



# 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 Restormel



Newquay 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](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 in Restormel



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

Restormel, including dedicated advice for local companies, developments at Mevagissey harbour, support for people recovering from mental ill health and investment in a local cheese making company.

The Combined Universities in Cornwall has used Objective One investment to develop new teaching facilities at Newquay Zoo. The award-winning **actnow** project has brought broadband to St Austell, Newquay and Par.

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

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

## Investing in a successful Borough



Restormel has seen significant investment through the Objective One Programme including new industrial units at St Columb, a package of business support for Newquay hoteliers,

support to enable the identification of development opportunities for Newquay Airport through the appointment of a Development Director, investment in an action plan for the development of St Austell and support for Pentreath Industries at Bugle, to name just a few.

More recently, Newquay's aim to become the 'surf capital of the UK' has been enhanced by the opening of the £1.8 million Fistral International Surf Centre in July.

This fantastic facility, supported by Objective One, Restormel Borough Council, Cornwall County Council and the private sector, provides a range of facilities for people using Fistral beach. More importantly, it provides purpose built areas to encourage and develop surfing, and surf related sports, the hosting of major international competitions, training, and areas for local organisations such as the Newquay Surf Life Saving Club. The impact has already proved to be greater than anticipated, creating over 40 full time equivalent jobs.

The Council will be working with Objective One and other partners to generate more investment in Restormel, and we look forward to the next three years of the Programme.

**Pat Crowson, Restormel Borough Council, Chief Executive**

## Building better businesses in Restormel



Daniel Brinson and Brian Warwick of wetsuit repair and alteration company Technepro have received advice from Objective One Restormel Business Advisor Dr John Richings.

available to them."

The impact of John's work has helped lead to the creation of 10 new full-time and three part-time jobs – and has boosted the combined turnover of the firms aided so far by £430,000.

One of the businesses that has benefited from John's work is Lostwithiel-based neoprene specialists and wetsuit repair company Technepro Ltd. In addition to working with the company on their

The appointment of a Restormel Business Adviser has given a boost to more than 70 small and medium-sized enterprises (SMEs) across the Borough.

John Richings was appointed through a £34,700 Objective One project made possible with the help of investment from the European Regional Development Fund (ERDF).

The project is part of the Programme's remit to build better businesses in Restormel by investing in projects to help them grow and prosper.

Over the past year, John has worked with local companies to help them prepare the business plans and financial projections that are required by funders and grant providers.

John said: "The aim of my work is to increase sustainable employment in Restormel by improving the turnover and the survival rate of SMEs, as well as making them more aware of the training and support that's

business plan, John helped publicise the business in the media.

Technepro Director Daniel Brinson said: "As a result, we've had customers walking in off the street with wetsuits to repair and our business is continuing to grow rapidly."

We are close to signing an agreement with a new client for a range of head gear and recently recruited a new publicity assistant to help us identify and develop new markets."



## Helping people find the way to work



Pentreath Industries with investment from Objective One, enables individuals to engage in meaningful training and development projects like at Heaven Scent training nursery in the grounds of Bodmin Hospital.

Pentreath Industries is a charity – based at Bugle – that challenges the assumption that those who have undergone the trauma of mental illness are unable to return to employment.

Investment provided through Objective One from the European Social Fund (ESF) has enabled a range of Pentreath projects to provide 'gateways to employment' for people recovering from mental illness.

So far this year, more than 450 people have benefited from projects supported by ESF investment, around 40 of who have come from the Restormel area.

Of those beneficiaries, 12 people have already gone into full-time jobs, 14 into

part-time employment, 36 into voluntary work, four into self-employment and 157 people on to further education.

Objective One has invested in Pentreath because the charity helps equip local people with the skills they need to seek employment or improve their job prospects, which is a key remit of the Programme.

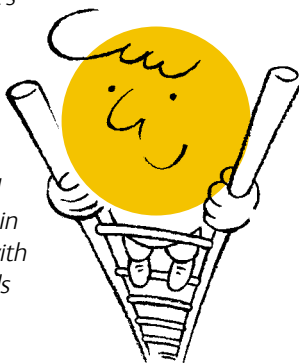
Louise Knox, Pentreath's acting Chief Executive, said: *"These figures are quite remarkable bearing in mind that the average time a person who comes to us has been unemployed is approximately seven years."*

Pentreath's projects are all based on four main areas of service delivery – training, employment placement advice, social firm development and raising awareness of mental health issues.

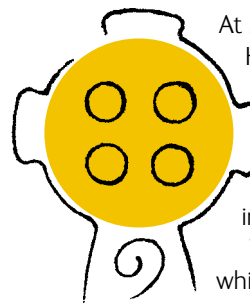
Louise said: *"All areas of service delivery are underpinned by the need to create the environment and opportunity for people to work, live, socialise and contribute as full citizens in their community."*

Pentreath's work enables people to access supportive services, personal development training, work placements, employment advice and skills training, including delivering NVQs in a range of vocational areas from horticulture to ICT.

Louise added: *"It's important to realise that disabled people can face financial and social problems. They often live in isolated areas and invariably in financial hardship, with unemployment levels considerably higher than average."*



## Investing in traditional industries



At Mevagissey, the Harbour Trustees are using Objective One investment to upgrade the harbour's jetty hoist by installing a new crane. The £4,500 investment, which has come from the Financial Instrument for

Fisheries Guidance (FIGF), means that fishermen using the harbour will be able to change fishing gear on their vessels more quickly.

Objective One has invested in this project because it helps support a traditional industry by making it more competitive.

The fishing fleet moored in Mevagissey consists of 61 registered fishing boats, more than half of which fish full time. Installing the new crane will not only help individual fishermen, but will also reduce maintenance costs and give more space around the harbour.

Hugh Bowles, Harbour Master at Mevagissey, said: *"The modernising of the jetty crane will enable the quick and efficient lifting on and off of net bins and fishing gear from the boats. Not only will this be a safer way of handling heavy bins but will also reduce the time spent with the fork lift truck and will ultimately reduce operating costs."*

Alison Elvey, Objective One's Fisheries Programme Manager, added: *"This is an important port infrastructure project that will greatly help the fishermen and is exactly the type of project we are looking to invest in".*

Mevagissey Harbour has also used Objective One support previously to invest in a new forklift truck and make the handling of fish more efficient – thereby preserving the quality of catches.

The forklift truck has a scoop, which can be used to deliver ice from a bunker boat, and can also be used to help the harbour mobilise oil pollution clean-up equipment, in case of an emergency.



The Mevagissey Harbour crane will soon be upgraded to electrical operation thanks to Objective One investment, enabling fishermen to change the fishing gear on their vessels more quickly.

# Cultivating the best of Cornwall



John Gaylard from Cornish Country Larder has seen his business go from strength to strength after Objective One investment has enabled the dairy to expand its facilities.

Since opening in 1997, Cornish Country Larder has gone from strength to strength, thanks in part to Objective One investment two years ago towards a £2.3 million project to expand the dairy's production facilities and introduce new machinery.

Since the investment, production capacity has increased four-fold, with the company now employing 27 staff at their dairy on the outskirts of Newquay.

Producing a staggering 300 tonnes of Cornish Brie a year along with an additional 120 tonnes of other cheeses, Cornish Country Larder's products are now being sold

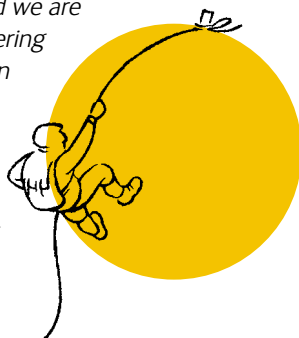
in markets as far away as the USA and Japan.

The investment from Objective One is being used to cultivate Cornwall's distinctive qualities, including its fine food and drink, to give them an edge in a competitive market.

Cornish Country Larder Managing Director John Gaylard said: "We have been astounded by the demand for our products since we first started making them six years ago. The many awards won by our cheeses along with our presence at key trade shows further fuels the demand for our products."

"We have just returned from the British Cheese Awards where our St. Endellion was given the national award for the best soft white cheese. We were also proud to pick up a further three gold medals for St. Endellion, our luxury Brie, that went on to win the class; for Chatel, our mini brie, and for our hard mature West Country Goat's Cheese. This just confirms to us, and our buyers, the high quality of both our cows milk and goats milk cheeses.

"I firmly believe that the extent of our success is directly attributable to the investment from Objective One and DEFRA, without which we would not have been able to expand to meet customer demand. Since our expansion the business has exceeded our expectations and we are currently considering further expansion in line with the interest in our products being shown by many large distributors and retailers."



# 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>