation. There are many localities which are nice places to live, but the successful ones tend to have some distinctive strengths and qualities.
2. **Focus on a small number of transformational projects** that are pragmatic and achievable, build on existing advantages and have the potential to transform local communities
3. **Reinforce and builds on what’s working now.**
4. Focus on a small number of activities that provide investment opportunities **for partners including SELEP, East Sussex County Council and UK government**
5. **Better utilise existing assets, and uncover hidden assets** – such as the use of key influencers to build consensus, lead transformation and lobby for resources
6. **Think solutions and outcomes first** – be outcome focused, rather than structure- or process- focused. Look for solutions, new ideas, and ways of using existing resources, relationships and networks
7. **Communicate and inspire** – develop a communications and partnership plan about what Wealden District Council is doing now that is great, and what it plans to do - and deliver it – keep businesses, partners and communities informed
8. **To win further resources for your community** – it’s good to prove that you have a track record of successful delivery. Bigger investments tend to follow successful smaller investments.

This kind of approach has the benefit of delivering real change in a visible way that will win hearts and minds and build confidence in the district. There are many opportunities to pursue sustainability objectives and many examples of successful local and community initiatives. The range of actions and potential participants and beneficiaries is also large.

Future progress is probably a matter of:

- Opportunity and feasibility (whether due to local landscape, climate, natural resources, economy or public finance)
- Local priorities, interests and aspirations
- Community participation and activism
- The appetite to put in place guidance, and design and land use controls on future developments

In the next sections below, conclusions and recommendations are made below using points 1. to 8. above.

So what makes Wealden special?

Wealden as a competitive business and visitor location and an attractive place to live – must be the guide for the economic development strategies and implementation. There are many localities which are nice places to live, but the successful ones tend to have some distinctive strengths and qualities.

Options for progressing this could include:

- Continuing with aims to deliver a high quality of life and natural environment, with high quality agricultural products and niche visitor attractions
- Aiming to encourage the attraction and growth of businesses which value a quality business and residential location, and which aim to mitigate against environmental impacts, or enhance the natural environment

A small number of transformational projects

One prospective way forward is to undertake transformational projects that the Council leads. They should be pragmatic and achievable, build on existing advantages and have the potential to transform local communities. These could include options such as:

- Achieving resource efficiency in Council activities and sites
- Building sustainability criteria into Council procurement of goods and services
- Looking at the feasibility of, and perhaps delivering, community energy schemes such as district heating from a renewable energy source

Reinforce and builds on what's working now, and work with partners

There are many sources of support that already exist to help inform and guide project design and delivery, and it is suggest that Wealden District Council aims to promote business and community involvement and uptake of:

LOCAL BUSINESS SUPPORT ACTIVITIES AND NETWORKS

- Business East Sussex Growth Hub
- EDEAL
- Growth Accelerator
- Wired Sussex
- Locate East Sussex
- Business representative organisations/ networks
- Business friendly and responsive planning portal/service
- Let's do business

LOCAL GREEN INDUSTRY / LCEGS ASSISTANCE

- Resource efficiency (Sustainable Business Partnership)
- Green Growth Platform (U. of Brighton), LOCASE ERDF bid – which aims to support existing businesses to become more resource efficient; as well as to encourage the development of innovation and new environmental products and services
- YES (Your Energy Sussex) Programme

NATIONAL SUPPORT

- Energy4all (community renewable energy cooperatives)
- Forestry commission (community biomass)

ENCOURAGING AND SUPPORTING OTHER AGENTS OF CHANGE

In addition, there are other agents who can lead the development of initiatives and solutions such as businesses, business representative groups and communities. The role of a local authority district can often be to enable and encourage such agents.

Better utilise existing assets, and uncover hidden assets

In many localities, existing assets often get under-used. These can be businesses, buildings, resources, or individual people. Often there is a lot of activity happening, or waiting to happen which is independent of a local authority, or could happen with a small amount of support or encouragement. Options could include:

- Use of Council's business contacts via Business Rates correspondence to market existing business support initiatives and services
- Use of existing business premises as venues for 'pop up' business incubators (where they have under-utilised space)
- Use of business leaders to head campaigns for public resources – e.g. for roads, infrastructure, housing
- Support for / use of proactive communities to lead or pilot new initiatives of bids for programmes such as Leader

Think solutions and outcomes first, and that these will come from a range of interests

Being outcome focused, rather than structure- or process- focused means that plans can be made around delivering solutions rather than setting up structures. It can also encourage a wider search for solutions, new ideas, and ways of using existing resources, relationships and networks.

For example – rather than specify the means, talk about the ends:

- Combine sustainable use of natural resources with renewable energy: by examining the feasibility and potential community involvement in sustainably growing and harvesting firewood, or processing biofuels.
- Create incentives for behavioural change: by giving discounted services – e.g. for car sharing initiatives, create discounts of vouchers for the use of public transport.
- Get a higher value of tourism spend in the area: by helping businesses to improve the quality and diversity of their offer according to the likely market opportunities

Finally, the local authority role can be as much about supporting and enabling others to find and implement solutions, as well as developing its own solutions. Individual businesses, or community groups can often provide the expertise, energy and investment required to implement successful initiatives.

Communicate and inspire

Quite often there can be a lot of activity and progress being made in local areas, but with insufficient awareness of acknowledgement. We suggest that Wealden District Council develops a communications and partnership plan about what it is doing now that is great, and keep businesses, partners and communities informed.

