

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

The Objective One Programme for Cornwall and the Isles of Scilly



July–Sept 2003

Review Caradon



Looe Harbour

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 difference in South East Cornwall



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a tremendous amount achieved in Caradon. 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

Caradon. This includes help for rural enterprises that want to diversify, tackling social exclusion and supporting the local fishing industry.

Objective One is also investing in brand new education facilities at Saltash College and Duchy College. We are supporting waterside communities in Looe, Polperro and Saltash, and the award-winning **actnow** project has brought broadband to Saltash and Liskeard, with Torpoint to follow shortly.

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

Carleen Kelemen, Director of the Objective One Partnership

Demand driven investment in Caradon



In Caradon, the first three years of Objective One have seen 105 business premises invested in compared with 38 during the six years of Objective 5b. This step change in

European investment is good news for two reasons. Firstly, demand for business premises is high and growing. In 2002, we received 585 business enquiries and 2003 levels look set to be even higher. The second reason is that it shows that the opportunities and challenges of Objective One are being grasped, with projects coming through much faster than they did under 5b.

Objective One has also stimulated a much higher level of demand-led private sector involvement, whether through organisations like the Federation of Small Businesses at appraisal stage, or through private sector led projects. With our Integrated Area Plan team supporting private sector applicants and the Council providing market intelligence, three private sector business premises projects have been approved. Combined with four of our own schemes, we have delivered a much more comprehensive range of sizes, types of business premises over a wide geographical area to help meet demand.

Steve Vinson, Caradon District Council, Deputy Head Economic and Community Services

Building better businesses in Caradon



Thanks to Objective One investment Stephanie, Mervyn, Helen and Richard Rowe celebrate the opening of Ashleigh Meadow workshops with Marilyn Prior and Gary Ensor of Business Link.

The Rural Diversification Capital Grant Initiative was set up to help farms and other rural related businesses in Cornwall and the Isles of Scilly that wanted to expand into new (non-tourism) commercial areas away from mainstream farming.

Supported with £1 million of investment from Objective One, this project is part of the Programme's remit to create the framework for successful, enduring businesses to flourish and provide jobs and income for Cornwall and the Isles of Scilly today and into the future.

For Stephanie and Mervyn Rowe from Tregondale Farm at Menheniot, near Liskeard, that meant a chance to move on after the recent Foot & Mouth epidemic.

The Rowes used to keep pigs but stopped after the foot and mouth outbreak, mainly because of the restrictions imposed on the movement of animals.

With over £16,000 of Objective One investment, the couple were able to develop a £93,000 project to convert former piggery buildings into three rural office units.

Providing a total of 192 sq m of floor space, the Ashleigh Meadows units are located at the entrance to the farm, close to Liskeard and the A38 – providing valuable workspace for local businesses, as well as a new use for now redundant agricultural buildings.

Richard Rowe explains: *"The farm has two families to support now and we had to move with the times. We didn't want to go for residential development as we wanted to be fair to our neighbours."*

Set up with over £1 million of Objective One investment from the European Agricultural Guidance & Guarantee Fund (EAGGF), the Rural Diversification Initiative is worth £3.7 million.

So far, the three-year project – which is run by Business Link – has already helped around 60 farm-related businesses, investing around £1.4 million in various diversification schemes.



Tackling social exclusion



Jobless people and their families in South East Cornwall are getting new help as part of a major initiative to tackle social exclusion. Jobcentre Plus is using £3.2 million of Objective One

investment – provided by the European Social Fund (ESF) – to help jobless people access new opportunities through training and employment.

In Caradon, nearly £170,000 has been invested in the Local Operational Partnership (LOPS), which provides a holistic approach to joblessness by addressing the social, economic and domestic problems that can be a barrier to finding and taking up work.

LOPS co-ordinator Alex Lochhead said: *“Some people are in such complicated situations and have a number of barriers to overcome before they can even think of employment.”*

In the Liskeard and Rame Peninsula areas, Sylvia Berry and Pip Baxter are working as community facilitators for LOPS so that they can link jobless people to services from community and voluntary organisations as well as statutory bodies.

A client ‘A’ contacted LOPS in response to a flyer. ‘A’ had a number of long-standing problems, having been on the ‘at risk’ register from a young age,

leaving school with no qualifications and having a history of substance and alcohol abuse.

‘A’ had not contacted housing or benefits agencies, thinking that they would not be entitled to help. With the aid of LOPS, ‘A’ is now no longer homeless, is receiving Job Seekers Allowance and is taking steps to undertake training and then work in the near future.

