



Strategy and Action: The Economic Development Strategy for Cornwall and the Isles of Scilly

Strategic Context

Before undertaking a revision of the economic development strategy for Cornwall and the Isles of Scilly, other strategies and policies at a Regional, National and European level must first be recognised and considered to ensure alignment wherever possible. Whilst addressing the specific needs of the area, the Strategy will also contribute to the aims and objectives of other Regional and National Strategies, in particular the Regional Economic Strategy. Strategy and Action brings these strategies together into a coherent whole and set out the vision and priorities for the whole of the economy of Cornwall.

The following table highlights the most important strategies and policies and indicates the implications that they have on the review of Strategy and Action. Please [click on](#) the name of each strategy for more information.

Name of Strategy	Author/Date Produced	Objectives	Implications on Strategy and Action
European Policy			
Lisbon Agenda	European Commission – 2000 (reviewed 2005)	At the European Summit held in Lisbon in March 2000, EU Member States agreed on a strategy to make the EU the most competitive and dynamic knowledge-based economy, capable of sustainable economic growth with more and better jobs and greater social cohesion by 2010".	After the mid-term review of the Lisbon Strategy carried out in 2005, Small and Medium Sized Enterprises (SMEs) continue to make a crucial contribution to this goal, which is particularly important for Cornwall and the Isles of Scilly. The reviewed Strategy notes the following priorities in the so-called three pillars (economic, social and environmental) of the Lisbon Agenda: A "Partnership for Growth and Jobs" (supported by an EU

			<p>Lisbon Action Programme and National Action Programmes)</p> <ul style="list-style-type: none"> ▪ Promoting entrepreneurship and skills ▪ Improving SMEs access to markets ▪ Boosting research and technological development ▪ Ensuring open and competitive markets, thus completing the Single Market ▪ Cutting red tape ▪ Removing obstacles to labour mobility ▪ Modernising social models ▪ Ensuring a sustainable development (Please see the Gothenburg Agenda).
Gothenburg Strategy	European Commission – 2001 (reviewed 2005)	<p>The European Summit held in Gothenburg in June 2001 completed the Lisbon Strategy by adding an environmental dimension. This "third pillar" of the Lisbon Process, the others being economic and social reform, focuses on a new emphasis to protect the environment and achieve a more sustainable pattern of development. The aim is to "decouple environmental degradation and resource consumption from economic and social development by 2010".</p> <p>Priorities of this Strategy are:</p> <ul style="list-style-type: none"> ▪ Combating climate change ▪ Ensuring sustainable transport ▪ Addressing threats to public health ▪ Managing natural resources in a more responsible manner. 	<p>According to mid-term review of this Strategy carried out in 2005, the EU will pursue a "stronger focus", a "clearer division of responsibilities, wider ownership, broader support, a stronger integration of the international dimension and more effective implementation and monitoring" of the environmental policy in general and the Gothenburg goals in particular.</p> <p>The review of Strategy and Action, plus the Programmes for Post 2006 developed from it, will need to ensure it contributes to the objectives and priorities of the Gothenburg Strategy.</p>

