



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

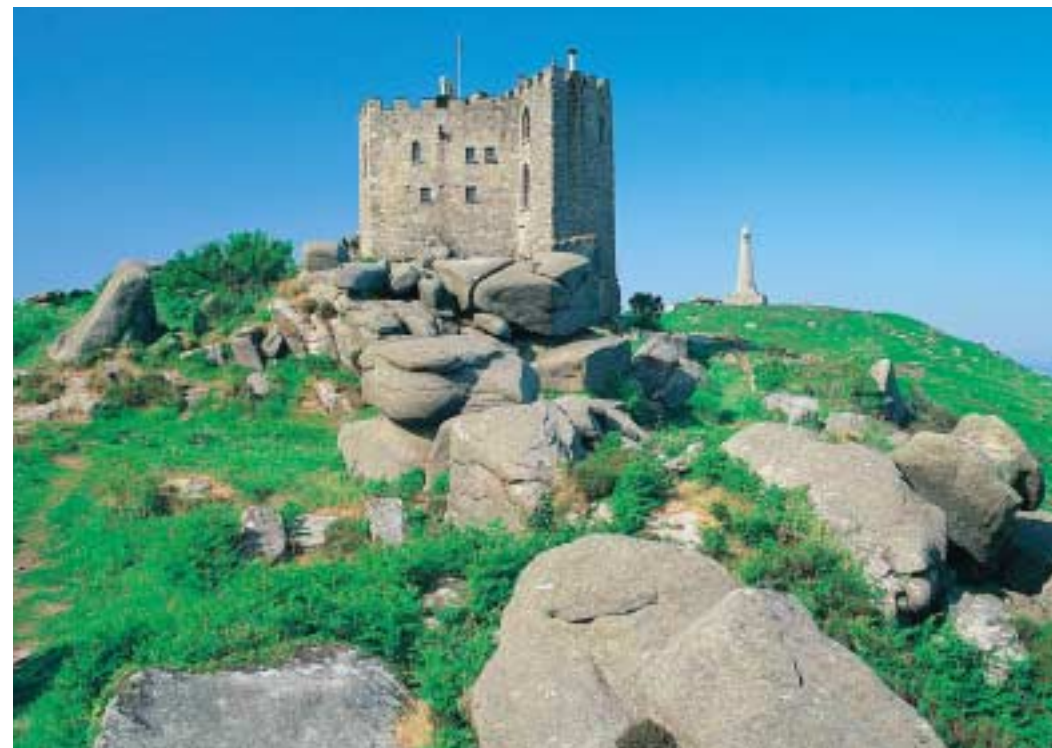
- Cascade Project** 01872 267000
- Community Futures Fund (Global Grant)** 01872 322854
- Cornwall EID** 01579 372116
- Cornish Green Futures** 01326 377173
- Cornish Horticultural Enterprises** 01626 890405
- Cornwall Business Enterprise Fund** 01872 223883
- Cornwall Business Growth Fund** 01872 223883
- 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 Kerrier



Carn Brea Castle

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.

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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 Kerrier



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a tremendous amount achieved in Kerrier. 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 Kerrier, ranging from our £540,000 investment in Trebah Garden, to support for the food and fishing industries and help for economic and social regeneration in Pool.

We have invested in new business premises at Cardrew, Treleigh and Tolvaddon, and the award-winning **actnow** project has brought broadband to Redruth, Camborne and Helston, with other towns expected to follow.

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

Carleen Kelemen, Director of the Objective One Partnership

Creating opportunity for all



Objective One continues to work alongside the Council and its partners in supporting the development of a stronger economy, greater access to employment and the regeneration of communities in the Kerrier District.

By supporting the creation of Camborne Pool Redruth Urban Regeneration Company and its strategic framework, Objective One investment is helping to drive a massive programme of regeneration in Kerrier. From the creation of new public open spaces to the redevelopment of derelict sites; from town centre improvements and office developments to industrial sites – Objective One is acting as a catalyst for a step change that will improve the lives of our local

population both now and in the future.

Objective One is also directly supporting individual businesses in Kerrier by investing in projects concerned with farm machinery sharing and the modernisation of our important fishing fleet.

