



# Final Evaluation of the Live & Work Rural Programme

James Leather (GHK)

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# Whilst the L&WR programme has been running, GHK has been evaluating its performance

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- GHK Consulting ([www.ghkint.com](http://www.ghkint.com)) is a specialist in evaluating publicly funded programmes (business support, skills and training, community development etc.)
- Evaluation is an independent assessment of how publicly funded initiatives are run and what they achieved. It was a requirement of L&WR
- This evaluation has taken place in 2 stages:
  - **Interim** evaluation (Dec 2010 to Mar 2011), looked at whether programme design is sound and delivery effective
  - **Final** evaluation (Dec 2011 to Mar 2012), looked at impacts of the programme, and its legacy going forward

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This session

The evaluation

Our findings

What next?

# For the final evaluation we collected evidence from programme deliverers & beneficiaries



**Interviews with a range of individuals from programme delivery, and partner organisations**



**A survey of businesses who had received support - 34 responses, from 158 (21%)**



**5 more detailed case studies:**

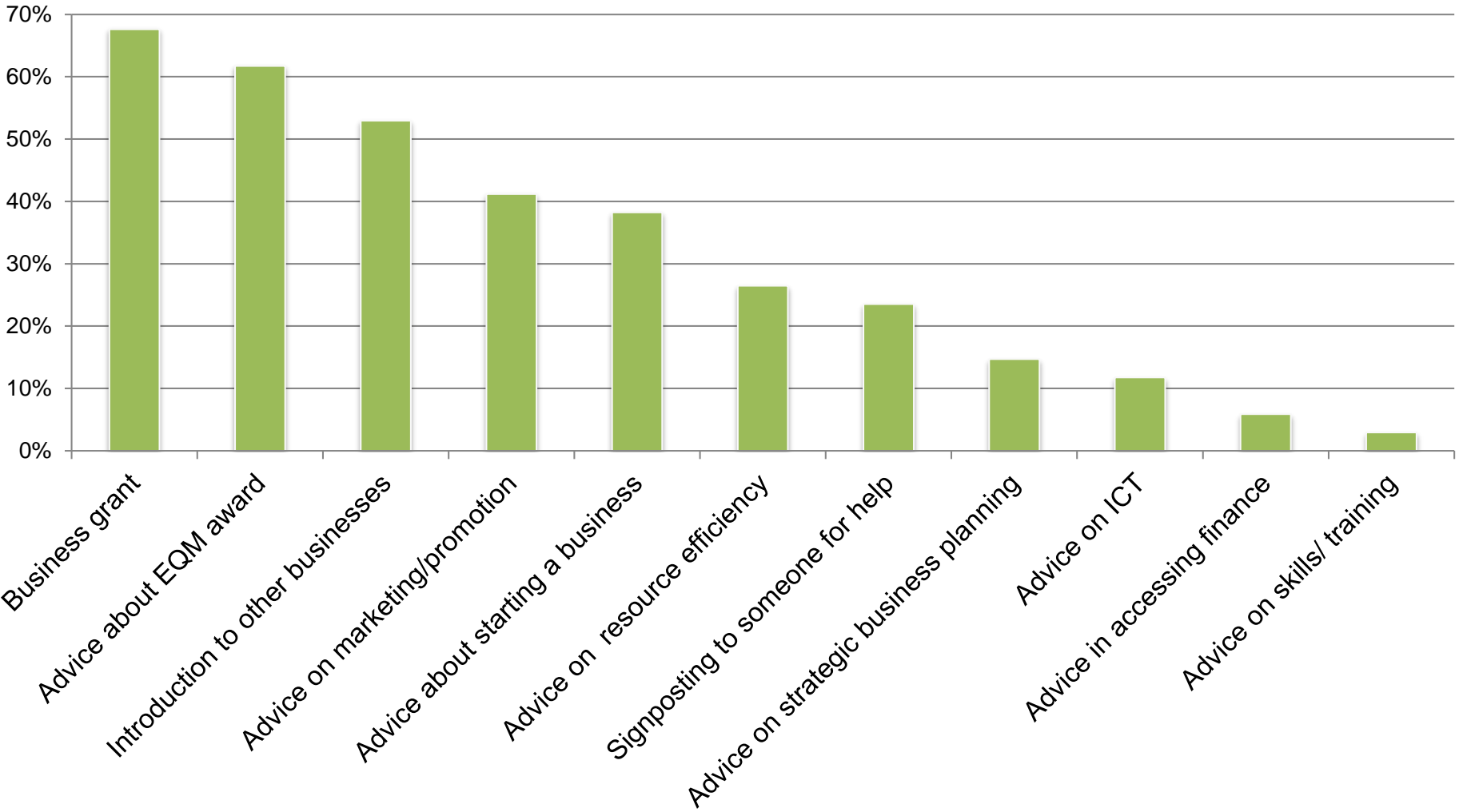
- **2x villages supported by community grants**
- **2x business events**
- **The Environmental Quality Mark**