National Strategies			
Air Transport White Paper - 'The Future of Air Transport'	Department for Transport – 2003	Strategic framework for the development of airport capacity in the United Kingdom over the next 30 years against the wider context of the air transport sector.	<ul style="list-style-type: none"> ▪ Support for the development of Newquay; ▪ Agreement that links to the Isles of Scilly should be protected.
Energy White Paper: Our Energy Future – Creating a Low Carbon Economy	DTI – 2003	The White Paper defines a long-term strategic vision for energy policy, combining environmental, security of supply, competitiveness and social goals.	<p>The County needs to develop a strategic approach to energy issues, covering renewable energies and energy efficiency, with targets and an action plan to deliver.</p> <p>Energy issues also need to be integrated into local strategies, e.g. housing and community plans.</p> <p>Local Planning Guidance needs to reflect the importance of renewable energies and Combined Heat and Power (CHP), with better statistics collected on the number of regional projects which receive planning approval or not, and data on the pattern of energy usage in local areas.</p> <p>Local organisations should work together to identify appropriate skills needs and measures to promote innovation, including upgrading skills for effective delivery of a step change in energy efficiency.</p>
Innovation Strategy	DTI – December 2003	To outline the contribution that innovation makes to driving up productivity and achieving the vision of the UK as a key knowledge hub in the global economy.	Provides the national context for Cornwall's drive to be a world-class knowledge based economy. Also links to a number of other national initiatives, notably the Lambert Review on Business-University collaboration.
Opportunity for All	Department for Work and Pensions (DWP) – 1999 (latest review October 2005)	Strategy for tackling poverty and social exclusion and to help build a society where no one is held back by disadvantage or lack of opportunity. Key aims:	Supports the people development issues in relation to economic inclusion, skills and removing barriers to work.

		<ul style="list-style-type: none"> ▪ Eradicate child poverty ▪ Break cycles of deprivation ▪ Promote work as the best form of welfare and remove barriers that people face in getting work ▪ Support people to build personal assets and social capital by improving financial inclusion and investing in/engaging the voluntary, community and not for profit sector ▪ Provide security and independence in retirement ▪ Deliver high-quality public services 	
Securing the Future - UK Government Sustainable Development Strategy	HM Government - 2005	Aims to enable all people throughout the world to satisfy their basic needs and enjoy a better quality of life without compromising the quality of life of future generations, by helping people make better choices	Strategy and Action needs to reflect the Regional Sustainable Development Framework to ensure mainstreaming of Sustainable Development throughout, following new Government Guidance, including: <ul style="list-style-type: none"> ▪ Development of awareness-raising programmes on the importance of sustainable consumption and production; ▪ Promotion of innovation as part of economic development
Rural Strategy	DEFRA - 2004	To support rural areas through: <ul style="list-style-type: none"> ▪ Economic and Social Regeneration – supporting enterprise across rural England, targeting greater resources at areas of greatest need; ▪ Social Justice for All – tackling rural social exclusion wherever it occurs and providing fair access to services 	There is a need to improve rural productivity and access to services within a clear sustainable development context by: <ul style="list-style-type: none"> ▪ Improving the Business Advisory Service; ▪ Realising the full potential of broadband; ▪ Developing sustainable tourism; ▪ Access to transport

		<p>and opportunities for all rural people;</p> <ul style="list-style-type: none"> ▪ Enhancing the Value of our Countryside – protecting the natural environment. 	
Social Enterprise: A Strategy for Success	DTI - 2002	The strategy aims to develop a dynamic and sustainable social enterprise strengthening an inclusive and growing economy.	<p>Strategy and Action should ensure that the potential of social enterprises is realised, by:</p> <ul style="list-style-type: none"> ▪ Bringing together social enterprises and 'traditional' business; ▪ Developing the regional support network to give the sector a national voice; ▪ Establishing an overall framework of business support, which will address social enterprise; ▪ Developing standard definitions, methodology and practices to enable national, regional and local studies to generate data that can be compared and benchmarked.
Sustainable Communities Plan	ODPM - 2003	The plan sets out the long-term programme of action for delivering sustainable communities in both urban and rural areas. It aims to tackle housing supply issues, by creating communities rather than housing estates.	The plan requires improved local planning and stresses the importance of the Regional Spatial Strategy and Regional Housing Strategy. Local Development Frameworks (LDF's) and the Camborne Pool Redruth Urban Regeneration also have a high importance here. Strategic approach here encourages rural proofing, which is an objective of the revised Strategy and Action. Business and jobs should be encouraged into both rural and run down areas –is important.
Regional Policy			
"Just Connect" an Integrated Regional Strategy [IRS] for the	South West Regional Assembly - 2004	An overarching strategy setting the context for other strategies and expressing the overall needs of the	This provides an overarching context for Strategy and Action.

