



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 Penwith



Penzance 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.

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

Address Objective One Partnership Office, Castle House, Pydar Street, Truro, Cornwall TR1 2UD

Telephone 01872 241379

Fax 01872 241388

Email 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 in Penwith



The first three years of the Objective One Programme for Cornwall and the Isles of Scilly have seen a tremendous amount achieved in Penwith. 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 Penwith, including a television production company who

were attracted to the area with the help of a business development fund set up through Objective One, a project to improve the employment prospects of some of Cornwall's most disadvantaged housing estates, a green waste recycling initiative and a Newlyn fisherman who has upgraded his beam trawler to improve the quality of fish he lands.

The award-winning **actnow** project has brought broadband to Penzance, St Ives and Hayle.

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

Carleen Kelemen, Director of the Objective One Partnership

Creating a brighter future in Penwith



Objective One is investing in a wide range of projects across Penwith, ranging from support for traditional industries such as fishing and agriculture to diversify, through to

a £236,000 investment in the Penzance-based Digital Peninsula Network to support local ICT businesses.

A significant project currently underway has breathed new life into the derelict Harvey's Foundry building in Hayle thanks to a £2 million investment to renovate the historic building and convert it into 8,000 sq feet of high quality workspace with training facilities for local people.

Objective One is also involved in many projects that will provide support and help to revitalise our harbours and fishing ports.

The Programme has invested more than £40,000 in appointing a Regeneration Officer for Newlyn, whose job it is to bring forward ambitious multi-million pound regeneration plans, and further investment is supporting a range of regeneration studies in Newlyn and St Ives.

In St Just, Zennor, Towednack and Morvah, a £4 million project with investment of almost £2 million from Objective One is providing a range of social and environmental improvements, and the Penwith Community Development Trust is using £200,000 from Objective One to convert the former Cornishman building into centre for community and voluntary groups. There are also a number of substantial projects currently being developed, in locations throughout the district.

Jim McKenna, Penwith District Council, Chief Executive

Building better business in Penwith



Extreme sports specialists Chilli Media – one of the UK's top multi-media companies – was brought to Penzance with the help of a business development fund set up through Objective One.

The South West Investment Group's (SWIG) Objective One business development funds were launched in April 2001 with £1.45 million of Objective One investment from the European Regional Development Fund (ERDF).

The SWIG projects provide £3.8 million in finance, through three different funds, for small and medium-sized enterprises in Cornwall and the Isles of Scilly as part of Objective One's remit to build better businesses that endure and flourish.

Chilli Media is primarily involved in TV programmes, video and DVD production and distribution. The company has already worked on projects for many high profile companies including Quicksilver, Ripcurl, Billabong, O'Neil and the Royal Yachting Association.

A £25,000 interest-free loan from SWIG's Business Enterprise Fund enabled the company to relocate from the London area to West Cornwall by part financing a

management buy-out that involved the purchase of essential television editing and production equipment.

Chilli Media's Managing Director Dan Atkins said that establishing the company at its new base at Heamoor in Penzance had been both cost-effective and beneficial to the business.

He said: "We now produce two weekly shows and one monthly show for global distribution and have generated a host of new TV licence sales.

"With forward sales now reaching £500,000, we are really excited about our future here in Cornwall."

Peter Casey from SWIG said "Chilli is just one of more than 150 companies that have already received finance through the three business funds. That investment has already created around 180 new jobs and an extra £3.35 million in sales across Cornwall."



Finding a pathway to employment

A project set up to help people living in some of Cornwall's most disadvantaged housing estates has been proving the value of taking community development and employment advice out of the office.

Neighbourhood Pathways to Employment is a £883,894 project set up with investment provided through Objective One from the European Social Fund (ESF) and co-financed by Jobcentre Plus.

Objective One invested in the project as part of its role to equip local people with the tools they need to secure jobs or improve their employment prospects.

For people living in designated wards in Penwith, Kerrier and Carrick, the project's community-based advisors help people who want to overcome barriers – whether its self esteem, training, suitable clothes or childcare costs – that have stopped them getting jobs in the past.

Tarn Lamb from the Pathways project says: "There's a particular emphasis on engaging with individuals who've become socially excluded and working with residents to set up local activities such as small scale



Julie Cooper has set up an after school activity club after she underwent playwork training through Penwith Pathways' Making Choices course.

training and voluntary projects that can be an essential gateway to employment."

In Penwith, the project has formed close links with resident's associations and helped develop activities. During one event – a trip to the pantomime – development worker Anicka Dyer was approached by Sarah Humphreys and Julie Cooper, two unemployed mothers from St Ives who wanted to work in childcare but didn't know how to go about it.

Anicka says: "You might ask what going to the pantomime has to do with employment but people who feel so distanced from traditional patterns of work need to be approached and encouraged through informal channels."