Alex said LOPS was enabling a collective approach to tackling social exclusion in a rural area, adding: *“The results so far have been excellent – organisations who before have worked in isolation are now working together to improve the well-being of jobless people and their families in South East Cornwall.”*



LOPS community facilitators Silvia Berry and Pip Baxter help jobless people in South East Cornwall to access new opportunities through training and employment.

Cultivating Caradon’s traditional industries



Bluesail Fish Company in Looe have invested in new fish grading machinery with the help of Objective One assistance.

Objective One investment is helping the Bluesail Fish Company in Looe to increase the quality of Cornish fish being offered to wholesale merchants in the UK and abroad.

Using £9,400 of Objective One investment from the Financial Instrument for Fisheries Guidance (FIFG) and £1,350 from DEFRA, Bluesail has been able to buy new equipment to weigh, sort and fillet locally-caught fish.

The project is just one example of how Objective One is investing in cultivating

Cornwall’s traditional industries to give them a competitive advantage in the marketplace.

The new equipment – bought and installed by Bluesail earlier this year – weighs and sorts the fish automatically. This reduces the amount of handling and the time that the fish is out of ice, resulting in a higher quality product.

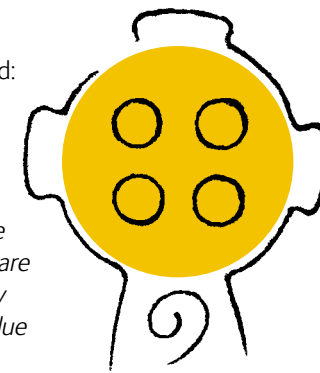
This new machinery is linked to a computer, enabling the company to ensure that its fish is traceable – meeting the demands of customers who want to know where their fish has come from.

A new filleting station has also helped Bluesail to expand their range of fish products. The purpose-built workstation means that the fish can be filleted hygienically, as the waste is kept separate from the fillet.

Steve Farrar, Managing Director of Bluesail, said: *“This new equipment is enabling us to work more efficiently and weigh and grade the fish more accurately. Fish traceability is also becoming increasingly important to the customer so it is important for us to be able to respond to this demand.”*

Clare Leverton, Objective

One’s Fisheries Programme Manager, added: *“It’s essential that local companies like Bluesail are able to take the very best care with the quality of premium value Cornish fish.”*



Giving people the skills they need

Providing people in East Cornwall with practical skills and training to help them into the employment market, with investment from Objective One, the community skills project EPIC ONE, run by the Liskeard Citizens' Advice Bureau, proved to be so popular with local residents that it ran out of space!

The £543,000 EPIC ONE project currently operates throughout five Citizens Advice Bureaus (CAB) in East Cornwall, providing important opportunities for people to come into the office and learn new skills including IT and develop their own strengths to improve career prospects.

The two-year project, which started in July 2000, has so far assisted 157 individuals through its offices in Liskeard, Bodmin, St Austell, Saltash and Newquay. Many of the participants have trained and gained practical experience as bureau advisers, learning a range of skills from interviewing and negotiation to the areas of the law in which the CAB specialises.

With the large numbers of participants signing up to the EPIC ONE scheme at Liskeard, the Duchy House centre quickly outgrew its training facilities and earlier this year a new £86,000 extension was opened, made possible by investment from Objective One.

So far the EPIC ONE project has enabled 114 people to gain NVQ level 1, 2 or 3 qualifications with many now finding employment with the help of their skills and newly found confidence.

The project is an example of how Objective One is investing in projects that give people the appropriate skills to



Anne Grantham advises a client at the Objective One supported Liskeard CAB

acquire jobs or improve their existing skills so they can upgrade to better employment.

Anne Grantham from Liskeard is one of Liskeard CAB's success stories. She joined the scheme at the break-up of her marriage. She wanted to return to work after five years of being a full-time mother. She is now training to be a legal executive after flourishing as a CAB adviser.

Anne explained: *"Making contact with the CAB turned out to be one of the most valuable experiences of my life. CAB helped me to recognise my true worth as an individual and to value the skills I possessed, as I had not appreciated how my experience as housewife and mother had equipped me with marketable transferable skills."*

"The training through EPIC ONE went on to highlight that I was not alone in my struggle to improve my circumstances and that many people for many reasons find themselves at rock bottom and in need of good advice. It was this realisation that gave me a new perspective on how I viewed myself, and my place in the community."

"The project showed me that there is a wealth of opportunities out there for anyone wanting to take control of their life, but perhaps the most valuable skill they taught me was to have the confidence to pursue them."

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