To win further resources for your community – succeed at using existing ones

It is good to prove that you have a track record of successful delivery. Bigger investments tend to follow successful smaller investments.

A suggested way forward is to lead the development and implementation of a few small pilot projects which help to:

- Access resources/ funding – as the scale of funding required is not so great
- Prove a concept or test an alternative approach that may be more cost effective or high impact
- Prove that Wealden has a capability and track record that is worth investing in further

MOVING FORWARD: OPTIONS FOR DELIVERY

This section provides a range of options for delivery, of varying degrees of cost and ambition. It is intended to stimulate ideas and debate, and hopefully prove that it would be entirely possible for Wealden District Council to implement a small number of initiatives or projects to start to address some of the ambitions in the 2015-2019 Corporate Plan.

Corporate Plan

VISION 2015-2019 – HEADLINE VISION AND AMBITIONS

The 2015-2019 Corporate Plan emphasises the vision to support sustainable economic growth and access to suitable housing, local jobs, services, facilities and leisure opportunities.

The Corporate Plan further states that Wealden District Council will:

- Protect and enhance Wealden's unique rural character and distinctive, high quality, natural and historic environment
- Promote the countryside as a sustainable resource for recreation, tourism and other rural enterprise
- Work with partners to regenerate our diverse market towns, creating jobs, attracting investment and bringing in wealth
- Support our local businesses and entrepreneurs
- Generate sustainable sources of income to reinvest in local priorities
- Manage growth to meet future needs
- Provide more homes that local people can afford, maintaining a balance between our rural settlements and market towns
- Help improve connectivity and access to services for all our communities

Specifically focusing on the detailed vision and proposed actions for the themes of Communities, Environment, and Local Economy – we suggest that the following options might be worth considering (as derived from the conclusions and recommendations formed as part of this project).

We have also provided some indication of the resource implications and scale of delivery required.

Communities

OPTION 1: NEIGHBOURHOOD BEHAVIOURAL CHANGE

This involves encouraging behavioural change via advice, energy surveys, support for energy efficiency measures, encouraging changes to energy use in the home, transport, recycling, and food. It can also involve resource sharing initiatives such as car sharing schemes.

Feasibility: There is a track record of delivery in other communities, and best practice guides and resources available. The assistance required may be in encouraging and enabling communities to engage in this agenda and start to consider the options available to them.

Costs: There may be some small costs in terms of community support and facilitation. Perhaps these could be offset by funds from the Leader programme.

Example: Ashton Hayes 'Going Carbon Neutral' aims to become England's first carbon neutral village, by raising awareness amongst the community of climate change issues and developing understanding of how simple actions can make a big difference to emissions. The project has successfully engaged and captured the imagination of the local community and politicians alike. The project started in 2005 when one local resident presented it to the Parish Council at a public meeting, attended by representatives from Chester City Council, the EST, University of Chester and local residents, and the response was again resoundingly positive: the Parish Council voted in favour of adopting the project. The project was then officially launched in 2006, with an event to mark the occasion, sponsored by local businesses, attended by over 400 local people and attracting significant media attention. Initially the priority for the Ashton Hayes project was to simply encourage people not to waste energy. With assistance from the EST and Chester University, advice was delivered on how to reduce energy consumption, without investing in measures. The group then initiated a household energy survey to establish a carbon emissions baseline and provide tailored advice to each household for reducing energy consumption. The survey is being repeated annually to monitor the impact of Ashton Hayes' activities. A toolkit has been developed for this purpose which includes survey forms and footprinting calculations (based on Defra's carbon calculator) and is available for other communities to use freely. Monitoring devices have also now been installed in some residents' homes to provide continuous measure and feedback of consumption levels. Solar panels and a wind turbine have been installed on the local school to provide an educational focus for pupils and to provide a visual stimulus demonstrating the potential of these technologies to the community. The Ashton Hayes group is now embarking on a micro-grid feasibility study to develop a model that could be applied in any community considering installing micro-renewables. Weather stations have been established to measure the potential for harvesting wind and solar power in the village.

Environment

OPTION 2: NEIGHBOURHOOD RENEWABLE ENERGY

Suggest initially promote/assist one community energy co-operative initiative. This is a well-established community model (which is also self-financing) and the initial focus could be on finding an enthusiastic community with the right kind of natural resources of appetite for renewable energy (i.e. would support wind energy, photo-voltaics, hydro-electric energy, biomass energy, and/or combined heat and power or district heating systems).

Feasibility: feasibility is high if there are the right environmental conditions for a renewable energy source, and the mode of generation (wind, solar, hydro, biomass) is acceptable to the community and planning authority.

Costs: the resources required would be small, as there is significant help and advice available nationally, and the energy generation equipment and installation is financed by a share issue from co-operative enterprise which is established by the host community.

Example: Rumbling Bridge Hydro is an exciting proposal to build a substantial community owned 500kW hydro scheme on the River Devon in the village of Rumbling Bridge. Rumbling Bridge will also seek to play an additional role in the community by contributing to a Community Benefit Fund. A share offer has been fully subscribed, and work has

begun on-site to install this scheme. West Solent Solar Cooperative Limited: A solar farm installed on a 12.65 acre (5.1 hectare) field near Lymington in Hampshire. Total installed capacity is 2.4MWp – but the maximum we can export to the Grid is 2.0 MW – limited by local Grid capacity. This is enough to supply about 650 local homes. The field was previously a gravel pit which was then used for landfill. Only 28 per cent of the area of the field is covered by solar equipment, and only 3 per cent of the field surface is no longer soil. The rest of the field between the solar panels is planted with a mix of wildflowers and grass. The ecology of the site has been surveyed by Hampshire and Isle of Wight Wildlife trust and is carefully monitored to ensure maximum benefit for wildlife.

