



Gateway funds

Objective One provides investment and support through a range of Gateway funds listed below. For further information on these projects please see our website www.objectiveone.com

- Cascade Project** 01872 267000
- Community Futures Fund (Global Grant)** 01872 322854
- Cornwall EID** 01579 372116
- Cornish Green Futures** 01326 377173
- Cornish Horticultural Enterprises** 01626 890405
- Cornwall Business Enterprise Fund** 01872 223883
- Cornwall Business Growth Fund** 01872 223883
- Cornwall Film Fund** 01872 322886
- Cornwall Food & Drink Partnership Scheme** 0845 6009966
- Cornwall & Isles of Scilly Rural Key Fund** 01872 322854
- Cornwall Property Development Programme** 01752 234849
- Cornwall Union Learning Services** 01209 611604
- The Cortmas Project** 01392 877842
- Creating Cornish Prosperity** 01726 69270
- Creative Skills Consortium** 01872 273344
- Fast Track for Innovation** 01752 233547
- Finance Cornwall** 01872 272288

- Food & Drink Marketing Programme** 01392 440745
- Innovation & Start-up** 01752 233547
- Let's Do It** 0800 0721755
- Princes Trust – Cornwall 2001 & Beyond** 01752 251051
- Restormel Business Advisor** 01726 623735
- SWARD (South West Agricultural & Rural Development)** 0845 6009966
- Rural Business Support Initiative** 0845 6009966
- Rural Tourism Improvement Fund** 01392 353229
- Rural Diversification Capital Grant Initiative** 0845 6009966
- South West Forest** 01409 221896
- Speciality Food & Drink Marketing Grants Scheme** 01579 349363
- Stepping into Tourism** 01637 871067
- TCS** 01752 233500
- The Grassland Challenge** 01579 372295
- The Specific Project for Agriculture in Scilly** 01720 422223
- Training for Marine Engineering** 01209 611611
- Unlocking Potential** 01752 233500
- Vocational & Short Course Scheme** 01579 372222
- Westcountry Rivers Project - Phase 2** 01566 784488
- Woodworks Project** 01579 372100
- Working Woodlands II** 01803 867891



July–Sept 2003

Review Carrick



Falmouth Harbour and Pendennis Headland

Keeping in touch

If you need more information about Objective One please call the Helpline or visit our website.



We will be producing quarterly and annual reviews of the Programme on an on-going basis – let us know if there is particular information you think we should include in the future.

Copies of this document can be made available in other formats e.g. Braille, audio tape, large print etc.

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The Objective One Partnership for Cornwall and Scilly



Objective One is part-financed by the European Union



The Objective One Partnership for Cornwall and Scilly

Making a real difference in Carrick



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a tremendous amount achieved in Carrick. Not only is the district benefiting from projects specific to this area, but there are a number of Cornwall-wide projects it can tap into, ranging from support for local businesses to new training and education opportunities.

On the following pages we profile how Objective One investment is making a real difference to people and businesses in Carrick.

We look at the King Harry's Cornwall marketing campaign, a new food processing facility in Truro, and support for the licensing trade and fishing industry.

Objective One has also invested in a range of higher education projects, including the Combined Universities in Cornwall campus at Penryn and new buildings for Truro College and the Peninsula Medical School. Finally, the award-winning **actnow** project has brought broadband to Truro, Falmouth, Penryn and Devoran.

For a full list of Objective One projects in Carrick visit www.objectiveone.com and click on 'your area'.

Carleen Kelemen, Director of the Objective One Partnership

Building on our strengths



Carrick has benefited from a range of projects invested in by Objective One. The impacts have varied in scale but they have all had a common underlying theme, developing on the area's strength.

The projects which have come forward focus upon a number of key areas, the education/knowledge base; the area's sense of place; quality and distinctive local foods; the maritime sector; and ICT, with its potential to overcome the past weakness of distance from markets.

Assets such as the development of the Peninsula Medical School or the phenomenal growth of Truro College are to be welcomed

in themselves, but also provide the basis for developing other spin-off industries and developing the skills people need to transform our economy in the future.

Objective One has also helped to sustain and develop more traditional industries, including fishing and agriculture. Investment in food production continues to strengthen the link between Cornwall and quality and distinctiveness. The development of organic and other food sectors provides the opportunity to add more value locally to a key asset.

Objective One has enabled Carrick's strong and distinctive environment to be developed through the repair, restoration and enhancement of many of our historic towns.

