

# 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](http://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 Isles of Scilly



Cromwells Castle, Tresco, Isles of Scilly

# 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.

Produced by the Objective One Partnership Office  
Printed on Totally Chlorine Free (TCF) paper produced from sustainable forests.

- Helpline** freephone 0800 0280120
- Website** [www.objectiveone.com](http://www.objectiveone.com)
- Address** Objective One Partnership Office, Castle House, Pydar Street, Truro, Cornwall TR1 2UD
- Telephone** 01872 241379
- Fax** 01872 241388
- Email** [objectiveone@cornwall.gov.uk](mailto:objectiveone@cornwall.gov.uk)



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 on the Isles of Scilly



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a tremendous amount achieved on the Isles of Scilly. Not only are the Islands 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 on the Isles of Scilly, including a young boat builder on Bryher who has started up his own business, a

farm tourism promotion project, a volunteer warden who has completed an online diploma and masters degree with the help of the learning centre on St Mary's and also a shell fisherman who now has a small processing facility in his back garden to prepare fresh crab and lobster for sale on St Martin's.

The award-winning **actnow** project hopes to assist the Isles of Scilly through a bid for Objective One investment, which, if successful, will see broadband being delivered for the first time to the most remote areas of the region.

For a full list of Objective One projects on the Isles of Scilly visit [www.objectiveone.com](http://www.objectiveone.com) and click on 'your area'.

**Carleen Kelemen, Director of the Objective One Partnership**

## Boosting natural assets on the Isles of Scilly



Objective One assisted projects across the Isles of Scilly have made a significant contribution over the past three years to our islands' businesses and residents,

helping to provide the building blocks for companies to develop and prosper and equipping individuals with the skills and training they need to improve employment prospects and take advantage of new opportunities.

The Isles of Scilly are renowned as a popular tourist destination with our stunning coastline and breathtaking scenery. In the last three years Objective One has invested in a variety of projects to help us capitalise on those distinctive natural resources to help boost trade and increase profitability. The provision of a designated tourism officer has been key to the promotion of the islands,

co-ordinating activity and raising our profile through advertising and marketing campaigns.

Objective One is also investing in our traditional industries. A £900,000 project is now underway to address the specific needs of Scillonian agriculture through the promotion of scented narcissi grown on the islands and projects to improve horticultural practices and explore the viability of red meat and dairy production.

Objective One has also contributed towards investment in an exhaust gas cleaning facility at the Porthmellon incinerator on St Mary's. This is the first step in plans for a state-of-the-art energy recovery system which could have the potential to provide heat to warm some of our public buildings, and even compost organic waste matter ready for reuse by local narcissi growers.

**Philip Hygate, Council of the Isles of Scilly, Chief Executive**

## Helping Daniel float his boat



Boatbuilder Daniel Bennett has received investment from the Prince's Trust Cornwall 2001 and Beyond project which is supported by Objective One.

In 1988, Daniel Bennett lost the lower half of his right leg following a car accident in Australia. After spending the following year adjusting to his new situation and working with his father to build a 30ft catamaran, Daniel went on to complete a degree in business studies at Staffordshire University.

Having decided that boatbuilding could offer him a future, he then spent several fruitless months looking for employment on the mainland before returning home to Bryher to set up his own business.

Being unsure of the market for boatbuilding on the Scillies – and having an entrepreneur's intuition – Daniel decided to add another string to his bow by also setting up a boat hire service for tourists that could guarantee a steady income while new boats were being built.

When Daniel began searching for funding to set up his business, he was put in contact with The Prince's Trust, which was able to provide him with a grant and a computer.

The investment was provided through the Prince's Trust Cornwall 2001 & Beyond – a £1.18 million Objective One project set up with £589,000 investment from the European Regional Development Fund (ERDF). The project is an example of how Objective One is helping to build better businesses – no matter how small.

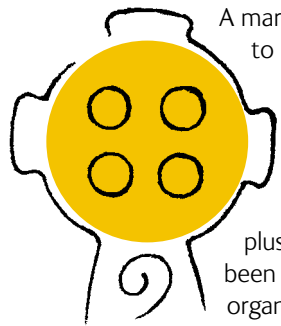
Since it was set up in July 2001, the project has helped more than 130 young entrepreneurs like Daniel to launch their own businesses.

Daniel also received help from the Leonard Cheshire Workability Scheme and now, as the second hire season draws to a close, he is looking forward to expanding his business next season, having added a newly-built 14ft boat to his fleet.

He said: *"All in all, I'm confident that the business will continue to grow and be successful. This is in no small part due to the help I have received from The Prince's Trust, Objective One and the Leonard Cheshire Foundation."*



## Helping traditional industries diversify



A marketing project set up to help farm tourism businesses is already boosting early and late season bookings on the Isles of Scilly. The £3.6 million-plus Cortmas project has been set up by marketing organisation Cartwheel to help farm tourism operators

across Cornwall and the Isles of Scilly – enabled by an Objective One investment of £2.1 million from the European Agricultural Guidance & Guarantee Fund (EAGGF).

The project shows how Objective One invests in supporting traditional industries on the Isles of Scilly by helping them to identify new markets.