OPTION 3: COMMUNITY FIREWOOD HARVESTING IN LOCAL FORESTS AND WOODLANDS

This has been implemented in other woodland areas in the UK, where it has been difficult to maintain forests and areas of woodland due to a lack of resources and volunteers. Volunteers are trained to thin and maintain the forest, and to engage in small scale, sustainable logging and fuel harvesting. Other schemes have seen increased volunteering and participation in woodland conservation and management, and increased engagement with the local community.

Feasibility: This is feasible if the woodland resources are suitable, and sufficient training and management is undertaken.

Costs: There would be some cost in terms of attracting and training volunteers, but over the long-term these costs would be small.

Example: Logs for Labour, part of the Oxfordshire Community Woodfuel programme, was designed to provide woodland owners with free volunteer woodland labourers in return for logs. Social media was used as a match maker between woodland owners and prospective volunteers. Over 25 labour events have been run, attracting approximately 25 people to each event. Workers are insured to work with basic hand tools, the logging is small scale and for smaller diameter wood but provides a vital workforce for woodland owners who may otherwise struggle to complete thinning activities within their woodlands. Other projects following a similar principal include the Mersey Forest Wood Allotments, and Nonsuch Voles – community woodfuel volunteers.

OPTION 4: WEALDEN DISTRICT IMPLEMENTS HIGH STANDARDS OF SUSTAINABILITY PRACTICES ON ITS OWN OPERATIONS AND BUILDINGS

Wealden District could lead by example in terms of achieving high standards of heating insulation, recycling and carbon neutral operations. It could do many things to support renewable energy, such as installation of photovoltaics on existing building stock. It could install a district heating scheme using a public building or facility such as a school.

Feasibility: this would depend on the scale of change and investment required, and the condition of existing buildings and assets, and the current phasing of renewal / investment.

Costs: This could be very modest (e.g. by implementing a car-sharing scheme) to very high (e.g. by undertaking building works).

Example: *The Schools' Energy Co-op (SEC)* is an ethical, community based social enterprise which installs and operates solar panels on the roofs of schools throughout England. SEC was originally launched in August 2014 to raise the funds to install its flagship 150kW array of solar panels at Glenleigh Park Primary Academy in Bexhill, East Sussex. SEC is already trading profitably and has already successfully installed 380kW of solar arrays on five schools in East Sussex, Berkshire, Hertfordshire and Essex, with a further 30kW currently in the process of construction at a sixth school in Eastbourne.

OPTION 5: SUSTAINABLE HOUSING

There are many potential areas for action with a varying scale of ambition that could promote the sustainability of new housing developments in Wealden. These could include:

- **Defining carbon neutral or sustainable zones for housing development.** These would need some kind of planning vehicle such as design guidance or master planning, or be associated with proximity to protected areas of SSSIs etc.

- **Establishing smaller 'prototyping zones' for sustainable housing** – which could serve as demonstration sites. This could be through conventional or specialist housing developers, or through designating sites for self-build zero carbon sustainable housing.
- **Introduce large scale implementation of sustainable technologies to housing and residential land use.** Perhaps more ambitiously, the scale of housebuilding will make some technologies and processes for sustainable practices such as rainwater harvesting, use of grey water, PV, neighbourhood energy grids, biomass energy, and ground source heat pumps – more financially and physically viable if they are planned-in from the start.
- **The 'greening' of associated activities and services could also be undertaken.** For example, if Wealden District Council or the County Council are to lead on provision of leisure or cultural facilities, schools, community facilities and public transport – there will be an opportunity to show leadership by providing sustainable buildings, services and solutions.

Feasibility: this depends on the ambitions of the district. Targets or ambitions can be set high or low, with accompanying planning requirements, masterplans or design guidance. There is a significant risk that any sustainability criteria could not be enforced under existing planning and housing legislation.

Costs: whilst the direct costs may be low, as requirements are pushed onto housing developers. There may be costs associated with establishing master plans and guidance, legal challenge and potential erosion of land receipts.

Examples:

Whitehill Bordon (Ecotown), Hampshire, UK (<http://whitehillbordon.com/>)

In 2009 the UK Government named four towns as 'ecotowns'. The towns receive some government funding and were granted ecotown status on the basis of the potential for achieving a high level of sustainability. The government funding aimed to provide:

- affordable housing
- sustainable living
- carbon neutral developments
- creative use of waste and high rates of recycling
- employment that is local
- locals have a say in the development
- local services and schools, so less demand for use of cars

Whitehill Bordon is one example of an ecotown and was given the status in 2009. The Army's Defence School of Electronic and Mechanical Engineering had a base in the town for more than 100 years and has relocated to Wiltshire. 100 hectares of land was therefore available for redevelopment in Whitehill & Bordon. This regeneration scheme is progressing which is proposing to deliver:

- 3,350 new homes
- 5,500 new jobs
- a new town centre
- new schools
- protection and enhancement of 150 hectares of natural environment

Around £10 million was given by the government in 2009. This money funded:

- Energy-saving measures in public buildings.
- A biomass boiler in the redeveloped fire station
- Free wi-fi in the town centre
- Free loft insulation to householders to help save energy
- Identification of 50 green spaces around and within the town are to protect and enhance wildlife.
- A boardwalk made from recycled materials.
- Eco-grants are to local businesses to help reduce their carbon footprint.

