

Dear Members

Economic Development and Planning Scrutiny Committee

A meeting of the Economic Development and Planning Scrutiny Committee will be held in the **Craddock Room, Civic Centre, Riverside Stafford** on **Thursday 13 March 2025 at 6.30pm** to deal with the business as set out on the agenda.

Please note that this meeting will be recorded.

Members are reminded that contact officers are shown at the top of each report and members are welcome to raise questions etc in advance of the meeting with the appropriate officer.



Head of Law and Governance

ECONOMIC DEVELOPMENT AND PLANNING SCRUTINY COMMITTEE

13 MARCH 2025

Chair - Councillor F Beatty

AGENDA

- 1 Minutes of 4 February 2025 as previously published on the Council's website.
- 2 Apologies
- 3 Public Question Time - Nil
- 4 Councillor Session - Nil
- 5 Members' Items - Nil
- 6 Called In Items - Nil

Page Nos

- | | | |
|---|--|---------|
| 7 | Officers' Reports | |
| | ITEM NO 7(a) Final Recommendations from Task and Finish Group | 3 - 9 |
| | HEAD OF ECONOMIC DEVELOPMENT AND PLANNING | |
| | ITEM NO 7(b) Q3 Performance Report | 10 - 20 |
| | HEAD OF TRANSFORMATION AND ASSURANCE | |
| | ITEM NO 7(c) Business Growth Update (<i>presentation</i>) | - |
| | HEAD OF ECONOMIC DEVELOPMENT AND PLANNING | |
| | ITEM NO 7(d) Work Programme | 21 - 24 |
| | HEAD OF LAW AND GOVERNANCE | |

Membership

Chair - Councillor F Beatty

J A Barron	A M Loughran
F Beatty	D M McNaughton
B M Cross	A Nixon
P C Edgeller	J S Powell
E G R Jones	D P Rouxel

Agenda Item 7(a)

Stafford Town Centre Events Task and Finish Group Recommendations to Cabinet

Committee:	Economic Development and Planning
Date of Meeting:	13 March 2025
Report of:	Head of Economic Development and Planning
Portfolio:	Economic Development and Planning

1 Purpose of Report

- 1.1 To update the Scrutiny Committee on the outcome of the Task and Finish review and to make recommendations to Cabinet to support future activity in this workstream.

2 Recommendations

- 2.1 That members note the report.
- 2.2 That the recommendations proposed by the Task and Finish Group are noted and if agreed by the Committee presented to Cabinet for consideration.

3 Key Issues

- 3.1 Members will be aware that in the past the Borough Council has been involved in sourcing, delivering and marketing events within Stafford Town Centre. As Council priorities have changed with a greater focus on longer term regeneration and a more challenging position in terms of available resource and budget it should be noted that this report is not commenting on the past arrangements but looking at ways to increase the short, medium and long term benefits that an active events programme can deliver.
- 3.2 During the course of the Task and Finish review the nature of the Stafford Town Centre Partnership (TCP), of which the Council is a member, has changed. As such some recommendations around strategic objectives of the Partnership, its relationship to a future Business Improvement District (BID) or similar and the future role of the Council in the Partnership are now moot.

- 3.3 The role of the events within Stafford town centre should be considered in the context of the immediate benefits (residents, businesses and visitors enjoying the experience and seeing increased activity across the retail, hospitality and leisure sector on the day) and also the medium to longer term benefits around supporting the wider regeneration of the town, encouraging social cohesion and building pride in the County town and brand Stafford.

4 Relationship to Corporate Priorities

- 4.1 A vibrant events programme supports delivery of Business Objectives 1 and 2 in the Council's Corporate Business Plan 2021-2024.

