

Enabling Innovation

**Enabling Innovation – how rural areas
can optimise their economic futures**

A UK perspective

Rob Hindle, Rural Innovation

Enabling Innovation

Rural Innovation

Privately owned rural regeneration
practice

Research, strategic advise, delivery

Government, community, business

Uncertain economic future

- Double whammy of recession & public debt crisis
- Austerity budgets – public spending slashed – public economy shrinking
- Removal of funding, local enabling capacity & “consumption”

Uncertain economic future

- Many local economies in rural areas highly reliant on public sector
- 30 – 40% employment in public sector
- Public capital programmes underpin construction sector
- Slow property market & lack of finance prevents development led regeneration

Facilitate growth

- Imperative to facilitate growth
 - Increase output from existing business stock - larger scale & greater employment
 - Grow business stock – new start-ups / inward investment
 - Shift to higher value activity; new sectors

Innovation

- Innovation key to growth
 - increased profitability through system efficiency
 - new products & services
 - new sectors & start-ups
- Generate critical mass
- Innovation from business & from county / town

Barriers to Rural Innovation

- Study for Defra – differences in rural / urban innovation behaviour, capability & context
- England
- Data & Case Studies
- GHK, Centre for International Competitiveness, Rural Innovation

Rural strengths & weaknesses

Strengths

- High levels of entrepreneurship (self-employment & business start up)
- Attract highly skilled residents

Weaknesses

- Small scale of businesses
- Lower density of knowledge intensive firms
- Lower levels of innovation related workers
- Smaller labour pool
- Low graduate retention

Rural strengths & weaknesses

Strengths

Weaknesses

- Poor access to debt & equity funding
- Lifestyle orientation of high proportion of local businesses
- Removed from HEIs
- Urban universities have stronger local connections with SMEs, better at commercialising knowledge, more graduate start-ups

Rural strengths & weaknesses

Strengths

- Distance from markets & labour pool creates pressure to innovate
- Web opens local markets to wider competition & provides access to larger markets for local firms

Weaknesses

- Thin business environment means less competitive pressure and reduces incentive to innovate
- Significantly lower speed & quality of broadband
- Fewer networks – more dispersed – knowledge transfer more difficult

Rural strengths & weaknesses

Strengths

- Purchasing power of local residents

Weaknesses

- Small local markets, lack critical mass

Key findings

- Overall little difference between rural and urban firms on most statistical indicators of innovation
- Some aspects of innovation in which rural firms perform less well – patents, proportion of knowledge intensive businesses, innovation intensity
- Performance weakens with sparsity / peripherality

Key findings

- There are characteristics associated with rurality which are disadvantageous to innovation – these grow as peripherality increases; however..
- Number of positive drivers for innovation in rural areas related to social, environmental & demographic trends
- local food & drink, renewable energy, thematic tourism, creative industries, outdoor goods, personal & business services

Key findings

- Innovative firms and places demonstrate an ability to overcome these disadvantages
- Rural towns well suited to create the right conditions to foster & enable innovation
- Innovation best enabled by combination of place, facilities, culture & facilitation
- Rural towns should focus on these elements – in the areas that they can influence

Place

- Quality of place is key to town's ability to retain & attract innovation actors
- Main attractors: location, heritage, transport
- Dave Ivan's key characteristics of cool towns:
 - Different lifestyles
 - Diversity
 - Art / culture / heritage
 - Gathering places
 - 4 seasons
 - Walkable streets
 - Outdoors

Facilities



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a forward space work hub

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Facilities

Alston Moor, Cumbria: England's Last Wilderness

STOP PRESS: broadband service update



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Monday, 14 March 2011 10:28

Broadband Service Update

0 comments

It has been a challenging few months not only for Cybermoor and new networking team, but more importantly for our customers.



In 2009 Cybermoor took the decision to install our own broadband feed into Alston since the original supply from CLEO could not meet our demands. This new connection is via a high capacity microwave link to Prudhoe and was installed at the end of summer 2010 - Cybermoor has 100% control of this link.

As with all new technology we experienced some teething problems; however in November 2010 the link was ready to be tested in Alston. Eight customers were kind enough to be our "guinea pigs" for 5 weeks to test out the new link which was a success. After this test period we switched customers in Garrigill over to the new microwave link, which again worked well after a few minor problems.

