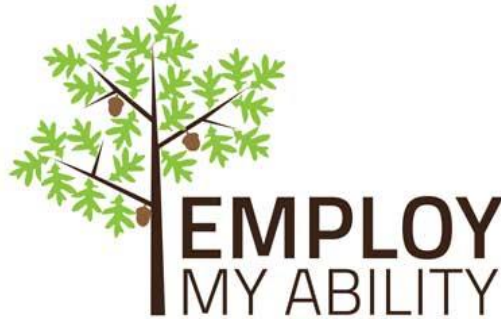


Research Project

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Exploring the Increase of Employ My Ability's Employment, Education and Training Offer, Business Growth and Future Facilities.



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Aim / Overview

During such unprecedented times it can be a challenge to undertake and present meaningful research and reviews due to the complex nature of predictions, bias and opinions. The aim of this research project is to identify potential areas of business growth for Employ My Ability including expanding the offer to young people with Special Educational Needs and Disabilities (SEND), while taking into account the current economic climate, COVID-19, geographical information and keeping in line with missions and values of the business.

The research plan took a turn at a very early stage due to the COVID-19 pandemic which spread rapidly across the world. As a researcher, I could not ignore the impact, nor likely long-term changes that this pandemic will bring about. Changes not only to the Labour Market but to life in general. This is a valuable reminder of the complexity of predictions and proposals.

The project will briefly explore international and national industry sectors in relation to recession and trends before a more detailed exploration of the Southwest Labour Market Information (LMI) and finally Dorset Labour Market Information and forecasts. The importance of Supported Employment opportunities and enterprises will be explored looking at the national picture and successes. Environmental and Sustainable industries and Staycations and Dorset Tourism are captured within the report before a brief local overview including some history and details of the local transport networks.

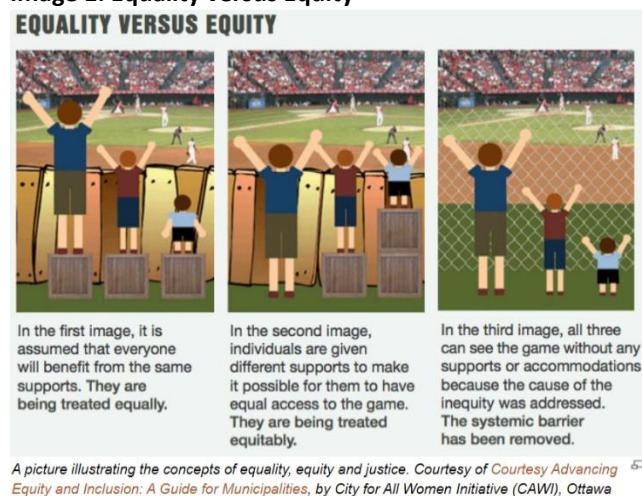
Within the conclusion I aim to capture a snapshot of the discussions that will form the basis of the business proposals and suggestions.

When considering business suggestions for Employ My Ability I will take into account the international, national and local data due to the unprecedented changes we are witnessing at this present time. I will remain mindful throughout, of the importance to consider both the author bias and audience that the article is designed for as well as the date when the information was first presented. I aim to consider many options before drawing conclusions and making project suggestions. I will look at the current courses on offer, the current business plan and the local gaps. Some information within the report will come from my knowledge obtained during my degree studies, previous careers working within research, lecturing and transitions as well as being a qualified careers adviser. Students, service users and some staff have also been asked to answer questions that will be used to inform my recommendations and suggestions.

I have acknowledged the following points during this piece of work: respect the rights and dignity of the participants; avoid harm to the participants of the research; and to operate with honesty and dignity (Denscombe 2003). The researcher is required to avoid deception and misrepresentation (Denscombe 2003). To use data only for the specified purpose (Denscombe 2003). And finally, the researcher must ensure data is accurate and ensure data is kept secure with restricted access (Denscombe 2003). Taking this information into account, any feedback from the student questionnaires asking 'what they would like to learn more about and what job they would like to do in the future' will be anonymous as will staff feedback around the top three subjects that students currently study or would benefit from studying in the future, and additional feedback that staff have provided.

Employ My Ability aim to reduce barriers to enable progression for young people with disabilities. With that in mind it is useful to briefly mention 'Equality versus Equity' prior to commencing with the research.

Image 1: Equality versus Equity



In the context of societal systems, equality and equity refer to similar but slightly different concepts. Equality generally refers to equal opportunity and the same levels of support for all segments of society. Equity goes a step further and refers to offering varying levels of support depending upon need to achieve greater fairness of outcomes (Diffen no date).

Employ my ability aim to provide greater fairness of outcomes and improved life chances for the young people they support by removing systematic barriers and increasing opportunity.

This report aims to identify new provision opportunities to increase the options available to the young people of Dorset as well as exploring areas for business growth and future facilities.

International Recession and Trends

There is a vast amount of information about the labour market available now, but it is important to consider:

- Objectivity - who produced or funded the LMI and are they likely to have an agenda?
- Is it fit for purpose - will it help young people make good career decisions?
- Is it up to date - are there likely to have been changes since the research was completed?
- Geographical basis - will it apply to the young people you are working with? (WorldSkills UK, 2016)

‘Realistic assumptions can be made to provide insights on what the future, including the future labour market, may look like’. (CEDEFOP) 2012. ‘Career-related Labour Market Information helps practitioners and advisers understand the dynamic interplay between ‘supply’ and ‘demand’ in fast-changing labour markets. it is crucial for practitioners and advisers to have a clear understanding of LMI. (UKCES 2012). Labour Market Information is any quantitative or qualitative data about the nature and operation of the labour market (WorldSkills UK, 2016).

Inman wrote on 21 March 2020 ‘Such was the scale of the global market crash last week in the wake of the coronavirus outbreak, the spectre of the 1929 Wall Street rout and the ensuing Great Depression of the 1930s has been raised. Comparisons no longer seem fanciful’. Going on to say ‘a depression would mean an almost exact repeat of the same period one hundred years ago, when a deeply divided society and soaring stock markets during the 1920s gave way to a tortuously slow return to economic health during the 1930s in the wake of the 1929 stock market crash’.

A recession is widespread economic decline that lasts for at least six months. A depression is a more severe decline that lasts for several years. A recession may last for 18 months, while the most recent depression lasted for a decade. Amadeo (2020) suggests during a depression unemployment reaches 25%, international trade falls by more than two-thirds, and prices fall more than 25%. During the Great Depression unemployment reached 25%, international trade fell by more than two thirds and prices fell more than 25%. The devastation of a depression is so great that the effects of the Great Depression lasted for decades after it ended (Amadeo 2020). Arguably, we are about to enter a Depression.

Prior to the COVID-19 pandemic, Business Leader ran an article in January 2020 titled ‘Half of UK and US firms predict a recession in 2020’. The study investigated the largest risks to businesses in 2020 across the globe, with similar themes emerging.

Table 1: Largest perceived risks to UK, United States and China businesses in 2020

	UK	United States	China
Largest risk	increased geopolitical tensions such as trade tariffs, Brexit or regional instability, are cited as the number one risk to businesses in 2020 (65%)	firms have an equal weighting on the risk of:- increased geopolitical tension,	changing consumer behaviour (e.g. shopping online) is cited as the biggest risk for 2020 (65%).
Second largest risk	Increased environmental concerns and climate change came in as the second largest risk (50%)	increased environmental concerns,	Firms in China view a global recession or international financial crisis as the second largest risk (64%),
Third largest risk	changing consumer behaviour, such as shopping online rather than in store, took third place (48%).	and changing consumer behaviour to businesses (all 54%).	closely followed by increased geopolitical tensions (62%), as firms navigate the threat of the US-China trade war.

Table adapted by P Harris using information taken from Business Leader January 2020

Both UK and US firms view increased cyber threats or data breaches as a likely event, and a risk to business (Business Leader 2020).

Today, we are once again facing the prospect of a recession as the world grapples with COVID-19 pandemic. While it is too early to predict the financial fallout from the global pandemic, we are already witnessing massive closures, layoffs and lost profits as the uncertainty of what is to come rattles market (FBR © 2020 online). While it is impossible to guarantee that an industry is “recession-proof,” there are certain industries that do well — or even thrive — during times of widespread unemployment and economic recession (FBR © 2020 online).

Tommaso Valletti, head of the Department of Economics and Public Policy at Imperial College Business School, said: “Looking at the past two centuries, we had many recessions but only one depression – in 1929 – which lasted almost a decade. We really have a very limited sample size to draw from history” (Inman March 2020). A survey of leading academic economic experts across Europe found that a majority believe a major recession is a likely consequence of the coronavirus pandemic, whatever the death toll (Inman March 2020). On the other hand there are still economic forecasters who predict a speedy return to health and a V-shaped recovery (Inman March 2020). Macroeconomic forecasters often talk about the idea of “V-shaped” recessions — recessions where a swift decline is followed by a swift recovery (Yglesias April 2020).

Not all businesses and industries feel the same pain during economic downturns. Many of the businesses that do well during recessions either provide goods and services that increase in demand directly due to recession conditions, offer cheaper alternatives to luxuries or big ticket purchases, or for which demand is relatively inflexible to changes in incomes (Investopedia.com 2020a online).

Investopedia.com 2020b online identify 5 industries that best survived the last recession

1. Discount Retailers
2. Health Care
3. Food and Restaurants
4. Freight and Logistics
5. DIY and Repairs

Franchise Business Review (FBR © 2020) suggest Industries and/or companies that provide a good or service which fulfils people’s basic needs are less likely to flounder in periods of recession. Stites (cited FBR © 2020) suggests to ask “Are your products or services more luxury items or everyday necessities? Who are your typical customers and how may their purchasing decisions change?”

FBR (© 2020 online) identify 6 industries with what they term as ‘proven economic endurance’:

1. Food and Beverage
2. Retail Consignment
3. Information Technology
4. Repair Industry
5. Health and Senior Service Industries
6. Cleaning Services

The New York Times, 6th May 2020, reported E.U. Is Facing Its Worst Recession Ever. Watch Out, World (By Matina Stevis-Gridneff and Jack Ewing). Stevis-Gridneff and Ewing (2020) stated new forecasts predict a 7.4 percent economic collapse and risks of even worse decline if the reopening

triggers a second virus wave. A top official told residents of the European Union, first formed in the aftermath of the Second World War, to expect the “deepest economic recession in its history”. To put this figure in perspective, the 27-nation bloc’s economy had been predicted to grow by 1.2 percent this year. In 2009, at the back of the global financial crisis, it shrank by 4.5 percent. It’s a grim reminder that even if the virus dissipates, the economic fallout could put pressure on the world economy for months, if not years.

The Balance (2020) also suggest The Best Small Businesses to Start in a Recession stating, ‘As the economy recovers, they will still be sustainable businesses that will prosper’. Their proposed list is:

1. Accounting Services – offering more confidence handling things such as tax
2. Bulk Food Sales - cheaper to bulk buy
3. Affordable Luxury Items - eg affordable yet luxury vacations
4. Debt Collection Agency
5. Resume-Writing Services
6. Auto Repair Services
7. Home Staging - makes home look good before selling
8. Virtual Assistant - this job tends to grow as companies may choose not to hire expensive support staff people on site.
9. Tutoring Services - people return to study
10. Food Truck - you don't have the cost of buying a franchise or existing restaurant In the time of social distancing, your customers can order and eat at a comfortable distance from each other. If one location doesn't suit you, you can drive to another one.
11. Handyman (or woman) Repair Services - people don't usually have the money to buy new things

More advice regarding Best Sectors for the Long Term came from The Balance (May 2020). They tell us that choosing the best sectors to invest in for the future doesn't take incredible luck or a large amount of research. All it takes is a brief study of trends and a bit of research on historic performance (The Balance May 2020)

Here are some of the best sectors to buy now for the future:

Health Care Sector

Technology

Consumer Discretionary - Also called consumer cyclical stocks, the consumer discretionary sector includes businesses that provide products and services that are considered more of a luxury than necessity.

National Recession and Trends

4th January 2020 The Telegraph ran a story by Alan Tovey titled 'Recession-proof food and drink sector tops the table for British manufacturing'. "In the event of national financial turbulence, consumers will typically cut back on non-consumable products such as cars and electronics to a much greater degree than with food and drink"(Tovey 2020). The reader could presume that all food and drink industries are recession proof from the title, however, as we will see, that is not the case and is an area for consideration.

Talk Business (2019) along with others make claims such as 'These are the UK's most recession-proof industries'. Written before the COVID-19 pandemic, they suggested the following 4 industries as being at the top of the list

1. Food & beverage. The food and beverage industry as a whole is not protected from the threat of recession; restaurants and hospitality businesses are actually among the most vulnerable. However, consumer essentials such as groceries, as well as recreational food and beverage goods such as alcohol, always do well in a recession.
2. Gambling. Whilst other entertainment sectors such as cinemas and sports venues suffer in recessions, gambling providers usually see profits continue to grow. The digitisation of the industry has meant that casinos are safer than ever.
3. Healthcare. Profits from companies which provide healthcare services, such as drugs manufacturers and care homes for the elderly, have grown almost completely unimpeded over the past decade.
4. Education. It has been said that even in a time of economic contraction, people still strive to improve their life chances. This is why revenues and employment figures within the British education sector have remained stable throughout the economic downturns of the past decades.

POINT FRANCHISE 2020 identified their Top 10 Recession-Proof Business Sectors when they explore "Which sectors are safest if you want to maximise your chances of surviving economic crises?"

1. Businesses that sell essentials
2. Discount retailers
3. Health-related businesses
4. Commercial cleaning businesses
5. Repair and maintenance businesses:
Car repair / Home improvement and construction / Electrical / Garden maintenance
6. 'Make do and mend' businesses
7. Death and funeral services
8. Education
9. IT businesses
10. Home-based businesses

Types of recession proof industries are identified by Toptal, LLC (© 2010 – 2020) as:-

- Household Staples: Sustenance
- Heritage Luxury Brands: Respected Quality
- Vices: Addictive Pleasures
- Healthcare: Necessity
- Budget Travel: Value

- Utilities: Protection

Toptal suggest that to be recession-proof a business must either be providing something that is a high enough priority that even the most frugal consumer will still buy, or conversely, is one that sees demand rise due to the tough conditions that the economy is under. (Toptal, LLC © 2010 – 2020)

The Labour Market Story: The UK Following Recession. Employment: a range of experiences. Briefing paper, 2014. For such a sharp and serious recession, the UK has seen only a moderate increase in unemployment. Tough times in the labour market hit those at the margins especially harshly..... Chief among those affected by tough labour market conditions have been young people..... the decline in jobs in elementary occupations has hit the young particularly harshly..... One particular dimension of the labour market recovery has been the substantial role played by self-employment. While most advanced economies, including the US, have seen significant falls in self-employment, the UK has seen a sustained growth. (The UK Commission for Employment and Skills. 2014.)