South West 2004 – 2026		<p>region. Its key aims are</p> <ul style="list-style-type: none"> ▪ To harness the benefits of population growth and manage the implications of population change ▪ To enhance our economic prosperity and quality of employment opportunity ▪ To make sure that people are treated fairly and can participate fully in society ▪ To address deprivation and disadvantage to reduce significant intra-regional inequalities ▪ To enhance our distinctive environments and the quality and diversity of our cultural life 	
Regional Delivery Plan for Sustainable Farming and Food Industry	<p>SW RDA/GOSW</p>	<p>This delivery plan sets out a range of proposed actions to make sure that the strategy for Sustainable Farming & Food makes a real difference to South West England.</p> <p>The vision is for: “A sustainable farming and food industry, which will provide first, high quality, healthy food produced by an industry that is profitable; which secondly, supports a skilled, fairly paid workforce; which thirdly, enhances the environmental assets that form the foundations of the region’s prosperity,</p>	<p>Local problems require local solutions. Most of the existing organisations, initiatives, plans and strategies relevant to sustainable farming and food operate at that grassroots level. It is vital that the actions set out in this Strategy and Action are appropriate for Cornwall and the Isles of Scilly by improving what is already happening and prompting change where needed.</p>

		health and social well-being and finally, supports secure, viable livelihoods and communities now and into the future.”	
Regional Economic Strategy (Draft Revised)	SWRDA - 2005	Prosperity is measured by wellbeing as well as <ul style="list-style-type: none"> ▪ economic wealth; Knowledge, service quality and performance are key to business success; More people can find jobs which fully utilise and reward their skills; The region respects the environment as the foundation of people's quality of life and as a Business opportunity. 	The objectives of Regional Economic Strategy have been identified from a strong evidence base which has enabled experts to point out what requires improvement in the region. It is clear that these objectives have, in the most part a close interlink with issues identified at a local level. It is also important that the local economic strategy can demonstrate how successful delivery will also contribute to improvements at a regional level. In addition, it is critical to align the principles of Strategy and Action in so far as possible whilst ensuring that Strategy and Action delivers appropriate and needed priorities for the local area. This will also have an implication when preparing for Post 2006 in terms of demonstrating regional synergy for funding applications.
Regional Housing Strategy	GOSW - 2005	South West Housing Strategy aims to: <ul style="list-style-type: none"> ▪ Bring council and housing association homes up to the Government's Decent Homes standard and improve the design and quality of new homes; ▪ Build sufficient new homes, and in particular affordable homes, to meet current and future needs; 	This strategy should influence not only general housing provision within Cornwall, but also needs to be reflected in any measures to develop affordable housing in the County.
Regional Renewable Energy Strategy	Regen SW - 2003	The strategy outlines the actions needed in the South West to follow national renewable energy policy and meet Government targets. The overall vision is: “maximise the social, environmental	The aims and targets of the Renewable Energy Strategy need to be reflected in Strategy and Action, to include: <ul style="list-style-type: none"> ▪ Development of skills and awareness; ▪ Focus on renewable electricity to reach the target of generating a percentage of electricity from renewable