5 Report Detail

Scope of the Review

- 5.1 The scope of the Task and Finish review was agreed to assess the following:
- 1) The aspirations of users, visitors and residents for the future of Stafford town centre and the events which are run within it;
 - 2) The impact that events can have on the vitality of the town
 - 3) The potential contribution to inward investment from events
- 5.2 In the course of the review two additional work areas were also considered as follows:
- 4) Recommending approaches to town centre events for Stafford Borough Council
 - 5) Scrutinising the impact of the town's programme of commercial and local authority events since the completion of the Market Square and Victoria Park (programmes, bookings, likely impact on the vitality of the town)

Information Gathering

- 5.3 As part of the information gathering phase of the review the following stakeholders were engaged:
- Economic Development team officers
 - Markets team officers
 - Traders within Stafford town centre (including hospitality)
 - Stafford Town Centre Partnership, including the Chair Mary Walker

- 5.4 Similarly a range of information was reviewed to understand the current activity, roles and considerations under the umbrella of town centre events. This included:
- The types and frequencies of events booked in Market Square during 2024 including the hours of operation and delivery leads
 - The availability, accessibility and scope of events related information with particular focus on the Council's own communication channels
 - With particular focus on Market Square all information relating to the process of hiring the Square to understand where barriers to use may exist
- 5.5 During the Group's own discussions consideration was also given to those events held in the past that were believed to be successful, those that residents and businesses have indicated were beneficial and would like to see again and also the kinds of events Stafford should aspire to host.
- 5.6 Finally, the Task and Finish Group also considered the role of monitoring and evaluation, what this would seek to demonstrate and how this could potentially be resourced.

Findings of the Review

- 5.7 In terms of the number and frequency of events the Group identified that there is a mix of annual (Mayor Making, Remembrance Sunday Parade, Christmas Lights Switch On), monthly (Farmers Market, Food and Music Festival) and one off or new events (Stafford Pride). Typically, activity is a little quieter in the post-Christmas period but with a mixture of markets, sporting events and Civic ceremonies each month will generally host two or three events as a minimum.
- 5.8 Prior to the pandemic the TCP were active in delivering events such as the Cheese and Ale Festival and Stafford Arts Festival however the focus of their activity has changed significantly since 2020. The Borough Council actively manage the regular Farmers Markets and Civic Events alongside working in partnership with Freedom Leisure to deliver the Christmas Lights Switch On event which continues to be hugely popular. The remainder of events are now delivered either by Freedom Leisure or local events organiser LR Partnership.
- 5.9 The TCP has recently reconfigured its operation with a move away from being a membership organisation to setting up town centre champions. The TCP has previously looked at the idea of establishing a Business Improvement District (BID) for the town centre, but the timing of this needs to be carefully considered. Town centres that have BIDs in place have access to budgetary resources that the TCP doesn't currently have and this creates an opportunity

to develop a more diverse and active programme of events throughout the year.

- 5.10 Talking to local businesses revealed that where events transferred location to Victoria Park, whilst still successful, no longer benefitted the town centre businesses to the same extent. Given the size of the town and proximity of key event venues such as the Square, the Gatehouse and Victoria Park it should be possible to ensure all areas of the town benefit from the additional footfall that events encourage. This matter is considered more closely in respect of the communications and marketing aspect of the Task and Finish review.
- 5.11 It should also be noted however that moving an event away from the Square can be a positive change. For example, stakeholders commenting that the relocation of the Farmers Market to either side of the Square during the renovation works created a better atmosphere over a wider area and encouraged footfall both north and south of the Square itself.
- 5.12 Traders in and around Market Square described the importance of the refurbished Square and the street furniture (seating and planters) was actively encouraging people to extend their visits to the town centre. As an extension of this a number of stakeholders also commented that outdoor seating at hospitality venues positively supports the feeling of vibrancy and prosperity, particularly during the summer months.
- 5.13 Clearly increased footfall and extended visits to the town centre are central to supporting and developing the local economy (as set out in Corporate Business Objective 1) but a successful events programme can also deliver wider outcomes in terms of health and wellbeing. Stakeholders have explained how attendance at those events which include performances from local singing, dancing or theatrical groups actually increases the visibility of those groups and attracts new participants who may otherwise have not known they existed (supporting Corporate Business Objective 2).
- 5.14 The case for a strong events programme is therefore clearly demonstrated from the research carried out by the group. The focus of the Task and Finish exercise then explored how the Council support new and existing events. Following initial investigations into how easy it was to access information on hiring the Market Square and the costs and procedures associated with doing so the relevant webpages on the Council's site were improved within 24 hours of the group providing feedback to officers.
- 5.15 Whilst this is clearly a positive move forward a number of stakeholders commented on the difficulties of actually finding out what's going on in the town centre. It is acknowledged that this is in part due to number of organisers but if the Council's role is to champion the town centre as an events hub then Members may want to consider how communication of all events could be managed. This should also include consideration of communication channels

and access for those who don't use social media alongside how and potential disruption from the wider regeneration works can be mitigated.