WorldSkills UK, 2016 state that ‘The level of complexity and rate of change makes it difficult for people to understand what is happening, and to reach informed decisions about ways to develop skills for the future’. Factors driving change include:

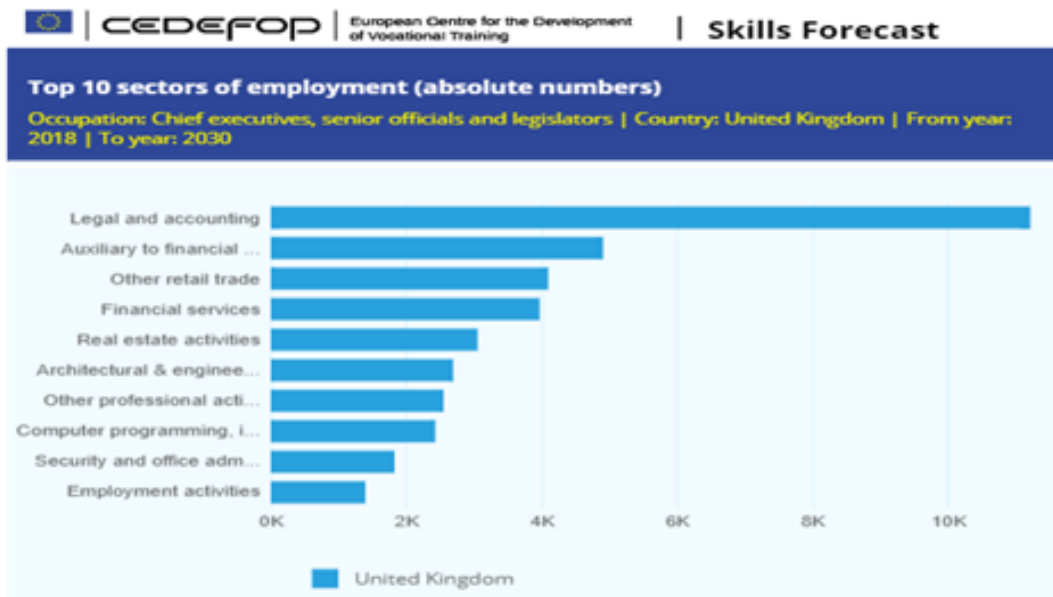
- Globalisation – including more organisations operating internationally, an increase in trade and migration of trade and services between countries.
- Application of new technologies – advances in artificial intelligence mean robots are able to perform routine cognitive as well as manual tasks. The Bank of England estimates that up to 15 million jobs in the UK are under threat of automation over the next two decades.
- Environmental challenges such as climate change and pressure on resources.
- Demographic or societal changes – for instance, participation of the over-50s in the labour market is at an all-time high, putting young people at a further disadvantage.
- A shift away from traditional employment models towards the use of freelance contractors to fulfil short-term projects or “gigs”.

Whilst considering skills, it is crucial also to consider spending. PwC (© 2017¹) forecasting for post Brexit stated ‘In the long run, we expect real consumer spending growth to average around 2% per annum, but the composition of this spending will change. The share of spending on housing and utilities could rise to close to 30% by 2030, while that on food, alcohol, tobacco and clothing declines over time’.

The Cedefop (2020) Skills forecast was developed before the global Covid-19 pandemic had begun. The short-term economic impacts of the pandemic and subsequent lockdowns in many countries are very uncertain, and therefore the current short-term forecast is likely to be over-optimistic. However, the key long-term factors such as the ageing population, increasing use of automation/artificial intelligence, globalisation, resource scarcity and moves towards a carbon neutral economy will still hold while countries put plans in place to deal with the virus and their economies move forwards. The trends in the longer-term forecast are therefore still likely to hold.

¹ Detailed data forecasting for industry sectors and occupational groups available from <https://www.pwc.co.uk/services/economics-policy/insights/uk-economic-outlook/march-2017.html>

Image 2: The Top 10 sectors of employment in United Kingdom from 2018 to 2030. Cedefop (2020)



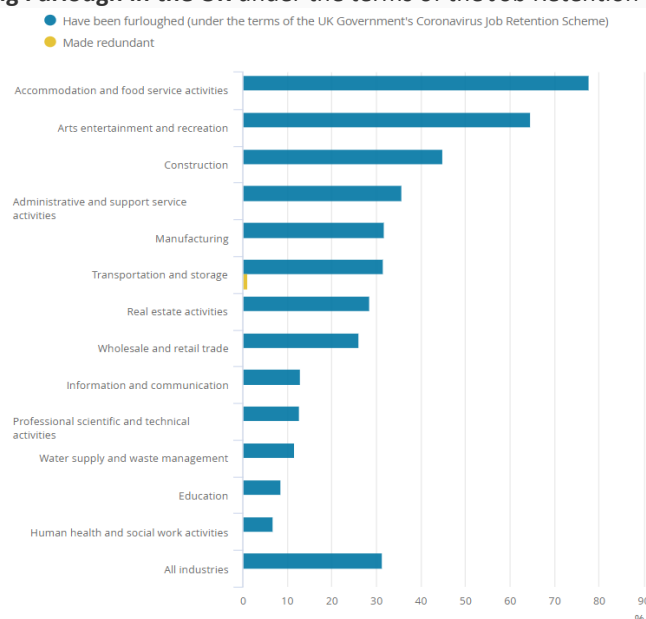
Coronavirus and the economic impacts on the UK: 21 May 2020 (ONS 2020c).

The indicators and analysis presented are based on responses from the new voluntary fortnightly business survey, which captures businesses' responses on how their turnover, workforce, prices, trade and business resilience have been affected by the coronavirus (COVID-19) in the two-week reference period. These data relate to the period 20 April to 3 May 2020. –

Key notes:

- The proportions of trading varied across the regions, with the greatest proportion of businesses continuing to trade in London and the South East, both at 84% (ONS 2020c).
- The main sectors to report the largest percentages of businesses temporarily closing or pausing trading for the period were the arts, entertainment and recreation, and the accommodation and food service activities sectors, at 80% and 78% respectively (ONS 2020c).
- Water supply, sewerage, waste management and remediation activities (97%) and the professional, scientific and technical activities (96%) sectors had the largest proportions of businesses who were continuing to trade. 95% of responding businesses within each of the human health and social work activities (private sector businesses only), information and communication, and transportation and storage sectors were continuing to trade (ONS 2020c).
- The main sectors to have reported that their turnover increased outside of normal range, and were continuing to trade relative to the sample within each industry, were wholesale and retail trade 10% and manufacturing 5% (ONS 2020c).
- Of those businesses continuing to trade and whose turnover was outside of normal range, 99.8% attributed the coronavirus (COVID-19) as a reason for their turnover being outside of its normal range (ONS 2020c) .
- 72% of exporters during the coronavirus pandemic reported that they are exporting less than normal, compared with 60% of importers.

Image 3: Businesses using Furlough in the UK under the terms of the Job Retention Scheme (ONS 2020c)



Of businesses who have not permanently stopped trading, the accommodation and food services activities sector had the largest proportion of the workforce furloughed. The report takes into account the 'Effect on workforce, surveyed businesses who have not permanently stopped trading, broken down by industry, apportioned by employment size, UK, 20 April to 3 May 2020'. Source: Office for National Statistics – Coronavirus and the economic impacts on the UK (2020c)

Technology intensity and homeworking in the UK (ONS 2020d). Recent trends and insights into technology as an enabler for homeworking. Analysis considers differences in technology usage across industries. The coronavirus (COVID-19) pandemic has put an increased focus on the manner in which people work. Measures introduced by the UK government to contain the coronavirus include guidance to work from home if possible. During the period 9 April to 20 April 2020, the ONS Opinions and Lifestyles Survey (OPN) found that 45% of adults in employment said they had worked from home at some point in the last week.

Flexible working will be a new normal after virus states Justin Harper (Cited BBC 2020) He notes 'On Thursday, Facebook said it plans to shift towards a more remote workforce as a long-term trend. New Zealand's PM Jacinda Ardern this week suggested a four-day working week, partly to boost tourism in the country..... It follows moves by other tech firms in Silicon Valley, including Twitter, which said employees can work from home "forever" if they wish'.

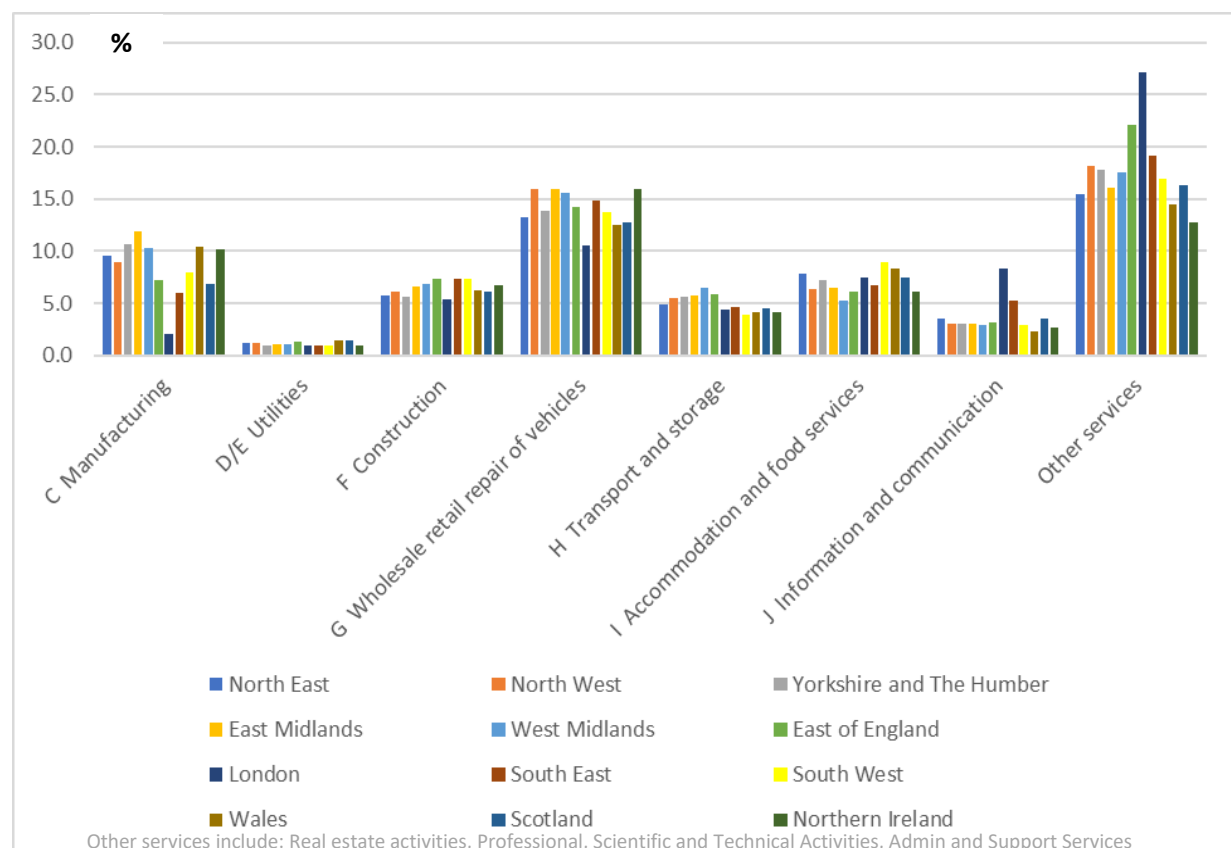
Automation is another consideration that can be taken into account when preparing proposals for supported employment and long-term employ options for our students.

ONS (March 2019a) produced an article titled 'Which occupations are at highest risk of being automated?' The proportion of jobs at a high risk of automation decreased slightly between 2011 and 2017, from 8.1% to 7.4%, while the proportion of jobs at low and medium risk of automation has risen. The exact reasons for the decrease in the proportion of roles at high risk of automation are unclear, but it is possible that automation of some jobs has already happened. For instance, self-checkouts at supermarkets are now a common sight..... routine and repetitive tasks can be carried out more quickly and efficiently by an algorithm..... or a machine designed for one specific function. The risk of automation tends to be higher for lower-skilled roles.

The article advises that the three occupations with the highest probability of automation are waiters and waitresses, shelf fillers and elementary sales occupations, all of which are low skilled or routine ONS (March 2019a).

Will robots steal our jobs? (PwC ©2017) Our analysis suggests that around 30% of UK jobs could potentially be at high risk of automation by the early 2030s, lower than the US (38%) or Germany (35%), but higher than Japan (21%). The risks appear highest in sectors such as transportation and storage (56%), manufacturing (46%) and wholesale and retail (44%), but lower in sectors like health and social work (17%).

Image 4: Workforce jobs by regions, UK. December 2019 (Provisional) Adapted from ONS 2020b.



The above image provides a snapshot of variations in employment sectors across the regions/areas. When comparing the regional areas, the South West is identified as having the largest comparable percentage of people employed in the accommodation and food services sector with the lowest comparable percentage of people being employed in the transport and storage sector. Utilities is overall the sector where fewest people are employed.

NOMIS (2020b²) is a useful source for statistical research that is worth a mention at this point in the report. Nomis is a service provided by the Office for National Statistics to give you free access to the most detailed and up-to-date UK labour market statistics from official sources. Detailed labour market information can be downloaded including labour market profiles of an area with datasets on population, employment, unemployment, qualifications, earnings, benefit claimants and businesses (NOMIS 2020).

² <https://www.nomisweb.co.uk>

Southwest – Labour Market Information

Covering Devon, Plymouth, Somerset and Torbay the Heart of the South West (HotSW) Local Enterprise Partnership (LEP) is a strong and dynamic business-led partnership between the private sector, local authorities, universities and colleges neighbouring Dorset LEP.

The document ‘Skills and productivity in the Heart of the South West: A Technical Paper’ (HOTSW, 2015) states:

Obviously, the impacts of “Brexit” remain uncertain and the effect on local labour demand and supply is, at this stage, impossible to quantify. “.....Survey estimates for 2000 to 2015 shows that employment within the sub-region increased by 155,700 over the last 15 years with increases recorded across all but one occupational area – Process, plant and machine operatives. The largest expansion was in Professional occupations and Personal service occupations. These occupations grew as a percentage of all jobs from 11% to 15%, and 8% to 12% respectively.

Table 2: Employment estimates (2000 to 2015) and projections (2016 to 2030) for the Heart of the South West

	Change in number of jobs		% change		Share of all jobs, %		
	2000-2015	2015-2030	2000-2015	2015-2030	2000	2015	2030
Managers and senior officials	8,600	3,300	10	4	12	11	11
Professional occupations	47,200	8,000	63	7	11	15	15
Associate professional and technical occupations	22,600	4,700	33	5	10	11	11
Administrative and secretarial occupations	6,500	2,200	9	3	11	10	10
Skilled trades occupations	15,100	2,500	14	2	16	15	14
Personal services occupations	43,100	7,300	84	8	8	11	12
Sales and customer service occupations	8,100	3,700	15	6	8	8	8
Process, plant and machine operatives	-3,600	-1,200	-6	-2	9	7	6
Elementary occupations	8,200	4,300	8	4	14	13	13
Total	155,700	34,600	23	4	100	100	100

Source: Oxford Econometrics

Expansion demand, the increase (or otherwise) in the number of jobs in an area or occupation, is only part of the picture. Each year, thousands of people leave the labour market either permanently or temporarily, for example to retire or start a family (HotSW 2015). These exits create a ‘replacement demand for skills’ which, as the government’s employment projections for the South West of England, “Working Futures” demonstrates, far exceeds the expansion demand for a given occupation. It is clear that even among those occupations that are Projected to decrease in number overall, such as Transport and machine operatives and Administrative, clerical and secretarial occupations, there will be a net requirement for at least 50,000 new recruits across the South West of England as a whole (HotSW 2015).

Economic development should be related to the most relevant time and space in which optimal resource allocation can be promoted by correcting market failures and capturing market opportunities. This means that the appropriate geography will vary by market, from national to local, and is rarely going to match administrative boundaries (South West RDA 2011). Clean and Inclusive growth are the overarching themes of the Local Industrial Strategy for the Heart of the Southwest LEP (HotSW 2015).