		and economic benefits of renewable energy through the integration of renewable energy into mainstream policy and practice at all levels within the region." It outlines plans for generating up to 15% of the region's power from renewable sources by 2010.	sources by 2010 in line with national renewable energy targets; <ul style="list-style-type: none"> ▪ Build the Cornish renewable energy industry.
Regional Spatial Strategy (Draft revised)	Regional Assembly - 2005	The Regional Spatial Strategy, or RSS, will set a regional framework about 'where things go', what the scale of development should be, and the links between broad issues like healthcare, education and crime, as well as basic infrastructure such as transport.	The RSS is the long term development strategy for the South West looking forward 20 years to 2006. Although it places strong emphasis on the potential of the main urban areas to drive regional growth a specific study has looked at the role and potential of Cornwall's towns. The emerging spatial strategy will set out the basis for the role of the towns with the vision that "the town should enhance their roles as centres for jobs, services, community facilities and transport – in ways that recognise their individual character and opportunities for sustainable growth for both their own communities and Cornwall as a whole. The RSS is a critical policy document for supporting Cornwall's post 2006 strategy and influencing the deployment of regional resources. In particular it incorporates the Regional-Transport Strategy.
Regional Strategy for Enterprise	South West Regional Development Agency -	The South West has been shown to have a comparatively low start-up rate, yet has higher business survival rates for those that do start up. This regional strategy for enterprise aims to provide a focus for everyone involved in enterprise and business. It sets out: <ul style="list-style-type: none"> ▪ For individuals – how we hope to change attitudes and provide more 	Developing a culture of enterprise within Cornwall Creating a positive business support environment Support for high growth businesses Supporting social enterprise Enterprise for all Inspire and motivate young people in schools Links between education and business Better integrated service of business support Provide on-going support

		<p>effective support for people to develop</p> <ul style="list-style-type: none"> ▪ their own ideas and businesses; ▪ For businesses – how we will work with organisations that support businesses to get rid of any confusion in the sector, to establish a high level of professionalism ▪ in those providing advice and support, and to work towards a flexible service that understands the issues ▪ and provides the advice and information that customers really want; and ▪ For business support – how we will work with the business support community to develop a network of organisations which work better together and offer the best value for money. 	<p>Increase awareness of environmental protection</p> <p>Access to finance</p>
Regional Waste Strategy 2004-2020	South West Regional Assembly - 2004	The strategy outlines the response needed in the South West to follow national waste policy and meet its targets. This is actually part of the RSS.	<p>Strategy and Action should address issues which help to deliver the Waste Strategy, by:</p> <ul style="list-style-type: none"> ▪ Encouraging innovative technologies for managing and disposing waste; ▪ Encouraging the development of recycle processing facilities; ▪ Encouraging public and private sectors to lead by example in reducing packaging and reusing goods.
Sector Skills (Draft Planning Overview)	Learning and Skills Council - 2006	LSC defines a priority sector as a sector that is significantly important to the economic success of the region or sub-	<p>The region is committed to delivering the following key strategic directives in respect of Strategy and Action:</p> <ul style="list-style-type: none"> • To strengthen our ability to lead change regionally and

<p>(Hyperlink not available)</p>		<p>region and has a high need for skills at level 3 (2 'A' levels or NVQ3 equivalent) or below. It must also include at least one of the following categories.</p> <ul style="list-style-type: none"> ▪ A high percentage of the workforce is employed in the sector. ▪ The sector has a high turnover of staff and needs to develop the skills of replacement staff. ▪ The sector has a high probability of growth in the region or sub-region. ▪ The sector has a high probability of declining, and the decline needs to be carefully managed. <p>The region has identified six main priorities for 2006/2007.</p> <ul style="list-style-type: none"> ▪ Put into practice the vision and strategy for 14- to 19-year-olds within each local LSC area to improve involvement and achievement. ▪ Raise success rates in Skills for Life, with a particular focus on numeracy and English for Speakers of Other Languages (ESOL). ▪ Prioritise resources within provider plans for the specific sectors of construction, retail, health and social care, and engineering. ▪ Prioritise resources to help adults learn skills that will help them find jobs. 	<p>locally</p> <ul style="list-style-type: none"> • To improve the skills of the workers who are delivering public services • To strengthen the role of the LSC in economic development so that we provide the skills needed to help all individuals into jobs • To make learning truly demand-led so that it meets the needs of employers, young people and adults • To transform the learning and skills sector through agenda for change • To continue to strengthen the role of sectors in the planning and delivery of workforce development activity in Cornwall. • Continue to develop the links between providers and businesses through the workforce development group. • Continue to focus co-financing funding on the priorities established within Strategy and Action
--	--	---	--

