

---

## Overview

This standard covers the identification and assessment of opportunities for integrated rural land use and business enterprise.

This will involve investigating a rural business enterprise, looking at the main inputs and outputs of the enterprise over the four seasons, and looking at how the enterprise could diversify further. Other key considerations include the importance of sustainable resource management.

This standard is suitable for those working for a rural business enterprise to help them understand the opportunities available for integrated rural land use and alternative business enterprise opportunities, which could assist the business and contribute to the economy of the wider community.

## Performance criteria

### *You must be able to:*

1. investigate the existing production systems or services of the rural business enterprise, over the four seasons
2. identify the main inputs and outputs of the rural business enterprise
3. identify the positive and negative environmental, social and economic impacts of the rural business enterprise
4. identify and assess alternative opportunities for integrated rural land use and business enterprise into which the rural business enterprise could diversify, including inputs, systems, outputs and potential markets
5. assess existing resources to identify those that could be used in the alternative opportunities and what else would be required
6. assess the current skills of existing staff to identify those that could be utilised by the alternative opportunities
7. assess the alternative opportunities in relation to the potential importance to the rural business enterprise and the wider impact on the local area, community and environment
8. investigate possible sources of funding or other assistance, including advice and guidance, to enable implementation of the alternative opportunities
9. maintain communication with colleagues and others involved in, or affected by, the rural business enterprise
10. draw conclusions and present proposals, in a suitable format, to relevant audiences

## Knowledge and understanding

*You need to know and understand:*

1. different forms of rural land use and business enterprise
2. the existing production systems or services of the rural business enterprise
3. the main inputs, outputs and markets of the rural business enterprise
4. how and why the activities of the rural business enterprise may vary through the four seasons
5. the resources currently required for the rural business enterprise
6. the jobs roles of the staff involved in the rural business enterprise and the general attributes and skills they have
7. the positive and/or negative environmental, social and economic impacts of the rural business enterprise
8. how to identify and assess alternative opportunities for integrated rural land use and business enterprise into which the business could diversify
9. the different inputs, systems, outputs and markets involved within the alternative opportunities
10. the resources required for the alternative opportunities
11. the skills required for the alternative opportunities
12. the potential effect of the alternative opportunities on the rural business enterprise and their wider impact on the local area, community and environment
13. how to find information on possible sources of funding or other assistance, including advice and guidance, to enable implementation of the alternative opportunities
14. the importance of maintaining communication throughout the investigation
15. how to draw conclusions and present findings to the relevant audiences regarding the opportunities

---

## Glossary

**Different forms of land use and business enterprises** include: private companies; public companies; micro-businesses; small and medium enterprises (SMEs); social enterprises; charities; volunteer organisations; co-operatives

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

**Environmental impact:** biodiversity/conservation; energy usage; water and land usage; carbon management; waste avoidance and management; sustainability; climate change

**Inputs:** materials; resources; labour; processes

**Outputs:** product or service

**Rural business enterprises** could include land- or water-based enterprises: agricultural/horticultural enterprises; on-farm processing and direct marketing (e.g. farm shop); fisheries; aquaculture; recreational activities; country sports; tourism; visitor services; forestry and woodland management; agricultural/horticultural contractors; farriery; outdoor activity centres; dog kennels; riding schools; livery yards; catteries; etc. and those that provide ancillary services to rural business enterprises, such as machinery supply and service; vets; seed merchants; farm supply companies; livestock marts; etc.

**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.

LANCS71

Identify and assess opportunities for integrated rural land use and business enterprise



---

<b>Developed by</b>	Lantra
---------------------	--------

---

<b>Version Number</b>	2
-----------------------	---

---

<b>Date Approved</b>	30 Mar 2020
----------------------	-------------

---

<b>Indicative Review Date</b>	30 Mar 2025
-------------------------------	-------------

---

<b>Validity</b>	Current
-----------------	---------

---

<b>Status</b>	Original
---------------	----------

---

<b>Originating Organisation</b>	Lantra
---------------------------------	--------

---

<b>Original URN</b>	LANCS71
---------------------	---------

---

<b>Relevant Occupations</b>	Estate Worker, Arboriculture and forestry
-----------------------------	---

---

<b>Suite</b>	Aquaculture, Environmental Conservation, Fisheries Management, Gamekeeping and Wildlife Management, Horticulture, Treework
--------------	--

---

<b>Keywords</b>	rural; business; diversification; opportunities
-----------------	---

---