Nottinghamshire's Hockerton Housing Project (HHP) - <http://www.sustainablebuild.co.uk/self-sufficient-housing-developments.html>. In addition to the earth-sheltered, low energy houses, the development includes:

- an office for Hockerton's own trading company
- rainwater harvesting for all its water needs
- a reed bed system for waste treatment
- organic fruit & vegetable gardens
- a lake and wildlife pond
- two on-site wind turbines and a photovoltaic array for renewable energy generation

Sustainable drainage: Great Kneighton, Cambridgeshire - <http://www.sustainablebuild.co.uk/great-kneighton-case-study-sustainable-drainage.html>

Local Economy

OPTION 6: GENERATING INTEREST IN AND REFERRAL TO EXISTING SUPPORT MECHANISMS

As mentioned earlier in this report, there is a significant amount of support already available to businesses, including those looking to increase resource efficiency or operate more sustainably, and those businesses offering low carbon and environmental goods and services. Many of these support mechanisms are built upon a track record of capacity and delivery over recent years.

It is imperative that Wealden District Council signposts and refers businesses to appropriate support, such as:

LOCAL BUSINESS SUPPORT ACTIVITIES AND NETWORKS

- Business East Sussex Growth Hub
- EDEAL
- Wired Sussex
- Locate East Sussex
- Business representative organisations/ networks
- Business friendly and responsive planning portal/service
- Let's do business

LOCAL GREEN INDUSTRY / LCEGS ASSISTANCE

- Resource efficiency (Sustainable Business Partnership)
- Green Growth Platform (U. of Brighton), LOCASE ERDF bid – which aims to support existing businesses to become more resource efficient; as well as to encourage the development of innovation and new environmental products and services
- YES (Your Energy Sussex) Programme

RURAL ECONOMY

- LEADER programme (increasing farm productivity, small business growth and farm diversification, rural tourism, rural services, cultural and heritage activity, increasing forestry productivity)
- EAFRD programme

The council could also market support and signposting services such as Business East Sussex Growth Hub directly to businesses with its normal correspondence – e.g. for licensing, business rates notifications or planning enquiries and applications.

Feasibility: There is a good understanding business support mechanisms and resources within the district, so this should present few challenges.

Costs: The cost would probably be small – e.g. in the preparation or circulation of marketing information, or in maintaining a directory of support or referral contact should a business contact the council.

Example: there are many examples of district authorities establishing information on existing growth hubs and promoting their use – e.g. <https://www.stratford.gov.uk/business/coventry-warwickshire-growth-hub.cfm>

OPTION 7: EXPLORING HOW SUSTAINABILITY AND THE NATURAL ENVIRONMENT CAN BE USED TO BOOST TOURISM ACTIVITIES AND EMPLOYMENT

If the ambition is to encourage higher visitor spending, then there are two main options:

- Increase the number of visitors generally - this would involve the expansion of capacity to host tourists, as well as the attractiveness of the tourism offer.
- Increase the number of higher-spending visitors – this involves developing the visitor offer into high quality niches that are attractive to tourists with disposable income who are willing to pay a premium for higher quality amenities, experiences, services or products.

The latter option would appear to make more sense in terms of providing a basis for focused initiatives and actions. There are many options – for example by creating new touring routes for hikers and bikers, that incorporate accommodation advice; or by creating a mobile phone app guide, for example.

Feasibility: There are many examples of such initiatives.

Costs: There will be costs incurred by the development of new visitor products and services, and accompanying guidance. However, there are sources of funding such as the new Leader Programme or EAFRD funding.

Examples

Wild Anglia, the Local Nature Partnership for Norfolk and Suffolk. Wild Anglia is unusual for a Local Nature Partnership in that the direct links to the region's economy and the importance of agriculture, natural heritage and the visitor economy was integral to the maintenance of the area's natural heritage. Wild Anglia's mission is to change the way everyone thinks about the natural environment in Norfolk and Suffolk. Wild Anglia champions the natural environment by helping to understand and share the real value our natural capital, goods and services bring to our society and economy. The aim is to ensure nature is embedded in decision-making as a core asset rather than as an optional extra. It also integrates into New Anglia LEP's establishment as the Green Economy Pathfinder in 2012.

Kelling Heath iPhone Explorer App, Norfolk. Developed exclusively for visitors to Kelling Heath by Affinity New Media, the App features two trails which can be completed on foot or by bike, enabling families to discover more about the park's rare heathland and woodland environments. Following the maps and way markers, families can work together to locate special codes which, when typed into the App, unlock questions about the Kelling Heath estate, its wildlife and the local countryside. A correct answer reveals more information about the subject, alongside pictures and audio recordings of some of the wildlife. Once adventurers have completed the trail and earned their explorer badges via the app they can collect their prize - an enamel Kelling Heath badge.

