Building on Success
Our Achievements in 2013-14

2013-14 was a remarkable year in terms of achievements with a number of high profile projects securing funding or hitting significant milestones as a result of (in some cases) years of hard work.

In 2013-14 CDC achieved the following, covering the full range of strategic themes identified in the CDC Commissioning Document 2013-14 and in alignment with the Council’s Economy White Paper (now Economy & Culture Strategy) and the LEP’s Economic Growth Strategy:

### Business Transformation

#### Innovation Centres

- CDC has been instrumental in the success of the three innovation centres in Cornwall and continues to act as Project Coordinator and Contract Manager for the three operating contracts on behalf of CC.
  - The **Pool Innovation Centre** is **89% occupied**, has created **66.6 net additional** FTEs since opening and an estimate **£3.5m of net additional GVA**.
  - The **Tremough Innovation Centre** is **66% occupied** and exceeding occupancy targets. One third of the businesses have grown in size since moving to TIC, creating an additional **21.8 FTEs**.
  - The **Health & Wellbeing Innovation Centre in Truro** officially opened in March 2013. **Occupancy is 32%** and is on schedule with a good pipeline of enquiries. Job creation figures will be assessed through the first annual survey which is due to commence in April 2014.

#### Inward Investment (UK, EU & Non EU)

- **Investors** - Operating in the face of continuing difficult global and national economic conditions which are constraining decision making and investment, CDC has:
  - Achieved **12 new investments** resulting in the creation of **118 jobs**
  - Brought 10 projects to the final stages with relocation imminent (next 6 months). [6 UK, 3-4 FDI]
  - Facilitated 22 further investment projects which have Cornwall on their shortlist. [10 FDI, 12 UK]
• **Events** - promoting Cornwall business success and challenging outdated perceptions of Cornwall as a place for business:
  - hosted or facilitated a stand presence at **7 major events** relevant to Cornwall’s business growth ambitions.

• **PR activity** - positive PR stories showcasing Cornish companies, in the key national and trade press, resulting in over 138 pieces of coverage – equivalent **Advertising Value Equivalent of £277,000** (includes Aerohub PR)

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**Business Investment**

CDC is successfully delivering a series of business support investment schemes on behalf of a variety of funders:

• **Regional Growth Fund (RGF)** on behalf of the LEP.
  - Over **80%** of Business Catalyst Fund has been invested creating/safeguarding **1,042 jobs**, with strong applications in the pipeline to achieve full commitment.
  - **Committed all** the Enabling Infrastructure Fund totalling **£7m** of RGF. Projects leverage a total of **£27m**, creating or safeguarding over **3,000 FTE jobs** by 2019.
  - The Superfast Cornwall fund is **51%** committed creating **127 jobs** with sufficient applications in the pipeline to achieve full commitment.

• **ERDF Business Investment for Growth (BIG) programme:**
  - **Invested £2.4m** with 121 businesses which will lead to the creation of **309 new jobs** and £23.7m of new Gross Value Added (GVA) - putting the programme ahead of schedule.

• **Growing Places Fund (Loan):**
  - **£4m loan** contracted, providing an essential component in the funding for a £23.9m private sector project in the Port of Falmouth.

• **RDPE Rural Business Investment Scheme Phase 1:**
  - Successfully **delivered £500,000** of grant to support rural micro businesses. Outputs delivered include the following:
    - 20 micro-enterprises supported.
    - **30.5 jobs created.**
    - **£1.43m total investment.**
    - £800k increase in GVA will be delivered by approved projects.

• Rural Business Investment Scheme Phase 2 – based on the success of Phase 1 we have **secured an additional £450,000** to support projects that add value to local produce.

• **RDPE National Delivery Frameworks** (initiated by DEFRA) - CDC facilitated business led applications, helping to foster competitive, sustainable rural businesses and thriving rural communities. Outputs achieved to date:
- Rural Economy Grant – successfully supported **7 businesses to access in excess of £4m of grant**.
- Dairy Fund – support to a group of **7 dairy farmers to secure £60,000** of support to assist them to investigate the benefits of closer collaboration.
- **Cornwall and Isles of Scilly Fisheries Local Action Group (FLAG)** - CDC acts as the local managing authority and is responsible for £1.9m of investment from the European Fisheries Fund.
  - A total of **39 contracts** have already been awarded **totalling £1.1m** (already surpassing the original contract value).
  - Cornwall and Isles of Scilly FLAG is among the most successful in England not least for facilitating expenditure of over **£300,000 in 2013/14**.
  - As a result of the successful management of the FLAG, the MMO (Marine Management Organisation) awarded an **additional £800,000** of largely European Fisheries Funding in 2013/14 (to be committed by June 2014).
- **Local Action Groups** - CDC has provided the programme management for the 3 Cornwall LAGs and had brought them to a successful conclusion following the commitment of £5.9m of funding. As a result of the effective management, a **99.8% spend against the target £5.9m** has been achieved.