Cortmas makes investments of up to 50% towards new marketing initiatives – including leaflet, brochure and website production, as well as essential office hardware like computers and fax machines.

Gina Woodcraft from Cartwheel explained: *“The idea is to help farms that have diversified into tourism to become more professional in their marketing and to promote their businesses in new ways.”*

The four-year project has already helped more than 300 businesses and provided around £1.2 million in investment.

Tracey Guy from Shamrock Farm on St Mary’s used a Cortmas grant to buy a computer, printer and digital camera to help her market self-catering and B&B accommodation at her riding stables.

Tracey wanted to reach a bigger number of potential customers and encourage more visitors outside the main summer season.

She said: *“The new computer has been invaluable – I’ve received many enquiries through email for my new accommodation business which I wouldn’t previously have been able to receive.”*

The Perkins family at Connemara Farm, Higher Town, used a similar grant to buy a computer and set up an email facility and website for the self-catering cottages on their bulb and flower farm.

Mrs Perkins said: *“We’ve been full from mid-April to mid-October this year thanks to being able to take email bookings.”*



Cartwheel helps farm tourism operators like Mrs Perkins of Connemara Farm on St Martins to market their farm accommodation, thanks to investment from Objective One.

## A helping hand on the way to work

Five new Learning Centres have given residents of the five inhabited islands new opportunities to learn computer skills and how to communicate via email and over the Internet.

Launched in July 2001, the £218,000 Learning Isles project has used nearly £124,000 of Objective One investment from the European Social Fund (ESF) to establish the five centres. The investment is part of the Programme’s remit to equip people with the skills they need to secure employment or improve their job prospects.

Nicola Smith – now the adult community & family learning administrator on St Mary’s – used the centre to study for new qualifications.

After completing a degree in Scarborough, Nicola came to spend a summer as a volunteer warden with the Isles of Scilly Wildlife Trust before going on to do a masters degree.

She says: *“I wasn’t too enthralled with moving back to the mainland and considered studying online or doing an Open University course.”*

Through the Learning Centre on St Mary’s, Nicola found she could do an online diploma and masters degree provided by the University of Ulster.

Nicola says: *“Without the availability and support of the Learning Centre, I wouldn’t have been able to continue with my studies as I don’t have internet access or a phone line at home and there was no feasible way I could afford to.”*

*“With doing an online degree, I’ve found I can organise my course around my work and social life. I passed my diploma this year and have a year left to complete my masters.”*

In the meantime, Nicola applied to become the assistant at the Learning Centre and has now progressed to her current position – helping others to benefit like she has.

She adds: *“Many people have asked me about studying online and I’ve told them what I’ve learnt and how it has benefited me – I have a full time job, time to study and the support from my colleagues at the centre.”*



Nicola Smith used the Objective One supported learning centre to study for new vocational qualifications.

## Supporting the shellfish industry



Shell fisherman Mark Pender is able to store and process crab and lobster in his new back garden facility thanks to Objective One investment.

Objective One has enabled a shell fisherman from St Martin's on the Isles of Scilly to take advantage of the passion on the Islands for eating fresh crab and lobster with the construction of a crab holding area and boiling facilities in his back garden.

Before the investment in storage and processing facilities, Mark Pender kept his shellfish catches destined for sale on St Martins in special holding pots at sea with the remaining 80 percent of catches going to mainland Cornwall.

Orders from local residents, pubs, hotels and guesthouses had to be made 24 hours in advance to ensure that orders could be filled. Last minute and emergency requests for shellfish meant that Mark often needed to travel to the other side of the island to retrieve the live crabs or lobsters from his sea storage pots.

The new equipment has enabled Mark to offer a much better service to local businesses; the quality of both live and cooked shellfish has improved due to the reduced handling and customers can now

request fresh crab and lobster at little notice.

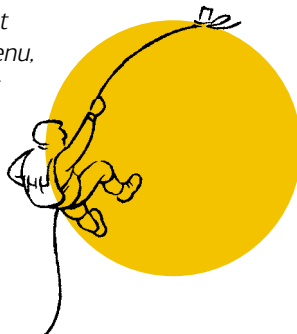
The project is just one example of how investment from Objective One is supporting local businesses and traditional industries to help them thrive and prosper.

The installation of a 100-gallon saltwater tank in a renovated granite shed in Mark's back garden means that Mark can now store up to 12 live lobsters throughout the winter, enabling sales to be made even when the Scillonian weather

restricts fishing trips.

A new stainless steel boiler has made the cooking process more efficient and a fridge and freezer is allowing Mark to store his cooked shellfish for both short and long periods.

Speaking about the difference the new storage and cooking facilities has made to his business Mark said: *"The investment has made a world of difference to my business, customers on the island can now phone at any time of the day and have a fresh lobster delivered in 10 minutes rather than 24 hours. This reliability has encouraged more sales to local hotels and our local pub has even put lobster on its menu, which is great as it's developing a market for local shellfish whilst increasing the profits of my business."*



## 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
<b>TOTAL</b>	<b>401</b>	<b>£173,714,130</b>	<b>£161,499,702</b>	<b>£80,245,205</b>