Image 5: Change in employment by occupation; South West of England: 2014 to 2024



Source: Working Futures, IES

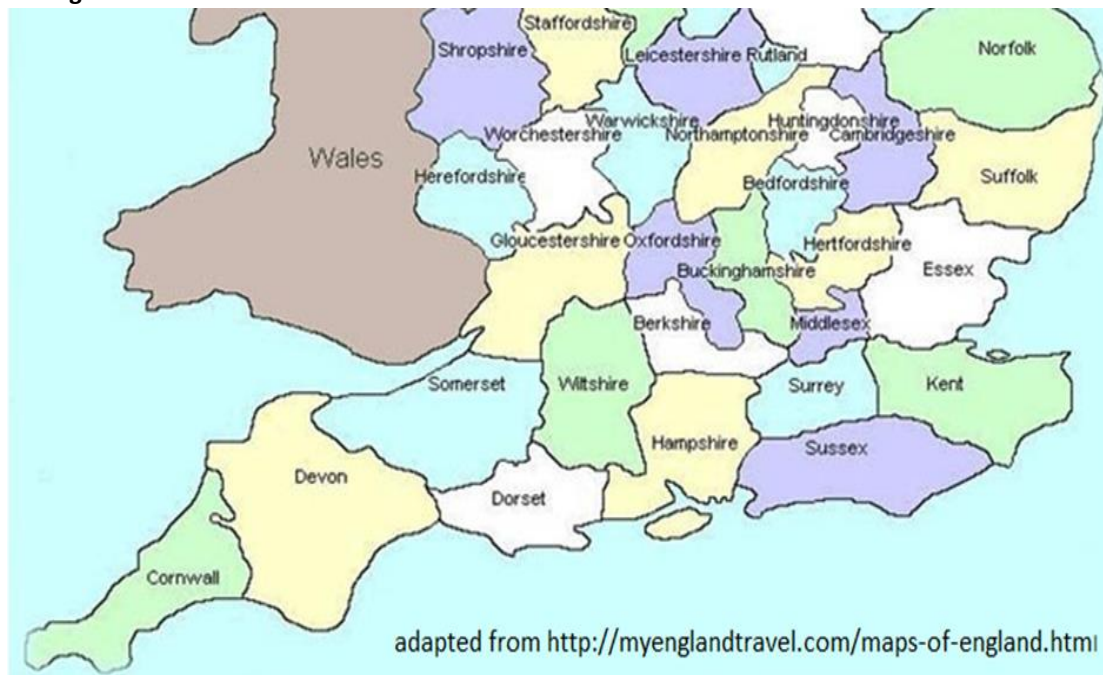
Within the South West region Dorset accounts for 16% of all domestic staying trips, 15% of all overseas staying trips and 17% of tourism day visits (Visit Dorset 2016).

Technological change is always an important engine of growth in the economy (South West RDA 2011). It has three key aspects to it:

- Technological changes that improve existing market processes and supply chains
- Technical change that replaces existing systems and activities with better alternatives and
- Technology that is genuinely “new”, creating previously unknown patterns of demand and supply.

It is difficult to identify winners and losers in advance but, in each of these categories, one would expect to see, in the years ahead, further advances in process and creative digitalisation, renewable energy and transport, and bio-chemical services. These are all areas that SW businesses, universities and localities will want and need to be strongly engaged (South West RDA 2011).

Map 1: English Counties



Dorset Labour Market Information

Dorset Insight provides a wide range of tools and data dashboards, area profiles, research reports and wider demographic information ³ (Dorset Council 2020f)

Labour Market Risk in Dorset (Dorset Council 2020e)

Overall the risk faced by Dorset is lower than for many areas..... The think tank Localis identified four main threats on the horizon: automation risk, migration risk, skills risk and demographic risk.

Automation risk - people needing to re-train to accommodate the new technology or to change careers. •Manufacturing; •Wholesale and Retail Trade; •Transportation and Storage; •Administrative and Support Service Activities.

Migration risk - the sectors of the workforce most at risk from a fall in the number of EU migrants. •Manufacture of Food/Leather/Rubber/Non-metallic Products; •Warehousing; •Accommodation; •Food and Beverage Service Activities; •Services to Buildings and Landscape Activities.

Skills risk - the proportion of the adult-aged population whose highest qualification is Level 2 or below (GCSE or equivalent). This can be considered a low skill level and may leave employers struggling to recruit suitably-skilled staff to roles that require ever greater technical know-how.

Demographic risk - the proportion of the population who are not of working-age. As with the skills and migration risks, a small working-age population is going to make recruitment more difficult for employers.

Dorset's high quality natural and historic environment, coastal features and leisure attractions all help bring visitors to the county. Many people work in tourism and its supply chain and it makes a valuable contribution towards Dorset Gross Value Added (GVA). However, jobs in tourism are frequently seasonal, low paid and part time, all of which can lead to low productivity (Dorset County Council 2018). Dorset County Council promotes sustainable tourism and engages with environmental management through its work with the Visit Dorset Tourism Partnership; Dorset AONB; Dorset Coast Forum; and the Jurassic Coast Team (Dorset County Council 2018).

Dorset Local Enterprise Partnership ran an article in May 2020 'how coronavirus has impacted Dorset's tourism sector' within it they state 'Tourism plays a major role in Dorset's economy, valued at around £1bn per year and supporting almost 40,000 jobs. Results from two important surveys highlight that recovery from COVID-19 requires not just financial support, but a need for advice and guidance on how to operate safely'.

Finn Morgan, Business Engagement Manager at Dorset LEP said: "Tourism, hospitality and retail businesses across the county are experiencing a major impact on business operations, with a vast majority now experiencing cash flow issues.... a small number able to operate by making changes to access requirements, or diversifying their products, but what we're hearing now is a need for longer term guidance and information to aid business recovery." (Dorset Local Enterprise Partnership May 2020)

³ Accessible from <https://apps.geowessex.com/insights/>

Dorset Local LEP board member, and Dorset Tourism Association Chair, Richard Smith, shared: “It’s clear from the evidence being collected across the county that Dorset’s tourism businesses need to find way (sic) to reopen as soon as possible. If tourism is to remain restricted, the sector will need additional support to protect jobs, especially over the winter.....” (Dorset Local Enterprise Partnership May 2020)

More than 12,000 full time equivalents are directly employed (in tourism) - more than half of these work in catering (40%) and accommodation (23%). For every 100 full time equivalent jobs in tourism, a further 28 are supported elsewhere in the local supply chain (Dorset County Council 2018).

The number of businesses in the Creative Industries in Dorset has been growing rapidly. Between 2010 and 2017 there has been a 27% increase, compared to 8% for all industries. The value of Creative Industries is about £425m pa in the Dorset LEP area . The Creative Economy has grown by a quarter since 2010, at a rate faster than the whole of the UK economy, which grew 17.4% (Dorset Council 2019b).

Last year (referring to 2018) 39% of people in the SW attended a live music event compared to 31% nationally. Carnivals are also very popular in the SW, with 19% of people saying they attended one in the last year, compared to only 10% nationally (Dorset Council 2019b).

Table 3:

Employment by occupation (Jan 2019-Dec 2019)

	Dorset (Numbers)	Dorset (%)	South West (%)	Great Britain (%)
Soc 2010 Major Group 1-3	77,900	47.8	46.2	47.5
1 Managers, Directors And Senior Officials	25,300	15.5	11.8	11.4
2 Professional Occupations	31,900	19.5	20.6	21.4
3 Associate Professional & Technical	20,700	12.7	13.7	14.6
Soc 2010 Major Group 4-5	38,500	23.6	21.1	19.7
4 Administrative & Secretarial	15,200	9.3	9.7	9.6
5 Skilled Trades Occupations	23,300	14.3	11.4	10.1
Soc 2010 Major Group 6-7	25,100	15.4	16.5	16.3
6 Caring, Leisure And Other Service Occupations	18,800	11.5	9.7	9.1
7 Sales And Customer Service Occs	6,300	3.8	6.8	7.2
Soc 2010 Major Group 8-9	21,400	13.2	16.2	16.5
8 Process Plant & Machine Operatives	6,700	4.1	5.6	6.2
9 Elementary Occupations	14,700	9.0	10.5	10.3

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

<https://www.nomisweb.co.uk/reports/lmp/la/1820328243/report.aspx#tabempocc>

Joint working and positive partnerships could be explored in high density employment areas close to EMA sites. Moreton lies on the doorsteps of Dorchester, Winfrith Newburgh, Bovington and Wareham. These could be considered crucial employment links for career progression areas. Gillingham can explore opportunities with Sturminster Newton and Shaftesbury. It is crucial to also explore cross border working, taking into account the public transport links with Moreton attracting students from Hampshire and our new RSPB link in the New Forest. Thorngrove can explore linking with Wiltshire and Somerset.

Map 2: showcases the depth and breadth of some of Dorset's key businesses and industry sectors (Dorset LEP 2020b) For a full-size map see Appendix 1



Despite the fact the chart below could be considered out of date due to the fact that the most recent data set available for industry/Dorset/Southwest/Great Britain comparison on ONS Official Labour Market Statistics (Nomis 2020) is 2018 it remains a useful tool for the purpose of research. Disappointingly, the data also excludes self-employed, government-supported trainees and HM Forces and farm-based agriculture. Farm based employment is important to understand due to the rural farm locations across the county. It does however identify some useful data for the purpose of discussion within this report using the General Classification of Economic Activities (NOGA).

Table 4: Dorset Industry area / employee numbers (2018)

Industry area	Employed	% employed
G : Wholesale & Retail Trade; Repair Of Motor Vehicles & Motorcycles	23,000	16
Q : Human Health And Social Work Activities	23,000	16
I : Accommodation And Food Service Activities	17,000	11.8
C : Manufacturing	15,000	10.4
P : Education	13,000	9
M : Professional, Scientific And Technical Activities	11,000	7.6
F : Construction	9,000	6.2
O : Public Administration And Defence; Compulsory Social Security	8,000	5.6
N : Administrative And Support Service Activities	6,000	4.2
R : Arts, Entertainment And Recreation	5,000	3.5
S : Other Service Activities	3,500	2.4
H : Transportation And Storage	3,000	2.1
J : Information And Communication	3,000	2.1
L : Real Estate Activities	2,500	1.7
E : Water Supply; Sewerage, Waste Management & Remediation Activities	1,250	0.9
K : Financial And Insurance Activities	1,000	0.7
B : Mining And Quarrying	350	0.2
D : Electricity, Gas, Steam And Air Conditioning Supply	150	0.1

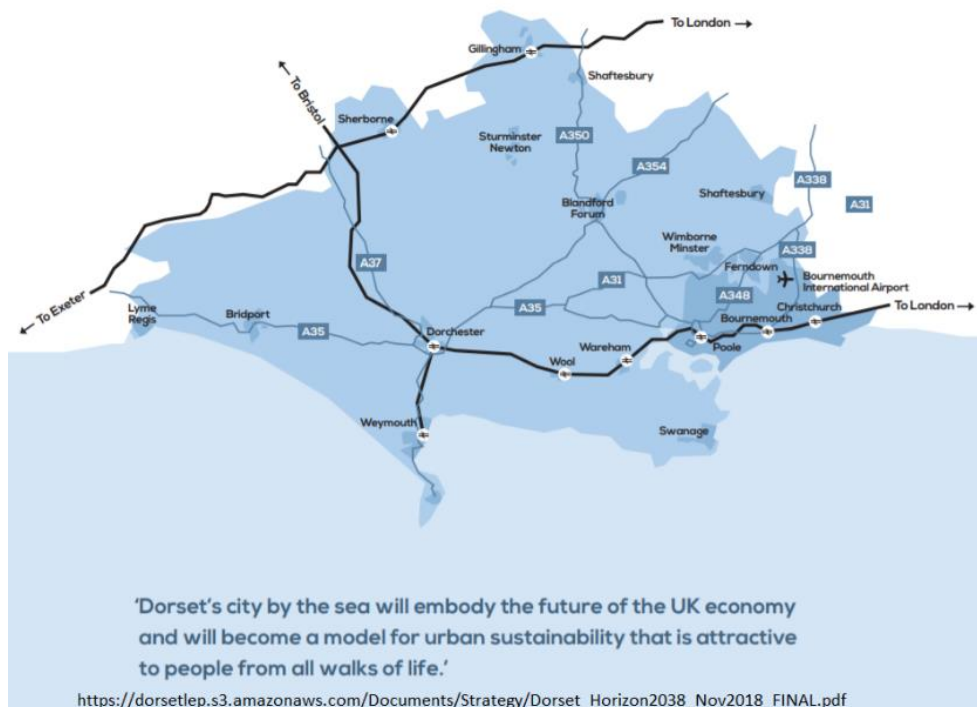
Chart adapted by P Harris using <https://www.nomisweb.co.uk/reports/lmp/la/1820328243/report.aspx#tabempocc>

In 2018 it is clear that the highest employer industries for Dorset were: Human Health and Social Work activities equal top with Wholesale and retail trade; repair of motor vehicles and motorcycles employing 16% each for working population. Accommodation and food service activities coming third employing 11.8% of the working population.

Dorset LEP (2020b) pledge ‘Our ambition for Dorset is that by 2038, Dorset’s workforce will be highly productive, aspirational and agile so that the talents of all contribute to prosperity, well-being and innovation’.

Dorset Horizon 2038. A Vision for Growth (Dorset LEP Winter 2018) promotes ‘This is an exciting time for Dorset. We are committed to creating a sustainable, inclusive and resilient economy which raises Dorset’s national and international standing, while enhancing the fantastic quality of life, cultural heritage and environment that makes Dorset such an attractive place to work and live.’

Map3: Dorset region map



A new city by the sea – Bournemouth, Christchurch and Poole – is being created that is comparative in size to Bristol. As a region with extensive rural, coastal and maritime areas, the natural environment is a key driver which supports a thriving economy in both rural and urban districts..... This is in line with the Government’s Clean Growth Strategy and 25 Year Environment Plan as well as proposed new Agriculture and Environment Acts. Dorset is a cultural hot-spot which includes some of the most attractive rural and coastal areas in the country. This is complemented by nationally significant local arts and food offerings and excellent cultural heritage sites, leisure activities and attractions (Dorset LEP Winter 2018).

Dorset’s local authorities have achieved England’s first unitarisation since 2009. This presents an unparalleled opportunity for Dorset LEP and the two new unitary councils to pursue a more strategic approach to growth. Following the unitarisation process, we will pursue formal city status and Core City status for Bournemouth- Christchurch-Poole (Dorset LEP Winter 2018)

A Local Industrial Strategy for Dorset: Living better, high performing and naturally collaborative states: As a region, Dorset is evolving, innovating and accelerating its economy through:

- Driving new industrial opportunities via a unique cluster of high growth sectors, including health & social care, agriculture & environment, defence & security and creative & cultural sectors
- Sustaining and expanding growth in existing industrial strengths, including engineering, tourism and financial services
- Extending economic, social and environmental positive impact across all communities - of place, interest and business. (Dorset LEP 2019)

Image 6: An outline for improving economic prosperity in Dorset



<https://www.dorsetlep.co.uk/userfiles/files/LIS/Dorset%20LIS%20Summary%20-%20Feb%202020%20FINAL.pdf>

Two years of GDPR compliance and Coronavirus: the perfect storm. Monday 25th May 2020 marks the two year anniversary of GDPR coming into force across the EU, including the UK. The GDPR requires you to always be compliant with its rules. In normal times the fact that GDPR is two years old this month would be enough for most businesses to be thinking about reviewing their GDPR compliance, checking they're still doing all the right things. during the Coronavirus "new normal"

the importance of maintaining compliance is even more relevant as businesses adapt to working in different ways or welcoming employees back as lockdown begins to lift, processing employees' Covid-19 data, taking their business online, etc (Dorset Chamber 2020a).

