

# Objective One case study knowledge economy



**Denham Productions Ltd**  
Boydell House  
Quay West Studios  
Old Newnham  
Plymouth PL7 5BH

**tel** 01752 345444  
**fax** 01752 345448  
**email** robin.field@denhams.tv  
**web** www.denhams.tv

The projects in the Knowledge Economy investment cluster include those developing the Combined Universities and activities that support the development of much stronger links between Higher Education and business.

Developing the Combined Universities in Cornwall is considered so important to the development of Cornwall and the Isles of Scilly it was the only project specifically outlined in the Single Programming Document contract. Prior to commencing the Objective One Programme in 2000, there was no such university opportunity in Cornwall.

University level provision in Cornwall and its links with business encourages graduates to start their own businesses, attracts new business and encourages innovation and knowledge transfer, thereby increasing the overall wealth of Cornwall and the Isles of Scilly.

## Denham Productions Ltd

When Robin Field graduated in Geology the last thing in his plans was making films. But now Robin, who is employed by Denham Productions, can't think of much else after Channel 4 showed his first short documentary last summer.

After graduating from Bristol University Robin initially worked in Java for a year teaching English as a foreign language. On his return he carried out work experience at Denham, a television production company with a base at the Combined Universities in Cornwall (CUC) Tremough Campus. Shortly afterwards he was employed by Denham via the Unlocking Cornish Potential (UCP) project which has received Objective One investment and places graduates with businesses offering support for up to one year.

"Geology is a million miles from television production," said Robin. "But I really enjoyed the work experience at Denham. My initial UCP contract was for six months but that was successful so I was offered another year's contract."

Robin decided to carry on working for Denham rather than do a Masters in Film Production which is run by University College Falmouth, one of the CUC's key partners. He continued: "I was determined to get as much out of the year at Denham as I would have on the MA course and it has far surpassed my aims.

"I have been making documentaries and putting them on the Channel Four website. Channel Four has already showed one in their 'Three Minute Wonder'



UCP graduate Robin Field has been employed by Denham Productions and is busy making short films for Channel Four

slot and that was one of four chosen from hundreds. It was also the first time they had chosen films from the website. As a result of that we have had a meeting with Channel Four so that is a great foot in the door."

Robin, a keen surfer, said that he is now interested in learning more about directing and has just completed another short documentary called 'End of the Line', about two former addicts in Penzance who are now advocating helping others.

Allyson Glover, Unlocking Cornish Potential project leader, added: "Gaining useful work experience plays a really important role in securing graduate employment and in Robin's case has put him on a really exciting, whilst unexpected, career path. His hard work, attitude and enthusiasm have been fantastic and infectious. UCP have been delighted to support him and Denham Productions throughout his placement."

## About Denham Productions Ltd

**Denham Productions Ltd, formed in 1983, is the longest established production company in the South West. It is best known for pioneering food and documentary programmes including the Keith Floyd and Rick Stein series that were produced for the BBC. In January 2005 the company, run by Chris Denham, opened an office at Tremough. Set up to generate new programme ideas, the office is kitted out with Edit Suite and cameras and also has the use of state-of-the-art production facilities within University College Falmouth's Media Centre.**

# Objective One case study knowledge economy

## Unlocking Cornish Potential

**The Unlocking Cornish Potential programme places graduates with small and medium sized businesses in Cornwall for up to 12 months. Investment in UCP through Objective One means that participating businesses receive 30% of the cost of taking on their graduate for the duration of the project. Graduates and their employers also receive support from an independent mentor, 70% of previous UCP graduates have been offered a permanent position with their host company at the end of the project. UCP was the first project launched by the Combined Universities in Cornwall (CUC) initiative to offer direct business support and is managed by Cornwall College.**

**UCP has proved highly successful in ensuring graduate knowledge remains in the region and gets harnessed for the benefit of businesses. Two key priorities for the EU's Lisbon Agenda, which aims to achieve economic regeneration, are knowledge and innovation for growth and to create more and better jobs. UCP is an effective way of achieving these aims.**



Robin's UCP placement at Denham Productions has put him on a really exciting, whilst unexpected career path

---