

## Objective One Overview

Between 2000 and 2006 the Objective One Programme encouraged investment to help grow and reshape the economy of Cornwall and the Isles of Scilly.

Many of the investments were long term in nature – the full impacts of which will not be felt for 15 years or more as we have focussed on new routes for the development of higher value economic activity including new business sectors. The impacts of other investments were more immediate as we invested in helping people into work and strengthening existing sectors.

These investments – made possible by a combination of European monies matched by that from the UK public sector together with investment from the private sector (all of which concluded by the end of 2008) – included those that provided greater levels of:

### Support for business growth

- A raft of business support projects including access to finance, specialist advice, resource management in businesses and new workspace (including environmentally smart buildings that also served as platforms for stimulating the development of local environment sector businesses).

### HE opportunities and business links for research and innovation

- The flagship project has been the Combined Universities in Cornwall – a collaboration to accelerate the development of a critical mass of university level education and research here in Cornwall – new education opportunities, new students, new links with business – new opportunities in Cornwall. For example, between 2004 and 2008 Unlocking Cornish Potential has placed more than 230 graduates with businesses in Cornwall.

### Higher skills levels in business and greater opportunities for all

- People are at the heart of economic regeneration – people creating commercial opportunities and wealth in our businesses:
- Objective One invested in training and up-skilling the workforce, in particular adding to the learning and skills mainstream provision.



- Objective One reached out beyond those in work and those who are receiving mainstream help to get into work to help tap into the talent of people of working age on primary benefit. Working with Jobcentre Plus we have been able to provide support beyond the mainstream helping people with their personal barriers and back on the journey to work (for example: Fifteen Cornwall, the Jamie Oliver inspired training restaurant, which actively seeks out young people from economically disadvantaged areas in Cornwall and offers them personal support with the training chance of a lifetime).

### **Added value to traditional sectors**

- Support for traditional sectors such as agriculture – adding value to local produce – food manufacture, new cheeses (now over 60 from Cornwall), 15 million more pasties a year, the NHS food production unit championing locally sourced nutritious food and guaranteed markets for local farmers and producers.
- Helping tourism respond to demand for quality product and quality services – Eden has changed the face of tourism, and economic confidence of Cornwall and the Isles of Scilly more widely; accommodation providers have invested in improving the quality of their facilities; farmers have diversified into rural tourism.

### **Re-invigoration of our sense of place and the economic opportunities that brings**

- Top quality design plus the conservation of our distinctive industrial architecture (much of it related to the mining industry celebrated in the Mining Landscape World Heritage Site) and often levering in private sector investment in the conversion of historic buildings to workspace for new businesses (Cornwall and the Isles of Scilly qualified for Objective One following decades of decline in its economy – one of the results of this was that some of its built environment was in a need of repair – its conservation and finding new uses for it set the environment for business investment and activity and importantly pride of place is also improved).

### **Connectivity with the rest of the World**

- The most obvious Objective One investment was in helping Newquay Airport move from military to civil use and in re-dualling the main railway line between Truro and St Austell. Then there is IT infrastructure – the demand stimulation model, proven in Cornwall, has resulted in broadband coverage going from zero to 99% coverage over the lifetime of the Programme giving businesses the ability to live locally and trade globally. Similarly in a more knowledge based economy the CUC and its partners and knowledge networks are an increasingly important part of the economy where knowledge has no geographical barriers.

Objective One was an integrated package of investment, with the different strands supporting and reinforcing each other. Click [here](#) for details of the investment of each of the four funds: European Regional Development Fund / European Social Fund / Financial Instrument for Fisheries Guidance / European Agricultural Guidance and Guarantee Fund.

Partnership Office  
July 2008