

Strategy and Action

The Economic Development Strategy for Cornwall and the Isles of Scilly 2007-2021

Executive Summary

Cornwall and the Isles of Scilly has started to experience a transformation in their economic fortunes in recent years. Cornwall and the Isles of Scilly is now presented with an exciting opportunity to drive forward the transformation into a globally competitive, knowledge-based, sustainable, inclusive and wealthy society which maintains and protects its environment and its distinctive culture.

Cornwall and the Isles of Scilly will have to compete in a very different world than in previous generations. The advent of globalisation and free movement of capital has transformed economies throughout the world. Dramatic changes have been seen in the way goods are manufactured, transported and sold. With other countries being able to produce many raw materials and manufactured goods at a much lower cost than the UK, much manufacturing has been transferred to Far East or Eastern European factories. Cornwall and the UK will never be able to compete on the sort of volume commodity production which applies to well developed and mature products.

Cornwall must use all its innovation, creativity and knowledge to compete in the global economy and ensure that it has nationally and internationally significant clusters of business in areas that are likely to be linked to the academic excellence of the HE sector. Information and communication technology is significant for Cornwall and the Isles of Scilly as it challenges the concept of peripherality. The possessors of knowledge can be based anywhere in the world. Such people are able to decide to base themselves in the more attractive parts of the world and Cornwall and the Isles of Scilly is one of those places. There has been strong growth in the coverage and uptake of broadband ICT links and there is an ambitious agenda to invest further.

All businesses need to be encouraged to aspire to high standards of service, investment and training if they are to compete and add economic value in an increasingly global competitive environment. Businesses need to have access to a high standard of information, advice, support, employment space, finance, transport systems, networks, and training for their workforce.

There are also global sustainability issues that raise key opportunities and challenges for Cornwall and the Isles of Scilly. Local responses are needed to issues such as global warming and climate change, oil dependency, travel patterns and the current fragility to world energy supply are essential. With increasing demand for energy, Cornwall and the Isles of Scilly has an opportunity to support the generation of more energy from renewable sources, and at a more local level. Encouraging growth that lessens the need to travel and encourages less energy consumption will be key to the future economic well-being of Cornwall and the Isles of Scilly. In order to achieve long-term sustainability, taking steps towards achieving a carbon neutral environment is essential if the environment, which is loved by both residents and visitors alike, is maintained for future generations.

What is the Vision?

'To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly'.

DRAFT

How will we know when we have achieved the vision?

We will have achieved our vision when: -

- Cornwall and the Isles of Scilly is as highly regarded across the world for the development, application and commercialisation of new knowledge, ideas, and sustainable wealth creation as it is for the outstanding quality of its environment.
- People have fully realised their potential by achieving higher skills enabling them to access better quality employment and earnings.
- Investment in infrastructure and technology will have allowed Cornwall and the Isles of Scilly to compete successfully within a global economy
- The well-being of individuals, communities and businesses is highly valued, creativity is second nature and culture is celebrated.
- Economic growth is achieved within environmental limits and the area exploits the opportunities that arise from its establishment as a low carbon economy.

What indicators will demonstrate the achievement of the vision?

Increases in income, earnings and productivity will demonstrate this. These indicators are all elements that contribute to GVA (Gross Value added). Monitoring and reporting against delivery of the strategy will in addition show impacts on energy and sustainability issues.

What are the opportunities and challenges?

There are many challenges facing the economic development of Cornwall and the Isles of Scilly. The Key challenges are:

- Climate change, fuel cost and other environmental challenges
- Managing new business investment (demand for land and premises)
- Improving the range and quality of new business starts
- Globalisation of trade
- Restructuring and modernisation of industries such as china clay, agriculture, fishing and tourism.
- Addressing the persistent levels of worklessness
- Increasing the provision of higher paid and higher skilled employment in the economy
- Managing continued economic and population growth within environmental and cultural limits by applying sustainable development
- Poor public transport connections between key centres and out of the area.
- Sustainability of the Isles of Scilly
- Affordability of housing

Cornwall and the Isles of Scilly is well-positioned to take on those challenges and grasp the opportunities that are available. The key opportunities are:

- Post 2006 EU Funding, particularly Convergence
- Newquay Cornwall Airport and new services to UK and European destinations
- Provision of quality and appropriate employment space
- Further development of broadband and ICT
- Combined Universities in Cornwall and growth in Higher Education
- Environmental technologies, renewable energy and micro energy production
- A model rural knowledge economy for the 21st Century including management of environment, visitors, sustainability, investment and infrastructure

What are the Four Framework Goals?