A. APPENDIX

Facts and figures

ECONOMIC PERFORMANCE

FIGURE A1: TOTAL GROSS VALUE ADDED AT CURRENT BASIC PRICES, £

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
United Kingdom	1,192,787	1,261,841	1,331,120	1,369,505	1,348,507	1,397,744	1,443,281	1,485,776	1,546,914	1,618,346
England	1,005,936	1,060,069	1,120,687	1,152,632	1,139,313	1,184,511	1,221,796	1,264,238	1,317,754	1,377,851
East Sussex CC	6,913	7,346	7,549	7,946	7,812	8,182	8,354	8,735	9,024	9,349
South East Region	172,993	181,801	191,689	198,352	195,561	205,627	211,217	221,572	231,042	239,698

Source: Regional Accounts December 2015 Release, Office for National Statistics.

FIGURE A2: GROSS VALUE ADDED PER HEAD AT CURRENT BASIC PRICES, £

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
United Kingdom	19,744	20,745	21,708	22,152	21,659	22,271	22,806	23,323	24,131	24,958
England	19,878	20,800	21,811	22,245	21,827	22,501	23,006	23,633	24,464	25,367
East Sussex CC	13,594	14,360	14,633	15,304	15,013	15,624	15,845	16,444	16,886	17,321
South East Region	21,089	21,981	22,953	23,539	23,032	23,972	24,410	25,396	26,276	27,012

Source: Regional Accounts December 2015 Release, Office for National Statistics.

FIGURE A3: 10-YEAR ANNUAL GROWTH RATE OF TOTAL GVA

	2005
United Kingdom	3.7 per cent
England	3.8 per cent
East Sussex CC	3.5 per cent
South East Region	3.8 per cent

Source: Regional Accounts December 2015 Release, Office for National Statistics. Note: calculated as compound annual growth rate.

BUSINESS DEMOGRAPHY

FIGURE A4: BIRTHS, DEATHS AND ACTIVE ENTERPRISES

	2009	2010	2011	2012	2013	2014
BIRTHS						
UNITED KINGDOM	236,030	235,145	261,370	269,565	346,485	350,585
ENGLAND	209,035	207,520	232,460	239,975	308,770	313,200
Brighton and Hove UA	1,250	1,450	1,525	1,620	1,960	2,045
Eastbourne	315	295	325	315	420	430
Hastings	285	240	280	310	360	355
Lewes	425	410	370	375	515	490
Rother	300	335	360	340	480	435
Wealden	685	690	660	740	870	840
DEATHS						
UNITED KINGDOM	277,435	248,595	229,525	252,400	237,625	245,835
ENGLAND	247,150	219,030	202,365	221,780	209,525	217,175
Brighton and Hove UA	1,590	1,420	1,275	1,385	1,420	1,375
Eastbourne	430	355	340	355	345	325
Hastings	310	280	250	305	290	250
Lewes	480	425	405	440	360	325
Rother	460	385	380	380	345	380
Wealden	855	760	800	785	765	685
ACTIVE ENTERPRISES						
UNITED KINGDOM	2,341,900	2,351,425	2,342,595	2,372,960	2,448,745	2,550,890
ENGLAND	2,040,150	2,046,310	2,040,980	2,070,400	2,140,985	2,235,345
Brighton and Hove UA	12,360	12,710	12,650	12,975	13,435	14,040
Eastbourne	3,230	3,185	3,135	3,100	3,145	3,220
Hastings	2,725	2,755	2,710	2,735	2,760	2,810
Lewes	4,295	4,235	4,155	4,110	4,150	4,315
Rother	3,965	3,930	3,880	3,870	4,015	4,100
Wealden	8,105	8,125	7,945	7,900	7,975	8,075
BUSINESS BIRTH RATE						
UNITED KINGDOM	10.1	10.0	11.2	11.4	14.1	13.7
ENGLAND	10.2	10.1	11.4	11.6	14.4	14.0
Brighton and Hove UA	10.1	11.4	12.1	12.5	14.6	14.6
Eastbourne	9.8	9.3	10.4	10.2	13.4	13.4
Hastings	10.5	8.7	10.3	11.3	13.0	12.6
Lewes	9.9	9.7	8.9	9.1	12.4	11.4
Rother	7.6	8.5	9.3	8.8	12.0	10.6
Wealden	8.5	8.5	8.3	9.4	10.9	10.4

Source: Business Demography, Office for National Statistics.

FIGURE A5: NUMBER OF BUSINESSES BY EMPLOYMENT SIZEBAND

Employment Sizeband	Wealden	Brighton and Hove	East Sussex	England	Great Britain
Micro (0 to 9)	7,380	11,405	19,670	1,879,615	2,113,755
0 to 4	6,465	9,950	16,955	1,621,275	1,817,650
5 to 9	915	1,450	2,715	258,340	296,105
Small (10 to 49)	600	1,070	1,865	194,640	221,575
10 to 19	410	720	1,230	127,425	145,515
20 to 49	195	350	635	67,210	76,060
Medium-sized (50 to 249)	80	145	275	33,850	37,895
50 to 99	50	100	170	21,540	24,175
100 to 249	25	45	105	12,310	13,715
Large (250+)	10	30	45	8,190	9,145
250 to 499	5	15	25	3,965	4,420
500 to 999	0	5	10	1,960	2,175
1000+	0	10	10	2,265	2,545
Total	8,070	12,650	21,860	2,116,295	2,382,370

Source: UK Business Counts, Office for National Statistics. Note that data is rounded to the nearest 5 enterprises.