Dorset's key sector opportunities Dorset LEP Winter 2018:

CLEAN GROWTH To become a leading low-carbon energy economy, championing the efforts to deliver affordable energy which drives productivity and clean growth.

HEALTH SERVICES AND TECHNOLOGY To become a pioneer for 'healthy living' for medical technology and a leader in health innovation, developing a 'prevention at scale' programme and innovative health and social care solutions.

ADVANCED MANUFACTURING AND ENGINEERING To become a world-renowned centre for advanced manufacturing and engineering excellence building on our existing strengths.

FINANCIAL SERVICES AND TECHNOLOGY To become one of the UK's most economically prosperous centres of excellence for the financial and business services sector.

RURAL ECONOMY To be recognised as an outstanding regional economy with a strong focus on sustainable, inclusive and resilient growth.

HOUSING To deliver around 78,000 new homes, bringing greater diversity and choice to the local housing market so that Dorset remains an attractive place to live and work.

BUSINESS LOCATIONS - Dorset is home to many high-quality employment sites driving the growth of local businesses, accommodating inward investment and facilitating export to new markets (Dorset LEP 2020e).

Six of Dorset's major business parks include:

Aviation Business Park – Bournemouth Airport
Dorset Innovation Park – Wool
Ferndown Industrial Estate – Ferndown
North Dorset Business Park – Sturminster Newton
Port of Poole – Poole Harbour
Wessex Fields – Bournemouth

Dorset Local Enterprise Partnership (LEP)'s modern industrial vision is to double Dorset's productivity and economic output to £35.6 billion over the next twenty years, generating 80,000 jobs, building around 78,000 new homes, and creating a local economy that is sustainable, innovative and inclusive (Dorset LEP Winter 2018).

Labour Market Information Fact Sheets from Dorset LEP (2018a). There are eleven factsheets in total, covering Dorset key employment sectors such as agri-tech, hospitality, finance, and health and social care. Intended to be a useful resource for students exploring their future career options, they provide information about key employers, example careers, skills required, expected earnings and future demand.

Information within the table below is taken from fact sheets provided by Dorset LEP (© 2018a) adapted by P Harris.

Table 5: Dorset Career specific LMI

Career area	Local LMI
Retail (©Dorset LEP 2018b)	<ul style="list-style-type: none"> • 35,456 people in Dorset work in the Retail Sector • There are around 2,950 Retail businesses in Dorset • With almost 100 shops, Poole's Dolphin Centre is the largest retail mall in Dorset. Key tenants include M&S, Topshop, Primark, River Island and Next • Dorchester has had a few years of remarkable growth. Poundbury and the Brewery Development have added to the range of specialist shops available as well as attracting some large chains. Sales Assistant roles are predicted to dip slightly to 2022 before rising again to 2024 in the South West. There will also be replacements for those retiring. The Retail Sector is very dynamic, constantly responding to new patterns of consumer shopping, such as online sales. Harnessing technology will be key, with concepts such as augmented reality to enhance in-store experiences.
Hospitality, Leisure and Tourism (©Dorset LEP 2018c)	<ul style="list-style-type: none"> • 28,929 people work in the Accommodation and Food Services sector in Dorset. Of these, 8,866 work in Bournemouth and 4,618 work in Poole. • There are 2,080 businesses operating under the Accommodation and Food Services sector in Dorset of which 525 are located in Bournemouth. • Dorset is one of the most attractive rural and coastal locations in the country making it a top holiday destination which attracts thousands of tourists each year and generates many jobs for the county. Roles within the Hospitality sector are predicted to be a growth sector to 2024. Some jobs in the hospitality sector are forecast to be at risk from automation (e.g. food and drink dispensing robotics).
Construction (©Dorset LEP 2018d)	<ul style="list-style-type: none"> • There are around 27,500 construction jobs in Dorset and 4,450 businesses • Jobs that will be in most demand include wood trades such as joiners, plumbers and supervisors and non construction professional, tech, IT and office based jobs • The South West will benefit from: > Nuclear Build (Hinkley Point) > Annual recruitment of 4,180 to 2021 > 3.1% growth in construction (UK average 1.7%). As more processes become automated, there will be a need for more design, technology and engineering skills involved in construction.
Agri-tech and Food Production (©Dorset LEP 2018e)	<ul style="list-style-type: none"> • Dorset's Agri-Tech contributes £108m to the UK economy • Approximately 6,000 people are employed in Agriculture within Dorset, of which 700 work in Agri-Tech • Kingston Maurward College has a state of the art Agri-Tech centre to train in the skills needed for this growth sector • Dorset is home to many internationally recognised brands of food and drink, such as Badger Beers and 'farm to fork' companies such as Ford Farms (cheese), Ryvita and The Watercress Company. The number of jobs in Agri-tech is predicted to grow by 2024.
Health and Social Care (©Dorset LEP 2018f)	<ul style="list-style-type: none"> • Health and Social Care is the largest employment sector in Dorset. • Approximately 48,750 people working in Dorset work in the 'Human Health and Social Work Activities' sector. • Across the whole sector there is expected to be an increase in the number of people working, particularly in adult social care. This is because we have an ageing population who need to be cared for. • There are over 350 different job types within the NHS, many of them non-clinical (e.g. administration). The Health and Social Care sector is predicted to be a growth sector to 2024. Whilst technological advancement and new models of care will have an impact on the skills needed for different professional roles, the need for caring, kind individuals with good interpersonal skills will continue to be important in this sector.
Environmental Goods and Services (©Dorset LEP 2018g)	<p>Approximately 7,000 people are employed in this sector • There are around 125 businesses in Dorset that deal with waste management and waste water services, employing 1,864 • Wessex Water offers a range of apprenticeships from Customer Service to Water Operations and Engineering. As more processes become automated, there will be a need for more design, technology and engineering skills involved in Green Energy.</p>
Creative and Digital Skills (©Dorset LEP 2018h)	<p>Dorset has approx. 8,000 individuals working in the Creative Industries • Dorset's Creative Industries are forecast to grow and attract investment • 28% of new entrants to the Creative Industries found their first job through personal contacts • There is a cluster of creative start-up companies around the Bournemouth University area. The Government recognises that the Creative Industries are key to the future prosperity of the UK's economy.</p>
Engineering and Manufacturing (©Dorset LEP 2018i)	<p>Around 15,400 people work in engineering and advanced manufacturing businesses in Dorset. This sector is considered extremely important to the local economy. • The Dorset Engineering and Manufacturing Cluster (Dorset EMC) comprises 300+ businesses • Dorset is home to a thriving and varied advanced engineering sector, which includes Aerospace, Defence, and Composite Marine technologies • 11% of Dorset's apprenticeship vacancies are in engineering* *As at 07th August 2017. The Engineering and Manufacturing sector is predicted to be a growth sector to 2024. As more processes become automated there will be an increasing need for design, technology and engineering skills to build and maintain these systems. Engineering will increasingly be seen as a problem-solving discipline.</p>
Public Services (©Dorset LEP 2018j)	<p>12,591 people work in Public Administration and Defence in Bournemouth, Poole and Dorset. 27,000 work in Education • There are 125 Public Administration and Defence businesses in Bournemouth, Poole and Dorset. • There are 273 educational establishments in Dorset ranging from First Schools, Specialist Schools to Colleges and sixth forms. Public Services Associated Professional roles are predicted to grow to 2024 . 1.3m jobs or 27% of public sector workforce are in admin or operative roles and have a 77% chance of being automated 2.6m or 52% of workforce require personal interaction and have a 23% chance of being automated and 1.0m jobs are cognitive roles which have a 14% chance of being automated</p>
ICT (©Dorset LEP 2018k)	<p>The ICT sector is predicted to be an area of growth. There are an estimated 12,800 new jobs being created every year to meet future demand. As new technologies emerge, new skills will be needed to develop and exploit them. For example, Cyber Security is becoming increasingly important with global demand for skills in this area. Since the launch of the iPhone in 2008, IOS application developer jobs have boomed.</p>

One way or another Brexit is happening, albeit somewhat 'silenced' by COVID-19 at present. I feel it useful to note that the Department for the Environment and Rural Affairs, February 2018 produced a report titled 'Health and Harmony: the future for food, farming and the environment in a Green Brexit'. There is no reliable data or discussion available to review, encompassing both the impact of Brexit and the changed economy due to COVID-19 on the industries and labour market of Dorset.

Having explored several sources of information and read many articles I have concluded that potential growth areas predicted for Dorset post Brexit include:

- Construction
- Ageing population
- Coastal travel and tourism
- Food and Drink
- Agritech and aquaculture
- Engineering
- Clean growth / Environmentally friendly industry
- Financial services and technology
- Health services
- Rural economy
- Advanced manufacturing and engineering
- Digital Marketing
- Filling the void caused by difficulties in recruiting or retaining EU workers (Brexit, adult social care/seasonal work)
- ICT services
- Filling the Skills gap – (High Level Skills)

(Dorset LEP, Dorset Council, Dorset Commerce, UKCES)

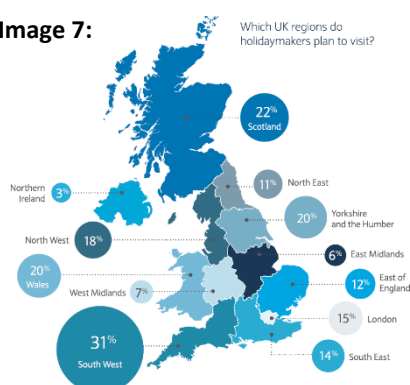
Note: I list the above with an air of trepidation taking into account statements such as 'Brexit has the potential to shake the foundations of our rural economy – providing either a much-needed boost or sudden economic shock' (Dorset LEP 2019b). This coupled with the COVID-19 pandemic makes for a difficult time to propose growth areas.

Staycations and Dorset Tourism

Both post and during COVID-19 pandemic there has been much written on Staycations. This is a valuable point to consider taking into account the geographical area of Employ My Ability, the aspirations of the student and day opportunity individuals and the flexible long-term sustainability of the business. Accommodation and food services in 2018 accounted for 11.8% of the employment population of Dorset as identified in Table 4 above.

Theodore Koumelis (cited Travel Daily News Jan 2019) wrote that UK staycations on the rise as holidaymakers increasingly book UK getaways. Alexis Harrison Head of Marketing at Wowcher says: “Already in 2019, we’ve seen a huge demand for trips to UK destinations- mirroring an increasing trend for staycations, and the convenience of short city and country breaks. Consumers are looking to be more savvy with their spending this year, particularly when it comes to travel; it’s likely we’ll continue to see Brits buying more breaks that are a little bit of luxury, close to home” (cited Koumelis 2019).

Image 7:



Mike Saul, head of Hospitality and Leisure for Barclays completed research titled: The Great British Staycation. Exploring the growing attraction of the UK for domestic holiday makers (Barclays 2019). 23 May 2019. The report stated hospitality and leisure businesses across the UK have seen a rising demand from domestic tourists – with holidaymakers citing convenience and affordability as two reasons behind their ‘staycations’. 52% of consumers surveyed stated that they will take most or all of this year’s holidays in the UK. More than half of British young adults who holiday domestically plan to increase their ‘staycations’.....

Saul (cited Barclays 2019) adds city and countryside breaks are the most popular forms of holiday each favoured by 39%, going on to say that 26% will head to a beach. Screen tourism (involving scenes from television and film) continues to boost visitor numbers. The Southwest retains the crown as the most popular region for the over 65s. Countryside breaks accounted for 39% of the holiday type chosen. Escapism and distraction along with digital detox were key themes identified for Staycations, while customers also identified free Wi-Fi and notifications about local offers and discounts as an important factor that they consider when choosing their staycation.

Primary motivators when booking accommodation		
	Good operator website	74%
	Online reviews	74%
	Good location website	68%
	Recommended by friend	59%
	Repeat booking	59%
	Media reviews	46%
	Independent awards	41%

Michael Lloyd November 5, 2019 also reported that Staycations are on the rise, The Cambridge & Counties Bank found the majority (72%) of UK nationals expect to see an increase in holidaymakers taking domestic, UK-based ‘staycation’ holidays in 2020. Of these, just over a quarter (26%) forecast a “significant” rise. The top reason given for the increase in staycations was a drop in the value of the pound caused by Brexit making foreign holidays more expensive (67%). Just over a fifth (22%) said that UK destinations were improving in terms of quality and choice compared to non-UK locations (Lloyd 2019).

Within Dorset, of the tourism, and hospitality and retail sector responses to the COVID-19 Business Impact Survey from Dorset LEP, the majority were sole traders or micro businesses, with 70%

experiencing forced closures..... with 40% believing they can operate for a further three months in the current restrictions and only 21% for 3-6 months (Dorset LEP May 2020).

Visit Britain.org state that 'While timelines and clear guidance from the Government are key, a clear ask of us from the industry is to develop a common industry standard quality mark that would provide a 'ring of confidence' for tourism businesses, attractions and destinations, as well as reassurance to visitors that businesses have clear processes in place as restrictions are lifted' May 2020.

There are useful tools available to track tourism trends. This project does not have capacity to include all the available data, however, it could and should be included when putting in place expanded projects for Employ My Ability. For example, Inbound tourism trends by market; Use the interactive link to see how tourism to the UK from different markets has evolved over recent years, as well as explore data for overseas visits, nights and spend ⁴.

2020 tourism forecast (Visit Britain. Org 2020a) Since March, COVID-19 has triggered a near-total shutdown in international tourism to/from the UK. Forecasting at this time is difficult, given the fast-moving situation and the unique circumstances. Events are moving fast during the COVID-19 pandemic. The hit to inbound tourism in 2020 in these scenarios ranges from £8.1bn and 12.1m visits in the most optimistic case to £22.3bn and 32.1m visits (compared to the pre-COVID forecast) in the pessimistic scenario..... Our central scenario for inbound tourism to the UK in 2020, as of mid-April, is for a decline of 54% in visits to 17.8m and 55% in spend to £11.6bn..... We have forecast a central scenario in Britain in 2020, down 24% on 2019.

RHP Ltd (no date) presented on Market Characteristics of Dorset Holiday Visitors. London, Bristol and Birmingham provide most visitors to Dorset. Most staying visitors come from within a 2 – 2.5-hour journey time . A significant minority of visitors drive for 3 – 3.5 hours. The suburbs around urban conurbations are a significant source of visitors as is the south coast. Intra Dorset travel is also significant. This near-by market provides multiple opportunities for events and off-season travel promotions, especially given the freedom of many in these segments to travel outside school holiday periods. Visitors to Dorset from the Prestige Positions segment are most likely to live in London and the South East (RHP Ltd no date). Visitors from the Country Living group are likely to come from the South West/West Midlands and to a lesser extent, the home counties (RHP Ltd no date). The senior group most likely to visit Dorset predominantly live in the South, South East and South West of the UK (RHP Ltd no date).

