



Tying it all together

Cornwall Enterprise links economic opportunities and resources, acts as a bridge between the public and private sectors, cements partnerships and fosters dynamic business networks. Our aim is to make sure that the county is running at full speed towards a prosperous and sustainable future.



Making the most of opportunities

As the economic development service for Cornwall, Cornwall Enterprise is an arms-length company of Cornwall County Council. Our mission is to make sure that the county makes the most of every opportunity to achieve sustainable prosperity for Cornwall and its people.

Which is all well and good – but what does it mean in practice? And what have we actually achieved in the past few years?

Carrying a torch for Cornwall All of us who live and work in Cornwall know what a special place it is, but perceptions of Cornwall by people outside are sometimes distorted or out-of-date. We've been busy making the rest of the world aware of just how much Cornwall has to offer – not just to visitors but to consumers, businesses and investors also. Through a range of integrated, high-profile marketing initiatives, we're working energetically to bring investment into Cornwall, making it synonymous with quality and as a place to do business.

The Cornwall brand We want people to associate Cornwall with world-class products and services rather than seeing it just as a great place to relax. The new Cornwall brand is a powerful tool that's helping to radically reshape perceptions of the county.

The most credible brands are not conjured out of thin air, but are firmly rooted in experience. To identify the qualities that make Cornwall stand out, the Cornwall brand team talked in depth with leading businesses across key sectors of our economy. The outcome is a brand story and brand marque that vividly express these qualities. The Cornwall brand is already being

used by companies and sector organisations to project a fresher image and generate higher sales, and has been prominently visible at events such as the London Boat Show and the Lord Mayor's Show.

Tourism promotion Tourism is still a hugely important part of our economy, and through linked initiatives such as VisitCornwall and Gardens of Cornwall we've been helping to ensure that it continues to develop and thrive in the 21st century. Working alongside District Councils and sector organisations, Cornwall Enterprise has set up the Cornwall Destination Management Organisation (CDMO), which enables a clearer, more joined-up focus on issues such as product development, training and the enhancement of public facilities, and streamlines the external marketing of Cornwall as a holiday destination. Cornwall was the first in the South West to set up this structure recommended by VisitBritain, and has led the way in the intricacies of partnership working.

The VisitCornwall website www.visitcornwall.co.uk is a great example of how we've enabled the tourism sector to maximise the potential of new technology. Website hits and electronic requests for holiday information have increased exponentially since the site was launched in 2005.



Case Study: Cornwall Pure Business



This Cornwall Enterprise initiative promotes a clear and positive image of Cornwall as a business location. Combining marketing and support activity, it provides a free-of-charge, one-stop service for businesses that require help in locating or relocating to Cornwall.

The Cornwall Pure Business website offers a single point of entry for all inward investment activity, featuring case studies of successful Cornwall-based businesses and a property-

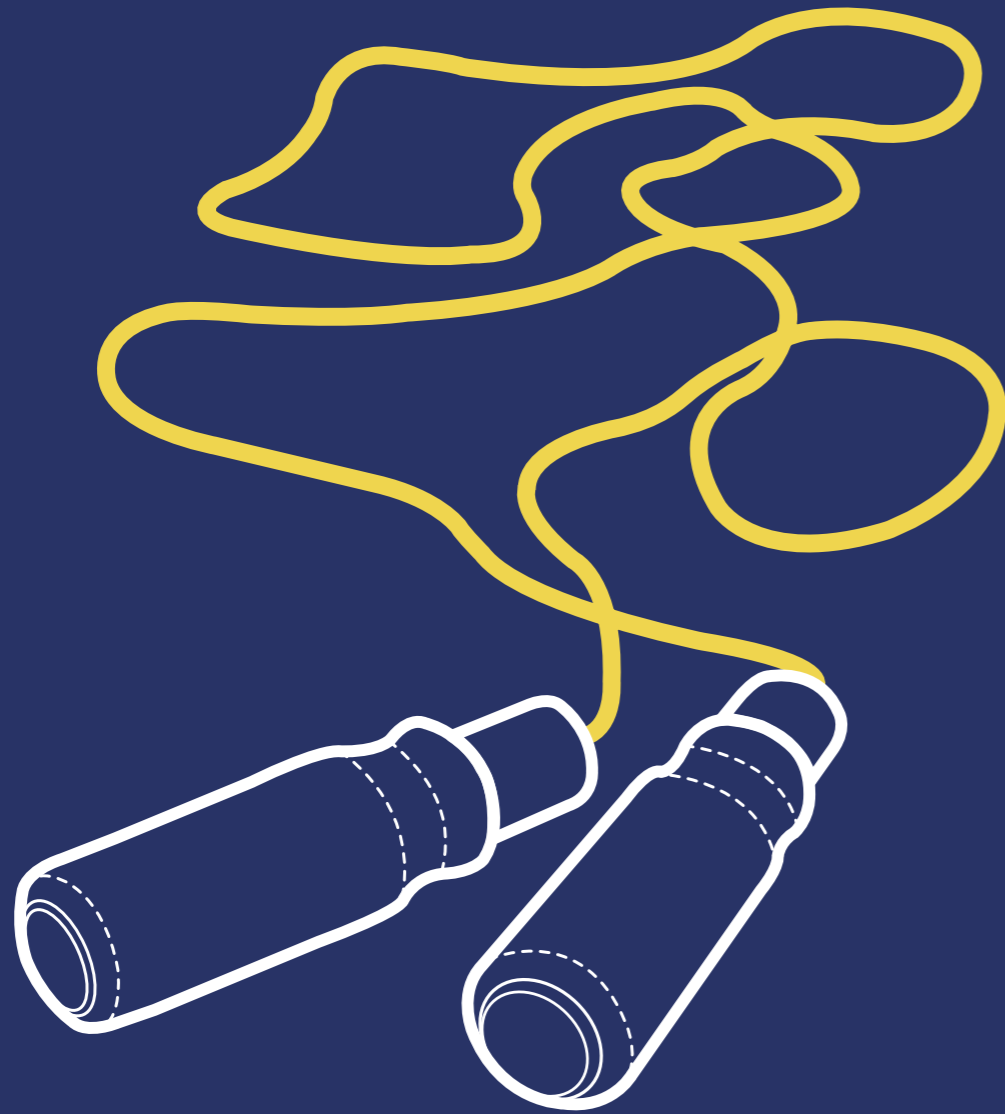
finder database. Potential investors are offered a range of services, including a personal account manager who can advise on issues such as business premises, loans and grants, ICT, recruitment and training and industry networks.