- 5.16 Finally Members have been briefed on the upcoming Stafford Town Centre Masterplan which is currently being procured and will be reported to Scrutiny at a later date. Whilst the main focus of the masterplan is around regeneration, the way in which the town centre functions is a key part of that and it is anticipated that there will be public consultation and engagement giving the public the opportunity to put forward ideas for new events and activities within the town centre footprint.

Recommendations

- 5.17 On the basis of the findings set out above the Task and Finish group propose the following recommendations be referred to Cabinet:

- 1) That all Members are actively engaged with the development of the refreshed Economic Growth Strategy, the Stafford Town Centre Masterplan and associated strategies and plans, with public consultation and engagement undertaken.
- 2) That on completion of the Stafford Town Centre Masterplan Cabinet ensure that the vision is then embedded within emerging planning policy as part of the Local Plan process.
- 3) That the Cabinet articulate the role of the Council in respect of town centres within the refreshed Corporate Plan including the Council's relationship with partners also directly involved in the town centres.
- 4) In response to the reconfiguration of the Town Centre Partnership Cabinet ensure that the new structure includes a suitably experienced, dedicated and proactive private sector based Events Champion.
- 5) That the Council continues to work in co-operation with the reconfigured Stafford Town Centre Partnership and other community organisations to identify new ideas and opportunities for events that will add value to the existing programme and attract a wide audience including families and young people.
- 6) Given that the Council continue to work with the Town Centre Partnership to examine the potential for a BID for Stafford town centre it is critical that this piece of work moves at pace to maximise the chances of this proposal being successful. Underpinning this will be a robust delivery plan produced by the Town Centre Partnership that is scrutinised monthly by Cabinet.
- 7) To ensure that a vibrant events programme is positively contributing to the local community Cabinet should embed within the existing performance

management reporting monitoring and evaluation of events based upon footfall, car parking revenue and experiential data. That information should then be used to identify opportunities for expansion of activities.

- 8) That the necessary resource is made available to produce the data identified in Recommendation 7.
- 9) That the necessary resource is made available to actively manage the communications around town centre activity during the regeneration of the Guildhall and former Co-op sites.
- 10) That the necessary resource be made available to create and then manage an easily accessible events webpage that links with existing visitor economy sites to promote all events, regardless of whether the Council is the lead organiser.

6 Implications

6.1 Financial

None as a direct result of these recommendations but the need for additional resources has been identified in 5.17.

6.2 Legal

None

6.3 Human Resources

None

6.4 Risk Management

None

6.5 Equalities and Diversity

None

6.6 Health

None

6.7 Climate Change

None

7 Appendices

None

8 Previous Consideration

None

9 Background Papers

Notes of the Task and Finish Group's meetings and research are held by Democratic Services.

Contact Officer: Michelle Smith

Telephone Number: 01785 619 335

Ward Interest: Forebridge

Report Track: Economic Development and Planning 13 March 2025; recommendations to a future Cabinet meeting

Key Decision: N/A

Agenda Item 7(b)**Quarter 3 Performance Report for 2024-25**

Committee:	Cabinet
Date of Meeting:	6 March 2025
Report of:	Head of Transformation and Assurance
Portfolio:	Resources Portfolio

1 Purpose of Report

- 1.1 To advise Members on the progress in delivering the Council's priorities and performance at the end of the quarter 3 for 2024-25.

2 Recommendations

- 2.1 To note the progress made during quarter 3 in the delivery of the Council's priorities and performance as set out in **APPENDICES 1 AND 2**.

Reasons for Recommendations

- 2.2 The performance information allows Cabinet to monitor progress in delivery of the Council's corporate priorities and operational services.