Strategy and Action will contribute towards the achievement of four key framework goals which will provide the ultimate aims for economic success in the area. The framework goals provide links to the European Union's Lisbon agenda for competitiveness and provide links to the Gothenburg sustainability agenda. Both of these agendas have been set out and agreed by the European Union and all the member states. The four framework goals will also contribute towards the Objectives of the Regional Economic Strategy and are as follows:

DRAFT

A. To establish Cornwall and the Isles of Scilly as a knowledge economy and society

Cornwall and the Isles of Scilly will be a place as highly regarded across the world for the development, application and commercialisation of new knowledge and for sustainable wealth creation, as it is for the outstanding quality of its unique natural landscape.

B. To ensure environmental sustainability

Cornwall and the Isles of Scilly will ensure that the quality and integrity of the environment will be safeguarded, protected, maintained and enhanced.

C. To bridge economic and social divides and improve the well being of people

Cornwall and the Isles of Scilly will tackle economic and social divides and inequalities for people in order to improve well being through developing appropriate understanding and skills.

D. To establish Cornwall and the Isles of Scilly as a place for wealth creators and entrepreneurs and to improve economic value across all sectors

Cornwall and the Isles of Scilly will be, and will be known to be, a business friendly area which provides the right environment for ambitious entrepreneurs and business people.

What are the objectives of Strategy and Action?

The Strategy is divided into three chapters, each hosting a set of objectives. The objectives set out the key actions which must be delivered in order to achieve sustainable prosperity.

Chapter 1 - Improve Competitiveness

Promote Innovation and R&D - To achieve sustainable prosperity for all through the development of an innovative and value added business base and research and development community.

Create Appropriate Employment Space - To increase sustainable prosperity for all in Cornwall and the Isles of Scilly by ensuring an adequate supply of readily available sites and premises to meet the demands of the market and develop the potential of Cornwall as a knowledge economy.

Provide Business Support - To achieve sustainable prosperity for all by facilitating the development of a knowledge intensive economy through the creation of an innovative world class business support programme which will significantly raise growth, productivity and profitability (economic value).

Encourage Sector Development - To achieve sustainable prosperity for all by increasing the contribution that high value sectors make to the Cornwall and Isles of Scilly economy.

Deliver an Information Society for All - To achieve sustainable prosperity for all by utilising Information and Communications Technology (ICT) and the internet as a key enabler of economic and social change in Cornwall and the Isles of Scilly.

Chapter 2 - Develop People

Achieve Economic Inclusion and Reduce Worklessness - To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly by reducing unemployment and worklessness, and addressing spatial and thematic inequalities in employment rates by removing barriers to economic inclusion.

Provide the Best Start for Young People - To achieve sustainable prosperity by ensuring that Cornwall and the Isles of Scilly's young people have the best start in life by raising aspiration, achievement, self esteem and success levels for all young people.

www.economicforum.org.uk

DRAFT

Support Higher Education - To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly through the further development of higher education (HE) and research by building on the success of the Combined Universities in Cornwall partnership and work towards the creation of a University of Cornwall.

Encourage Workforce Development - To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly by raising workforce and business skills appropriate to the needs of the economy at all levels and across all sectors in Cornwall to match the best in the world and for this to act as a key driver for economic success.

Chapter 3 - Enhance Place and Connectivity

Ensure Energy Sustainability - To achieve sustainable prosperity for all by placing energy sustainability at the heart of the future economic development and growth of Cornwall and the Isles of Scilly, to establish the region as a national and European exemplar for sustainable energy, and to create the mechanism for this to be achieved in the most cost-effective manner.

Provide and Improve Transport Infrastructure - To achieve sustainable prosperity for all by improving the strategic transport network allowing the efficient movement of people and goods within Cornwall and to the rest of the UK and globally.

Build on a distinctive Cornwall - To achieve sustainable prosperity for all by developing the cultural and environmental (both built and natural) distinctiveness of the area as a foundation of sustainable prosperity and quality of life and the key tool in repositioning the area in the global marketplace as an exciting and creative place to live, work and visit.

Develop sustainable communities - To achieve sustainable prosperity for all by supporting sustainable development and encouraging appropriate investment in all urban and rural communities in Cornwall.

Develop the Isles of Scilly - To achieve sustainable prosperity for all by increasing the value and diversity of the economic base of the Isles of Scilly by promoting strong and sustainable businesses and communities, whilst protecting and enhancing the unique nature of the environment.

Some exemplar actions that Strategy and Action will deliver include:

- Create a **Cornwall Innovation System**
- Deliver the **Cornwall and Isles of Scilly Employment Space Strategy**
- Develop a **Cornwall Fusion** Programme
- **Connect Communities** through ICT
- Deliver the **Cornwall Works People Strategy**
- Work towards the creation of **Cornwall University**
- Establish **Cornwall and the Isles of Scilly as a low carbon economy**
- Develop **Newquay Cornwall Airport**
- Promote **Cornwall as a centre of excellence for the environment**
- Develop a network of Multi-purpose **community facilities**
- Improve **connectivity and Transport Infrastructure for Scilly**