Since 2005, Cornwall Pure Business has dealt with 1195 enquiries from potential investors and helped to facilitate 27 business relocations/start-ups. These have created a total of 289 new jobs in the county.

A sense of direction

To get to the right destination, you need a reliable map and a compass. Providing these is the role of the Cornwall and Isles of Scilly Economic Forum (CEF), which sets economic development priorities and strategies for the region and monitors progress towards achieving these. As a key member of the CEF and committees, (CE provides its secretariat) Cornwall Enterprise makes sure that the needs of business and committees are fully integrated into these priorities.

The success of the CEF's strategy was reflected when the European Commission reviewed the first three years of the Objective One programme. Cornwall and Scilly emerged with flying colours, having significantly exceeded most performance criteria and our region was rewarded with a £17.5m performance bonus.



Getting into shape for the future

Cornwall has been offered a fantastic opportunity in the shape of the EU funded Objective One economic development programme and the new Convergence funding. At Cornwall Enterprise we've been going flat out to make sure that these funds are used in ways that will improve the performance and competitiveness of Cornwall's businesses and infrastructure, enabling them to survive and prosper in the long term.

Fostering business development

Cornwall's businesses have energy, ambition and bright ideas in abundance. Our Enterprise Services and Skills Development Divisions work to make sure that these vital qualities are not wasted for lack of the practical resources to enable them to come to fruition.

Raising skills levels Developing the skills and qualifications of the people on whom Cornish businesses depend is crucial to economic progress – and, of course, to individual career prospects. Through our Skills Development Division and our close involvement with the Combined Universities in Cornwall initiative, we're helping to do just that.

Tenders in Cornwall In response to requests from small businesses, Cornwall Enterprise launched www.tendersincornwall.co.uk The website has two main aims; firstly to provide a shop window for the public sector (in particular) and large private sector businesses to advertise tenders or contracts and secondly to aid Cornish businesses with the process of putting together the necessary documentation to support their tender. The website aims to help open up business in Cornwall and ensure that all companies have fair access to the large contracts often put out by organisations such as the NHS, The Eden Project, and the County and District Councils.

Skills Development Division This management and professional training service helps businesses and their employees develop their true potential through individual and team development programmes. Drawing on a wide network of specialist trainers and partnership organisations,

the Skills Development Division evaluates businesses' training requirements and designs learning solutions to match their needs. It also helps organisations to set up their own structure of NVQ delivery by training in-house assessors. In the last five years, the Skills Development Division (previously Learning Edge and Joblink Training) has worked with more than 600 employers in Cornwall.

Enterprise Edge In an increasingly complex and competitive commercial environment, up-to-date business information is a key to success. This is what Enterprise Edge provides, especially to small and medium-sized enterprises (SMEs) that may not be able to afford in-depth research of their own. A team of highly experienced researchers field queries via a Help Centre and a website, covering areas such as finance, law, marketing and technology. Enterprise Edge has access to national and international market research resources and makes use of a specially designed client management database, enabling rapid searches for relevant support activities and funding opportunities.

