

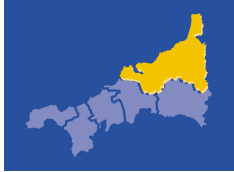
Gateway funds

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 North Cornwall

© Cornish Picture Library, Paul Watts



The Hurlers on Bodmin Moor

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 North Cornwall



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a significant amount achieved in North Cornwall. Not only is the district benefiting from

difference to people and businesses in North Cornwall. These include a pioneering recycling project, help for students at risk of exclusion from education, investment in the local fishing industry and support for wine production in the Camel Valley.

The biggest project is the £49 million investment at Davidstow Creamery, while the award-winning **actnow** project has brought broadband to Bodmin, Bude and Launceston, with other towns to follow.

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

Carleen Kelemen, Director of the Objective One Partnership

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

Spreading success in North Cornwall



Successful Objective One projects in North Cornwall have resulted in major investment in the district, not least the £49 million rebuild and extension of the Davidstow Creamery. Supported by a £4

million investment from Objective One, the project will create the UK's largest mature cheddar cheese plant whilst boosting the incomes of hundreds of local farmers.

Objective One is also investing £1.2 million in the Tintagel Regeneration project, which is being used towards environmental improvement and building conservation in

the parish and around the castle.

It has also been particularly pleasing to see success in a rural area like this for a series of smaller projects, especially those that have involved investment in rural businesses and diversification. Objective One has invested in a number of projects to convert redundant farm buildings into accommodation for disabled visitors and the creation of business units and workshops, all of which contribute to the rural economy.

We have some major projects in the pipeline in North Cornwall and are looking forward to more success in supporting the economic activity of the area.

Cllr Neil Burden, Chairman of the North Cornwall Regeneration Committee

Helping people find a way to work



Another successful Work Works student, Rachel Stacey was placed with local hairdressing salon Y2K and has gone on to achieve 11 GCSEs. She is now achieving her dream of becoming a hairdresser.

Work Works is an Objective One project that has been giving more confidence and skills to students from Budehaven School who have become excluded from more traditional learning and employment opportunities.

One of the aims of the project – set up a year ago with £35,000 of investment from the European Social Fund (ESF) – has been to reduce the number of people leaving school with no qualifications.

The project is an example of how Objective One is investing in equipping local people with the skills they need to secure employment, and to ensure that those skills are what businesses need.

Project leader Tess Hughes explained that Work Works has been placing students with

local businesses to enable them to gain a taste of working life, as well as to train and get accredited for the skills they acquire in the process.

Support from the project has given pupils a chance to both acquire NVQs and to gain the confidence to go back into full-time education and gain more qualifications.

One parent said that the traditional academic approach had not worked for his son and that the Work Works project had given him a chance to make the most of his practical abilities.

He added: *"Through a mixture of work experience, college and one-to-one tutelage, he has been able to show others and himself that lack of academic success is no bar to progress in a working environment.*

"He has done very well at college attaining good reports and working towards a recognised qualification. His varied work experience has greatly increased his confidence in dealing with employers and has given him the boost he badly needed to enter the adult world of work."

Tess Hughes added that Work Works is also helping to meet the needs of local employers by providing the training and qualifications to meet local skills gaps.

She said: *"This project enables young people to learn the work and life skills they need, and put them on a more equal footing when applying for, and taking on, jobs and training."*



Investing in North Cornwall's fishing industry

Port Isaac shell fisherman Callum Greenhalgh is using Objective One investment to install new facilities for protecting his catch.

Investment of £1,600 from the Financial Instrument for Fisheries Guidance (FIFG) has enabled Callum to upgrade a store, install tanks for the lobsters and shellfish that he catches, and to purchase scales.

The project demonstrates how Objective One is investing in Cornwall's traditional industries to make them more competitive and safeguard their future.

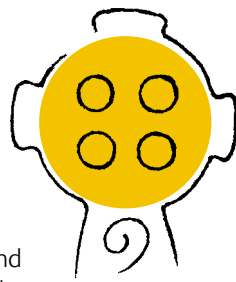
Callum lands his shellfish daily but previously did not have a suitable storage facility to keep his catch. His pots were also stored in a public place, where they were vulnerable to the weather, as well as being unsecured.

With the new store and tanks, the lobsters and other shellfish will be handled less – which helps to keep them in good condition and gives more value to the catch. The new scales will enable the shellfish to be weighed more accurately.

Callum said the new facilities helped to make his future more secure and give him greater optimism about the shellfish industry.