3 Key Issues

- 3.1 Priority Delivery Plans (PDPs) for 2024/25 have been produced pending the development of a new Corporate Business Plan. They set out the Council's key strategic and operational priorities and the key actions to deliver these.
- 3.2 Overall, 76% of the key actions have been delivered or are on schedule to be completed. Progress in delivering the PDPs is summarised in 5.3 of the report and set out in detail in **APPENDICES 1A TO 1D**.
- 3.3 With regard to the operational performance of the key services of the Council, 76% of targets have been met or exceeded. Further details can be found at 5.6 and in **APPENDIX 2**.

4 Relationship to Corporate Priorities

- 4.1 The indicators and actions contribute individually to all of the Council's priorities.

5 Report Detail

- 5.1 The Corporate Business Plan 2021-24 sets out the Council's overarching priorities. Pending the development of the new corporate business plan, the overarching priority themes remain the same but new priority delivery plans have been developed setting out the key strategic and operational priority projects and the key actions to deliver these.

Priority Delivery Plans

- 5.2 The Priority Delivery Plans are set out in **APPENDICES 1A TO 1D**, to this report. These plans establish the actions and timetable for delivery and form the basis of the Council's performance reporting framework.
- 5.3 A commentary on performance and a rating for each of the actions set out in the Delivery Plans is given in **APPENDICES 1A TO 1D**. A summary of progress, by rating, is given in table 1 below.

Table 1: Summary of progress in delivery of key projects/actions as at end of Quarter 3





Performance Rating	Action complete	Work on Target	Work < 3 months behind schedule	Work > 3 months behind schedule	N/A	Actions due by end of Quarter 3	Actions not yet due	Total Number of Actions
Corporate Business Plan Priority	★	✓	▲	✗			N/A	
The Economy	10	3	5			18	9	27
Community	7	3	1		1	12	12	24
Climate Change			3			3	0	3
The Council	7	4	1			12	5	17
Total	24 (54%)	10 (22%)	10 (22%)		1 (2%)	45	26	71

- 5.4 At the end of quarter 3, of the 45 projects/actions due for delivery in this period:
- 34 (76%) have been completed or are on target to be completed; and
 - 11 (24%) are behind schedule or no longer applicable.

Key Performance Indicators

- 5.5 In addition to the Delivery Plans, performance is also reported against the delivery of key operational services; Key Performance Indicators (KPIs) for these services are set out in **APPENDIX 2**. In summary:

Table 2 - Summary of key performance indicators for Quarter 3

Corporate Business Plan Priority					N/A	Total Number of KPIs
	Performance exceeds target	Performance on target	Performance < 5% below target	Performance > 5% below target	Not Available / Annual	
The Economy	4		2	1		7
Community	7	3	1		8	19
The Council	4	1	1	1	6	13
Total	15	4	4	2	14	39

5.6 Of the 25 indicators due to be reported on in quarter 3:

- 19 indicators show performance on or above target (76%); and
- 6 indicators show performance below target (24%).

6 Implications

6.1 Financial

There are no direct financial implications arising from the report. The financial management of the PDPs is standard in accordance with Financial Regulations and any measure to address a performance shortfall as reflected in a PDP report will require compensatory savings to be identified in the current year and be referred to the budget process for additional resources in future years.

6.2 Legal

None

6.3 Human Resources

None

6.4 Risk Management

The Council's Strategic Risk Register sets out the risks the Council faces in delivering its priorities.

6.5 Equalities and Diversity

Equality and diversity matters are addressed in individual services areas and by undertaking equality impact assessments for projects and programmes of work where this is necessary and appropriate.

6.6 Health

None

6.7 Climate Change

None

7 Appendices

Appendix 1A: The Economy

Appendix 1B: Community

Appendix 1C: Climate Change

Appendix 1D: The Council

Appendix 2: Key Performance Indicators

8 Previous Consideration

None

9 Background Papers

Corporate Plan 2021-24

Contact Officer: Judith Aupers

Telephone Number: 01543 46411

Ward Interest: Nil





Report Track: Cabinet 6 March 2025
Resources Scrutiny Committee 5 March 2025
Economic Development and Planning Scrutiny 13 March 2025
Community Wellbeing Scrutiny Committee 20 March 2025

Key Decision: No

Priority Delivery Plan for 2024-25

Priority 1 - The Economy

Summary of Progress as at end of Quarter 3

Quarter					Total Number of Projects
	Action completed	Work on target	Work < 3 months behind schedule	Work > 3 months behind schedule	
1 and 2	5		3		8
3	5	3	2		10
4					9
TOTAL	10 (56%)	3 (16%)	5 (28%)		18 to Q3






Summary of Successes as at Quarter 3



Securing approval for demolition on the Guildhall and Co-op sites and confirmation of the appointed contractor.

