

# Strategy and Action Framework

## Theme 1 Improve Competitiveness

*To achieve sustainable prosperity with opportunity for all in Cornwall and the Isles of Scilly*

### Guiding Principles

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

**B. To ensure environmental sustainability**

**C. To remove economic and social disadvantage, improve the well-being of people and foster cultural confidence**

**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

Ensure Energy Sustainability

### Actions

- Strengthen and create research capacity and knowledge-exchange networks/clusters
- Encourage further inward investment by high-value business
- Develop a programme of knowledge exchanges/placements
- Create a branded 'Cornwall Innovation System'
- Enhance incubation services to enable knowledge-based start-up and spin-out companies to realise their potential

- Develop serviced sites
- Provide employment space
- Support the knowledge economy, target sectors and incubation
- Develop Strategic Assets
- Integrate strategic principles
- Improve co-ordination of delivery arrangements for employment space provision

- Provide focused support to growth businesses
- Deliver start-up and early-stage business support
- Help businesses to compete globally
- Support third sector businesses
- Provide generic assistance to all businesses
- Establish business financing and investment models for the knowledge economy
- Simplify and co-ordinate delivery mechanisms

- 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 sectoral and other 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 to be a leading edge centre of broadband connectivity
- Ensure that every business gets online
- Create wealth through connection
- Ensure there are opportunities for every household to get online
- Deliver the benefits of eLearning
- Connect communities
- Deliver Beacon Projects

- 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

### Lead Partner

Combined Universities in Cornwall/Cornwall Enterprise

South West Regional Development Agency

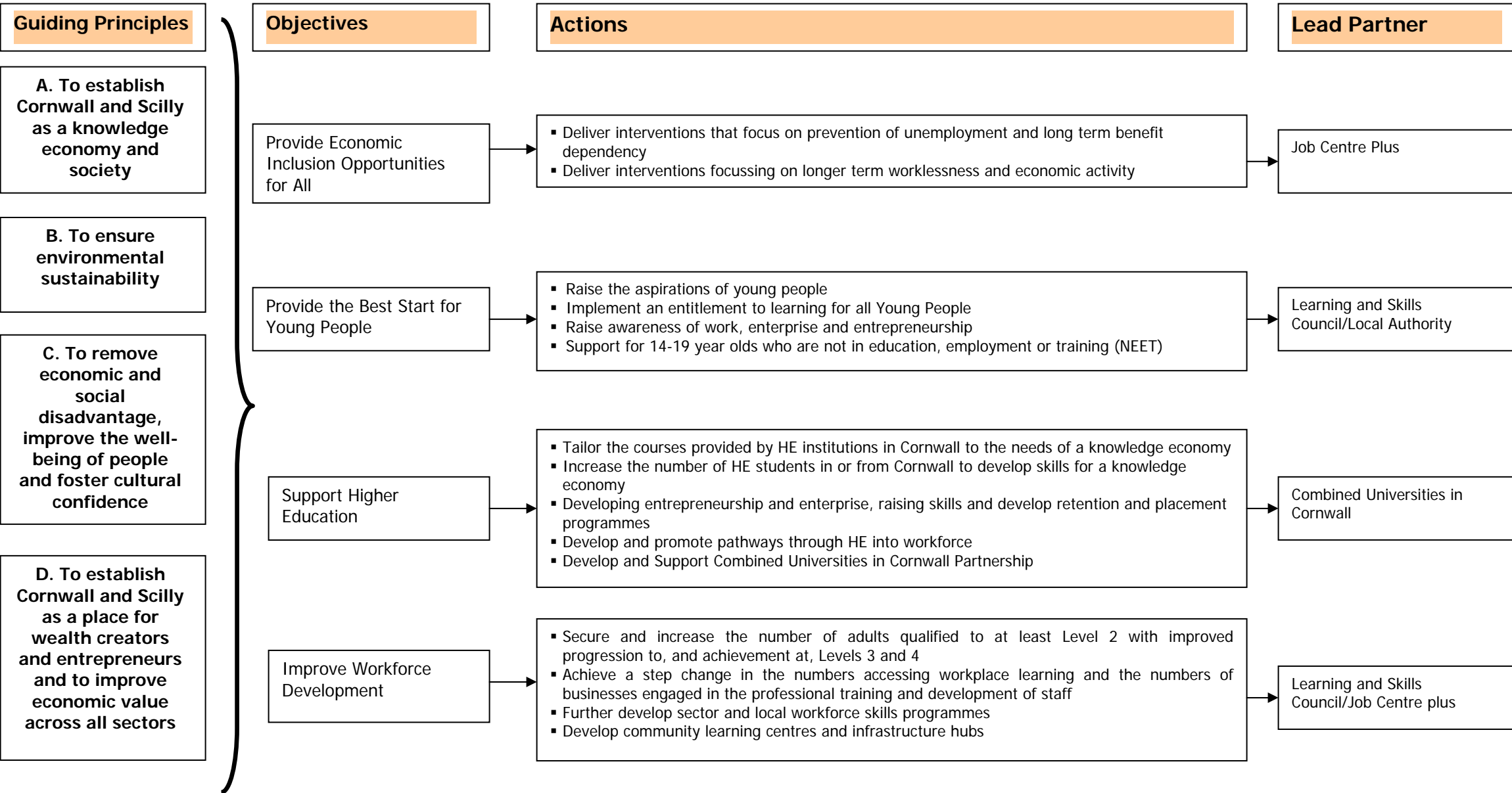
Business Link

Cornwall Enterprise

Cornwall Enterprise through Act Now

Cornwall Sustainable Energy Partnership

**Theme 2**  
**Develop People**  
*To achieve sustainable prosperity with opportunity for all in Cornwall and the Isles of Scilly*



**Theme 3 Enhance Place and Connectivity**  
*To achieve sustainable prosperity with opportunity for all in Cornwall and the Isles of Scilly*