# The final evaluation looked at the overall performance of L&WR, and its impacts

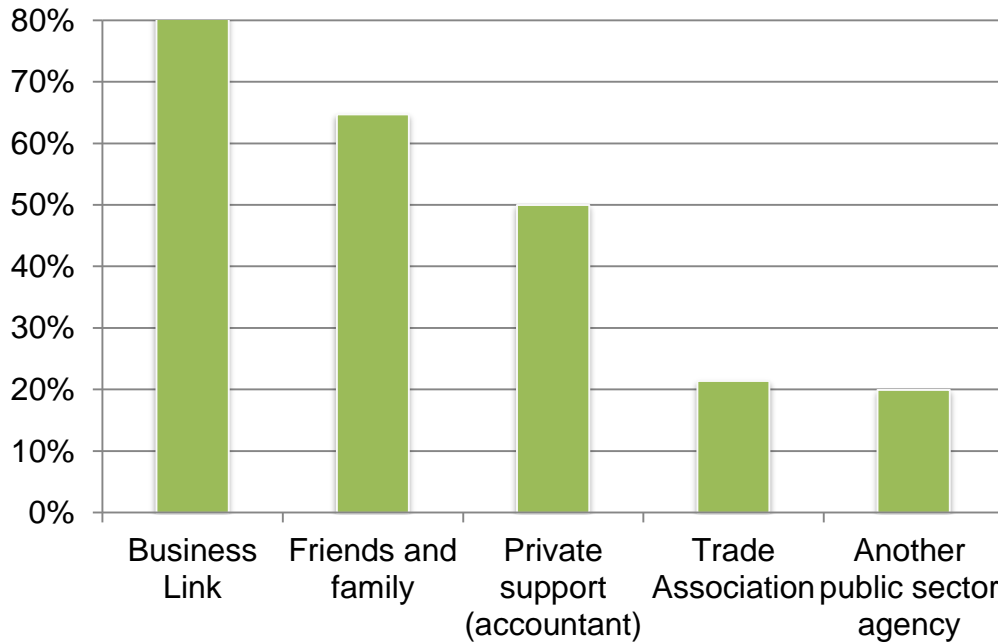
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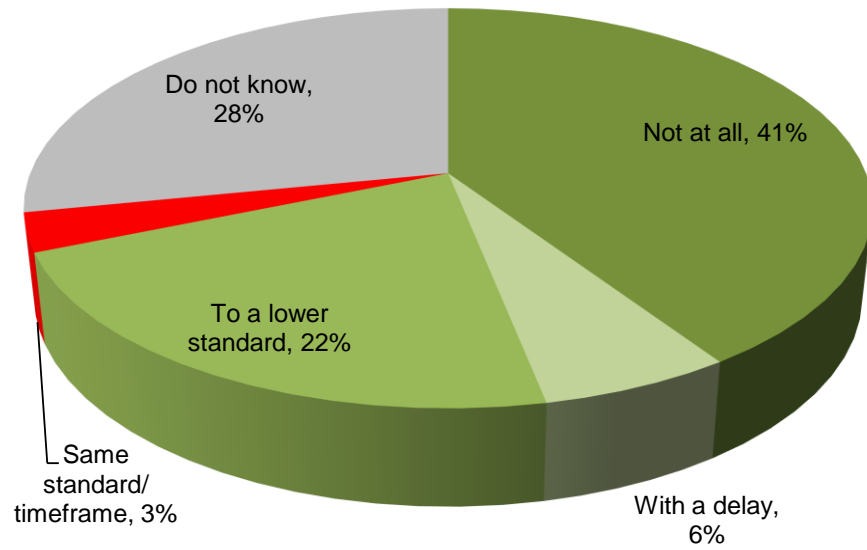
# Businesses received a range of types of support – grants, introductions and advice/ support