Summary of Slippage as at Quarter 3

Start on site date for the Station Gateway project delayed whilst clarification of funding was outstanding with MHCLG. This has now been received and workstreams are progressing.






Priority 1 - The Economy

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Delivery of major economic growth regeneration projects	Stafford Town Centre Transformation (Future High Street Fund)						
	• Commence work on Station Approach project		X			Works are now scheduled to commence in early 2025	
	• Conclude acquisition of former Co-operative department store		X			Contracts exchanged/completed in November 2024.	
	• Secure planning consents for demolition of Guildhall Shopping Centre and former Co-operative department store			X		Planning consent was issued on 17 October 2024 in respect of the partial demolition of the Guildhall and prior approval for partial demolition of the former Co-op was issued on 5 September 2014.	
	• Commence demolition works to Guildhall Shopping Centre			X		Contractors Cawarden were appointed in October 2024.	
	• Commence demolition works to former Co-operative department store			X		Contractors Cawarden were appointed in October 2024	

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
	<ul style="list-style-type: none"> Identify development delivery route for cleared Guildhall and Co-op sites including delivery model, scheme development mix, funding model and procurement and details of public consultation 				X		
	Stafford Station Gateway						
	<ul style="list-style-type: none"> Establish Programme Board and governance arrangements 		X			Confirmation of the funding award from MHCLG was received during December 2024 enabling Memorandum of Understanding to be issued by MHCLG and work to progress on the governance arrangements	
	<ul style="list-style-type: none"> Acquisition of commercial interests (subject to confirmation of Levelling Up Funding award from MHCLG) 			X		This was paused due to the delay in MHCLG confirmation of the funding award which was received during December 2024 enabling work to progress in Q4	
	<ul style="list-style-type: none"> Commence remediation works on site (subject to confirmation of Levelling Up Funding award from MHCLG) 				X		

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
	UK Shared Prosperity Fund						
	<ul style="list-style-type: none"> Implement and deliver the UKSPF projects in year 3 of the Council's approved Investment Plan, working towards full allocation of spend by 31 March 2025 and delivery of outputs 				X		
Local Plan	<ul style="list-style-type: none"> National Planning Policy Framework (NPPF) consultation response & local impacts 		X			Consultation response submitted	★
	<ul style="list-style-type: none"> Review of evidence base for new Local Plan Review approach to Development Strategy for new Local Plan 			X		Assessment of evidence base completed NPPF published 12 December 2024. Review of development strategy progressing	✓
	<ul style="list-style-type: none"> Revised Local Development Scheme (LDS) and Local Plan resource requirements including evidence base Agree approach to Design Coding and Conservation Area Appraisals 				X		

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Development Management service improvement and transformation	<ul style="list-style-type: none"> Re-introduce pre-application advice on a chargeable basis 			X		Cabinet approval to re-introduce pre-application obtained on 5 December 2024.	★
	<ul style="list-style-type: none"> Commission External review of Development Management service 		X			Consultant has been appointed following a competitive procurement exercise.	★
	<ul style="list-style-type: none"> Complete External review of Development Management service and development of improvement service delivery plan 			X		Work on the review is well underway with the appointed consultant (Mondrem) completing the majority of stakeholder / customer interviews. Furthermore, a baseline assessment of performance, processes, operating model, staffing and budgets is being undertaken. The review is expected to be completed during Q4 with a report setting out recommendations and an improvement plan presented for consideration.	▲
	<ul style="list-style-type: none"> New Planning system scoping and specification 				X		
	<ul style="list-style-type: none"> Review planning enforcement service provision and protocols/ policy 				X		