Through the Pathways project, Sarah and Julie both completed a Making Choices course. Julie then went on to play-work training and, finding there was nowhere locally to gain experience, decided to set up some after-school activities herself.

Sarah plans to start an Open University degree in child psychology next year and Julie is going to study childcare and early education to NVQ Level 3 so that she can open her own business.



Supporting the fishing industry



Objective One investment has enabled Michael Corin to refurbish his trawler Sapphire.

Michael Corin, skipper and owner of the Newlyn beam trawler Sapphire has used Objective One investment to improve his vessel – with a positive knock-on effect on both the working conditions for his crew and the quality of the fish he lands.

The Sapphire fishes for a variety of species including Dover sole, monkfish, megrim, lemon sole and plaice, which is landed to the Newlyn market.

Using a £5,000 investment from the Financial Instrument for Fisheries Guidance (FIFG) provided through Objective One and £700 from DEFRA, Mr Corin was able to refurbish and insulate his vessel's fishroom.

Objective One is investing in vessels like the Sapphire to help modernise and create a sustainable future for one of Cornwall's most traditional industries.

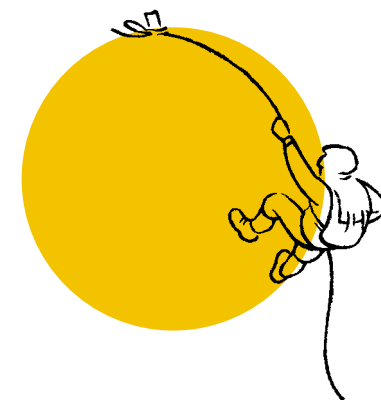
The condition of the fishroom plays an important role in maintaining the quality of

the fish and the new storage facility has been insulated with a tough high-density plastic, which will enable the fish to be stored at a lower temperature and is both hard wearing and easier to keep clean.

The layout of the Sapphire's fishroom has also been altered to allow for the boxes of fish to be stacked. This will increase the quality of the fish, as they will not be moving around, which can lead to bruising and lower the value of the fish.

Clare Leverton, Objective One's Fisheries Programme Manager commented: "All improvements made to the quality of fish landed in Cornwall helps to secure a sustainable future for the industry. Quality starts on deck."

Michael Corin added: "In the days of fishing quotas and restrictions, it is vital that our catch is presented at the market in peak condition. The improvements to the fishroom have ensured that our catch is stored in a chilled, hygienic environment. The crew also find the improved storage much easier and safer to work with."



Pioneering a green future



Objective One investment is enabling a West Cornwall farm to undertake green waste recycling.

A West Cornwall farm is looking forward to a green and fertile future thanks to £736,000 project supported by Objective One investment to purchase equipment for converting green and wood waste into a quality compost to fertilise farm land.

The project, which is carried out on sites near Hayle and Camborne, will provide substantial local environmental benefits by reducing the amount of green and wood waste entering Cornish landfill sites by more than 15,000 tonnes in the next four years. This will help local councils meet government recycling targets.

The project is an example of how Objective One is investing in pioneering projects that create new economic opportunities while protecting the environment.

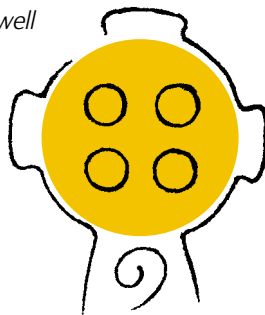
The green waste and some of the wood waste provided through Cornwall County Council, Kerrier and Penwith Councils, is shredded and mixed with slurry before being stacked into 1.5 metre piles, known as winrows. The mixture is then aerated at regular intervals for up to 16 weeks until it is transformed into a useable compost that can

be spread on farmland.

New uses are also given to wood waste which is screened according to size, with large pieces sent to manufacturers for reuse and the remainder shredded and cleaned to remove harmful by-products so that the small wood chips can be used as cattle bedding or incorporated into the composting mix.

Project Manager Felicity Richards said: *"We are thrilled to be successful in obtaining investment from Objective One to enable us to go ahead with our plan of being the first commercial composting and recycling business in West Cornwall. The investment has been vital to enable us to diversify but we hope that our work will also have a beneficial effect on the local community by demonstrating the need to reuse and recycle and encourage more local residents and businesses to use council facilities to recycle their green waste."*

"Starting a new business is always complicated, especially in the context of the environmental regulations that our business must meet to operate. Faced with the adversity of starting a new business, Objective One investment and that from the County Environmental Trust have made the whole process a lot easier. My challenge now as Project Manager is to use our investment well to ensure that we have a lasting business that will continue to deliver an important environmentally smart waste disposal service in the area."



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