		<ul style="list-style-type: none"> ▪ Build on the success of the Employer Training Pilots to develop Train to Gain across the whole region. ▪ Build on existing work with the further-education sector to enhance its reputation for excellence and responsiveness. 	
Socio-Economic Baseline Study of the South West Fishing Industry	South West Regional Development Agency/SW PESCA - 2003	Commercial sea fishing is an extremely important industry in the South West., with more than half of all fish landings in England regularly made by the South West fleet. Plymouth, Newlyn and Brixham remain key ports in the region. It was designed to assist the development of a regional fisheries strategy to support a viable and sustainable fishing industry in the SW.	The review of Strategy and action will need to consider the key findings along with discussions locally to determine the most appropriate support and development required for this sector.
South West Cohesion Framework (under Development)	South West Cohesion Steering Group - 2005	The South West Cohesion Group is a partnership group, tasked with overseeing the development of a regional framework, which is fully aligned with the RES, and that will provide the context for all European programmes in the region from 2007 to 2013. The priority areas are: <ul style="list-style-type: none"> - Environment and accessibility - Productivity, Innovation & enterprise - Employment & skills 	The objectives of the South West Cohesion Framework have close synergy with the RES and also have an all important link with EU guidelines and priorities. The overarching objectives identified broadly encompass the general principles being discussed at a local level. It is also critical to align the principles of the Strategy in so far as possible whilst ensuring that it delivers appropriate and needed priorities for the local area. This will also have an implication when preparing for Post 2006 in terms of demonstrating regional synergy for funding applications.
South West Cultural Strategy – In Search of Chunky Dunsters	Culture South West - 2003	“Lifestyle Survey after lifestyle survey confirm it; the South West is where a majority of people in the country would	Strategy and Action must ensure that this continues – and that Cornwall is indeed the place to build you life and you

		<p>live if they had absolute freedom of choice. And if they have to settle for a holiday anywhere in Britain, again, they say, they'd come west."</p> <p>This strategy indicates how individuals and organisations are putting ideas into action, to achieve those aims of making the place we live, work and play healthier and wealthier; changing people's lives for the better, giving wider access to more cultural choice. It illustrates the ambitions and attitudes that Culture South West can help foster.</p>	business.
South West Environment Strategy	South West Regional Assembly - 2004	<p>Our environment matters to the millions of people who have made their homes here, and to those who flock here every year on their holidays.</p> <p>It matters to the industries that make a living from our land and seas, and to the businesses that invest in the South West. And yet, the beauty of our environment, and the abundance of our resources, is severely threatened by our activities, our choices and our lifestyles.</p> <p>This Strategy aims to:</p> <ul style="list-style-type: none"> ▪ Provide a Vision and Aims for the environment in ▪ the future; ▪ Identify Pressures threatening the environment; ▪ Identify key Issues to be tackled. 	It is important that Strategy and Action recognises and acts upon the significant importance of the environment and its necessary sustainability in planning for the long-term future of Cornwall and the Isles of Scilly.

South West International Trade Strategy	UK Trade & Investment and SW RDA – 2004	<p>The mission of this Strategy is the build the success of South West businesses internationally. Its objectives are to:</p> <ul style="list-style-type: none"> ▪ increase the contribution which international trade makes to the regional economy ▪ strengthen the skills and capabilities of regional businesses to trade internationally ▪ understand and respond to the needs of business and the barriers to their international trade development ▪ encourage companies to benefit internationally from innovation, investment, technology and research ▪ raise the awareness of, and resources for, business support services to companies wishing to trade internationally ▪ encourage cooperation between business 	<p>In line with several objectives of the Lisbon Agenda, Strategy and Action should seek to improve SME access to markets, boost research and technological development and encourage open and competitive markets, therefore encouraging Cornwall and the Isles of Scilly to compete on a global scale. This aligns with the general principle of the International Trade Strategy.</p>
South West Skills Strategy	SWESA (Regional Skills Partnership) - 2005	<p>Four key priorities have been identified They are to:</p> <ul style="list-style-type: none"> ▪ Develop a simple business brokerage system to meet the skills needs of employers and businesses ▪ Raise demand for, and develop, leadership and management skills ▪ Improve literacy, language and numeracy 	<p>The action plan should deliver the skills and employment agenda of the Strategy and Action, aiming to:</p> <ul style="list-style-type: none"> ▪ Raise demand for, and develop, management and leadership skills; ▪ Improve levels of literacy and numeracy skills; ▪ Develop joint planning that will help make the supply of training more appropriate, timely and flexible; ▪ Ensure an independent, integrated approach to skills