He said: *"Without the Objective One investment, made possible with the help and advice from South West PESCA, the project would not have got off the ground."*

Alison Elvey, Objective One's Fisheries Programme Manager, added: *"The more that Objective One can help fishermen to keep their catch fresh and of high quality is good news for the industry as a whole."*



Port Isaac shell fisherman Callum Greenhalgh has used Objective One investment to install new facilities for protecting his catch.

Pioneering a recycling revolution



Glenn Slade of Green Glass UK has received investment from the Objective One recycling market development project ReMaDe Kernow.

One of the UK's top manufacturers of recycled glassware is gearing up for a major expansion with the help of the Objective One project ReMaDe Kernow.

ReMaDe Kernow, which stands for Recycling Market Development, was set up in order to develop bigger and stronger markets for recycled materials and was one of the first environmental projects to achieve investment from the Objective One Programme.

ReMaDe is an example of how Objective One is investing in pioneering projects that contribute to the local economy in new ways and in an environmentally smart fashion.

Green Glass UK operates out of a factory in Wadebridge and employs four people to produce glassware by cutting the bottom off bottles and sealing them to the top of the neck in order to create a goblet-type design.

ReMaDe has been working with Green Glass UK since the company started in October 2000, helping company Directors Glenn Slade and Jo Traill Thomson to draw

up their business plan as well as providing investment for an annealing oven needed to start production.

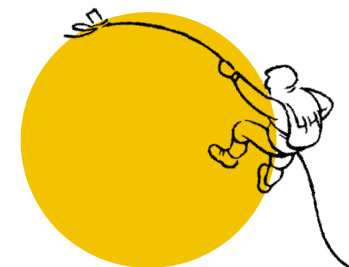
Providing ongoing support to help the company to build up the business, ReMaDe has recently helped Green Glass UK to develop their strategic marketing – including a website and adding an e-commerce facility.

Over the past two years the company has gone from strength to strength, winning the title Recycled Product of the Year at the National Recycling Awards in 2001.

With the installation of an automated production line now well underway, Glenn and Jo are preparing to put in new equipment that will help the company double its production capacity.

Glenn said: *"ReMaDe has been an enormous help in getting the company onto a solid footing and Green Glass UK has been a wonderful success. Now we're ready to embark on the next stage of development and having a fully functional e-commerce website will greatly help us to both promote and sell our wares."*

Glenn added: *"We're on a mission to make Green Glass a household name in the UK for quality recycled glasses and environmental innovation, and working with ReMaDe Kernow is proving an enormous help."*



Objective One invests in sparkling success

A North Cornwall vineyard is just one of the many companies to benefit from Objective One investment via the Cornwall Food and Drink Partnership Scheme, which is helping 148 projects to create an anticipated 370 jobs before 2005.

The project, one of many Objective One 'gateway funds', set out to provide £1.6 million of investment for food and drink related businesses between 2001 and 2004. The project has been a great success, with the entire fund fully committed 11 months ahead of schedule.

Camel Valley Vineyard, situated on the sunny slopes above the River Camel, has been able to increase its production of sparkling wines twenty-five fold thanks to a £26,000 investment in new machinery enabled by Objective One.

The project is another example of how Objective One is investing in building better businesses by helping them become more competitive.



The Objective One Cornwall Food & Drink Partnership Scheme has enabled Bob Lindo of Camel Valley Vineyards to increase the production of his sparkling wines twenty-five fold.



Camel Valley has produced sparkling wines since 1996 but after acquiring a number of prestigious national wine awards and titles, demand soon outstripped supply and the vineyard's manual and labour intensive production processes meant that the quantities being produced were restricted.

Previously sediment was removed from sparkling wine by hand, allowing only 800 bottles to be produced a year. But with investment to modernise and mechanise some of the sparkling wine making processes, specialist machinery was brought in to remove sediment.

One year on from the installation of the new machinery and the vineyard hopes to produce 20,000 bottles of sparkling wine this year, enabling the company to meet demand and secure important contracts with large retailers.

Bob Lindo, owner of Camel Valley Vineyard explained the significance of the Objective One investment: *"Camel Valley prides itself on the quality of its wines and without the investment we quite simply would not have been able to produce our sparkling wines in the quantities required by our buyers."*

"The change in the business since the investment in new machinery and IT has been incredible. Quite simply Objective One and Business Link have opened the door for us to take the vital steps needed to expand the company."

"The investment has already enabled us to create six more jobs at the vineyard, with more planned, so we are really looking forward to a sparkling future!"

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