

E-Entrepreneurship and Sustainable Rural Development

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Agenda

Who are we ?

Small Business Survey

Conclusions

Rural Areas And ICT

Is ICT the Solution ?

The Way Forward ?

The Telework Association The Nerve Centre.....

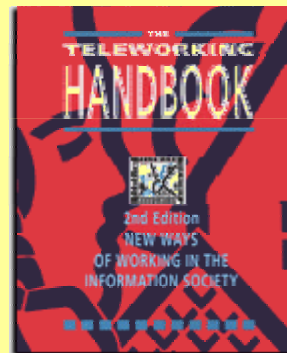
The Telework Association Organisation Chart





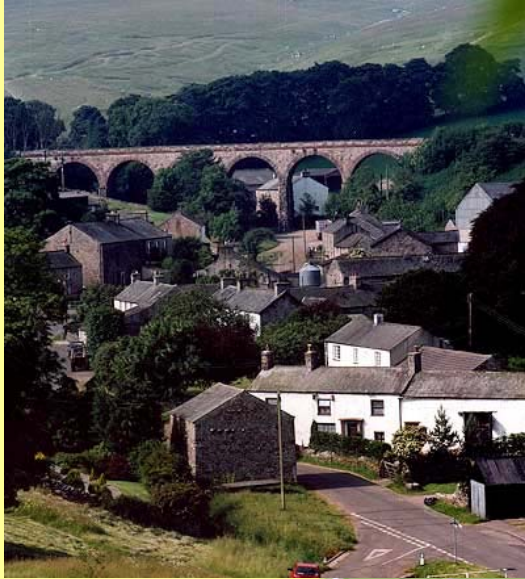
Events

Telework Online





Settle Carlisle Railway Small Business Survey





Small Business Survey Characteristics

	1997	1991
Retail/services	30%	30%
Professional Services	18%	7%
Accommodation/catering	14%	29%

- 60% of businesses linked to tourism
- 56% had most customers outside area (<80km)
- 1 in 5 businesses have moved in to the area.
- 67% in an association ie 33% weren't



Small Business Survey Employment Stats

- Average 5 full time 3 part time employees
- 93% up to 10 full time employees
- Businesses up to 20 employees had a total of 300 full time jobs and 310 part time
- Businesses over 20 employees had a total of 250 full time jobs and 55 part time



Small Business Survey Technology Use (1997)

- Computer take up only 75%

Large businesses	99%
average business	90%
- High degree of consumer business
therefore less supplier pull (eg EDI)
- Poor utilisation of the installed technology
eg PCs used as word processors
- 80% - mobile phones didn't work in area



Summary of points

General issues

- Rural areas dominated by SMEs
- Small local markets though also serve larger ones (where they compete)
- Limited participation in networks
- Infrastructure poor
- Shortage of skilled staff



Summary of points

Technology Use

- Rural areas dominated by SMEs
- SMEs tend to be behind with ICT
(Don't have expertise/funds/culture)
- Rural SME customers don't drive ICT
- Infrastructure can be a barrier



Where to from here ?

"...the impact of telematics will in our time be as significant as the laying down of railways was to communities in the nineteenth century. Those with the foresight to attract the railway prospered and those that failed to recognise the opportunity declined. There is no doubt that telematics are the key to our success as part of the global community of the next millennium."

John Varney, Centre for Management Creativity & SCRBLG committee member 1996



Where to from here ?

ICT helps beat distance

**ICT is infiltrating everything
we do**

**So does this mean we are
'levelling the playing field' ?**



ICT in Rural Areas

Agriculture

Online EU Forms, Precision farming, Traceability, Electronic auctions, machinery rings

Education

UHIE, computers in schools, UK Online/Learn Direct, OU

Tourism

Websites, Online booking, Compendium sites eg SCRBLG National tourist boards



ICT in Rural Areas

Retail

EPoS, EFTPoS, Lottery Terminals,
Post Office, Group Purchasing

Transport

Public Information Systems, Web-sites

Health

Electronic records transfer, NHS Direct
Telemedicine and eg ambulances,

Local Government

Online access





Telework and Rural Areas

(State of the Countryside 2020)

“..23% of Britons could telework...” (now 7.5 %)

“Traffic congestion will encourage - A third of London commuters have considered moving .. because of poor public transport..”

“Open-plan offices will require professionals to find uninterrupted periods for reading, writing and reflection.”

“Broadband will improve the quality of communications between teleworkers and their colleagues.”



Forward View Report

(Stepping Stones Report 2003)

- **Self employment is a significant feature 11% in rural areas with 8.5%**
- **Incomers increase rural enterprise, up to 2/3rds of new firms people moving from urban to rural areas attracted by the quality of rural life**
- **They bring an average of nearly three jobs per migrant. Incomers often bring with them different skills and contacts with distant markets.**

What Can Government Do ?

Support Broadband

Support Telework

Support Small Business

Create an Example

Look at tax system

Remove obstacles

Discuss with examples !