Through the North and South Kerrier Integrated Area Plans, further successful Objective One projects have been developed. These include Trevenson Community Hall, providing training in a local community setting; Preventing Exclusions, giving opportunities to young people at risk of exclusion from education; Porthleven Regeneration Strategy & Action Plan, a ten year regeneration plan for the town; and Lizard Pathways to Employment, helping jobless people living in South Kerrier to overcome barriers to work.

Barry Manning, Kerrier District Council, Chief Executive

Garden is year-round attraction



Thanks to Objective One investment improvements to Trebah Gardens have enabled Kristy Nancholas to work in a full time position.

A major capital investment at Trebah Garden near Mawnan Smith has not only significantly improved the attraction for visitors but has also had an important impact on the number and security of jobs available for local people.

Helped by £540,000 of Objective One investment from the European Regional Development Fund (ERDF), Trebah now has a new visitor centre with facilities designed to help attract visitors throughout the year.

The work is already paying off – the improvements have helped see Trebah voted 2002 Visitor Attraction of the Year by the Cornwall Tourist Board with annual turnover reaching nearly £1 million.

The project has also helped create several new jobs at Trebah, which now employs 20 people. In addition, the investment has allowed improvements to Trebah's horticultural compound and further restoration work to various areas of what is one of Cornwall's historic 'great gardens'.

General manager Debbie Evans said the

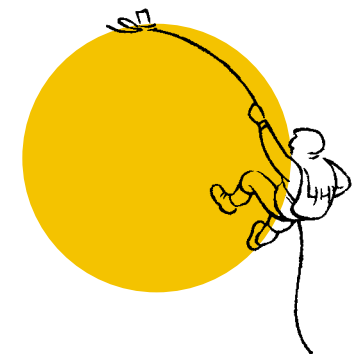
new visitor centre is an award-winning building of outstanding design. She said: *"The facility has greatly improved the visitor experience and we now have a restaurant, art gallery and shops to attract visitors throughout the year."*

She added: *"The organisation now has financial security and is in a position to offer its staff permanent employment, training and career prospects."*

Catering assistant Kristy Nancholas said: *"I have worked for Trebah over a number of years. Before the building of the new visitor centre, working hours were always cut during the winter."*

"Now, I have a permanent full-time job and in the last year I've completed NVQ Level 2 in retail operations and training in basic food hygiene, customer care and first aid."

Objective One's investment at Trebah Garden is part of the Programme's remit to invest in Cornwall's distinctive qualities to give the region a competitive advantage, safeguarding and creating jobs both now and for the future.



New opportunities in a community setting

In Pool, Objective One investment has helped to support economic and social regeneration work in the local area by providing a new, purpose-built community hall equipped with IT facilities.

The Trevenson Community Hall now provides a learning centre and community regeneration facility for some of the most economically challenged wards in Cornwall, providing local people with the opportunity to learn new skills and secure employment.

The £249,000 project to create the hall has benefited from more than £120,000 of Objective One investment – provided by the European Regional Development Fund (ERDF)



Newly built with investment from Objective One, the Trevenson Community Hall now provides a learning centre and community regeneration facility for their local community.

– which is helping to meet some of the capital costs of the new building and the provision of ICT equipment.

Richard Leonard, volunteer Project Director at Trevenson, said the hall was a demonstration of faith in the local community's ability to tackle social and economic challenges itself, and is linked to wider ranging economic regeneration efforts in the Camborne Pool Redruth area.

Through a partnership that includes Cornwall College, Jobcentre Plus and the Crofty Community Forum, the hall provides a programme of basic familiarity and training in IT, access to job training opportunities and builds links with community projects.

Mr Leonard said: "Rather than ad-hoc support delivered in sub-standard recycled accommodation, we are now able to offer a schedule of high-class learning opportunities linking to major country-wide and national education and job training schemes.

"This is provided in a high-quality, non-threatening and welcoming local environment, which is already becoming a centre for many types of community gathering."

He added: "We have now linked with four other hall projects and together raised a funding package to employ a community development co-ordinator to further the regeneration impact of our facility."