# Businesses looked for support from elsewhere, but most thought L&WR offered something else

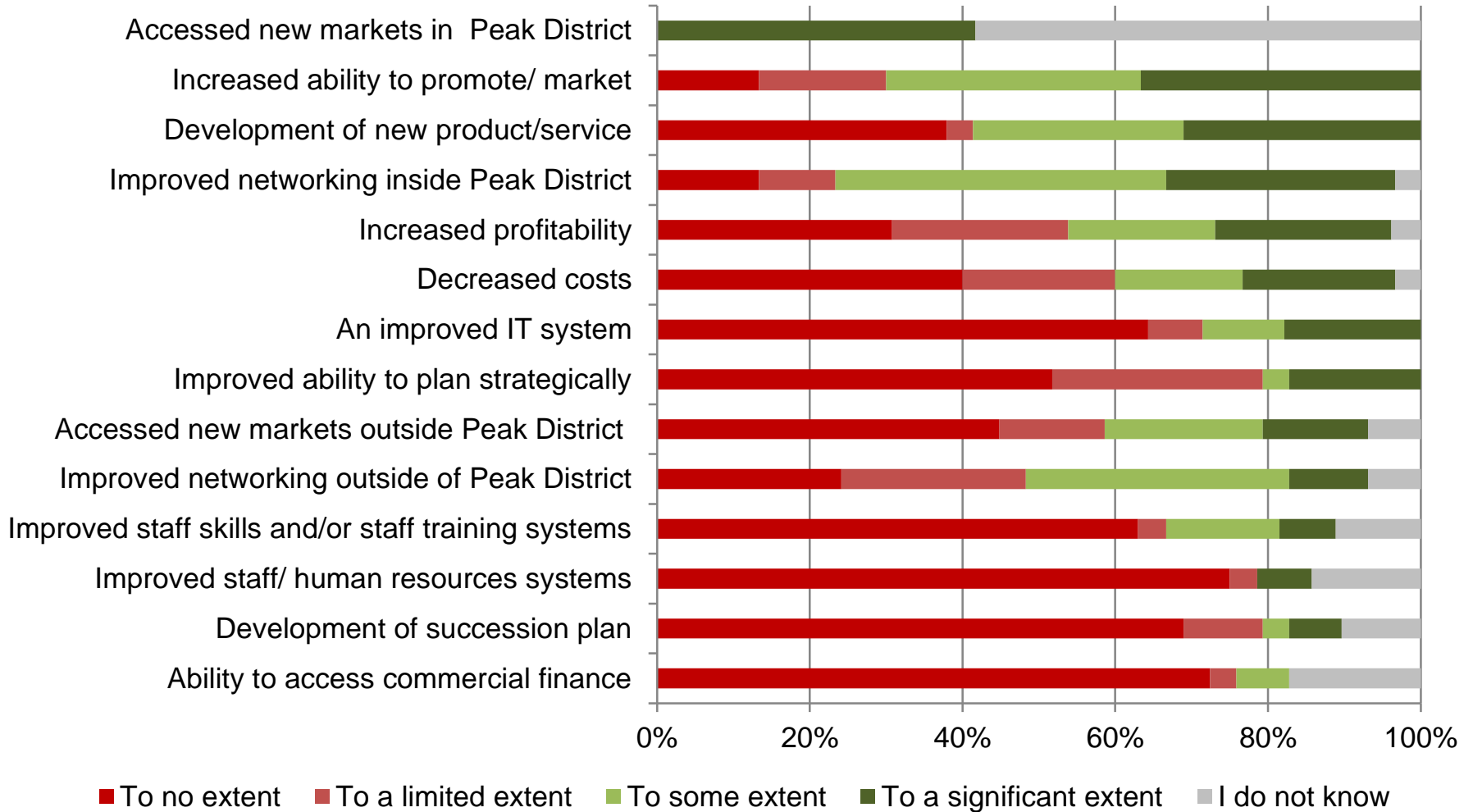


*Question: Who do you approach for support?*



*Question: Do you think you could have got this support from another source?*

# Businesses report L&WR has helped them market/promote, network and develop new products



# These benefits have translated into increased turnover and job creation

- Businesses were asked about their turnover/ employment before and after, and if there had been no L&WR. We also looked at whether any gains came at the cost of other local businesses
- In the Peak District at an interim stage:
  - 21 business created, 8 safeguarded
  - 28 jobs created, 13 safeguarded
  - Approximately £1.2m of turnover created, and £800,000 safeguarded
- Final results will update these figures