John Winskill, Carrick District Council, Chief Executive

King Harry – the crown of Carrick

King Harry's Cornwall is a destination marketing campaign set up specifically to attract additional visitors to an area stretching from the Eden Project to the Helford River.

By bringing in more tourists in the early spring and late autumn 'shoulder season' months, the campaign supports around 70 local firms working in the tourism sector.

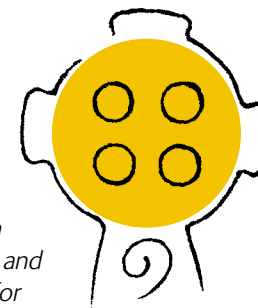
Set up in July 2002, the £337,391 total value project has benefited from £134,391 of investment from Objective One through the European Regional Development Fund (ERDF).

Toby Ashworth, Managing Director of the 36-room four-star Nare Hotel on the Roseland described how his business is benefiting from the initiative:

"The importance of the marketing cannot be stressed too highly, and the Nare is delighted by the way that the campaign has made the most of Cornwall's distinctive qualities and iconic attractions, linking them together in an innovative way.

We are extremely pleased with the results

from the King Harry's Cornwall campaign and have noticed an increase in the general level of awareness for both our hotel bookings and more importantly for us, a recent rise in bookings for the Quarterdeck restaurant."



One of the partners in the campaign is the new National Maritime Museum Cornwall (NMMC), which has also been involved in the various marketing initiatives – including PR, online marketing and direct mail – undertaken to date by the King Harry's Cornwall project.

Tamsin Loveless, the Museum's Head of Marketing, said: *"The NMMC has been a private sector contributor to the project because by pooling our resources we're able to have a greater impact.*

"By working together we can generate additional visitors numbers and, therefore, increased revenue throughout the off-season for local businesses."

The project is just one example of how Objective One investment is helping to cultivate Cornwall's distinctive qualities to create an environment in which our local businesses can flourish.



The Objective One project King Harry's Cornwall has helped Toby Ashworth of the Nare Hotel to attract more customers out of the main tourist season.

Investing in the building blocks of business



Carleen Kelemen, Director of the Objective One Partnership takes a tour of the Carley's of Cornwall brand new production facility with Shirley Carley.

A semi-derelict industrial unit in the centre of Truro is being converted into a specialist food-processing unit enabled by investment from Objective One.

Family firm Carley's is converting the premises, just off Malpas Road, into a state-of-the-art facility for manufacturing organic foods.

Investment of £57,000 for the £231,000 project has come through Objective One from the European Agricultural Guidance & Guarantee Fund (EAGGF).

The creation of the Carley's Food Processing Unit has created three new jobs, as well as safeguarding seven others.

In parallel with the development of the new food-processing unit, a number of

members of staff from Carley's are undertaking training courses through Truro College – ranging from Basic Food Hygiene to relevant NVQs and professional management qualifications.

Company Director Kevin Gray-Roberts said: *"The Objective One investment has enabled us to finish our new facility in a much shorter time frame and to a higher quality than would otherwise have been possible."*

"This has enabled us to approach bigger markets sooner and for the first time we have the capacity and the premises quality to enable us to look at supplying the retail multiples."

The creation of the new unit is estimated to have already led to the creation of an additional £60,000 in sales and safeguarded business worth around £280,000.

The project is an example of how Objective One investment is helping to build better businesses in Carrick by providing new premises in which local companies can grow and prosper.



Creating Cornish Prosperity in Carrick



L2 and Bunters bar staff Chris Wilson, Jackie Treloar and Justyn Irons have all attained BIIAB qualifications with the Objective One Creating Cornish Prosperity project.

Training provided through an Objective One project has helped Truro's L2 nightclub and its associated event security team to go from strength to strength.

The £1,146,838 Creating Cornish Prosperity scheme was set up by St Austell Brewery using £502,938 of investment from Objective One through the European Social Fund (ESF).

The aim of the project was to boost companies working in the licensed industry in Cornwall by providing business development advice and professional training and qualifications.

Objective One invested in the scheme because it gives businesses a competitive edge while developing staff to their full potential.

Tim Vigus from L2 Ltd says: *"I've always believed that systematic and on-going training is essential for any business wishing to compete successfully in the market place – it gives us the edge over our competitors*

and also provides a level of professionalism and pride for those involved."

Mr Vigus says that training facilities in Cornwall specialising in the licensed trade were almost non-existent and beyond L2's budget prior to the launch of the Creating Cornish Prosperity project.

The project has helped L2 put its staff through a wide

range of training – including the National Door Supervisor's certificate, Licensee's National Drug Certificate and National Entertainment Licence.

