

LANCS71(SQA Unit Code-H724 04)

Identify rural business enterprise opportunities



Overview

This standard covers the identification of rural business enterprise opportunities. This will involve investigating rural business enterprise and looking at the main inputs and outputs of the enterprise over the four seasons. It will also involve the investigation of the job roles, and the attributes and skills required for the enterprise. Other key considerations include the importance of sustainable features, looking at how the enterprise could diversify further and how it could take account of community aspirations.

This standard is suitable for those working for a rural business enterprise to help them understand the wider business activity and alternative opportunities for development which would assist the business and contribute to the wider community.

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Performance criteria

You must be able to:

- P1 investigate and research the existing production systems or services of the rural business enterprise over the four seasons
- P2 identify the main inputs and outputs of the rural business enterprise
- P3 identify the positive and negative environmental, social and economic impacts of the rural business enterprise
- P4 identify the key job roles of the staff involved in the enterprise and the skills and general attributes required
- P5 identify the key health and safety requirements for the staff and requirements for personal protective equipment (PPE)
- P6 offer alternative opportunities into which the rural business enterprise could diversify, including inputs, systems and outputs
- P7 assess existing resources to identify those that could be used in the alternative opportunities and what else would be required
- P8 assess the current skills of existing staff to identify those that could be utilised by the alternative opportunities
- P9 assess the alternative opportunities in relation to the potential importance to the rural business enterprise and the wider impact on the local area and community
- P10 maintain effective communications with colleagues and others involved in, or affected by, the rural business enterprise
- P11 draw conclusions and present, in a suitable format, to appropriate individuals

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Knowledge and understanding

You need to know and understand:

- K1 different forms of rural business enterprises
- K2 the different production systems or services within the rural business enterprise
- K3 the main inputs and outputs of the rural business enterprise
- K4 how and why the activities of the rural business enterprise may vary through the four seasons
- K5 the resources required for the rural business enterprise
- K6 the jobs roles of the staff involved in the rural business enterprise and the general attributes and skills they require
- K7 the importance of health and safety and the requirements for personal protective equipment (PPE)
- K8 the positive and/or negative environmental, social and economic impacts of the rural business enterprise
- K9 how to identify alternative opportunities into which the business could diversify
- K10 the different inputs, systems and outputs involved within the alternative opportunities
- K11 the resources required for the alternative opportunities
- K12 the skills required for the alternative opportunities
- K13 the potential effect of the alternative opportunities on the rural business enterprise and their wider impact on the local area and community
- K14 how to draw conclusions and present findings to appropriate individuals
- K15 how to find information on possible sources of funding
- K16 the importance of maintaining effective communication throughout the investigation

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Glossary

Rural business enterprises could include: land- or water-based enterprises (beef, sheep, dairy, crop enterprise, fisheries, country park, forestry enterprise, horticultural contractor, landscape gardener, farriery, outdoor activity centres, dog kennels, riding schools, livery yards, catteries, dog walking, pet shops etc) and those that provide ancillary services to them (machinery suppliers, vets, seeds merchants, farm supply companies, livestock marts etc), aquaculture, sporting.

Different forms of business include: private companies, public companies, micro-businesses, SMEs, social enterprises, volunteer organisations, co-operatives

Inputs: materials, resources, labour, processes

Outputs: product or service

Environmental impact: biodiversity/conservation, level of recycling, energy usage, water and land usage, waste production for the enterprise.

Social impact: level of engagement/activity that the enterprise provides, whether it brings the local community together, whether it creates problems due to large numbers of people moving in on a seasonal basis, etc.

Economic impact: number of jobs created, number of jobs sustained, level of tourism spend generated, economic benefit to other local businesses.

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