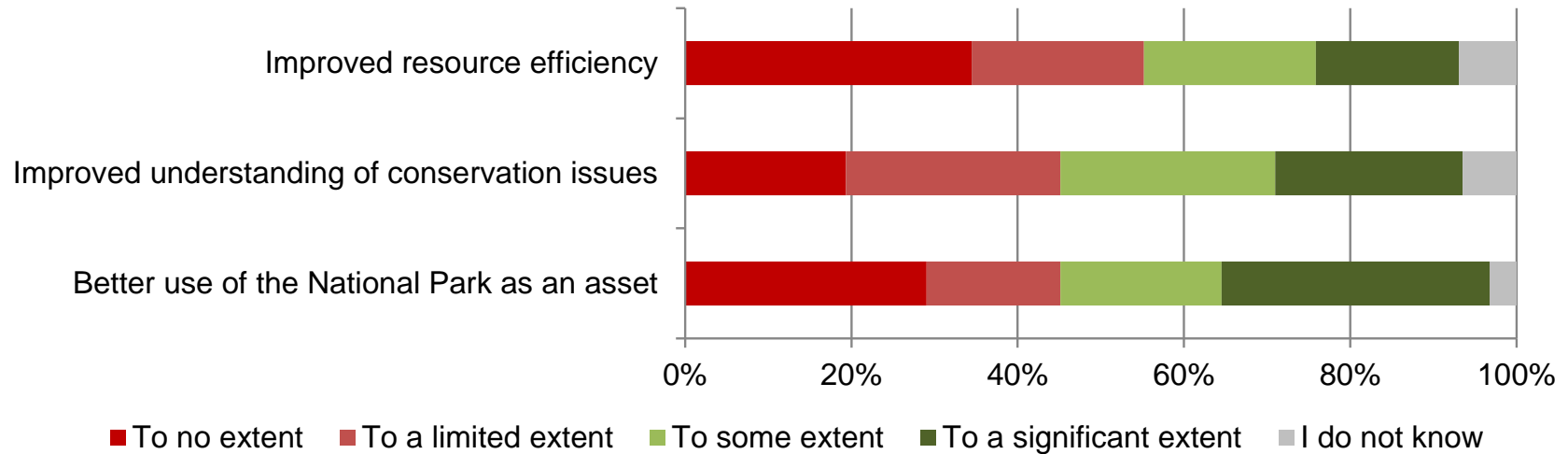


# L&WR networking events provided advice and brought together businesses

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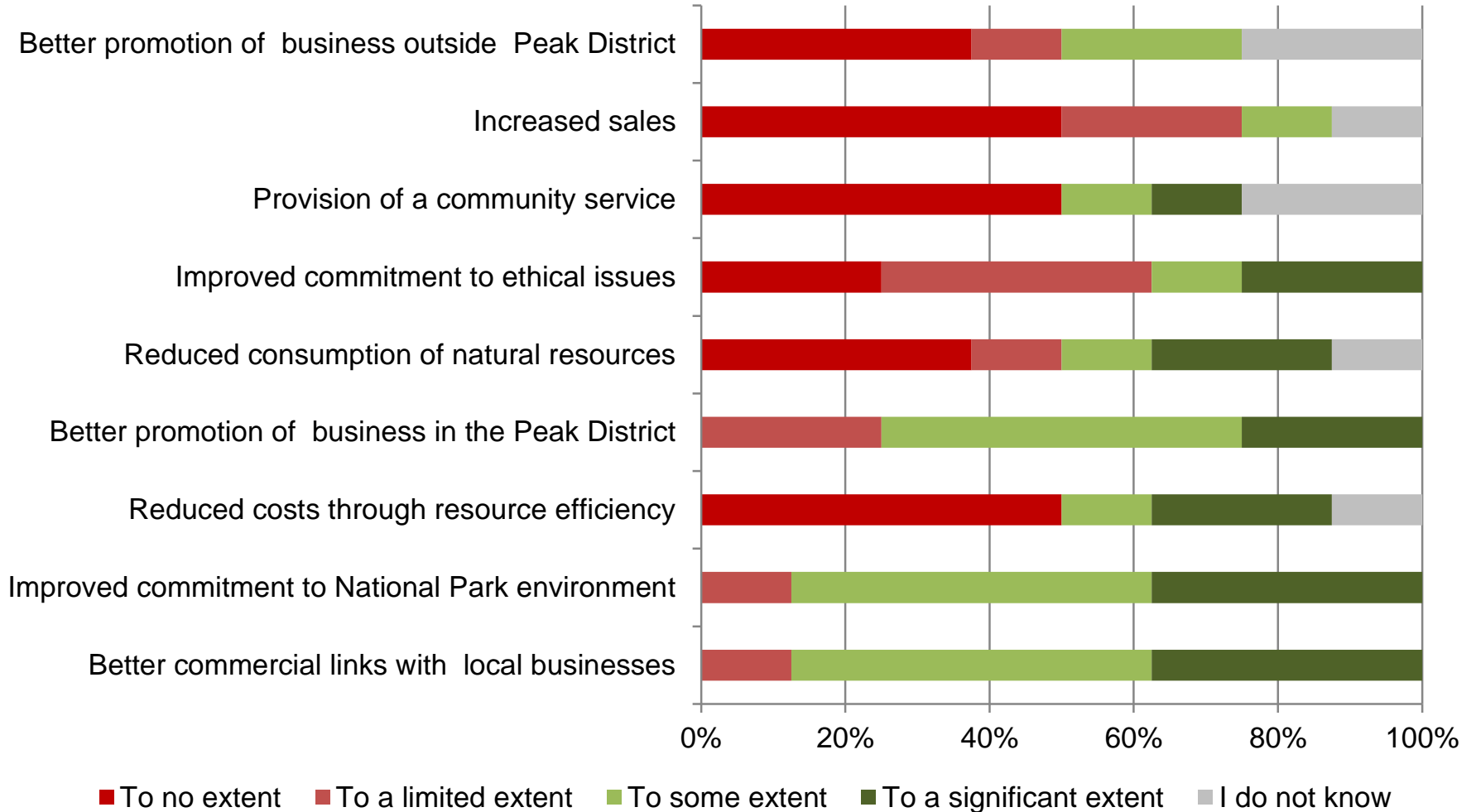
- 15 business networking events between Nov 2010 and Dec 2011, attended by 475 people. They were thematic, e.g. marketing, ICT/ social media, sector issues etc.
- **Meet the Buyer** (May 2011), attended by 50 suppliers (mainly crafts) and buyers. Provided support, a chance to network and ‘insider’ perspective from National Trust buyers
- We spoke to 3 attendees about the impacts:
  - Improved understanding of who buys what
  - Relationships developed with other suppliers
  - Improved confidence/ ability to approach buyers
  - Examples of products now stocked at Haddon Hall, some cases of increased sales and thus profits

# L&WR also aimed to make businesses more aware of the role of the Peak District National Park



- Examples of using the National Park as an asset included:
  - As a core part of the business service offer – e.g. guided walks etc.
  - As a marketing and promotional tool
  - Stocking Peak themed products
  - Through participation in the Environmental Quality Mark scheme

# L&WR increased participation in EQM, and these businesses reported a number of benefits



# L&WR has supported community projects – we looked at Hathersage as an example



- Village centre group given advice, signposting, and ‘hand-holding’ – identification of problems/ solutions:
  - Liaison with site owners
  - Accessing a Lottery grant
  - Idea to form a Community Interest Company
- Community grant used to fund a Business Plan for the pool
- Both ‘projects’ about preserving/ creating community assets – the ‘L’ in L&WR
- L&WR support seen as crucial to the progress that has been made