Table 6: Value of Tourism 2018			
	Purbeck	West Dorset	North Dorset
Staying visitor trips	515,000	665,700	155,000
Staying visitor nights	2,236,000	2,868,600	603,000
Staying visitor spend	£117,381,000	£151,409,000	£28,908,000
Day visits	3,500,000	4,961,000	1,551,000
Day visitor spend	£116,516,000	£170,395,000	£53,226,000

table adapted by P Harris using data from The South West Research Company Ltd 2018

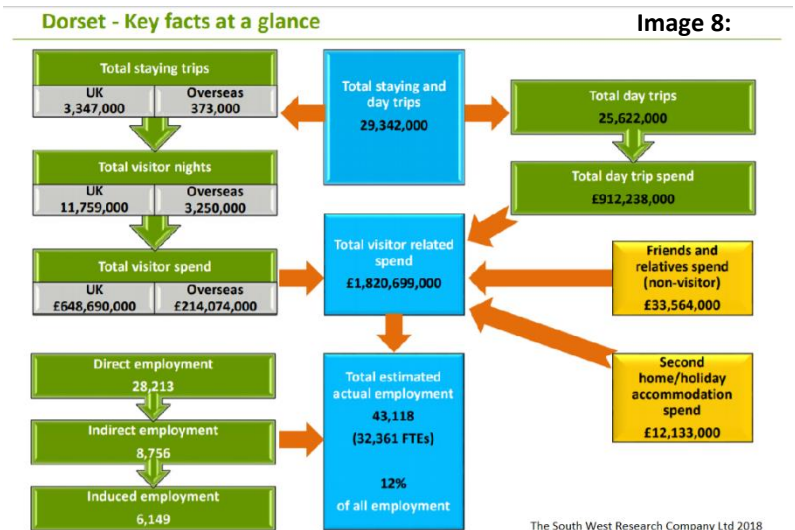
Visit Dorset (2016) provide an overview of the importance and economic contribution of the visitor economy in Dorset. Although written a few years ago it offers useful insight including information of

⁴ <https://www.visitbritain.org/inbound-tourism-trends>

the national revival in coastal tourism, the growing interest in outdoor activity particularly water sports, walking, cycling and other activities and interest in local foods (Visit Dorset 2016).

The lack of indoor attractions for adults, inconsistent quality of serviced accommodation, low profile of the County when compared to Devon and Cornwall and dependence on repeat older visitors were listed as weaknesses for Dorset (Visit Dorset 2016).

The Economic Impact of Dorset's Visitor Economy 2018 (including Dorset and Districts) examines the volume and value of tourism and the impact of visitor expenditure on the local economy in Dorset and the districts within Dorset in 2018 (The South West Research Company Ltd 2018). The report offers insight including weather and economic impacts on tourism month by month and includes area break downs. For the purpose of EMA the report usefully includes breakdowns for North Dorset, West Dorset and Purbeck as individual areas.



If you do a simple search on the internet you will discover that there are many types of rural holidays advertised in the Southwest including working farm stays, whittling, woodcraft and traditional craft holidays, adventure holidays, foodie holidays, cycling holidays, walking holidays and mindfulness and relaxation holidays.

Our agri-food-tourism economy is a strength we can build upon [Dorset LEP 2019b]. Agri-food tourism broadly is the practice of offering an activity or activities in rural areas to visit areas of well-known agricultural produce and to sample and taste the local or regional cuisine or specialties. Agri-food tourism may involve staying on farm or touring food trails and events (Department of Agriculture, Food and Marine 2020)

When considering tourism for the purpose of the report and future potential for Employ My Ability expansion, it is useful to not only think of the tourism industry as an opportunity for direct employment and skills training, but also to consider the wider opportunities for example, laundry services, builders, plumbers, electricians, transport and target retail consumers.

Environmental / Sustainable industry

Climate change mitigation and adaptation work including clean growth is essential (Dorset LEP Winter 2018). Dorset can pioneer a new model for economic growth which is not rooted in the industrial heritage of the 19th century but rather represents the future of a modern and sustainable UK economy that defines its economic prosperity and growth using economic, social and environmental indicators (Dorset LEP Winter 2018).

Matt McGrath wrote for the BBC May 2020 No war, no recession, no previous pandemic has had such a dramatic impact on emissions of CO₂ over the past century as Covid-19 has in a few short months. Multiple sources indicate we are now living through an unrivalled drop in carbon output. We're travelling less. Energy experts believe there will be a bounce back next year, but that, long term, the world will move to greener fuels. By air and on roads, the world has cut back heavily on travel. In Stylianou et al's report (cited BBC January 2020) on Climate Change, they remind us 'We can all do more to help'. While governments need to make big changes - individuals can play a role too. Scientists say we all have to make major changes to our lifestyles, in order to avoid severely damaging climate change. The IPCC says we need to: buy less meat, milk, cheese and butter; eat more locally sourced seasonal food - and throw less of it away; drive electric cars but walk or cycle short distances; take trains and buses instead of planes; use videoconferencing instead of business travel; use a washing line instead of a tumble dryer; insulate homes; demand low carbon in every consumer product. Cedefop; OECD (2015) produced a report titled 'Green skills and innovation for inclusive growth'. Policy-makers today are concerned with how to help their economies to move away from a low-level approach (low job quality, low environment protection, low skills), towards high skills, high productivity, and sustainable economies. In this context, we see the green economy not only as a challenge but also as a great opportunity. However, we must be well prepared to take full advantage of green growth opportunities.

The transition to the green economy is considered a unique opportunity for contrasting climate change, escaping the carbon lock-in, promoting the generation and diffusion of eco-innovations, relaunching economic growth, improving employment opportunities, and social cohesion (Cedefop; OECD 2015).

Mintel (2019) produced an article titled 'Eating With A Conscience: Ethical Food And Drink Sales Hit £8.2 Billion In 2018'. It stated British consumers are increasingly eating with a conscience as the nation spent £8.2 billion on ethical food and drink, including organic, Fairtrade, Rainforest Alliance and Marine Stewardship Council (MSC) certified products. Over the past five years, sales of ethical food and drink have shot up by 43% The sector's ongoing popularity is set to continue, as sales of ethically certified food and drink are projected to rise by 17% to reach £9.6 billion between 2019-23 (Mintel 2019). Cost was identified as one of the biggest barriers to ethical food and drink shopping.

How coronavirus is driving a revolution in travel written by Justin Rowlatt (cited BBC 2020) 16 May 2020 advises us how dozens of UK towns and cities plan to increase cycling lanes and pedestrianisation, reducing access to road traffic as part of a nationwide effort to create more space for social distancing as the country gradually begins to lift the coronavirus restrictions. Rowlatt reports that Mr Khan, when discussing London, says "By ensuring our city's recovery is green, we will also tackle our toxic air, which is vital to make sure we don't replace one public health crisis with another." The government announced what it called a "once in a generation" investment to change the way Britain gets around. Transport Secretary Grant Shapps ordered English local authorities to make

"significant changes" to give more space to pedestrians and cyclists (Rowlatt cited BBC 2020). Lockdown has certainly prompted a boom in bike sales. At one point this week shares in Halfords, the country's biggest chain of cycle shops, had jumped 17% (Rowlatt cited BBC 2020).

Georgina Rannard cited BBC 9 May 2020. Coronavirus has led communities, UK transport groups and public health experts to call for radical changes - some already happening globally - such as wider pavements, traffic restrictions and cycle networks. Such changes would prevent further waves of infections, improve air quality and public health, and help countries achieve their climate goals, they say. The decline in road use during the lockdown has seen dramatic falls in air pollution - an unforeseen benefit of the pandemic - as well as quieter roads for cycling (Rannard cited BBC 9 May 2020).

Whilst environmental quality underpins the Dorset economy in both rural and urban areas, it is perhaps more keenly felt in the rural areas, where degradation to the environment and effects of climate change can quickly cascade into economic problems (Dorset LEP Winter 2018). Projections demonstrate that Dorset will experience an increase in average summer and winter temperatures and an increase in frequency and intensity of extreme events – be it wind or rainfall. While the warmer weather may be beneficial in terms of tourism it may add pressure to sensitive sites in Dorset. Furthermore, the impact of floods and other extreme weather on businesses, public sector and community premises, distribution of goods and travel, may further impact Dorset's long-term productivity. Climate change mitigation and adaptation work including clean growth is therefore essential (Dorset LEP Winter 2018).

Remaining mindful of the suggestion that there is a need for a flexible approach to Vocational Education and Training considering learning outcomes, employment outcomes and carbon outcomes as equally valuable, it is reassuring that EMA are already committed to becoming as environmentally friendly and as self-sufficient as possible. This has been evidenced by enabling staff to attend Jurassic January, organised by Jurassic Coast Trust for an informative day centring on sustainability as it relates to the world of tourism and small business. It was always the intention that a new way of working would be explored using the information gathered through networking and such events. Exploring refill stations, environmentally sound products, local products and sustainable energy is already being pursued by the business. This project will include some of the ideas and inspirations from the sustainability event and other local news.

Gwyn Jones, speaking at Jurassic January (Jurassic Coast.org 2020) advised 'The changes that are showing signs of working are those that bring us closer to the natural cycles and systems in nature. These include:

Reducing waste in our industrial processes e.g. Circular Economy. Note nature does not produce waste – only humans do.

Caring more about and for each other – we are tribal by nature and live in large communities. Extending that compassion across all borders and beliefs. We are all inter-dependant.

Reducing consumption so that we do not deplete nature's resources and environmental services e.g. pollination, photosynthesis (turning sunlight into sugars), rich bio-diversity, clean water, arable land, clean air. All these are essential for life on Earth. Rewilding to restore nature's systems and balance'.

EMA can explore working in partnership with some of the local businesses already working sustainably.

Patrick Ward Purbeck Ice Cream have experience in creating organisational sustainability including sourcing local ingredients, designing eco-friendly premises, creating a positive and rewarding staff culture (Jurassic Coast.org 2020).

Bagwell Farm Touring Park are pioneers of sustainability in Dorset, and have won multiple awards for their commitment to protecting their local environment. Initiatives they have undertaken include sourcing sustainable materials, undertaking wildlife surveys, and encouraging environmentally friendly behaviours amongst their guests (Jurassic Coast.org 2020).

Low Carbon Dorset (2020) is a programme of activities led by Dorset Council and funded by the European Regional Development Fund (ERDF), set-up to boost Dorset's low-carbon economy and help reduce its carbon footprint. Through the programme, Dorset based businesses, public sector and community organisations can access free support and a grant pot of over £2.15m to help improve their energy efficiency and develop renewable energy projects. Grants are also available to help fund the development of new low carbon products here in Dorset

Image 9:

Dorset Wildlife Trust (DWT 2020) are committed to supporting businesses exploring what they can do to increase sustainability, tourism and the natural environment. The image is an example of Wildlife Trust and business combining efforts. The Wildlife Trusts and Jordan's Cereals farmers work together to make space for wildlife on their farms (DWT 2020)



Dorset is an exemplar of sustainable coastal living where new ways of living and working are tackling climate change head-on; where a way to age that's fit for the 21st century forms a key economic and social opportunity (Dorset LEP 2019).

Visit Dorset 2020b offers suggestions of Eco-friendly holidays. These include travel by train, green accommodation, David Bellamy sites, walking and pedal power, re-fill sites and plastic free communities.

Sustainable Dorset (2020) Connecting Communities and Nurturing Resilience. Sustainable Dorset is the central hub of all sustainable and resilient activity across the county. We aim to raise awareness and so increase interest and involvement in sustainability. We connect people and communities, supporting individual well-being, community enterprises and businesses in order to nurture resilience.

Climate change will continue and whilst CO2 emissions in Dorset are falling, in line with the government's targets for 2020, further reductions are required to meet tougher emission targets for 2050. The Paris Agreement aims to limit warming to well below 2°C and to pursue efforts to limit it to 1.5°C (Dorset Council 2020g). Renewable energy production has increased in The Dorset LEP area from 0.95% of local energy consumption in February 2011 to 5.5% in March 2016. However, Dorset still lags behind Cornwall and Devon who continue to lead on renewable energy generation in the south west (Dorset Council 2020g).

Sustainable Dorset (2020) also note that there is an exciting and growing shift in business models that seek to meet our needs without destroying our fragile ecosystems..... Existing businesses too now realise the need to care for the wellbeing of people, and the finite resources of the planet as well as returning profits for their shareholders. What lies at the core of this new economy is the focus on localised human relationships and communities. The new developing enterprises are diverse, adaptable and resilient. They take care of their employees, and the local community and consider the whole life-cycle of their product, turning waste into a new resource, and choose renewable energy as standard. These socially responsible organisations will create a sustainable and healthy economy that is environmentally sound and creates a stable society where we can all thrive.

Employ My Ability are working in partnership with RSPB at Franchises Lodge Nature Reserve in the New Forest. New Forest National Park Authority (2020) write in the north of the New Forest a secret forest has been saved for the nation by the RSPB with our (New Forest National Park's). Hampshire & Isle of Wight Wildlife Trust (2020) write 'Recently acquired by the RSPB, Franchises Lodge is a 386 hectare woodland of deciduous and conifer trees that has largely been inaccessible to the public for many years. In addition to its woodland bird community, the site has a good range of invertebrates, from beetles to butterflies, and an internationally important lichen community'. 'Few people have visited this 'secret forest'..... The RSPB is only beginning to discover the rare plants and animals that live there The spectacular woodland also provides a bridge between two already internationally-important wildlife areas – Langley Wood National Nature Reserve to the north and the New Forest Special Protection Area to the south' (© New Forest National Park Authority 2020).

Supported employment / Enterprises

Scrap the 'Disability Policies' and rename 'Ability Policy' (Jervis 2012 cited the Guardian) Jervis states 'Companies I know, including Sheffield Futures, give tons of empowerment to the people who work with them'. It's important to remove absolutely any dividing line between people who are and people who aren't diagnosed with disability, and not to pile on unnecessary measures to make disabled people feel like they have 'needs.' (Jervis 2012 cited the Guardian)

The value of supported Employment and meaningful work experience is something that sets Employ My Ability apart from many SEND provisions. It is a crucial aspect and increases the value to students and day opportunities and brings much positive interest from the public, local authorities, and other referrers.

BASE, the British Association for Supported Employment, states 'Supported employment offers high quality, personalised support for people with disabilities and/or disadvantages which enables them to find, access and stay in employment' (©BASE no date a). The purpose of BASE is to support, promote and develop the principles and provision of supported employment. BASE's current member organisations, all of whom deliver supported employment services, totalled 179 at 21st May 2020. The Minstead Trust in the New Forest is the closest BASE member showing on the map (although I believe there are closer ones) to Employ My Ability. There are many Community Interest Companies, charities, NHS organisations and Local Councils listed.

I have chosen an overview of the types of industry offering supported employment, advertised on BASE⁵. The member list highlights the diverse range of supported employment opportunities already available across Britain including many Social Enterprises. Retail, horticulture, garden maintenance, pop-up café, commercial printing department, landscapes department, garden centre/trade cash & carry, horticultural nurseries, signage, wooden products, fulfilment / print and direct mail, administration, bakery, creating and checking documentation, the design, production and supply of a wide range of signage products, including lighting and street furniture.

Here are some examples taken from BASE (no date)

Realise Futures⁶ manage four cafes and operate a wholefood shop, provide gardening services, grow seasonal produce and plants and sell vegetable boxes, make 100% recycled plastic outdoor furniture, and offer fulfilment services.

CLARITY⁷ is a supported business and social enterprise producing and selling a wide variety of soaps, fragrances, toiletries and cleaning products.

Dovetail Enterprises⁸ has a long history of manufacturing and installing high quality furniture for contract and retail clients right across the U.K. and in Europe.

Little Gate Farm⁹ is a training and skills project based on a farm in East Sussex, we prepare adults with learning disabilities/autism for paid work, in a real working environment.

⁵ <https://www.base-uk.org/member-organisations>

⁶ <https://www.base-uk.org/about/members/realise-futures>

⁷ <https://www.base-uk.org/about/members/clarity>

⁸ <https://www.base-uk.org/about/members/dovetail-enterprises>

⁹ <https://www.base-uk.org/about/members/little-gate-farm>

The Autism Project Guys and St Thomas' Hospital¹⁰ is a 2 year, full-time, 36 week employability programme for young people on the autistic spectrum. The project was set up by CareTrade Charitable Trust

Access Hospitality CIC¹¹ offer bespoke training courses built around new assistive technology to enable access to jobs across the hospitality sector.