		<ul style="list-style-type: none"> ▪ Develop joint planning to ensure training is more appropriate, timely and flexible 	<p>and business brokerage;</p> <ul style="list-style-type: none"> ▪ Deliver the national skills and employment agenda.
<p>Sustainable Communities Plan – The Way Ahead (Hyperlink to be added)</p>	<p>SWRDA/SWRA/GOSW – 2005 (ongoing)</p>	<p>This is a plan of action to create the sustainable communities we need. The key areas are</p> <ul style="list-style-type: none"> ▪ Bristol and the West of England ▪ Plymouth ▪ Swindon ▪ Exeter ▪ Cornwall <p>The aim is to support existing strategies by improving delivery of what the region is already committed to in the provision of housing and improved productivity, and to harness the benefits of this growth to address regional inequalities and economic under-performance:</p> <ul style="list-style-type: none"> ▪ Improve transport networks ▪ Build more, and more affordable homes ▪ Make city centres more attractive ▪ Provide better economic links for the benefit of deprived areas ▪ Increase skills and knowledge levels ▪ Enhance the knowledge base in our businesses 	<p>In a presentation provided by Peter Stethridge, Chief Executive, Cornwall County Council, the approach needed for Cornwall was described as “Smart” growth: -</p> <ul style="list-style-type: none"> ▪ Raising Economic Performance ▪ Adding Value to Primary Products ▪ Knowledge-based Industry ▪ Developing Skills and Capacity ▪ Better Paid Jobs ▪ Addressing Housing Needs and Affordability ▪ Developing the potential of towns ▪ Protecting the environment

Towards 2015: Shaping Tomorrow's Tourism 2005-2015	South West Tourism, South West RDA - 2005	The strategy aims to: <ul style="list-style-type: none"> ▪ Drive up quality of tourism; ▪ Deliver truly sustainable tourism; ▪ Create superior destination management arrangements. 	Strategy and Action should complement the aims of the 'Towards 2015' strategy to create an industry which is: <ul style="list-style-type: none"> ▪ Less seasonal; ▪ Achieves higher visitor satisfaction rates and is welcomed by host communities; ▪ Commands a premium price; ▪ Recognises the environmental impact caused by the industry; ▪ Creates growth in quality employment; ▪ Enhances existing jobs; ▪ Generates additional sustainable income to the regional economy.
Local Policy			
Cornwall Community Strategy	Cornwall Strategy Partnership – 2003 (updated 2005)	<p>The Community Strategy for Cornwall is a new concept and opportunity for the public, private, voluntary and community sectors to grasp and use, in order to improve the quality of life for all people in Cornwall. It identifies priorities for action and it will act as a framework for other public service planning, influencing the delivery of a wide range of services such as housing, education, transport, crime prevention, economic development, culture and leisure.</p> <p>The long-term vision for Cornwall is "Cornwall – a strong sustainable</p>	The CEF is the economic arm of the Cornwall Strategic Partnership. Therefore Strategy and Action must deliver the economic aspirations of the Cornwall Community Strategy.