**Tourism**

- The impact of **VisitCornwall** activities resulted in:
  - **£16m of additional visitor spend**.
  - 1.5m unique visitors and **1.9m total visitors** to visitcornwall.com.
  - **4,873 business engagements**.
  - Over 700k direct email marketing activity.
  - 400k+ YouTube views.
  - 78k+ facebook’ likes’.
  - 13k+ twitter followers.
  - Generated **£2.7 million of PR/advertising** equivalent profile building exposure value.
  - Approximately 320,500 brochures distributed.
  - All of which contributed to around **394 FTE jobs created** or safeguarded.
- Key research and market intelligence activity from visitor survey, competitor analysis and brand positioning is influencing core strategies, such as maritime, transport and green infrastructure.
- Completed the visitor economy strategy development, prior to consultation with the trade and partners.
- Delivered extreme weather recovery **business support activities to 225+ businesses**.
Around 1000 business as VC members generating £140,000 of private sector membership contributions to VC activities.

**£1.1m of PR and advertising equivalent** value from festival and events supported/assisted.

New festivals and events notification system developed and implemented for over **600 events**.

Detailed planning, £383,100 sponsorship and in-kind support secured, 42 ships recruited, 202 volunteers recruited, community and cultural programmes developed and delivery partners contracted for the Falmouth Tall Ships Regatta 2014.

Cornwall and Cornish business received many local, regional and national accolades in tourism, including Cornwall being awarded the **British Travel Award’s Best UK Holiday County or Region for the 5th year running**.

### Employment & Skills

CDC continues to lead on addressing skills requirements related to the current ESF and ERDF sector-related ambitions, including major capital projects and projects supporting key business sectors and large employers:

- Working on behalf of the LEP/ Employment and Skills Board (ESB) to articulate business skills needs through the Demand Driver subgroup of the ESB.
- Help shape the strategic direction of existing ESF skills projects through the Strategic Project Steering Subgroup of the ESB.
- Development of business led skills plans for the following sectors: aerospace, space, food & drink, low carbon environmental goods and services (including marine renewables and smart grids), e-health and telecare.
- Continuing leadership for the Demand Driver subgroup of the Employment and Skills Board:
  - Engagement with and support provided to 25 businesses to submit expressions of interest to the Rural Economy Grant, on-going support to 11 businesses to make full **applications for £3.7m, with a total project value of £13m**.
- The Company successfully **spearheaded a £375k bid** on behalf of the private sector to the Employer Ownership of Skills programme to fund a £1m skills project for the manufacturing sector.
- Jobline Staffing continues in the role of the largest and only ‘top tier’ supplier of temporary staffing to CC via the Comensura framework:
  - CDC has managed the contract, via Jobline Staffing, to operate as CORMAC’s master vendor for temporary staffing services from April 2013.
• CDC has successfully managed Community Grants Phase 2, which came to a conclusion in December 2013; committing **£557,000 to 31 community groups**. Final reconciliation of project expenditure will take place before March 2014:
  - CDC has received a Notification of Award of Contract from the Skills Fund Agency for the new Community Grants 2014 contract. The contract is worth £478,000 and will be managed by Contract Services. This is subject to the award of the formal contract but is testament to the good management of 2 previous Community Grants programmes.
• Successful delivery of the RDPE funded Bodmin Moor Livestock:
  - Target participants involved in training 500 – **Actual = 1,287**
  - Target training days delivered 200 – **Actual = 310**
  - Based on successful delivery further funds have been secured from DEFRA to continue activity until December 2014.

### Low Carbon

#### Hayle MRBP

CDC has taken a leading role in the North and East Quay Phase 1 Infrastructure Work which was completed in early 2013. In parallel full planning consent has been secured for a first phase of development on the Marine Renewables Business Park (MRBP). The Company has also been instrumental in the preparation and submission of the **£24.00m ERDF Aggregated Business Plan** which includes £7.30m of additional funding towards the first phase of the MRBP.