Many providers advertised on BASE (©BASE no date a) offer Careers support matched by Employ My Ability. This includes travel training, employment/job coaching, progress into work or enterprising activity, CV building, work skills, money management, support with employment terms and conditions, employer support, community engagement and participation, social and communication skills

The Social Care Institute for Excellence (SCIE June 2007) state that 'the responsibility to ensure that all people can enter the workforce is a corporate and community one - it does not simply lie with health and social care.' Employ My Ability will have a clear and robust Careers Policy and Progression Planning tool that emphasises employment as a key aim for all students differentiated to embrace person centred working.

SCIE (June 2007) go on to list practical examples which include

- Tuck by truck
- micro-enterprise – novelty gifts inside of balloons
- wholesale horticultural services
- recycle unwanted bicycles
- mailing fulfilment
- buffets for meetings and AGM's
- restoration service
- light industrial packing services
- taking care of a county class bowling green and café
- dog walking service
- market stall holder

Sometimes it can be difficult to know if an enterprise has a social element or not, so we thought we would compile a list of some of our favourite social enterprises around the country (© 2020 WSX Enterprise Ltd). Included in the list are:

- Community shops and cafes - Village Shop, post office and cafés
- Recycle, upcycle and reuse projects – Bicycles, furniture, reprocessing paint, tool repair
- Community groups – Arts, crafts, skills, nature and foraging crafts, walks,
- Befriending and home-help - shopping, pet care, running errands
- Gardening services - for elderly tenants, sheltered housing schemes, day centres street cleaning, therapeutic gardening and craft sessions, after school clubs
- Food - mobile greengrocer, low cost fruit and veg delivery, homemade fudge, jam and chutney-making,
- Sharing/libraries – tool hire
- Environmental - connecting people to nature, further people's understanding of the need for sustainability.

The Pantry Partnership uses food to create social momentum, helping people out of food poverty, enhancing life skills and reducing social isolation. Based in Wiltshire, it holds cook clubs,

¹⁰ <https://www.base-uk.org/about/members/caretrade-answers-autism>

¹¹ <https://www.base-uk.org/member/access-hospitality-cic>

drop-in cooking sessions, a surplus supper club, pop up restaurants and a regular First Friday Café (© 2020 WSX Enterprise Ltd).

Haven products is committed to providing sustainable employment and development opportunities to disabled people (Haven Products 2020). Services they offer include:

Document Scanning - Redrock are expert in scanning, digitising and electronically archiving paper-based records and documents, providing customers with easy to use search and storage services securely in the cloud.

Contract Packing - Haven provides a highly flexible and rapid contract packing service to meet your requirements. Secure Storage and Fulfilment - Our storage and fulfilment services provide a fast and cost-effective solution to any logistics requirement.

Printing and Mailing Solutions - Haven offers printing and mailing solutions to suit all business needs.

Disability Rights UK (21 May 2020) ran an article by Evan Odell 'Update on the Labour Market Status of Disabled People' exploring the impact of COVID-19. On May 19th, 2020, the Office for National Statistics released its quarterly summary on the labour market status of disabled people, covering April 2013 up to March 2020. This post discusses those statistics, and concludes with some informed speculation on what the employment situation might be like for disabled people coming out of the COVID-19 pandemic, and what we can do about it.....disabled people's employment rates over the past seven years, hit a low of 43.8% in July-September 2013 and topped out at 54.6% in October-December 2019. The most recent quarter covering the first three months of 2020 54.2% of working age disabled people were in employment.....the overall employment gap between disabled and non-disabled people hit a high of 34.1% in July-September 2015, and a low 27.6% in the last three months of 2019 (Evan Odell cited Disability Rights UK May 2020).

So far, we don't have a great idea of what the long-term impact of the COVID-19 pandemic on disabled people's employment will be. The impact of the pandemic on the hospitality and retail sectors, which employs many disabled people, is unclear (Evan Odell cited Disability Rights UK May 2020).

A report from the Resolution Foundation titled "The effects of the coronavirus crisis on workers" shows more job losses amongst people in the lowest fifth of the earning's distribution, and among people on temporary contracts. The Resolution Foundation also found that young workers (18-24) were more likely to lose their job, lose pay or be furloughed.

While the overall impact of the crisis remains unknown, there are two groups of disabled people we are particularly concerned will be heavily impacted, albeit for different reasons. They are:

1. Young disabled people at the start of their careers.
2. Disabled people over the age of 50.

Young disabled people will face the double whammy of being early career workers during a recession, as well as the existing barriers disabled people face trying to find and sustain work. The UK government desperately needs to take steps to ensure that young disabled people do not face the "scarring" effects on pay and employment caused by entering a labour market in recession (Evan Odell cited Disability Rights UK 21 May 2020).

Careers

The Vision, Mission and Values of Employ My Ability confirm our commitment to the successful progression of students by embedding a study programme that is committed to increasing employability skills, providing real life work experience, equipping students with knowledge and understanding of employment, raising aspirations and offering careers education, information, advice and guidance.

Employ My Ability believe that all students should be supported to understand the full range of opportunities that are available to them, including academic and vocational, by using differentiated approaches, presenting information tailored to the students learning approach. To embed this, Employ My Ability are committed to implementing the Gatsby Benchmarks for students with Special Educational Needs and Disabilities (SEND). The Gatsby Benchmarks have set world-class standards which Employ My Ability apply across the provision. Employ My Ability measure their careers programme using the 8 benchmarks at least annually, ensuring ongoing successful transitions of students, raising the aspirations of the students and ensuring that they are supported to make meaningful choices around career progression, continued training, employment options and vocational opportunities.

Benchmark

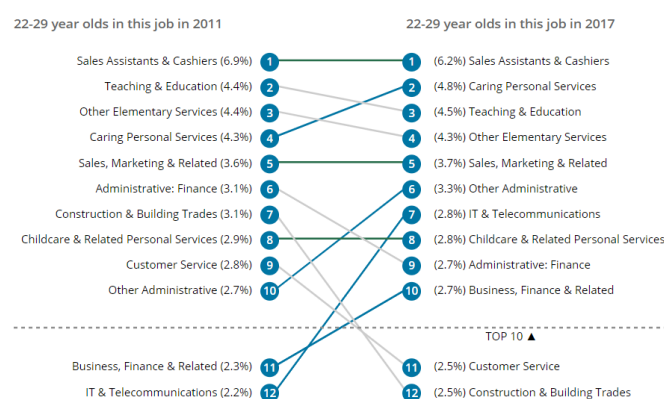
- Benchmark 1: A stable careers programme
- Benchmark 2: Learning from career and labour market information
- Benchmark 3: Addressing the needs of each pupil
- Benchmark 4: Linking curriculum learning to careers
- Benchmark 5: Encounters with employers and employees
- Benchmark 6: Experiences of workplaces
- Benchmark 7: Encounters with further and higher education
- Benchmark 8: Personal guidance

The Gatsby Charitable Foundation (1998).

ONS September 2018 ran an article title 'Young people's career aspirations versus reality. What did you want to be when you grew up?'. The image below is a useful tool to be considered.

Image 10:

Top 10 jobs in which 22 to 29-year-olds work, 2011 compared with 2017

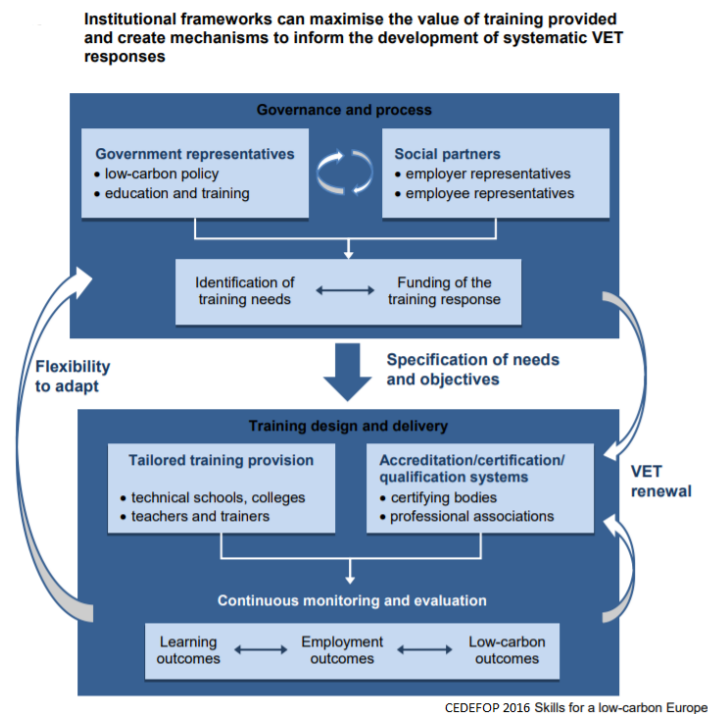


Source: Annual Population Survey

The chart above confirms that there remains a high level of young people working within sales assistant and cashier roles over an 8-year period. Sales assistants and cashiers, Caring Personal Services, Teaching and Education and other elementary roles remain, throughout the 8 year time period, as the roles employing the most young people.

It could be suggested that over time Vocational Education and Training will need to take on a flexible approach to ensure that Learning outcomes, employment outcomes and low-carbon outcomes are balanced. A subject explored briefly in the Green/environmental section of this report. Below is a diagram suggesting the need for a flexible approach to Vocational Education and Training (VET) (CEDEFOP 2016) identifying the need to balance learning outcomes, employment outcomes and low-carbon outcomes.

Image 11:



Dorset Careers Hub: Bringing employers, schools and colleges together to transform careers education is a new initiative (Dorset LEP 2019c). Dorset is one of 20 new Careers Hubs to lead excellence in careers support for young people. Could EMA become one of the 40 local schools and colleges that will form part of Dorset Careers Hub ensuring young people with SEND are included and enabled. Working collaboratively, the Dorset Careers Hub's primary aim will be to improve careers support for young people across Dorset, through a relentless focus on best practice.

Local overview, history and transport

Map 4:



44% of the county of Dorset is a designated Area of Outstanding Natural Beauty, it contains the large majority of the Jurassic Coast World Heritage site, part of the South West Coast Path runs along the length of the county from West Dorset to Poole Harbour and there are a wide range of towns, picturesque villages and resorts to offer something for everyone to enjoy (Visit Dorset 2016). Dorset has some exceptional rural and coastal landscape including the Jurassic Coast World Heritage Site and the wider AONB. This is complemented by a number of coastal and rural market towns and attractive villages providing a range of services as well as heritage interest (Visit Dorset 2016).

Dorset was found to have unique perceptions and characteristics, separate to those of neighbouring counties/areas. These included beautiful, scenic, good countryside, good places to walk, quaint villages, relaxing, good heritage, good food, historic and Olde-Worlde (Dorset LEP cited Visit Dorset 2016). The County has a growing reputation for its food offer, including local producers, markets, retail outlets, personalities, festivals, and some excellent restaurants (Visit Dorset 2016).

Gillingham Town

Gillingham is in the Blackmore Vale. Visit Dorset encourage cyclists stating 'Still a very rural area of dairy farms, you can relax and enjoy the seemingly endless landscape of lively hedgerows, lush fields and ... lots of cows!' (visit Dorset 2020d). Andy Greeves (published in Dorset Magazine 2017) explores a beautiful area of Dorset immortalised in the novels of Thomas Hardy where you can truly experience the feeling of being far from the madding crowd.....

Blackmore Vale is a spectacular area of countryside with charming towns and villages dotted here and there. The Blackmore Vale, and accompanying Vale of Wardour, covers an area of 302.76 square miles across Dorset, Somerset and Wiltshire..... It also forms part of the Stour Valley, which is situated within the Dorset Area of Outstanding Natural Beauty (AONB)..... Thomas Hardy (1840-1928) referred to Blackmore Vale as the "vale of little dairies" describing it as a place where "the fields are never brown and the springs never dry". Nearly a century later the Vale has lost none of the bucolic beauty that captivated Hardy. Limestone hills across Blackmore provide spectacular views of lush green pastures, scattered pockets of ancient woodland and the meandering rivers Stour and Yeo..... The largest of the Vale's towns situated in Dorset is Gillingham (pronounced with a hard 'G') (Dorset Magazine 2017).

Gillingham is the most northerly town in the county. In the 2011 census the civil parish had a population of 11,756. The neighbouring hamlets of Peacemarsh, Bay and Wyke have become part of Gillingham as it has expanded (Wikipedia 2020b). There is a Stone Age barrow in the town, and evidence of Roman settlement in the 2nd and 3rd centuries; however, the town was established by the Saxons. The church of St Mary the Virgin has a Saxon cross shaft dating from the 9th century (Wikipedia 2020b).

Moreton Village

Moreton is a village and civil parish in Dorset, England, situated on the River Frome about 8 miles (13 km) east of Dorchester.....It has a number of long distance footpaths and cycle ways passing through it: the Purbeck cycle way, the Frome valley trail, the Jubilee trail, and the Hardy Way. The railway station is a little way out of the village, towards Crossways (Wikipedia 2020a).

Moreton has become synonymous with the memory of T. E. Lawrence, also known as Lawrence of Arabia. He rented nearby Clouds Hill cottage from his cousins, the Framptons, while serving at Bovington Camp. Following his death in 1935 he was buried in Moreton churchyard where his grave attracts tourists from around the world (Wikipedia 2020a). T.E. Lawrence was in residence at Clouds Hill between 1923 and 1935 and was known locally as his alias T.E. Shaw. During this time, he finished writing 'The Seven Pillars of Wisdom' and 'The Mint'. He retired to Clouds Hill in 1935, where only a few months later, he was involved in a fatal crash on his Brough Superior motorcycle (Dorset Council 2019c).

The Moreton Estate hosts a number of horse riding events throughout the year, including some of national stature (Wikipedia 2020a). Moreton Equestrian Centre (2020) boasts three all weather arenas and a Cross Country Course where they hold British Eventing Horse Trials and an unaffiliated One Day Event.

A pedestrian bridge spans the shallow ford and gives access to a number of short forest walks (Wikipedia 2020a). A popular place for families to paddle and picnic, dog walkers and cyclists.

Moreton is also known for the windows of its church, St Nicholas, which were designed and engraved by Sir Laurence Whistler over a period of about 30 years (Wikipedia 2020a). Standing in a circular churchyard, this church was re-built in 1776 in an early Gothic Revival style. Bombs damaged the church in 1940, destroying all the stained glass, which has now been replaced with engraved glass windows. T.E. Lawrence's (also known as Lawrence of Arabia) final resting-place is within the cemetery close to the church and his grave can be found at the far end on the right. Dorset Churches, Dorset Historic Churches Trust, 1988 (Dorset Council 2019c).