		<p>community for one and all".</p> <p>Its objectives for developing the local economy are:</p> <ul style="list-style-type: none"> ▪ Improve wage levels through higher quality businesses ▪ Support growth in local businesses ▪ Recognise and support community enterprise ▪ Support the natural and historic environment as a driver for economic development and prosperity ▪ Reduce barriers to recruitment and reduce skills shortages. 	
Cornwall Structure Plan	Cornwall County Council - 2004	Countywide policies for sustainable development in Cornwall for the period to 2016	A spatial strategy for Cornwall which is currently part of the statutory Development Plan. Is being replaced by the RSS and its sub-regional components and is time limited by statute until 2007.
Cornwall Towns Study [RSS – First Detailed Proposals of Cornwall County Council; A Spatial Strategy for Cornwall]	Cornwall County Council - 2005	Provides Cornwall's input to the RSS and a sub-regional context for the distinctive Local Development Frameworks. It sets out a spatial strategy for the future development of Cornwall to 2026.	These proposals provide a framework for future sustainable development based on demographic forecasts seeking to link housing needs, economic potential and infrastructure provision within an overall spatial approach. The essence of the strategy is a distributed approach to development recognising the role of all the towns in contributing to sustainable development objectives according to their different needs and potential.
Economic Development and Regeneration Strategic Plan	Cornwall County Council (2006 under review)	Cornwall County Council's role in economic development and regeneration is: To provide strategic leadership by developing, reviewing and co-ordinating the implementation of an agreed strategy	The Cornwall and Isles of Scilly Economic Forum is the economic development partnership for the Cornwall County Council. Therefore, the agreed strategy for Cornwall is Strategy and Action. The Economic Development and Regeneration Strategic Plan therefore

		<p>for Cornwall, including direct delivery of identified priorities.</p> <p>To achieve the aim: To create a strong and sustainable Economy by establishing an environment that enables prosperity for all.</p>	<p>demonstrates how the CCC can contribute to the delivery of Strategy and Action. It is a framework for Council activity and support.</p>
Fisheries Task Force Strategy	South West PESCA	<p>The mission of the Fisheries Task Force is "to ensure the long term economic viability and sustainability of the regions fishing industry and fishing communities and to increase the value of fish to Cornwall by 40%".</p> <p>Within the strategy, the fishing industry has identified seven sectors, which require development and change over the next seven years (until 2010).</p> <ul style="list-style-type: none"> ▪ Sustainability ▪ Training ▪ Information ▪ Marketing / Promotion ▪ Quality ▪ Infrastructure ▪ Tourism / Public Awareness 	<p>The review of Strategy and Action will require awareness of the requirements identified within this strategy. The revised strategy will focus and advise on both the long-term and medium term future priorities.</p>
Local Transport Plan	Cornwall County Council - 2005	<ul style="list-style-type: none"> • Improved access to jobs and services, particularly for those most in need, in ways which are sustainable: <ul style="list-style-type: none"> ▪ Improved public transport. ▪ Local safety. ▪ Reduced problems of congestion. ▪ Reduced problems of air pollution. 	<p>This evidence based strategy should be used to inform the review of Strategy and Action in terms of the agreed transport priorities for 2006-11. The revision of Strategy and Action, in turn should inform future transport plans and prioritisation exercises what is most needed in terms of economic development for Cornwall and the Isles of Scilly.</p>
Rural Economic Strategy	Rural Cornwall and	<p>The vision is "To create and safeguard</p>	<p>It has been agreed that there is no need for a separate</p>

	Isles of Scilly Partnership - 2003	<p>sustainable, quality employment that contributes to a thriving and vibrant rural economy". The key priorities are:</p> <ul style="list-style-type: none"> ▪ Create sustainable, quality job opportunities. ▪ Support schemes (including co-operation and collaboration) which enable entrepreneurs and micro-businesses to develop their business and improve viability. ▪ Support community enterprises, facilities and groups that find innovative ways to deliver and provide access to services. ▪ Develop a sustainable and integrated transport network accessible to all. ▪ Encourage energy conservation and support sustainable energy production ▪ Maximise the economic contribution of quality Tourism, