

REGENERATION OF NORTH CORNWALL IAP

EXECUTIVE SUMMARY

This document is an Integrated Area Plan for the regeneration of North Cornwall, a lightly populated area of countryside, coastline and small towns. The IAP is part of the Cornish Objective 1 Programme, and draws resources from ten of its forty or so Measures. Much Objective 1 expenditure in North Cornwall will be outside the IAP, but the IAP is central to securing **supply-side change and community renewal** in our area.

The IAP seeks £7.16m of European funding towards total expenditure of £18.5m over the three years 2001-2003 to unlock £49m of sales at beneficiary companies, an extra £11m pa of GDP, and 1100 jobs¹. Coupled with determined action to raise the capacity of our communities to benefit from the Plan, the IAP aims at nothing less than a transformation of the local economy, from a traditional farming, market town and 'bucket and spade' economy into a diverse, high productivity, modern economy.

The IAP has the following objectives:

1. Capacity building: to build the capacity of our communities to participate in and benefit from the Objective 1 programme.
2. Inclusion: to ensure that **everyone** in the area - men and women; employed, unemployed, those out of the labour market; people with disabilities; young and old - benefit from the Objective 1 Programme and from the resulting changes in the economy, especially through improved social infrastructure and learning opportunities.
3. Areas of need: to concentrate resources on those areas identified as in most need, notably Bude Poughill, and to promote Community Economic Development there.
4. Employment growth: to support employment growth specifically in the identified growth centre of Bodmin, but also through business development and support in other communities.
5. Environment: to ensure that IAP projects are environmentally sustainable, and that projects that enhance the environment are prioritised.
6. Equal opportunities: to actively support equality of opportunity, especially the ability of women to enjoy access to work and the prospects for young people to remain in the area.
7. ICT: to underpin the renewal of North Cornwall with up-to-date ICT infrastructure, skills and access.

The three 'cross-cutting' themes within Objective 1 - environment, ICT², and equal opportunities - are essential to the IAP's success. Protection of North Cornwall's precious environment is economically beneficial as well as desirable in itself. Our remoteness, and general economic change, make ICT

¹ Jobs and sales figures are gross totals including safeguarding. GDP figure is net impact. See main text for details.

² Information and Communications Technology

doubly essential and it is the focus of the training measures proposed in the Plan. North Cornwall has poor public transport and this bears heavily on women workers, who are less likely than men to have access to a car. Gender equality will be promoted by our Plan's promotion of the development and use of public transport.

The IAP process has enthusiastic support within North Cornwall. Implementation will be led by a North Cornwall Partnership company, limited by guarantee and with a membership of 10-12 people. A wider Local Development Group with up to 50 members will support the company.

