

Strategy and Action Framework (Draft)

**Chapter 1
Improve Competitiveness
*To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly***

Framework Goals

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

B. To ensure environmental sustainability

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

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

Objectives

Promote Innovation and R&D

Create Appropriate Employment Space

Provide Business Support

Encourage Sector Development

Deliver an Information society for all

Actions

- Maximise cross-sector working by creating and strengthening knowledge networks and clusters
- Create Research and Development capacity
- Encourage further inward investment by high value business
- Develop a programme of knowledge exchanges/placements
- Create a branded 'Cornwall Innovation System' with strong leadership
- Establish business financing and investment models for the knowledge economy
- Foster the creation of specific business innovation and science parks and continue the development of high quality business workspace and infrastructure
- Continue the development of HE and FE, develop entrepreneurship and enterprise in young people through the educational process, raise vocational and key skills and develop retention and placement programmes for graduates
- Support and promote research and development of environmental technologies and renewable energy
- Promote the flexible working agenda and encourage growth in home based employment/businesses

- Bring forward necessary serviced land and sites
- Deliver a variety of different Workspace schemes
- Develop growth poles
- Provide Rural employment space
- Ensure sustainability and design
- Remove constraints to encourage and facilitate Private Sector Delivery

- Provide assistance to all businesses
- Deliver start up and early stage business support
- Provide focussed support to growth businesses
- Support those businesses who are creating new demand or potentially losing markets
- Support Third sector businesses

- Determine the USPs (unique selling points) and future development potential of each of Cornwall and the Isles of Scilly's sectors.
- Foster and enhance sector and cross-sector engagement
- Provide a structured business support and skills development programme
- Encourage inward investment of relevant high-value added businesses
- Support and develop Local Supply Chains
- Adopt a sophisticated new approach to quality and the use of ICT, specifically in the visitor economy, "Quality Cornwall"

- Provide the infrastructure for Cornwall and the Isles of Scilly to be a leading edge centre of broadband connectivity
- Ensure that every business gets online
- Create wealth through connection
- Ensure that every household gets online
- Deliver the benefits of eLearning
- Connect communities
- Deliver Beacon Projects

Lead Partner

Combined Universities in Cornwall/Cornwall Enterprise

South West Regional Development Agency

Business Link

Cornwall Enterprise

Cornwall Enterprise through Act Now

Chapter 2
Develop People
To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly

Framework Goals

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

B. To ensure environmental sustainability

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

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

Objectives

Achieve Economic Inclusion and Reduce Worklessness

Provide the Best Start for Young People

Support Higher Education

Improve Workforce Development

Actions

- Deliver interventions that focus on prevention of unemployment and long term benefit dependency
- Deliver interventions focussing on longer term worklessness

- Implement an entitlement to learning for all 14-19 learners
- Improve overall participation in the skills agenda and opportunities for success at all ages and levels
- Address barriers to access and achievement, supporting young people who have difficulties in engaging with, and progressing in, learning and work
- Raise awareness and engage learners and families in the skills and knowledge they need to progress into employment, training and further or higher education.
- Offer broader and more challenging curriculum options for all 14-19 year olds that addresses the skills needs for businesses

- Tailor the courses provided by HE institutions in Cornwall to the needs of a knowledge economy
- Increase the number of HE students in or from Cornwall to develop skills for a knowledge economy
- Develop and promote pathways through HE into workforce
- Maintain Combined Universities in Cornwall Partnership
- Create Research and Development capacity

- Secure and increase the number of adults qualified to at least Level 2 with improved progression to, and achievement at, Levels 3 and 4
- Achieve a step change in the numbers accessing workplace learning and the numbers of businesses engaged in the professional training and development of staff
- Further develop sector and local workforce skills programmes
- Develop community learning centres and infrastructure hubs

Lead Partner

Job Centre Plus

Learning and Skills Council/Local Authority

Combined Universities in Cornwall

Learning and Skills Council/Job Centre plus

Chapter 3 Enhance Place and Connectivity
To achieve sustainable prosperity for all in Cornwall and the Isles of Scilly

Framework Goals

Objectives

Actions

Lead Partner

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

Ensure Energy Sustainability

- Establish a 'Low-Carbon' competitive economy for Cornwall and the Isles of Scilly
- Prioritise Sustainable Energy in Planning and Development
- Increase competitiveness and sustainability of local energy generation and use
- Eliminate Fuel Poverty
- Create Sustainable Energy Jobs and Industry
- Improve the means of distribution of energy

Cornwall Sustainable Energy Partnership

B. To ensure environmental sustainability

Provide and Improve Transport Infrastructure

- Deliver the Strategic Actions of the Local Transport Plan (2006-2011)
- Provide Strategic Connections
- Support Spatial Investment Priorities
- Develop Local economic infrastructure

Cornwall County Council

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

Build on a Distinctive Cornwall

- Encourage investment in cultural and creative assets
- Encourage investment in the development of sporting capacity and its leisure industry
- Develop a significant and sustainable legacy by maximising the potential of the London Olympics in 2012
- Develop and promote Cornwall as a centre of excellence for the environment and environmental knowledge
- Build confidence in and utilise loyalty to Cornwall and the Isles of Scilly
- Maintain, develop and enhance brand and image
- Utilise the distinctiveness and strong brand of Cornwall and the Isles of Scilly to establish a high-quality visitor offer

Cornwall Enterprise/Creative Unit/Cornwall Sports Partnership/Cornwall County Council

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

Develop Sustainable Communities

- Develop a network of Multi-purpose community facilities which provide economic development opportunities
- Engage community involvement in ensuring economic growth
- Develop rural industries
- Enhance the physical fabric of towns and villages
- Improve accessibility to services
- Improve transport links between rural areas and towns and between towns
- Encourage innovative local projects
- Encourage investment in workspace and other employment sites
- Focus resources to tackle deprived areas
- Regeneration through master-planning and marshalling investment
- Protect and enhance ports and harbours

Local Authorities

Develop the Isles of Scilly

- Enhance the Environment
- Improve and market the quality of the visitor economy
- Diversify the agricultural sector
- Support fishing and marine industries
- Deliver Micro-diversification
- Significantly improve the social infrastructure
- Develop skills and learning
- Maintain and improve transport infrastructure and connectivity
- Develop and implement the Isles of Scilly Sustainable Energy Strategy

Council of the Isles of Scilly