FIGURE A6: SHARE OF BUSINESSES BY EMPLOYMENT SIZEBAND

Employment Sizeband	Wealden	Brighton and Hove	East Sussex	England	Great Britain
Micro (0 to 9)	91.4 per cent	90.2 per cent	90.0 per cent	88.8 per cent	88.7 per cent
0 to 4	80.1 per cent	78.7 per cent	77.6 per cent	76.6 per cent	76.3 per cent
5 to 9	11.3 per cent	11.5 per cent	12.4 per cent	12.2 per cent	12.4 per cent
Small (10 to 49)	7.4 per cent	8.5 per cent	8.5 per cent	9.2 per cent	9.3 per cent
10 to 19	5.1 per cent	5.7 per cent	5.6 per cent	6.0 per cent	6.1 per cent
20 to 49	2.4 per cent	2.8 per cent	2.9 per cent	3.2 per cent	3.2 per cent
Medium-sized (50 to 249)	1.0 per cent	1.1 per cent	1.3 per cent	1.6 per cent	1.6 per cent
50 to 99	0.6 per cent	0.8 per cent	0.8 per cent	1.0 per cent	1.0 per cent
100 to 249	0.3 per cent	0.4 per cent	0.5 per cent	0.6 per cent	0.6 per cent
Large (250+)	0.1 per cent	0.2 per cent	0.2 per cent	0.4 per cent	0.4 per cent
250 to 499	0.1 per cent	0.1 per cent	0.1 per cent	0.2 per cent	0.2 per cent
500 to 999	0.0 per cent	0.0 per cent	0.0 per cent	0.1 per cent	0.1 per cent
1000+	0.0 per cent	0.1 per cent	0.0 per cent	0.1 per cent	0.1 per cent
Total	100 per cent				

Source: UK Business Counts, Office for National Statistics. Note that data is rounded to the nearest 5 enterprises.

FIGURE A7: EMPLOYMENT BY BROAD INDUSTRY, 2014

Industry (SIC Section)	Wealden		East Sussex		England
	Employees	per cent share	Employees	per cent share	per cent share
A: Agriculture, forestry and fishing	200	0.5	400	0.2	0.6
B: Mining and quarrying	0	0.0	0	0.0	0.1
C: Manufacturing	3,300	7.5	10,700	6.4	8.3
D: Electricity, gas, steam and air conditioning supply	0	0.1	200	0.1	0.4
E: Water supply; sewerage, waste management and remediation activities	300	0.7	900	0.5	0.6
F: Construction	3,600	8.1	9,400	5.6	4.3
G: Wholesale and retail trade; repair of motor vehicles and motorcycles	7,800	17.7	30,200	17.9	16.0
H: Transportation and storage	800	1.9	4,800	2.8	4.6
I: Accommodation and food service activities	5,400	12.3	17,300	10.3	7.0
J: Information and communication	1,300	3.0	3,600	2.1	4.3
K: Financial and insurance activities	600	1.4	4,200	2.5	3.8
L: Real estate activities	700	1.6	3,000	1.8	1.7
M: Professional, scientific and technical activities	3,600	8.1	10,500	6.3	8.4
N: Administrative and support service activities	2,200	5.0	8,400	5.0	8.9
O: Public administration and defence; compulsory social security	900	2.1	7,600	4.5	4.3
P: Education	4,600	10.5	18,100	10.7	9.3
Q: Human health and social work activities	5,500	12.4	30,400	18.1	12.9
R: Arts, entertainment and recreation	1,700	3.8	5,000	3.0	2.4
S: Other service activities	1,500	3.4	3,900	2.3	2.0

Source: Business Register and Employment Survey, Office for National Statistics. Note that data is rounded to the nearest 100 employees.

FIGURE A8: INDUSTRY SPECIALISMS BY 2 DIGIT SIC

Industry (2 digit SIC category)	Wealden Total	Wealden EQ	ES total	East Sussex EQ
25: Manufacture of fabricated metal products, except machinery and equipment	600	3.0	1,700	2.3
39: Remediation activities and other waste management services. This division includes the provision of remediation services, i.e. the cleanup of contaminated buildings and sites, soil, surface or ground water.	1,400	2.3	3,500	1.5
42: Civil engineering	1,700	1.6	4,900	1.2
43: Specialised construction activities	1,200	1.5	3,600	1.2
45: Wholesale and retail trade and repair of motor vehicles and motorcycles	2,300	1.3	6,700	1.0
46: Wholesale trade, except of motor vehicles and motorcycles	4,300	1.0	19,900	1.2
53: Postal and courier activities	600	0.9	4,300	1.7
55: Accommodation	4,800	2.0	13,000	1.4
61: Telecommunications	800	0.8	2,000	0.5
66: Activities auxiliary to financial services and insurance activities	700	1.0	3,000	1.1
68: Real estate activities	700	0.8	2,900	0.9
69: Legal and accounting activities	1,100	1.0	2,800	0.6
70: Activities of head offices; management consultancy activities	1,100	1.4	2,800	0.9
77: Rental and leasing activities	500	0.3	2,500	0.5
80: Security and investigation activities	700	0.7	2,400	0.6
81: Services to buildings and landscape activities	700	1.0	2,200	0.9
82: Office administrative, office support and other business support activities	900	0.4	7,600	1.0
84: Public administration and defence; compulsory social security	4,600	1.1	18,100	1.2
85: Education	2,900	0.9	15,400	1.2
86: Human health activities	1,600	1.4	9,400	2.1
87: Residential care activities	1,000	0.7	5,700	1.0
92: Gambling and betting activities	1,200	1.8	3,300	1.3
93: Sports activities and amusement and recreation activities	600	1.7	1,400	1.0
95: Repair of computers and personal and household goods	800	1.8	2,300	1.4

Source: Business Register and Employment Survey, Office for National Statistics. Note that data is rounded to the nearest 100 employees.