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
Planning Obligations - Review of Policy and Allocations	<ul style="list-style-type: none"> Charging schedules for Section 106 and Biodiversity Net Gain (BNG) monitoring fees <ul style="list-style-type: none"> Cabinet approval Implementation 		X	X		<p>BNG monitoring fees approved at Cabinet.</p> <p>S106 charging schedule approved by Cabinet.</p> <p>Implementation through Fees and Charges 2025/2026</p>	 
	<ul style="list-style-type: none"> Implement Exacom system for BNG 			X		Subject to budget setting process ahead of delivery	
	<ul style="list-style-type: none"> Planning Obligations Working Group <ul style="list-style-type: none"> Establish group and terms of reference Agree governance and schedule of meetings 		X			<p>Report to return to Leadership Team but has not been signed off by Finance. Still awaiting comments.</p> <p>Governance and meeting schedule to follow once report signed off.</p>	
	<ul style="list-style-type: none"> Programme and Project Allocations including Cannock Chase SAC and Leisure through updated evidence base 				X		
Land Charges	Full review of Land Charges service to include a review of current processes and IT system		X			Land Charges service review complete. Review of IT systems carried out and	

Project	Actions and Milestones	Q1	Q2	Q3	Q4	Progress Update	Symbol
						recommendations made for replacement system.	
	Transformation of Land Charges scoped and timeline in place to drive this forward			X		Project plan for transformation and new IT system requirements in place.	★
	Procure replacement IT System				X		
	Working towards transformed service				X		

Work Programme - Economic Development and Planning Scrutiny Committee

Committee:	Economic Development and Planning Scrutiny
Date of Meeting:	13 March 2025
Report of:	Head of Law and Governance
Portfolio:	Economic Development and Planning Portfolio

1 Purpose of Report

- 1.1 The purpose of this report is to present the Economic Development and Planning Scrutiny Committee's Work Programme

2 Recommendation

- 2.1 That the report be noted.

3 Key Issues

- 3.1 The first stage in achieving a Member-led Overview and Scrutiny process is to develop a Work Programme for the Members of the Committee to own.
- 3.2 Accordingly, an up-to-date copy of the Economic Development and Planning Scrutiny Committee's Work Programme is provided for Members to consider or amend as appropriate.

4 Relationship to Corporate Priorities

- 4.1 This report is most closely associated with the following Corporate Business Objective 1:-

To deliver sustainable economic and housing growth to provide income and jobs.

5 Report Detail

- 5.1 Members will recall that one of the fundamental philosophies behind the creation of Overview and Scrutiny is that the process should be Member-led and the first stage in achieving this is to develop a Work Programme that is:-
- Owned by all Members of the Scrutiny Committee
 - Flexible to allow the Committee to react to urgent items
 - Contain aspects of both Overview and Scrutiny
- 5.2 Therefore, at each scheduled meeting of the Economic Development and Planning Scrutiny Committee, an up-to-date copy of the Work Programme will be provided for Members to consider or amend as appropriate.
- 5.3 The Work Programme includes provision for the Committee to scrutinise appropriate items delivered through the Council's Service Delivery Plan up to twelve months in advance, whilst maintaining the flexibility to respond to any issues that may arise.
- 5.4 Accordingly, attached at **APPENDIX** is the Economic Development and Planning Scrutiny Committee's current Work Programme to consider or amend as appropriate.

6 Implications

6.1 Financial

None

6.2 Legal

None

6.3 Human Resources

None

6.4 Risk Management

None

6.5 Equalities and Diversity

The Borough Council considers the effect of its actions on all sections and has addressed all of the following Equality Strands in the production of this report, as appropriate:-

Age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, sexual orientation.

[SBC]

6.6 Health

None

6.7 Climate Change

None

7 Appendices

Appendix: Work Programme

8 Previous Consideration

None

9 Background Papers

File available in Law and Governance

Contact Officer: Jackie Allen

Telephone Number: 01785 619552

Ward Interest: Nil

Report Track: Economic Development and Planning Scrutiny
Committee - 13 March 2025 (Only)

Key Decision: N/A

Work Programme - Economic Development and Planning Scrutiny Committee

Future Items:

Tourism / Visitor Economy - Charlotte Cain

Parking Strategy

Masterplan - joint with Community Wellbeing

Historic Buildings in Town Centres - Policy regarding Historic Importance

Protecting Our Rivers and Oceans Motion (Local Plan) - July meeting - invite Water Authorities and Independent Drainage Board.

Rural Businesses Support