Current customer profile of Employ My Ability

This profile is based on the authors observations and discussions, it has not been formulated using an official community profile methodology –

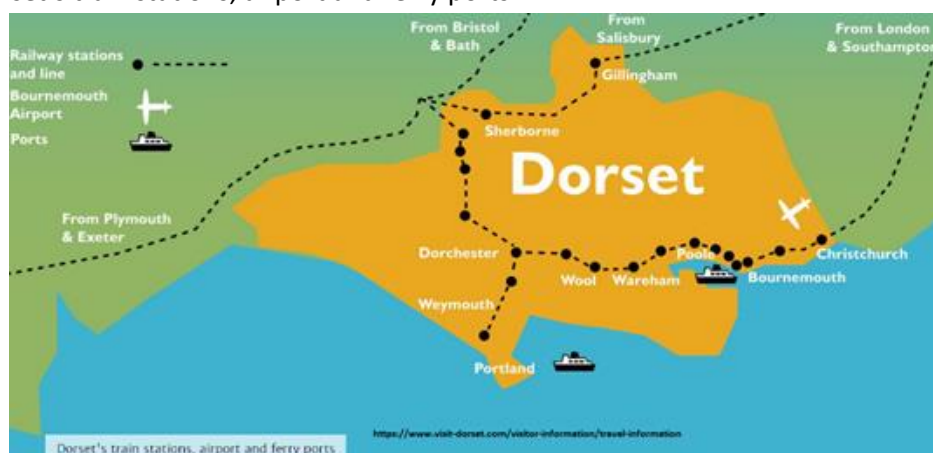
Thorn Grove Families
 Gardeners
 Older people
 Town Councils
 Students
 Day Opportunities (Social Care)

Moreton Coach parties
 Families
 Older people
 Cyclists
 Day visitors -local
 Day visitors – holiday makers
 Students
 Day Opportunities (Social Care)

Local transport

Dorset has long suffered from poor transport infrastructure and intense constraints on development (Dorset LEP Winter 2018)..... To address this challenge, we require a long-term plan to support growth, including transport infrastructure, digital technology and innovation, together with culture change, in order to help businesses become more productive without necessarily having more vehicles on the road.

Map 5: Dorset's train stations, airport and ferry ports



Car

Motorway routes link all corners of the county of Dorset. From the West The M5, from the Midlands and North the M1 and M40 connect with the M25 London orbital motorway to arrive on the M3, then M27 through the New Forest and finally the A31. From The East The following main motorway routes connect with Dorset: M20 / M26 / M25 / M3 / M27. The M3/A303 from London to Devon also passes through the northernmost part of Dorset (Visit Dorset 2020c).

Map 7:



Thurston, writing for the Guardian (May 2018) Listed ‘Around the Purbecks’ as the top route in his article ‘Five of the best scenic bike rides in the West Country’. ‘.....Heading inland on quiet lanes via Chaldon Herring to the River Frome at Moreton (there are paddling and swim spots by the ford). The church is worth a look for its engraved windows by Laurence Whistler. TE Lawrence “of Arabia”, who lived nearby, is buried in the graveyard here’ (Thurston 2018).

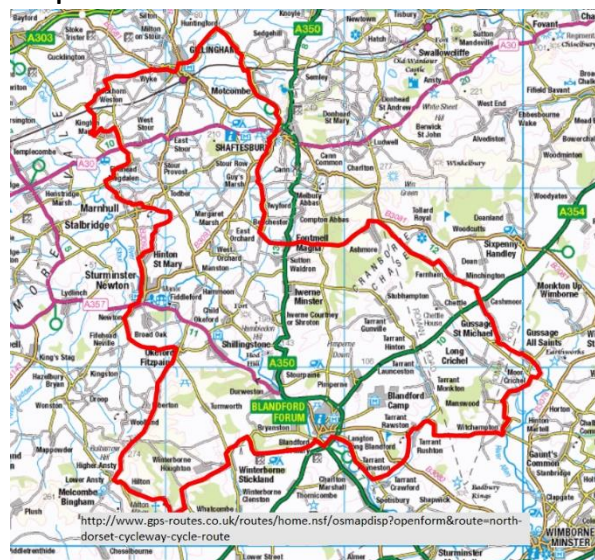
The Lawrence Cycle Ride is a route that passes through Moreton, highlighting some of the historic attractions within the village and surrounding area (Dorset Council 2019c) Dorset Council provide a free to access map and cycle route leaflet.

The North Dorset Trailway (not yet reaching Gillingham) offer an interactive map for the cyclist¹². They promote, Traffic-Free Sustainable Transport and Recreation. ‘Reducing our Carbon Footprint: Cycling or walking instead of an efficient hatchback will save 1.2kg of CO2 over a 10km journey - thanks to the Trailway many local journeys to school and work are now CO2-free, reducing traffic congestion and keeping people fitter’ (North Dorset Trailway no date).

The North Dorset Cycleway takes in the town of Gillingham.

This terrific signed circular route takes you on a tour of some of the prettiest villages and finest countryside in this beautiful county. You will pass through the Dorset Downs and Cranborne Chase Areas of Outstanding Natural Beauty and the delightful Blackmore Vale. The ride starts at Gillingham railway and heads towards the lovely town of Sturminster Newton. Situated on the River Stour the town boasts an ancient working watermill which is now a museum (©2020 GPS Cycle and Walking Routes¹³).

Map 8:



¹² <http://www.northdorsettrailway.org.uk/>

¹³ A full map that can be modified is available online at: <http://www.gps-routes.co.uk/routes/home.nsf/osmapdisp?openform&route=north-dorset-cycleway-cycle-route>

Overview Discussion of the Research

Internationally, prior to the pandemic, there were themes emerging around perceived risks to businesses, that included: increased geopolitical tension, increased environmental concerns, changing consumer behaviour and data breaches. Today, we are once again facing the prospect of a recession as the world grapples with COVID-19 pandemic. While it is too early to predict the financial fallout from the global pandemic, we are already witnessing massive closures, layoffs and lost profits as the uncertainty of what is to come rattles market (FBR © 2020 online).

Despite frequent contradictions when exploring businesses that are suggested to survive recessions both internationally and nationally, there are also reoccurring themes within the suggestions of 'safe businesses' that can be taken from the research. The key themes relevant for this project using information within the report include:

- Health and senior care (required with aging populations)
- Food, restaurants and beverages (affordable luxuries)
- DIY, repairs and handy man/woman
- Home Improvements, small construction
- Cleaning
- Education (people have increased desire to learn and become qualified)
- Budget travel

Sellers seeking new and expanded wholesale and retail markets for goods can often use consignment selling to their economic advantage (© Chamber of Commerce of Metropolitan Montreal no date).

Risks to employment often noted automation and the robotic world. Furthermore, environmental challenges such as climate change and pressure on resources and demographic or societal changes – for instance, participation of the over-50s in the labour market is at an all-time high, putting young people at a further disadvantage were often cited (Worldskills UK 2016). Another concern was Brexit and the potential 'low' level skills gap that could be witnessed from a lack of European workers coming to work in England in the future. Often these workers would be seasonal and undertake manual labour. The share of spending on housing and utilities could rise to close to 30% by 2030, while that on food, alcohol, tobacco and clothing declines (PwC © 2017).

The impact on the global, national and local economy and life style is unprecedented in modern times. Flexible working will be a new normal after virus states Justin Harper (Cited BBC 2020). New Zealand's PM Jacinda Ardern suggested a four-day working week, partly to boost tourism in the country (Harper cited BBC 2020).

Across the Southwest, when looking at jobs and employment, it was apparent that the projections identified the largest opportunities within the replacement demand category. The category whereby existing vacancies are filled due to the post holder leaving for retirement or other reasons.

Exploring local labour market information, Localis identified four main threats on the horizon: automation risk, migration risk, skills risk and demographic risk (Dorset Council 2020e). Depending on the reader, risks can in fact be a positive opportunity. For example, when considering migration risk within this report, it can be suggested that it is a positive potential future gap that can open up opportunities for students and day opportunity service users at EMA to access employment.

The massive reliance on local tourism for the economy was explored including the seasonal work opportunities and 'low' skilled jobs. EMA can explore filling the gaps by embracing multi-task opportunities. For example, those working throughout high season in roles of cleaning, food and drink services etc could undertake duties such as repairs, painting and decorating and new project builds during out of season periods.

The immense impact of COVID-19 on local businesses was explored. Results from two important surveys highlight that recovery from COVID-19 requires not just financial support, but a need for advice and guidance on how to operate safely' (Dorset LEP May 2020).

Another area for exploration is around the fact that 'The Creative Economy has grown by a quarter since 2010, at a rate faster than the whole of the UK economy, which grew 17.4%' (Dorset Council 2019b). Joint working and positive partnerships can be explored and built upon. Looking at surrounding areas including across county borders.

The top 3 career areas in Dorset in 2018 Human Health and Social Work activities, Wholesale and retail trade including repair of motor vehicles and motorcycles and Accommodation and food service activities (Dorset County Council 2018) are all areas that EMA can look to expand into, through direct projects and joined up working.

Dorset's key sector opportunities of clean growth, health services and technologies, advanced manufacturing and engineering, financial services and technology and rural economy (Dorset LEP Winter 2018) are more valid points to acknowledge for business suggestions and growth. Although not all areas are specific for EMA, clean growth, promoting healthy living, offering social care solutions, and promoting rural areas can all continue to be embraced and built upon.

The 'new city by the sea' covering Bournemouth, Christchurch and Poole is an area that borders Employ My Ability Moreton site. It is easily accessible by train and could offer further opportunities for employment and social activities. Thinking about event catering, for example, one off events that are local, positive for students and service users and building on the current business portfolio could be explored for the longer term future.

The importance of compliance with GDPR is echoed internationally, nationally and locally. 2 years on mixed with COVID-19 and the new ways of working means businesses need to ensure more time, resources and efforts are put into ensuring compliance is met and data safe.

Accommodation and food services in 2018 accounted for 11.8% of the employment population of Dorset (Dorset County Council 2018). Many writers noted an increase in staycations and holidays in England. The Southwest is a renowned travel destination and tourist magnet. The Southwest retains the crown as the most popular region for the over 65s (Barclays 2019). There has been a massive hit to tourism due to the COVID-19 pandemic, and realistic and meaningful predictions are difficult due to the fast-changing environment that we are living in. Agri-food tourism is another topic touched upon considered to be an industry likely to grow in Dorset.

For every 100 full time equivalent jobs in tourism, a further 28 are supported elsewhere in the local supply chain (Dorset County Council 2018).

The majority of staying visitors live within 2.5 hours of Dorset. This is useful information for considering target marketing groups and digital advertising. The report reminds us of the importance to not only think of the tourism industry as an opportunity for direct employment and skills training, but also to consider the wider opportunities for example, laundry services, builders, plumbers, electricians, transport and target retail consumers. Promoting local history, tranquillity, rural locations and the natural environments encompassing Employ My Ability sites will be a positive marketing strategy.

'The government announced what it called a "once in a generation" investment to change the way Britain gets around. Transport Secretary Grant Shapps ordered English local authorities to make "significant changes" to give more space to pedestrians and cyclists' (Rowlatt cited BBC 2020).

Climate change is something to be considered by businesses, it was mentioned in most industry projections and reports within the research undertaken. An increase in frequency and intensity of extreme events – be it wind or rainfall; warmer weather; the impact of floods and other extreme weather meaning climate change mitigation and adaptation work including clean growth is therefore essential (Dorset LEP Winter 2018). We hear from Dorset LEP 2019, that Dorset is an exemplar of sustainable coastal living where new ways of living and working are tackling climate change head-on. Visit Dorset (2020b) offers suggestions of Eco-friendly holidays and sustainable Dorset (2020) informs us that it connects people and communities, supporting individual well-being, community enterprises and businesses in order to nurture resilience. Sustainable Dorset (2020) also note that there is an exciting and growing shift in business models that seek to meet our needs without destroying our fragile ecosystems.

The value of supported employment and enterprises remain crucial for enabling disabled young people to become part of the labour market, valued members of their local communities and raising their aspirations. Positive examples for consideration are noted including: Retail, horticulture, garden maintenance, pop-up café, landscaping, garden centre/trade cash & carry, horticultural nurseries, handmade products, administration, bakery. Furthermore, having explored many information sources, for the purpose of this project, it can be suggested areas to expand service provision and/or training could also include: Affordable luxury items; construction; the ageing population; travel and tourism; food and drink; clean growth; health services; rural economy; digital marketing; DIY / repairs and maintenance; cleaning services; filling gaps arising from difficulties in recruiting or retaining EU workers (Brexit, adult social care/seasonal work).

Careers education, information, advice and guidance as well as employment coaches are also highlighted as crucial for enabling progression for disabled young people. There continues to be a gap between the percentage of disabled workers employed versus the working age population without disability along with the fact that young people were more likely to be furloughed or lose their job during the current pandemic. Young disabled people will face the double whammy of being early career workers during a recession, as well as the existing barriers disabled people face trying to find and sustain work (Evan Odell cited Disability Rights UK 21 May 2020).

Flexible vocational education and training has been touched upon, taking into account the balance required for learning outcomes, employment outcomes and low-carbon targets. Due to mass lockdowns as a result of the Global pandemic we are witnessing reductions in CO2 at a rate not witnessed in our lifetimes. This in turn is driving talks about cycle lanes being built in the UK and pushing the 'green agenda' back to the forefront of planning. Prior to the pandemic, Cedefop; OECD

(2015) suggest,we see the green economy not only as a challenge but also as a great opportunity. However, we must be well prepared to take full advantage of green growth opportunities.

The local area information only briefly touches upon Gillingham and Moreton's history. Both areas are steeped and surrounded in history that is not within the scope of this project. The Blackmore Vale, Thomas Hardy, Lawrence of Arabia and Saxons all briefly mentioned.

Both main sites of EMA are served by rail, road and cycle routes. There are relatively few electric car charging points in Dorset which could be a positive approach for increasing customer and visitor numbers especially in Moreton.

Conclusion

Despite the current climate with the arrival of COVID-19, the new way of working that we are hearing so much about, the devastating impact on some of our families and friends, and the closure of businesses; there remains much to be positive about. There are opportunities for new approaches to be explored and lessons that can be learnt from history. No matter what, there will always be a cycle of businesses coming and going. However, with careful consideration, planning and forward thinking, young disabled people can be given opportunities to live fulfilling and meaningful lives. Businesses can adapt and grow. And communities can come together.

Some key facts cannot be ignored:



Sustainable, environmentally friendly progress will be required.



Flexible approaches to education and training will be required.



Businesses working together, sharing knowledge and experience will be required.



Real life work experience and training for disabled young people will be required.



New enterprises and supported employment will be required.

Recommendations and suggestions for EMA

Please note: Confidential and sensitive information removed for external report.

Please note that many recommendations are not the brainwaves of the author of this work, they are not necessarily new, in fact many have been discussed for some time and some are already implemented. Some recommendations and suggestions have come about through discussions with colleagues, friends, and family both through work and social situations. Some information is sensitive and to remain internal due to the nature of the discussions.

EMA needs to be seen locally as a pioneer in new opportunities for disabled young people. We need to learn to shout louder about the amazing work we do, the environmentally friendly practices that we already undertake and the services that we offer.

Due to the nature and impact of the COVID-19 pandemic it has not been within the scope of this research to identify actual numbers of gaps in employment and reliable predictions encompassing both Brexit and the Pandemic. For example, gaps that would previously become available due to retirement or fewer migrant workers may now be filled by those who have recently been furloughed or been made redundant. This must be considered when reading the proposals. That said, a recent article in the Dorset Echo (White 2020) noted difficult times for a local employer requiring temporary manual labour workers.

As Employ My Ability (Moreton) expands, it would benefit from becoming a multi-use community hub providing essentials as well as luxury items. Some of the recommendations are not about profit, instead, more about marketing and promotion. For example, selling homemade fudge may not be financially viable directly but will increase the depth and breadth of people hearing about us when it is purchased as a holiday gift. Who hasn't, at some point in their life, purchased fudge as a holiday gift?! Not forgetting, it will also offer additional skills and training to the students.

Education, training and skills suggestions and recommendations.

It has been said that even in a time of economic contraction, people still strive to improve their life chances thus the British education sector have remained stable throughout the economic downturns of the past decades. Many recommendations and considerations will be covered in other areas of this section of the report so I will only provide a few suggestions here. As Employ My Ability grows, so will the offer of education and training as there will be a natural increase in opportunities.