After reviewing the operations of the service, a DTI team commented: 'The team structure and working procedures are highly commended and a clear example to similar organisations of how such a business information service should operate.'

Case Study: **actnow**



Led by Cornwall Enterprise, **actnow** was the UK's first public/private partnership set up to promote economic development through the use of broadband technology and ICT. Its initial aims were to bring broadband to 12 Cornish communities and sign up 3,300 businesses to broadband by April 2005.

actnow has far exceeded these targets. All but one of Cornwall's communities now have broadband access and 40% of its businesses

are now using the technology, way ahead of the national average. It's estimated that this has created over 2,700 jobs and boosted Cornwall's GDP by more than £60 million.

As well as giving information on getting connected to broadband and a rebate on the costs, **actnow** gives expert advice on using ICT to improve business performance. By helping companies work smarter and reach out to new customers worldwide, it is giving a huge boost to the competitiveness of Cornwall's businesses in the global marketplace.

Hands-on help for key projects and partnerships

Cornwall Enterprise plays a vital role in leading and facilitating projects that strengthen the county's social and economic infrastructure. We're active at every stage of the project cycle and are proud of our record of achieving positive outcomes.

As well as assisting a whole range of organisations to access funding from sources such as Objective One, the South West Regional Development Agency and the Heritage Lottery Fund, we also have a dedicated team of project development professionals helping to ensure that projects are well managed and successfully delivered. In 2004/5, we secured funding for 42 projects with a total value of over £59 million. Over the past five years we've provided help with funding bids and project development expertise to:

- Public sector organisations including Cornwall County Council, District Councils, Cornwall College and the South West of England Regional Development Agency.
- Collaborative groups of Cornish businesses such as Cornwall Chamber of Commerce and Industry and Cornwall Marine Network.
- Community and non-profit organisations such as credit unions, the Clay Country Project, Rame Conservation Trust, Kneehigh Theatre and Truro Cathedral.
- Sectoral partnerships including Cornwall Agricultural Council.

The projects that we've helped get off the ground and bring to fruition are far too numerous to list, but some current highlights include:

Harvey's Foundry We're working with Penwith District Council and other local partners to restore and develop this old industrial complex in Hayle, a key site in Cornwall's bid for World Heritage status. This is one of the many urban regeneration projects in which we're playing a central supportive role.

The Blisland Project An example of the rural development projects supported via our Partnership and Funding Services division, the new building at Blisland will house a community-owned shop and post office, a consulting room where the visiting GP can hold clinics and three workspaces for new businesses.

Dairy Collect This £6.3 million scheme is enabling Cornwall's dairy farmers to overcome problems related to on-farm storage and collection of milk. Farmers can apply for up to £75,000 to spend on extensions to milk storage or improving farm access, helping to sustain the Cornish dairy industry and maintain its long term competitiveness.

Trenance and Pennoweth Children's Centres These new centres in Newquay and Redruth are designed to improve education and health outcomes for children and their families and give parents greater access to work and training opportunities. We're managing delivery of the two projects for Cornwall County Council, and the generous levels of funding that we helped to secure for them will raise facilities at the centres to 'flagship' status.

Case Study: Knowledge Spa



Based around the Royal Cornwall Hospital site, this £14m complex was developed by a partnership including Cornwall Enterprise, the Duchy Health Charity, Objective One and SWRDA. It fosters links between the Peninsula Medical School, NHS staff and health-related businesses, providing state-of-the-art resources to build intellectual capital, nurture small spin-out companies and attract inward investment. Satellite outlets across the county will give the public and medical professionals easy access

to health information. Companies seeking to draw on this exceptional concentration of research skills and supportive infrastructure will find purpose-built premises at the nearby Medipark, a health-focused science park that Cornwall Enterprise is helping to develop.

As a world-class centre of excellence, the Knowledge Spa will not only drive forward standards of health care in Cornwall but also create hundreds of new jobs.



Enterprise

noun: 1) venture, undertaking, project, operation, endeavour, effort, task, plan, scheme, campaign. 2) resourcefulness, initiative, drive, gumption, imagination, spirit, enthusiasm, zest, ambition, energy. 3) business, industry, firm, commercial concern.

£280 million

of funding secured for Cornwall

£34 million

of grants processed for local groups and organisations

99%

of Cornwall has broadband access

20,000

Cornish businesses supported in ICT, broadband connections, inward investment or sector support initiatives

5 million

visitors to Cornwall annually

Over 1 million

individual users to the VisitCornwall website in 2005



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