#### Drive EV

• CDC & CC Green Cornwall secured **£1.035m** from the Office for Low Emission Vehicles (OLEV) £35.7m electric vehicle (EV) charging infrastructure fund for the Drive EV project.
• **Secured £345k private sector** match as part of a 3 year full install, operate and maintain contract with Scottish & Southern Energy (SSE) to ensure the delivery of the Cornwall Council Drive EV plug-in vehicle chargepoint network.
• The project will enable the **installation of 22 ‘fast’ chargepoints** across public sector sites in Cornwall and **23 ‘rapid’ chargepoints** along key arterial routes in Cornwall.

#### Energy Share

Keo Energyshare Ltd. (KEL) has delivered a wide range of PR opportunities; ministerial contact, visits by MPs, celebrity visits associated with Green Cornwall Programme priorities and extensive media coverage. A priority for 2014-15 is to ramp up the delivery of community renewable
and sustainable energy projects including allocation of energyshare generated funds to eligible renewable generation initiatives. CDC is managing the delivery contract, ensuring best value for money from Energyshare both in terms of PR and media opportunities and support for sustainable energy community projects in Cornwall.

Leadership

CDC supports CC and the LEP in their leadership role relating to the development of Cornwall’s economy, including specific interventions to correct market failure, stimulate sustainable growth and react to emergency situations. CDC provides both organisations with the capacity (resources, skills & contacts) required to deliver strategic economic priorities and this continues to help build business confidence in Cornwall. The delivery of large, targeted business investment programmes continues to support business growth in tough economic circumstances.

Building on CDC’s outstanding track record of delivering programmes against agreed strategic themes, CDC has worked alongside CC and the LEP to make significant impacts in the following key Leadership areas:

- Working with the Cornwall Agri-food Council, an outline action plan was presented to CAC AGM in Sept 2013 and accepted by this industry led group.
- As part of support provided to the LEP in its development of their EU SIF CDC:
  - Has facilitated the “Land and Sea” aspects of their initial work and have continued to provide agri-food and rural development expertise to this process.
  - Has made a significant contribution to the Support for Business strand, including work on financial instruments.
  - Is leading the ongoing development of the Community Led Local Development/LEADER activity strand.
- The Superfast Cornwall programme continues to lead the way nationally for the deployment of superfast broadband in the most difficult ‘final third’ of the country, with about 30 senior delegates from local authorities and the Welsh and Scottish Governments visiting to learn from our experience.
- 100% clean external audits for all projects and for the Company as a whole – heralding twelve years of successful audits and reinforcing CDC’s reputation for excellence in financial management.
- Provided business advice, support and training on behalf of local and central government as part of the flood recovery work and #openforbusiness campaign, following the extreme weather experienced at the beginning of 2014.
- Managed the Cornwall strategic brand strategy development project on behalf of the LEP.
Place Shaping - EU SIF

Through the EU funded Strategic Investment Framework CDC was tasked with delivery of the ERDF capital investment programme in Cornwall’s key towns. As the contract draws to a close, it is now possible to conclude that, despite a backdrop of recession and changing political landscape both nationally and locally, the CDC SIF team has been pivotal in ensuring full commitment of Priority 4 and has also made a significant contribution to the delivery of the Priority 2 business infrastructure strand. A summary of the achievements under the SIF contract follows:

- In 2013/14 CDC supported the submission of 12 projects with a grant value of £20m.
- Since the beginning of the SIF contract CDC has supported the submission of 31 applications to Priority 4 & Priority 2 with a gross value in excess of £120m, representing £62m of potential ERDF investment, this includes:
  - **Pendennis Superyachts (PSY)**: expansion of PSY’s facilities in Falmouth, providing a platform for the future growth of the business; grant value: £7.1m ERDF.
  - **A391 Diversion Project**: a major investment in infrastructure required to unlock major new regeneration sites on former industrial land; grant value: £5.9m ERDF.
  - **Carluddon Technology Park**: complementary initiative to the A391 Diversion aiming to establish the area as a major employment destination; grant value: £4m ERDF.
  - **Newquay Aerohub Business Park**: creation of a new serviced 20ha employment site benefiting from Enterprise Zone status; grant value: £2.5m ERDF.
  - **Truro East Park and Ride**: key role in mitigating congestion issues and supporting the continued success and growth of Cornwall’s capital, grant value: £4.0m ERDF.