# The L&WR programme finishes in March 2012. What, if anything, should follow?

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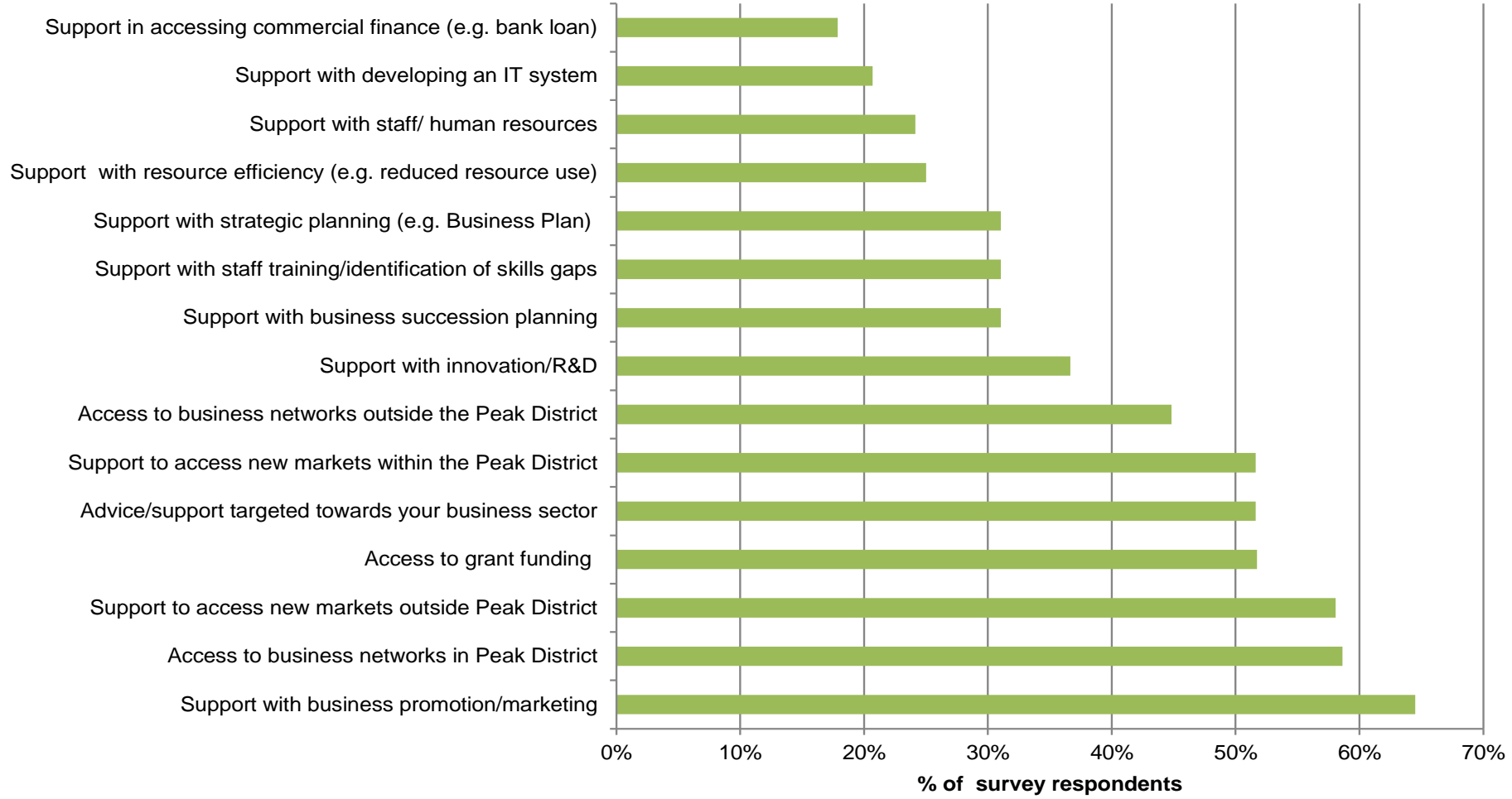
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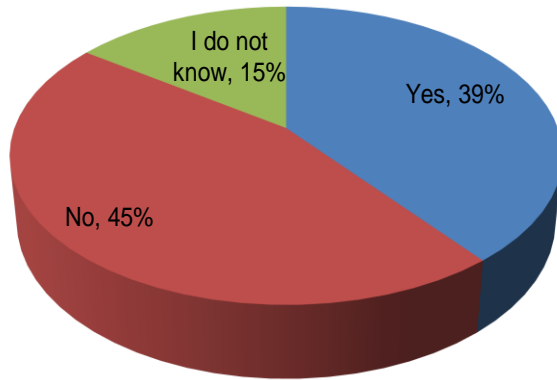
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What next?

# Over the next 3 years businesses still want help to enable them to grow...



# ...But many are not sure where to get this help, or intend to rely on friends and family



*Question: Do you have a good understanding of the sources of support available?*

*Question: Who do you intend to approach for support?*

