

Building on success: Our achievements for 2010-11

MISSION STATEMENT

Cornwall Development Company is the economic delivery arm for Cornwall Council. We aim to deliver a bespoke, business facing service to unlock the economic potential of Cornwall. We achieve this aim through the expertise and professional commitment of our staff who, together, have a wide range of economic development know-how. We bring together the right team, with the right skills, on the right project at the right time, turning this knowledge into added value for the economy of Cornwall.

We deliver value for money for our shareholder and other stakeholders, a responsive service to business and, ultimately, jobs and prosperity and a low carbon future for Cornwall.

CDC has a strong track record in delivering successful, innovative and transformational projects on behalf of the Council against the vision and themes in the Council's Economy White Paper:

Vision

'A confident, resilient Cornwall that is a leader in innovative business and low carbon technologies'

Economy White Paper, Cornwall Council, April 2010

Themes

1. Leadership in the economy
2. Business transformation leading to high productivity
3. Cornwall connectivity
4. Place shaping
5. Low carbon economy

Some of the key achievements for 2010-11 are detailed below under the relevant strategic issues:

Business transformation leading to high productivity

Inward Investment

- 46 leads generated from businesses in the US, Canada, China and India.
- 20 new businesses invested from UK and EU and 101 new high quality jobs created.

AgustaWestland chose Newquay Cornwall Airport as the location for a new Operational Flying Training Centre to deliver high-quality training for helicopter pilots and mission crews. This incorporates a helicopter hangar, briefing rooms, computer-based training classrooms and offices. Graham Cole, Managing Director, says: "We are already seeing strong interest from military and public service helicopter operators around the world."

The company benefited from significant funding from the ERDF Convergence Programme as well as support from the SWRDA and Cornwall Council. Thirty highly skilled jobs were created at the airport site, including 13 aircrew instructors. The Centre has the capacity to train groups of up to 50 personnel and ability to scale up quickly in the future. Direct access to sea and cliffs makes Newquay Cornwall Airport an ideal site for Search and Rescue (SAR) flight training and the terrain is ideal and airspace to support world-class flight training. Other benefits include operational capacity of the aerodrome, the ability to develop business at the Airport and to operate independently of commercial traffic.

Business investment

- £12m project facilitated for Trewithen Dairy that accessed £5.7m from RDPE
- A further 27 business projects in rural areas, worth in the region of £8m, accessed over £4.5m of RDPE support
- Multiple investments into micro and small business across the county
- Enabled 15 capital, revenue and transnational projects, working with a wide range of businesses including marine leisure and marine renewable businesses, Newquay Airport, Porthmeor Studios and the Innovation Centres, accessing £34.3m of intervention of which £21.2m came from European Convergence Programme investment funding

Trewithen Dairy received the largest private sector investment to date under the RDPE, at a total cost of £12 million. CDC worked with the business over a period of 18 months to develop their application. They were awarded a £5.7 million grant to assist them to deliver their aspirational growth targets.

Now in the middle of their capital build phase, they aim to create an additional 40 jobs on site, increase their gross value added by £1.6million and increase their processing capacity by 26 million litres. They will also reduce their water use by 25%, their energy use by 10% and their Carbon emission by 20% by 2014.

Ben, aged 27, was unemployed, living in Newquay with a learning disability but he had a passion for aeroplanes.

He joined Cornwall Works for Learning Disabilities and his goal was to work in an airport. With the help of the CWLD programme he obtained valuable supported employment work experience and Ben is now in permanent employment at Newquay Cornwall Airport as a Passenger Services Agent.

Employment & Skills

- Worked with over 750 employers to fill positions with supported individuals returning to work and/or to up skill their existing workforce.
- Key partner in Cornwall Works, supporting over 1,300 jobless individuals towards work and 549 into work (entry to work rate of 42% with national average of below 25%)
- Improved the work skills of 1,892 individuals

Tourism

- Cornwall wins best UK destination for the second time at British Tourism Awards, along with accolades from Holiday Which and the Sunday Times amongst others
- Record number of entries for Cornwall Tourism Awards
- Financially supported 12 key events across the county and secured 4 major events for the future - Tall Ship 2013, Finn festival 2012, Olympic Torch Relay and Festival of Sport 2012.
- 1,300 businesses involved with VisitCornwall and assisted through membership. marketing and PR activities
- 15% increase, to more than 1 million unique visitors to VisitCornwall website and extensive PR coverage for Cornwall

Over the last few years VisitCornwall has worked with complimentary national brands to add value to overall marketing activity and gain greater reach to potential new audiences.