As the site expands, to remain viable and appealing EMA need to extend their current offer and increase the diversity of their student cohort. This includes introducing tiered funding costs and varied class sizes. Keeping the small group teaching for the higher needs students but increasing to larger groups of 8 or 10 for the more able students who require less support. EMA continues to expand their course portfolio, which is crucial. Arguably EMA need to continue undertaking local research and exploration year on year to identify skill and course gaps for SEND students. An example is a local college that are currently reducing their offer of Level 1 courses resulting in more SEND students being unable to continue with their education at the provision.

The students reported wanting to learn more about: ICT, Driving, money skills and being independent; cooking, budgeting and more about hospitality; a DJ; Dorset Rangers; 'explore my creative side'. Their favourite jobs included: I don't know; Cooking, making great and delicious meals for customers; DJ and speaking with a microphone; selling CDs and DVDs for my charity; St Johns Ambulance; Photographer, Anything, something related to arts or creative work.

A lack of supported employment opportunities across Dorset continue to be a major hurdle for SEND students trying to access the job market for the first time. This remains a crucial part of the course offer at EMA and needs to be heavily invested in and embedded across the curriculum to ensure EMA have ongoing positive case stories and successes to share and promote the specialist provision on offer.

Based on parent/carer discussions, there is still great ambition for them to enable their children to join education that is both based on vocational skills and accredited qualifications.

Ensure 100% of students continue to receive onsite work experience and increase the links and access to offsite work experience.

Explore local warehouses that we can join with, taking into account the predicted gap in warehouse 'low' skilled workers due to fewer migrant workers. Are there specific roles we could take on? Could we offer an exchange of some type? Our students learn well in the real working environments, let's keep it real and build on partnerships where we cannot offer the actual environment onsite.

Explore more opportunities for offsite team working, for example, with Dorset Wildlife Trust, RSBP or Jurassic Dorset working on their projects.

Include more technology-based learning. Example - Introduce automated retail experiences. Using barcode readers. Learning how to understand automated ordering. Increase the use of IT in lessons. Access Hospitality CIC offer bespoke training courses built around new assistive technology to enable access to jobs across the hospitality sector see <https://vimeo.com/325470103>.

Consider increasing the number of apprenticeships – include mainstream young people in our offer when we expand sites. Potentially we could be the employer and make positive links with local training providers for their study programme.

Explore working opportunities with the NHS similar to the links that Yeovil Hospital and Yeovil College have and The Autism Project Guys and St Thomas' Hospital.

Remain flexible with the courses offered and explore new avenues of qualifications as the business opportunities expand. Introduction of construction skills for example that was recently made is really positive. Explore adding sustainability and environmental courses in the future.

Increase the areas that students seek employment and encourage further travel training to locations not necessarily on their doorstep. Increase work/employment skills as the focus of the RARPA process. Increase skills and work experience opportunities where potential employment gaps were identified and are relevant to EMA students include:

- Manufacturing of Food/Leather/Rubber/Non-metallic Products (are these tasks repetitive?)
- Warehousing; can we form local partnerships with local warehouses?
- Food and Beverage Service; we are already offering training in this area.
- Services to Buildings and Landscape; we are partially already offering training in this area and have introduced construction BTEC.

Business and enterprise (also refer to the chart on page 51)

Forewarned is forearmed and remember, there are positive risks.

Risks that were highlighted for businesses within the research that I consider to be most relevant to EMA include:

- Changing consumer behaviour (e.g. shopping online and home deliveries)
- Increased environmental challenges and concerns
- Increased cyber threats or data breaches
- Automation
- Demographic or societal changes e.g. reduced opportunities for disabled people and young people
- Fewer migrant workers
- Rural economy – Brexit could make it or break it

Joint working and positive partnerships need to be expanded, there are several high-density employment areas close to EMA sites. Moreton lies on the doorsteps of Dorchester, Winfrith Newburgh, Bovington and Wareham and Gillingham neighbours Sturminster Newton and Shaftesbury for example. It is crucial to explore cross border working taking into account the public transport links. With Moreton attracting students from Hampshire and our new RSPB link in the New Forest, can work experience be offered closer to home?

Clean Growth, Healthy Living Services and Rural Economy all appear to be areas to consider building upon. These came out as important considerations in many business and industry reports.

Retail, horticulture, garden maintenance, pop-up café, landscapes department, garden centre/trade cash & carry, horticultural nurseries, hand made products, administration, bakery, repair, reuse and recycle employment opportunities can all be expanded upon and explored as onsite opportunities, many of which were identified within the supported employment section of this research.

Remaining mindful of the suggestion that there is a need for a flexible approach to Vocational Education and Training considering learning outcomes, employment outcomes and carbon outcomes as equally valuable, it is reassuring that EMA are already committed to becoming as environmentally friendly and as self-sufficient as possible.

EMA can explore working in partnership with some of the local businesses already working sustainably. EMA need to advertise the amazing environmental work already taking place.

Marketing needs to increase to make best use of valuable assets such as promoting our combination offers of free luxury green space with necessities in the retail shop as an example. This has improved with the regular Facebook posts.

Increase combined industries within the growth. For example, professional laundry services, carpentry and DIY services alongside the tourism service.

Further research/exploration

Please also refer to the other sections within the recommendations and suggestions.

Local businesses to form partnerships with.

Local areas to form partnerships with.

Sustainable energy and growth.

Where are we with disability confident registration and progression, Level 1, 2, 3?

Should we join up to British Association of Supported Employment BASE.

Target areas for getting EMA on the map considering people usually travel up to 2.5 hours for a 'staycation'.

Target population for day visitors.

Combining seasonal and all year opportunities.

Benefits 'adviser' link working with DWP or similar re employing students and day ops (consider the implications) (not a new role, one member of staff who fully understands the benefits system).

Business and enterprise recommendations and suggestions

Tourism / staycations

The South West and Dorset are increasing in popularity for staycation locations.

Eco tourism – putting EMA on the Map!

The importance of the tourism industry was echoed throughout the Southwest and Dorset Labour Market Indicators. As Moreton expands, so to can the skills our students learn and the offer we make to tourists. Being mindful that it was suggested most staycations are within 2.5 hours of home, we can target our audiences. Countryside breaks accounted for 39% of the holiday type chosen. Escapism, distraction, digital detox, free Wi-Fi, local offers and discounts were identified as important factors (Saul cited Barclay 2019). Providing a natural, secluded spot for Staycations can offer real life tourism skills to the students. Year round offers could be used to ensure custom during quieter times, for example, special offer to family with SEND young people in the winter.

It is important to remember the other vocational areas that this will support including, carpentry, painting and decorating, business cleaning, and servicing skills. Promoting the site as 'green' and environmentally friendly could be a positive selling point. Our students have shown how well they learn in real life settings. This can be built upon and would make us stand out from other colleges and training providers who often offer class-based learning.

Agri-food tourism, culinary tourism, wine tourism, beer tourism, gourmet tourism and gastronomic tourism are all said to be on the rise.

Considering how to offer nature crafts, retreats, access to the beach and local towns.

David Bellamy Conservation Awards or similar recognition - <http://www.bellamyparks.co.uk/>

Environmentally friendly produce / sustainability / green energy...

The 'Attenborough Effect' has made people more conscious about plastic use.

Recycle, upcycle, reuse. Nature does not produce waste – only humans do.

The research identified the new rise in awareness and exploration of increasing environmentally friendly methods of transport as a direct result of the pandemic. Also think of the recent marches by extinction rebellion for example. Listed as one of the top 3 business concerns was increased environmental challenges. Employ My Ability need to promote the positive work that they already do (ethically sourced, environmentally friendly cards for example) and build upon this ethos.

Areas to consider expanding/promoting:

Home grown produce for use in the cafés, leftovers for sale.

Aim to stock local gifts, use local produce.

Refill stations – static and mobile for delivery to rural areas.

Electric car charging points (definitely the new build site at Moreton but longer term at both sites).

Environmentally friendly new build. Can we collect rainwater? Can we use solar power?

Increased number of recycling stations on site.

Ban the use of single use plastic on site (and shout loud about it).

Increase our partnership with RSPB and explore other partnerships such as DWT.

Increase wildlife habits on both sites.

Consider installing wildlife cameras so the public can see 24 hours per day the natural green sites that we have.

Recycle, upcycle and reuse projects – Bicycles, furniture, tool repair. Repair old cycles to sell. There is likely to be a lack of money to buy new things. Make furniture and items out of reclaimed wood.

Consider nature guided walks as promotion.

Encourage the use of public transport. Collect people from the railway stations. cycle hire for local holiday makers (research insurances/damage etc etc)? Bring people to nature.

Explore what sustainable Dorset can offer us, what grants are available nationally?

Neals Yard for example are based in Gillingham, Lush cosmetics based in Poole.

Wildlife Conservation areas.

Become a recycling hub (<https://www.terracycle.com/en-GB>) recycle a wide range of items - things that aren't easily recycled elsewhere. When people come to drop off their recycling they'll possibly buy a coffee and do their refills. The public might put the wrong things in the wrong bins but with proper PPE, sorting could be a task completed safely.

Horticulture / Gardening / Land based

The pandemic has seen an increase in people embracing their gardens

Seasonal veg boxes, not necessarily all EMA grown, buy local and sell local.

Increase Point of Lay egg sales.

Explore gardening services - for elderly tenants, sheltered housing schemes, day centres, therapeutic gardening sessions, teach gardening techniques, offer schools to visit our gardens and learn about the cycle of food production.

Home grown produce in the café.

Increase the offer to more Councils for the upkeep of their green spaces and explore larger businesses that require garden upkeep.

Increase the types of horticulture and gardening experiences onsite to enable more off-site work experience and career progression. Through for example, the market gardening, increased animal care opportunities, small machinery use, forklift driving tickets. Tool repairs.

Retail

Expand e-commerce and delivery to reach a wider audience

The research informed us that during recession people need to feel they are getting a bargain at the same time as buying a luxury. Based on research, EMA would need to be competitive with pricing and will benefit from having a 'strap line' for promotion.

Online automated services can be used to increase selling and the opportunity for students to learn additional employability skills during their onsite work experience.

Make our shops and garden centres digital so people can order online as well as purchase direct in person.

Sell handmade items, upcycled and/or repaired items on ebay/ETSY as well as direct sales to customers.

Think local, buy local can be promoted. Green / sustainable (as above in environment section)

Pop up shops for Christmas, events and other activities such as local charity walks etc is another area for consideration. This can serve 2 purposes, additional sales and additional marketing.

Community shop on site selling staples including eggs, fruit, veg, coal, wood, flour.

Students could acquire additional direct skills in areas such as packing, scanning, stock taking etc.

Novelty gifts such as a gift inside of balloons, handmade seed bombs, plant a tree etc

Consider offering 'sale or return' space to local artists/craft makers to try and increase year-round trade and increase community cohesion.

Deliveries – when, how far etc elderly, businesses, tourist locations etc, fresh produce and refills. See <https://www.archiesproduce.com/>

Combine EMA deliveries with deliveries for companies such as Yodel, DHL. Teaching skills for multi-drop drivers.

Gillingham could become a drop off and collect hub for Amazon, Collect plus etc.

Cycle accessories in line with increased cycle paths and the cycle routes that both Moreton and Gillingham are on. (Simon suggested energy bars for cyclists to take on their journey that can be made by students).

Hospitality and catering

Luxuriously local

Hospitality and catering are recognised supported employment areas along with the ongoing request for SEND students to access a specialist college out of county that offer these skills. Using BASE as a guide and local knowledge, including that already offered by EMA there are many areas that can be considered.

There is an aging population, consider meals on wheels / food delivery service?

Could a food truck be considered? Work with large business blocks such as the innovation park to offer snack deliveries, ice creams in the summer, soup in the winter etc. Customers can order and eat at a comfortable 'social' distance from each other consider combining it with delivery of produce/refills.

Explore canteen work / partnerships with off-site cafes / seasonal kiosks / offer Buffets.

Pop up cafes for events, gatherings and theme cuisine. Combine culture with food (traditional Dorset Recipes). Dorset Blue Vinney / Dorset Knobs / Dorset Apple Cake / local seafood.

Increase sales to target customers for example, cyclist and walkers' energy bars and packed lunches, family meal deals, take away cream teas with a bottle of 'fizz', take away afternoon teas, local agri-food niche.

Increase the homemade foods to include goods such as jams, chutneys, fudge (for marketing as much as production).

Supper club/ Lunch club in the cafe - once a month with a small but beautifully cooked menu. To encourage high spend. Could be a different theme each time to encourage repeat visitors. Could include a guest speaker/ samples from a local food producer

Students could help write and produce a seasonal recipe pamphlet that visitors could buy to cover the costs of making it. Include ingredients grown in the garden. A black and white booklet could look really charming and 'wholesome'.

Home services / Small scale building

An aging population can allow for positive industry growth area

Care / home-help: shopping, running errands, dog walking, cleaning, laundry.

Meals on wheels / food delivery schemes.

Repair cafes / make do and mend sessions.

Home improvement and small-scale construction and building.

Explore cleaning and grounds maintenance services for Solar parks (E.g. Blandford)

Partnerships

No business survives in isolation

EMA are great at doing good work well and have already made some positive private and public sector partnerships with the Local Authority, Council green space teams and the RSPB. This is an area that can be built upon for a number of reasons: increased work experience, increase in retail sales, increase in business opportunities.

Dorset Echo headline 4th June 2020 - Watercress harvest underway despite labour concerns! (White 2020).

EMA could explore partnerships with:

Local nature charities/organisations/ WI/ Horticultural Societies

Local hotels/B&B

Large areas of cluster employment such as the new Innovation Park at Wool and North Dorset Business Park (do they need caterers, tuck van, cleaners, odd jobs, grounds maintenance etc).

Local firms requiring manual labour – watercress, farm produce.

Local shops, supermarkets and caterers.

Explore filling the potential seasonal work gaps due to reduced Migrant Worker numbers from the EU. Explore how we can fulfil short-term projects or “gigs”. Offer short term labour to DWT, RSPB etc when they have projects to complete. Building hides, clearing areas of scrub, making animal boxes. The new city by the sea, retail, tourism and travel are big in this area and we have students that live close by. Increase our message to students (and parents/carers) about travelling to work. Because the students learn best through real life work experience is there warehouse working, packing, counting, stock taking on a larger scale to enable them to make more informed future career choice? Increase Trustee responsibilities and co-working both on and off site.

Community groups and the Creative Industry

Creative Industries in Dorset have been growing rapidly. We are tribal by nature and need communities.

For the new site - Explore Traditional skills and crafts. Arts, crafts, skills, nature and foraging, walks, Environmental - connecting people to nature, further people’s understanding of the need for sustainability. Embrace the increase of interest in ‘creative industries’.

Last year (referring to 2018) 39% of people in the SW attended a live music event compared to 31% nationally.

Promote Healthy living – promote cycling, walking etc...

Promote the gardens as a destination or good place to meet up for local walking groups, cycling groups and photography groups (maybe open after hours for photography, night-time / astronomy photography for example). Offer guided tours of the garden to local horticultural groups (for a fee - to include a cup of tea and cake).

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Appendix 2: Example Cycle Route - Purbeck Cycle Ride, Route 6. © Dorset Council 2019

Available from: <https://www.dorsetcouncil.gov.uk/sport-leisure/cycling/documents/purbeck-cycle-ride-leaflet.pdf>

Purbeck Ride

Route 6

'Out of Car Experience - Cycling in Purbeck'

Circular route around Purbeck - 47 miles



Durdle Door
Corfe Castle
Bluebell Woods

Time needed:
All day / weekend for
entire route
Can be ridden in
smaller sections

Grading: Difficult
Several very steep hills.