Investing in traditional industries



Overseen by Managing Director Mark Greet, fresh fish is inspected and packaged at Falmouth Fish Selling Company's new facility in Redruth thanks to investment from Objective One.

A former light industrial unit on Redruth's Cardrew Industrial Estate is currently being converted into a state-of-the-art fish processing plant in a move that will not only bring new jobs locally but also support Cornwall's fishing industry.

The Falmouth Fishselling Company – which trades as Falfish – is using £120,000 Objective One investment to help bring about the £350,000 conversion.

The project is an example of how Objective One is investing in Cornwall's traditional industries to give them a competitive advantage and secure economic future.

Managing Director Mark Greet said the new unit will allow the company to process more locally-caught fish in premises featuring the latest in hygiene standards, as

well as systems that will ensure the quality of the fish is maximised.

Mr Greet said: "It's all about adding value to the product. The new premises at Cardrew will give us a first-class fish processing facility that will ensure Cornish fish is sold in top condition and enable Falfish to produce an extended range of fish and shellfish lines."

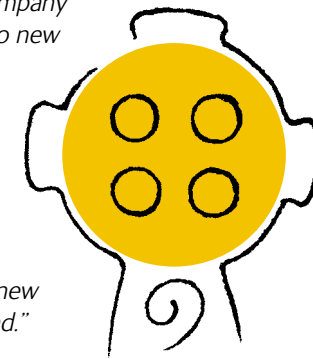
Work on converting the 3,000 sq ft factory unit is now ongoing and Mr Greet said that the company hopes to be able to move into its new premises over the Christmas break.

He added: "This will not only give us a bigger site for processing but also create new jobs and better working conditions for the existing workforce."

The Falmouth Fishselling Company was established in 1979 and is now an established independent supplier of fresh and frozen seafood to markets across the UK and Europe, integrating catching, processing and marketing operations in one business. In January 2002, the company also established the Fresh From The West brand in order to provide retailers with fresh local supplies of fish.

Alison Elvey, Objective One's Fisheries Programme Manager, added: "It's great to see a Cornish company taking this leap to new premises with the help of Objective One investment.

The project will ensure Cornish fish remains top quality and that new markets are found."



Adding value to local produce



Supported by investment from Objective One, David Lambrick begins the cheese making process in his new farm dairy on the Lizard.

Cornish dairy farmer David Lambrick and his family have successfully launched their first cheeses after using Objective One investment to create a purpose-built factory at their farm on The Lizard Peninsula.

Toppenrose Dairy's first two cheeses went on sale in April – and the customers are already coming back for more.

The new dairy at Trenance Farm, St Keverne, has been created as part of a £263,000 project that involved investment of £52,700 through Objective One as part of the Programme's remit to build better businesses and invest in Cornwall's distinctive qualities, including its food.

A bright future in the agricultural industry now faces David Lambrick's son Ben who is employed on a full time basis by the dairy, with another position due to be created as the dairy's output increases.

Work on the project began in spring 2001 with an old concrete-built barn being demolished and replaced with a small, modern creamery equipped for the production, storage and packing of cheeses.

David Lambrick said: "We're a small farm with limited acreage and with milk prices

being so volatile the returns have been disappointing so using our milk to make cheese seemed to make good economic sense. We knew the only way ahead was to diversify and with the help of Objective One and DEFRA, we've been able to do that.

"It's still early days but we began selling cheeses at the beginning of April and it's been very successful so far. We're producing about half a tonne a month at the moment and we've had lots of positive feedback from our first customers – who are already coming back for more."

Toppenrose Dairy's range of cheeses is made using the milk produced on the farm, enabling the Lambrick's to add value to their milk at a time when raw milk prices continue to decline.

The first two cheeses produced by the new creamery are both soft mould-ripened cheeses – Toppenrose Gold is made with double cream, while St Keverne Square is a Camembert-type cheese produced in small squares.

As cheese production increases with demand over the next few years, milk will be required from other farms in the St Keverne area, providing an important and stable milk outlet for other local dairy farms and helping to sustain rural employment.



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