The most recent of which is a Mothers day competition in March 2011 with Fatface, a high street clothing company. The competition was promoted across all their stores nationwide (202 outlets), at point of sale and window displays, on their website, distributed through their email database and as a full page advertisement in the Sunday Times Style magazine. At present it is too early to finalise the overall impact of the activity but the estimated value of the coverage to Cornwall is £95,000. VisitCornwall incurred no direct costs for this work.

Showcasing Success

- The Cornwall Tourism and Cornwall Business Awards provided master classes through showcasing successful businesses

Innovation

- Managed delivery of the Pool Innovation Centre where occupancy is ahead of projected rates
- Secured funding through Convergence investment bid for the Tremough Innovation Centre
- Secured investment in principle for bid for the Wellbeing Innovation Centre from Convergence Endorsement Advisory Group (formerly the Medical I.C.)

Pool Innovation Centre (PIC) is a new facility, created to stimulate economic growth and development. CDC has been involved with the project for over decade, carrying out:

- feasibility work
- development of the business plan
- procurement for the Operating Contract
- supporting the strategic partnership.

CDC is still providing support and project management on the operation of the centre, feeding lessons learnt from this ground breaking work into developing the proposals, bids and delivery management of the other two Centres at Tremough and Treliske.

The Centre shattered predictions by achieving 50% occupancy within months of opening in 2010, and statistics have revealed that 4,000 members of Cornwall's business sector have already interacted with PIC.

Cornwall connectivity

Superfast Cornwall

CDC has secured the single largest EU investment in superfast broadband infrastructure to date, making Cornwall & Isles of Scilly a world class and pioneering location for the connectivity of high speed broadband.

- Significant milestones were reached early in the year with both the State aid approval and EU Major projects clearance received.
- Contract announcement by BT's CEO Ian Livingston and CC Leader Alec Robertson on Fistral Beach, the iconic 'desk on the beach' photos made it round the world.
- The CDC programme team was established and 14 separate programme workstreams initiated - including infrastructure, marketing, evaluation, research & innovation and environmental sustainability.

- Superfast Cornwall brand established and www.superfastcornwall.org launched.
- The infrastructure rollout commenced in January 2011 and by the end of March over 15,000 premises had access to superfast broadband, with 50 live connections including 10 businesses.

Established in July 2006, Orbiss recently expanded from hotel phone systems into guest room technology and now also provides movies-on-demand, IPTV and high-speed internet access for guests. Orbiss had the foresight to recognise the business potential of superfast broadband and pioneered the new technology, being the first customer in Cornwall to connect:

"It is a massive leap forward, helping us to operate more efficiently and making an important contribution to the service we provide. The technology and expertise we have available allows us to operate on a national scale here in Cornwall and compete successfully with very big companies."

Port of Falmouth

Eighteen months of work on the Port of Falmouth Masterplan was unveiled to the public in a four week consultation process in March 2011. The Masterplan is a detailed study looking at the future marine use of Falmouth and its role in the community. It sets out opportunities for investment and new development in the docks to support the long-term economic regeneration of the town.

Place shaping

- £627,000 secured for the Bodmin Moor Livestock Initiative
- Strategic Investment Framework accessed £5.5m to deliver 7,000sqm of buildings and 193 jobs.
- Despite a freeze on activity imposed as part of the Spending Review, over £2.62 million was committed through 114 projects across all 3 Local Action Groups.
- Secured an Indicative Funding Offer of £1.1m for the delivery of the Fisheries Local Action Group.
- Delivered rapid review of Convergence Strategic Investment Framework (SIF) Programme for the 7 main Cornish towns.

The Cornwall Air Ambulance Trust, with the support of CDC, secured £940K of ERDF Convergence funding towards the delivery of a new 835 sqm operational BREEAM Excellent facility at Newquay Cornwall Airport. The project in total is worth £1.8 million and will create up to 5 new skilled posts, including a graduate engineer to work with aircraft operator.

Low carbon economy

- Clear about Carbon has developed Defra's 'Carbon Literacy for Procurers Module' and delivered it across a range of Whitehall Departments, NHS Trusts, and the wider public sector nationally.
- Ongoing successful delivery of the European funded 'Regions for Sustainable Change' (RSC) and RESGen projects
- Coordinated the Interim Low Carbon Economy Delivery Plan for Cornwall
- Successfully delivered the 2010 Royal Cornwall Show Green Energy Village, showcasing 17 of the counties Micro-Generation and Energy Efficiency companies.

The Clear about Carbon project has developed and delivered DEFRA's Carbon Literacy for Procurers Module, which forms part of the National Sustainable Public Procurement Programme (NSPPP).

Delivery has been to a range of Whitehall Departments, NHS Trusts, and the wider public sector across the UK. The project has recently trained 14 trainers to allow for wider national rollout and is currently developing corresponding e-learning materials for use in the private sector to drive low carbon supply chain development.