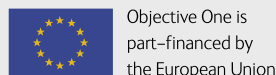


Objective One case study knowledge economy



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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.

Mike Munds Fitness Studio

In June 2007 Jo Lake was promoted to marketing manager at Mike Munds Fitness Studio, in Bodmin, having completed a twelve month Unlocking Cornish Potential marketing project.

With Jo's guidance, BBC Radio Cornwall presenter David White lost two stone in just eight weeks during the station's Lean and Green challenge. He also lowered his blood pressure and now follows a healthy lifestyle with a nutrition plan and regular gym sessions. Following that success, BBC Radio Cornwall also invited the gym to participate in their display at The Royal Cornwall Show 2007, with Mike himself performing workout demonstrations to an estimated 16,000 people visiting the tent each day.

Jo's input at the gym saw membership numbers rise by 43% and provided enhanced facilities and new programmes for gym members. One scheme that was implemented involved a diet and fitness master class led by Simon Jurkiw from Maximuscle, a leading sports nutrition supplier. Jo also forged links with multinational companies including Technogym, which provides professional workout equipment and is an official supplier to the 2008 Olympic Games.

Jo, who studied at Cornwall College St Austell and the University of Gloucestershire, was always determined to build her career in Cornwall. She said: "Finding a job close to home was essential for me, as my family have lived here for generations and there



UCP placement Jo Lake with Mike Munds in his fitness studio.

really is nowhere as special as Cornwall. Inspiring people to get active and feel better about themselves is something I really enjoy and to be offered a full time job doing exactly that is a dream come true."

Gym owner Mike Munds recruited Jo through the Combined Universities in Cornwall's graduate placement scheme Unlocking Cornish Potential (UCP) in June 2006 when he had been looking for a skilled graduate to take control of the marketing and events management functions of the business.

He said: "Jo came to us through UCP and we couldn't have asked for a better candidate. Jo has proved to be a great asset to the business and I am very pleased that she will be continuing with us as marketing manager. The UCP programme works really well- matching the right person to the right job. And the ongoing support from the project officer is invaluable too."

Now Jo has reached the end of her UCP project she is keen to play an active and ongoing role in the local business community. "I was recently invited to speak to Cornish businesses at Cornwall College's Business Event called 'Good for Cornwall, Good for Business' and I was delighted to be involved. My UCP project was the start of so many opportunities."

The Unlocking Cornish Potential scheme, which is supported by Objective One and managed by Cornwall College, specialises in arranging placements for graduates within Cornish businesses to work on projects which will improve company success and also provide real life work experience.

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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.

For more information about Unlocking Cornish Potential visit www.unlockingcornishpotential.co.uk.



Unlocking Cornish Potential graduate, Jo Lake, demonstrates the use of some of the fitness equipment at the Mike Munds Fitness Studio where she is employed as marketing manager.