Connectivity

**Superfast Cornwall**

- **221,511 premises (87%) of Cornwall on the fibre footprint.**
- Driven by our marketing campaign under the Superfast Cornwall brand, take-up continues to be amongst the UK’s strongest, with 42,779 live connections, including an estimated 5,133 businesses now benefiting from superfast broadband.
- Over 56,000 premises have the pioneering Fibre to the Premises (FTTP) superfast broadband available.
- BT have now signed a contract for the installation of the submarine cable to connect the Isles of Scilly and provide superfast broadband to the islands.
• **Digital Inclusion has now helped over 2,500 people** attend courses to benefit from the internet. This has been achieved by working closely with partners such as libraries, housing associations and job centres. Activity includes the management of the Superfast Cornwall Volunteer network, which has recruited and trained over 60 volunteers.

• The mid-term evaluation results were published in Nov 2013, based on in depth surveys of 88 businesses connected to superfast broadband for at least 12 months. Findings included:
  - 58% showing business growth attributable to superfast broadband.
  - 26% have either created or safeguarded jobs as a direct result of the efficiency and innovation that superfast broadband encourages.
  - 37.5% reported that superfast broadband had helped their business to generate new sales.
  - 24% pointing to new trade overseas.

• **Superfast Cornwall won a sixth major award**, beating competition from the Prime Minister’s Office and the Met Office to win the Public Sector category at the Chartered Institute of Marketing’s Marketing Excellence Awards.

• **Superfast Cornwall research and innovation activity**, under the Superfast Cornwall Labs brand, continues to deliver new findings with our four sponsored PhDs / RAs at Plymouth and Falmouth Universities, as well as cutting edge research into videoconferencing (V-connect project) and HE delivery models (University of the Village project).

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**Aerohub Enterprise Zone @ Newquay Cornwall Airport**

• **Investors: 6 new enterprises on the enterprise zone creating 140 new jobs**

• **Business Park**
  - Detailed design complete.
  - LDO approved April 2013.
  - £2.3m HCA match funding secured Sept 2013.
  - Vacant Possession of land secured Nov 2013.
  - Application for ERDF funding endorsed Jan 2014.
  - LDO shortlisted for Place Making Awards Jan 2014.

• **Development Zone 1**
  - Detailed design complete for the first new Hangar (9,000 sqm) - Oct 2013.
  - Designs for Executive Aviation Centre (EAC) being progressed.
  - Funding being sought for hangar, servicing and infrastructure and EAC.
• **Marketing:**
  - Trade mission to Dubai Air show – Nov 2013 - has led to strong pipeline of investment enquiries.
  - Work to develop the Aerohub brand and website: www.aerohub.co.uk.

• **Funding secured from RGF of £200K and CC of £1.8m. for the ‘incubator’ hangar, now on site.**

• **Unmanned Aerial Systems:** West Wales Airport joint venture launched in London in Sept 13.

• **Excellent review from DCLG national:** “Dedicated, competent EZ team, which is well supported by the local authority and commercial partners. It is one of the key priorities for the LEP... A strong partnership with Newquay Cornwall Airport has been established to support the marketing and development of the zone.”

**Port of Falmouth**

• CDC has continued to facilitate partnership working within Port of Falmouth and undertook overall programme co-ordination which underpinned the £24.00m investment in the Pendennis ship yard.

• CDC appointed URS Scott Wilson to undertake the Penryn River Study (Stage 1) to review the economic impact of implementing the Port of Falmouth. The Company also undertook a broad range of supporting work packages to facilitate the overall programme and project delivery, including work on transport and supply chain.

**Growing High Value Creative Industries**

**Hall for Cornwall**

The Hall for Cornwall project has been supported through the early planning, development and funding processes. The £15m project has submitted a Stage 1 Arts Council application, with Heritage Lottery Fund, ERDF, Cornwall Council and private donor funding to be progressed.

**Kresen Kernow**

The ‘Kresen Kernow’ Archive Centre Project was successful in a ‘national level’ Heritage Lottery Fund application, with Stage 1 approval and development funding secured towards the £9.5m overall HLF bid as part of the wider £15m project.