As the new link was proving to be a success, we took the decision to switch everyone over to the new service, since the contract with CLEO expired on 31st January 2011. This meant a lot of work for our new network team from Northgate

my alston today:

- marketplace: 3 items
- discussion postings in the last week: 1 new posts
- events: none today
- travel: 10 alerts
- service status: [click to view](#)

alston weather

 **alston, cumbria**
3°C partly cloudy
wind: s at 2 mph

fri		-1 5	clear
sat		1 7	chance of rain
sun		2 7	chance of rain

Facilities

The screenshot shows the homepage of the NeST website. At the top left is the large 'NeST' logo. To the right are social media icons for Facebook, Twitter, Flickr, and RSS. Below these are the contact details: 'enquiries@barnardcastlenest.co.uk' and the phone number '01833 631 529'. A navigation menu includes 'Home', 'About', 'Events', 'Gallery', 'Cafe', 'Digital Hub', and 'Contact'. The main heading is '// Welcome to NeST', followed by the text 'Gallery, studios, digital hub and cafe in Barnard Castle, Teesdale'. Below this is a row of four images: a gallery of art, a 'STUDIOS' sign, a person at a laptop, and a cafe counter. At the bottom left is the heading '// What's New'.





NeST

enquiries@barnardcastlenest.co.uk
01833 631 529

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// Welcome to NeST

Gallery, studios, digital hub and cafe in Barnard Castle, Teesdale



// What's New

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PMAN ON **THE LANCASH!**
SINFONIETTA!
SATURDAY!

Calendar

March 11 < >						
M	T	W	T	F	S	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

History

Created to provide state-of-the-art performance and live music facilities in the heart of the Ribble Valley, The Grand is now quite simply the best venue for miles around!



The multi-million-pound auditorium is home to a professional recording studio offering world-class equipment in a superb acoustic environment, plus contemporary dance rehearsal rooms, and a relaxed café/bistro serving delicious food sourced from top-quality local suppliers.

Related Links

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LIKE
NOBODY IS
WATCHING

Facilities



Culture



WE MALTON *the heart of Ryedale*

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April and Suzanne with 'friends' outside Linton Pet Shop in Malton's unique Market Place.

Linton's has been a popular pet and accessories business for many years and occupies one of the finest Georgian buildings in Malton. They sell all sorts of family pets, together with everything they could possibly need, and their witty window displays are some of the best in town.



A Warm Welcome to Malton...

Nestling in the heart of Ryedale, this bustling, thriving market town offers visitors the perfect mix of independent specialist shops, craft skills, delicious local fare and generous hospitality...plus two hours' free parking in the central Market Place.

In particular, Malton is fast becoming renowned as a real gourmet centre, with fine food retailers and an impressive choice of restaurants, cafe bars, tearooms and pubs offering everything from fine dining to award-winning coffees.

Whatever you enjoy, Malton really does have it all, including the warmest of Yorkshire welcomes!

Events

04 March
Malton Food Lovers Festival launches own website [info](#)

04 Feb
Culinary star set to shine in Malton's new restaurant enterprise [info](#)

03 Feb
Malton Food Lovers Festival 2011 attracts celebrated culinary Patrons [info](#)

26 Jan
Culinary stars compete to open Malton restaurant

News




Culture

Upper Eden Community Plan

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- UECP Steering Group
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- Affordable Housing
- 2010 Conference
- Upper Eden Future
- The Big Society
- UECP Blog



What is the Upper Eden Community Plan?

Parish, or Community Plans, are used to bring together the views of local people and represent them to a wide range of organizations that set policies and deliver services to rural areas. The Upper Eden Community Plan serves this purpose for the wide community made up of residents of Kirkby Stephen, and the sixteen parishes surrounding the market town.

The Upper Eden Community Plan can be described in three ways

- It is a document which sets out what people value in this community and what they would like to change
- Is a process which has involved the wider community and has its own value distinct for the document itself, and
- It is an action plan for projects to achieve the aspirations of local people.

The areas covered by the Plan, and the parishes who worked together to produce it, is indicated above.

Facilitation

- Innovation significantly enhanced through 3rd party facilitation of knowledge exchange
- Co-location without interaction is not sufficient to create innovation
- Physical networks for key sectors enable knowledge sharing, peer to peer support & mentoring
- Create “critical mass” by network based agglomeration
- Virtual networks particularly powerful for micro businesses and new start-ups

In Summary..

- Rural economies do have some inherent disadvantages when it comes to fostering innovation
- These can be overcome with the right attitude from business & town
- New social, environmental and demographic trends create opportunities for rural innovation
- Rural towns should concentrate on; place, facilities, culture and facilitation
- Work on those areas where they can make a difference
- Leverage the power of networks

Rural Innovation

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