FIGURE A9: INDUSTRY SPECIALISMS BY 5 DIGIT SIC

Industry (5 digit SIC category)	Wealden Total	Wealden EQ	ES total	East Sussex EQ
56103: Take away food shops and mobile food stands	1,600	8.5	1,900	2.7
26400: Manufacture of consumer electronics	500	6.5	700	2.7
46730: Wholesale of wood, construction materials and sanitary equipment	300	4.6	600	2.0
81299: Cleaning services (other than disinfecting and extermination services) nec	400	4.6	900	2.9
16220: Manufacture of assembled parquet floors	300	4.5	700	2.8
93210: Activities of amusement parks and theme parks	300	3.9	600	2.4
86101: Hospital activities	300	3.4	1,300	3.5
94920: Activities of political organisations	600	3.1	900	1.4
92000: Gambling and betting activities	600	2.8	1,300	1.5
47750: Retail sale of cosmetic and toilet articles in specialised stores	300	2.7	700	2.0
43210: Electrical installation	500	2.6	1,400	1.8
96040: Physical well-being activities	400	2.6	900	1.7
41201: Construction of commercial buildings	900	2.3	2,300	1.6
18121: Manufacture of printed labels	300	2.3	800	1.5
39000: Remediation activities and other waste management services	300	2.3	700	1.5
56301: Licensed clubs	1,400	2.2	4,200	1.7
46720: Wholesale of metals and metal ores	300	2.0	1,000	1.5
42910: Construction of water projects	300	1.8	600	0.8
86102: Medical nursing home activities	600	1.8	2,100	1.7
85100: Pre-primary education	2,500	1.6	8,100	1.3
86900: Other human health activities	500	1.5	2,900	2.3
82920: Packaging activities	500	1.5	1,900	1.4
87300: Residential care activities for the elderly and disabled	600	1.5	3,500	2.4
68202: Letting and operating of conference and exhibition centres	300	1.5	800	1.1
70221: Financial management	900	1.5	2,100	0.9
85200: Primary education	1,400	1.5	5,100	1.4
43130: Test drilling and boring	500	1.5	1,300	1.1

Source: Business Register and Employment Survey, Office for National Statistics. Note that data is rounded to the nearest 100 employees.

BUSINESSES IN WEALDEN

East Sussex County Council provided the following breakdown of information on prominent businesses and industry specialisms.

FIGURE A10: TOP 10 BUSINESSES IN WEALDEN BY EMPLOYMENT

Rank	Company	Website	SIC	Number of employees (Latest year available)
1.	Elite Hotels (Rotherwick) Limited	www.elitehotels.co.uk	55100: Hotels and similar accommodation	1,042
2.	Trifast PLC	www.trifast.com	46180: Agents specialised in the sale of other particular products	1,038
3.	Edwards & Ward Limited	www.edwardsandward.co.uk	56290: Other food service activities	834
4.	Rydon Holdings Limited	www.rydon.co.uk	41100: Development of building projects	573
5.	Waremoss Limited	www.camsons.co.uk	47730: Dispensing chemist in specialised stores	546
6.	ST Bede's School Trust Sussex	www.bedes.org	85310: General secondary education	357
7.	Royal Surgical Aid Society	www.agecare.org.uk	87300: Residential care activities for the elderly and disabled	290
8.	Southern Tyre CO Limited	www.setyres.co.uk	45310: Wholesale trade of motor vehicle parts and accessories	248
9.	East Sussex Press Limited		18129: Printing (other than printing of newspapers and printing on labels and tags) n.e.c	239
10.	Parker Building Supplies Limited	www.parkerbs.com	46130: Agents involved in the sale of timber and building materials	231

FIGURE A11: TOP 10 BUSINESSES IN WEALDEN BY TURNOVER

Rank	Company	Website	SIC	Turnover in £,000 (Latest year available)
1.	Trifast PLC	www.trifast.com	46180: Agents specialised in the sale of other particular products	129,775
2.	Rydon Holdings Limited	www.rydon.co.uk	41100: Development of building projects	128,401
3.	Southern Tyre CO Limited	www.setyres.co.uk	45310: Wholesale trade of motor vehicle parts and accessories	56,756
4.	Waremoss Limited	www.camsons.co.uk	47730: Dispensing chemist in specialised stores	55,633
5.	H Ripley & CO. Limited	www.hripley.co.uk	38320: Recovery of sorted materials	49,100
6.	Chandlers (Hailsham) Limited	www.chandlershailshambmw.co.uk	45200: Maintenance and repair of motor vehicles	45,763
7.	Parker Building Supplies Limited	www.parkerbs.com	46130: Agents involved in the sale of timber and building materials	44,201
8.	East Sussex Press Limited		18129: Printing (other than printing of newspapers and printing on labels and tags) n.e.c.	41,538
9.	Servomex Group Limited	www.servomex.com	26512: Manufacture of electronic industrial process control equipment	38,685
10.	Buxted Construction Limited	www.buxtedconstruction.co.uk	41202: Construction of domestic buildings	34,354