Mr Vigus adds: *"Since we took on board the training offered through these various courses, our business has grown and gone from strength to strength."*

"We now have a turnover in excess of £3 million in the licensed side of the business and our security company, which was formed this January, is on target to turnover £350,000, which is superb for the first year. The training we have received has without doubt been invaluable."



Muscling in on the shellfish market

A recently created Cornish shellfish farming company will soon be producing in excess of 200 tonnes of mussels a year destined for dining tables in the UK and Europe thanks to Objective One investment to help establish a new rope grown mussel farm in King Harry Passage at Feock near Truro.

Cornish waters are an excellent place to grow mussels but very few suitable sites exist. Truro river is one area where shellfish can be cultivated and so Objective One's investment is playing an important part in helping a traditional business to use the river in a long-term and sustainable way.

Partners in the business, Jim Griffin and Dr Steve Kestin, appreciated the untapped potential for mussel farming in the river and with the production levels of the UK's most popular shellfish well below demand, the market for Cornish mussels was ripe for a new business venture to rival the mussel farms in Scotland.

The ten Spanish style mussel rafts were moored in the river below King Harry Ferry in April 2002 and February 2003. With it taking two years for the mussels to be ready to harvest, the project will be starting to employ its first staff from Christmas 2003 and hopes to create at least three full time jobs over the next couple of years.

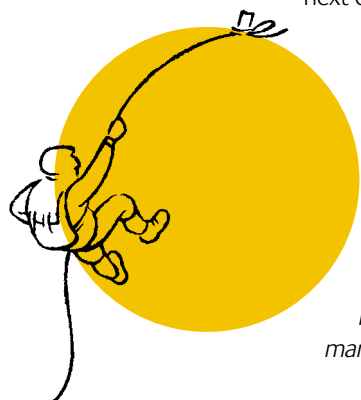
Steve Kestin said: "Mussel farms are expensive to set up and it takes a long time before the product reaches a marketable size.



James Griffin of Cornish Mussels demonstrates how his mussels are grown on special ropes suspended from rafts on the River Fal.

For this reason the Objective One investment has been enormously important to the viability of the project. Quite simply without the investment we wouldn't have been able to go ahead on the scale we have.

"Growth of the mussels has been very good over the first 18 months and we have recently been talking to potential buyers about possible export markets. Initial feedback has been very positive, we are now looking forward to our first harvest and can't wait to taste our eagerly anticipated Cornish mussels."



Investment across Cornwall and the Isles of Scilly



The Objective One Programme for Cornwall and the Isles of Scilly has now reached the halfway stage, and in that time a staggering 401 projects – including 33 in the last three months – have been approved for investment totalling £173 million.

Just over £80 million of that has actually been spent, and as this publication shows, that is real money making a real difference to the people and businesses of Cornwall and the Isles of Scilly.

Objective One is all about strengthening our economy by building better businesses and equipping people with the skills they need to secure or improve jobs. Our investment is building on Cornwall's distinctive qualities while looking at economic opportunities in a fresh and different way.

There are now 39 'gateway funds' providing direct access to Objective One investment, helping to ensure that the investment is channelled where it can make the biggest impact in securing the long term prosperity of the region.

From the business loans offered by Finance Cornwall and the South West Investment Group, through to Business Link

projects including South West Agricultural and Rural Development (SWARD) and the Rural Business Support Initiative, Objective One investment is being delivered at grassroots level to hundreds of projects throughout Cornwall and Scilly.

Other projects are building on Cornwall's traditional strengths, such as Cornwall Arts Marketing, which is championing the richness and diversity of our creative industries. Objective One investment is also blazing a trail by helping to create new opportunities. An example is ReMaDe Kernow, which is identifying new markets for recycled materials and is helping the local economy and the environment at the same time.

External consultants have been evaluating how effective the first three years have been, and the verdict is that we are among the best performing Objective One regions in Europe. But much more remains to be done, with difficult choices ahead, which is why we are working hard to ensure we gain the maximum benefit from the £161 million of investment that remains.

Projects approved – number and investment value

Fund	Number of approved projects	Value of investment	Investment remaining	Spend £M
EAGGF	67	£22,388,646	£32,131,745	£12,465,600
ERDF	135	£112,519,141	£95,217,140	£47,614,425
ESF	86	£34,627,393	£27,972,767	£18,078,832
FIFG	113	£4,178,950	£6,178,050	£2,086,348
TOTAL	401	£173,714,130	£161,499,702	£80,245,205