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# RURAL E-Bulletin



*"Delicious autumn! My very soul is wedded to it, and if I were a bird I would fly about the earth seeking the successive autumns"*  
- **George Eliot.**

Let us know what you think, email us at [edu@swale.gov.uk](mailto:edu@swale.gov.uk)



## CAP – what does it mean for you?

The Common Agricultural Policy (CAP) consultation has just begun and will help shape the future of farming.

The consultation will be open until 28 November and will aim to ensure that the new CAP supports British farming, the rural economy and the natural environment, whilst delivering the Government's priorities.

Many scheme rules are set out in the European regulations and there is no choice other than to follow them. However there are aspects where there are options on how to implement elements of CAP nationally. Where there is greater discretion on how CAP money is spent, there is a need to make sure it is spent efficiently, in the right places and where it adds greatest public value.

To have your say on the proposed changes which includes amendments to the Rural Development Programme and the Direct Payments structure, go to

<https://consult.defra.gov.uk/communications/cap-consultation/consultation>

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## Farm Business Survey points to another tough year ahead

The financial impact that the bad weather of 2012 had on farmers, looks possible to continue says the NFU chief economist Phil Bicknell.

In an article published by The Smallholder, Mr Bicknell included "The weather of 2012 will shape the fortunes in 2013/14, particularly the knock-on impact of planting problems last autumn on this year's cropping. Financially, this year is likely to be another tough one for some farming sectors. I know organisations across the supply chain recognise the long-term potential of farming. Many will again be backing British farmers in these volatile times".

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## Encouraging Enterprise in the Borough

Want to find out more about support and guidance available and stay in touch with issues relevant to increasing business turnover? We are asking local businesses to bookmark the 'Support for Business' page on the council website, with topics including business support, funding, property and regeneration.

Don't Forget! If you need help with your existing enterprise or are thinking about setting up in business, we can help. A Business Support Programme, funded by us, aims to help you get your business trading the way you want it to. To book your place please call us on 01795 417194.

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## Do you own a leisure or tourism-based business?

Interested in another platform to advertise it?

Our new tourism website is now up and running. It looks great and provides lots of information to visitors and residents of Swale, and provides an insight into many of the beautiful locations in and around the region.

Take a look at [www.visit-swale.co.uk](http://www.visit-swale.co.uk) and if you haven't already done so, email our [tourismsupport@swale.gov.uk](mailto:tourismsupport@swale.gov.uk) today and register your business for free.

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## **COOL Tourism Training Opportunities come to Kent**

Visit Kent is delighted to announce a series of FREE training workshops delivered as part of the Tourism Business Advisory Service supported by the European funded Interreg programme of COOL, a three year project aimed at supporting businesses in the rural areas.

The workshop programme will be delivered covering a whole range of themes identified from industry research in several areas.

To find out more, call Visit Kent on 01227 812900

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## **Kentish chalk perfect for its bubbling 'fizz' industry**

Winemakers have predicted that England's flourishing sparkling wine trade could come to the rescue for many rural economies, creating hundreds of new jobs.

Vineyards popping up all over the South east are being planted with chalk-loving grapes that create champagne-style wines. These vineyards are labour intensive, and need many more employees to work on the land than would be needed were it being used for arable or cattle farming.

In an article published by the Guardian, it claimed that a hectare of land producing eight tonnes of grapes can produce 7,000 bottles of sparkling wine. If they sell for around £20 each, that means annual revenues of £140,000 per hectare.

Land area planted with vines has increased by 60% over the last decade, with some vineyards such as Chapel Down achieving international recognition.

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## **Make sure your business is water-wise**

A new initiative called 'the Rippleffect' provides businesses with free training to examine ways they can reduce water use and make potentially significant savings on bills. The training consists of five modules designed to help businesses improve water efficiency and provides case studies to support the case.

To find out more visit [www.wrap.org.uk/content/rippleeffect-water-efficiency-business-0](http://www.wrap.org.uk/content/rippleeffect-water-efficiency-business-0)

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## **Help to grow Tomorrow's workforce**

Did you know just how valuable and inexpensive an apprentice can be in providing help and support? Imagine how the opportunity of an additional team member could help you to complete all of those tasks that keep being put to the bottom of the pile.

Apprenticeships are increasing as more and more employers realise the value of an apprentice to their business and local economy.

With over 250 apprenticeships available, servicing more than 1,400 vocations, they are proving to be the ideal next step for young people aged 16+. The new range of frameworks available are offered at intermediate, advanced and higher levels, meaning a more varied calibre of young people now consider apprenticeships as a real alternative.

Rural based apprenticeships include:

- **Agriculture**
  - **Animal Care**
  - **Environmental Conservation**
  - **Equine**
  - **Farriery**
  - **Fencing**
  - **Fish Husbandry & Fisheries Management**
  - **Floristry**
  - **Game & Wildlife Management**
  - **Horticulture**
  - **Land-based Engineering**
  - **Trees & Timber**
  - **Veterinary Nursing**
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## **Do you receive our Business E-Bulletin yet?**

We are building an engagement and support network to local businesses through a number of channels, one of which is our E-Bulletin list. The Business E-Bulletin provides up to date information on investment, opportunities and relevant business information in Swale that could help you with your growth, planning and strategy. To sign up email [edu@swale.gov.uk](mailto:edu@swale.gov.uk) today!

**If you are no longer interested in receiving these communications and would like to unsubscribe, please contact us using the link [lornawyrill@swale.gov.uk](mailto:lornawyrill@swale.gov.uk) and type the text 'OPT OUT' in the subject**