FIGURE A12: SPECIALIST SECTORS IN WEALDEN

Section	Sector
Information & Communication	58141 : Publishing of learned journals
Bisse Limited, Hailsham, (Wealden) The Crabett Organisation Limited, Hartfield (Wealden) Human Givens Publishing Limited, Hailsham (Wealden) www.humangivens.co.uk Kick-Start Publishing Limited, Tunbridge Wells (Wealden) www.contractflooringjournal.co.uk	
Section	Sector
Manufacturing	26400 : Manufacture of consumer electronics
Multiform Electronics Limited, Hailsham (Wealden) www.multiform-uk.com Spondor Audio Systems Limited, Hailsham (Wealden) www.spondor.co.uk Music First Audio Limited, Heathfield (Wealden)	
Section	Sector
Accommodation & food services	55300 : Camping grounds, recreational vehicle parks and trailer parks
Bay View Caravans and Camping Park, Pevensey (Wealden) Orchard View Caravan Park, Herstmonceux (Wealden) Castle View, Pevensey Bay (Wealden) Renhurst Farm Caravan Site, Crowborough (Wealden) Fairfields Farm, Pevensey (Wealden) DJ Chapman, Hartfield (Wealden) Hidden Spring Vineyard, Heathfield (Wealden) BakersFarm Park Homes, Hailsham (Wealden) Horam Manor Touring Park, Heathfield (Wealden) Berkeley Parks, Hailsham (Wealden) The Old Mill Caravan Park, Hailsham (Wealden) Greenvies Caravan Park, Heathfield (Wealden) Stonham Barns Limited, Crowborough (Wealden) Campfire Weekends Limited, Crowborough (Wealden) Broadstone Warren Scout Site, Forest Row (Wealden) Co-Partnership Caravan Association Ltd, Heathfield (Wealden)	
Section	Sector
Health	86220 : Specialist medical practice activities
W&A Healthcare Limited, Crowborough (Wealden) Oxon Epidemiology Limited, Uckfield (Wealden) Game Ready Global Equine Ltd, Crowborough (Wealden) Nikolaos Gkampranis Ltd, Crowborough (Wealden) West Kent Gastroenterology Limited, Wadhurst www.westkentgastroenterology.com Kent & Sussex Neurology Limited, Heathfield (Wealden) John Almeyda Limited, Crowborough (Wealden) Nectarios Kouvarakis Limited, Crowborough (Wealden) Association of Community and Multibed Acupuncture Clinics, CIC, Uckfield (Wealden) Meghmaa Medics Ltd, Polegate (Wealden)	
Section	Sector
Manufacturing	10821 : Manufacture of cocoa, and chocolate confectionery
Britannia Superfine Limited, Polegate (Wealden). www.britannia-superfine.com This company was formerly known as Barry Woodcock & Co and manufactures chocolate coatings, fondants, chocolates, confectionery and baking ingredients. The Global Ultimate Owner is Britannia Holdings (UK) Limited. Conscious Chocolates Limited, Forest Row (Wealden). Rowdy and Fancy's Ltd, Forest Row (Wealden).	

Section	Sector
Financial & insurance	65120 : Non-life insurance
<p>Guaranteed Conveyancing Solutions Limited, Heathfield (Wealden) www.gcs-title.co.uk Cathedral Associates London Limited, Crowborough (Wealden) www.callcathedral.com The Acorns (Hailsham) Residents Limited, Hailsham (Wealden) 1 Answer Insurance Services Ltd, Polegate (Wealden) www.1answer.co.uk David Haskoll Limited, Hailsham (Wealden) www.haskolls.co.uk Metropolitan Premium Finance Limited, Hailsham (Wealden) Club Class Insurance Services Limited, Hailsham (Wealden) Hera Indemnity Limited, Forest Row (Wealden) I-Partners Insurance Management Limited, Uckfield (Wealden) www.i-partners.com Dania Enterprises Limited, Hartfield (Wealden) Omniassist Limited, Crowborough (Wealden) www.omniassist.co.uk Premiere UK Is Limited, Hailsham (Wealden)</p>	
Section	Sector
Manufacturing	33200 : Installation of industrial machinery and equipment
<p>Arrow Engineering (Southeast) Limited, Hailsham (Wealden) Ridley-Buck Limited, Crowborough (Wealden) Industrial Plant Services Limited, Heathfield (Wealden) JS Refrigeration Services Ltd, Hailsham, (Wealden)</p>	
Section	Sector
Manufacturing	26110 : Manufacture of electronic components
<p>Ener.G Controls Limited, Uckfield (Wealden). The Global Ultimate Owner is Ener-G Holdings Limited based in Salford. Feedback Data Limited, Crowborough (Wealden). The Global Ultimate Owner is Belgravium Technologies PLC based in Bradford which provides mobile devices for the logistics sector. Sam Hobden Records, Hailsham (Wealden) No additional information available. Data Physics (UK) Limited, Hailsham (Wealden). Designs and manufactures high performance test and measurement solutions for noise and vibration applications. Building Block Video Limited, Hailsham (Wealden). www.bbvccctv.com Provide CCTV systems Hailsham Innovations Limited, (Wealden)</p>	



Athey Consulting Limited, Registered in England and Wales No. 7771760
38A Rustat Road www.mylocaleconomy.org
Cambridge CB1 3QT, UK tel. 01223 655181
UK company no. 07771760 Email: glenn@atheyconsulting.co.uk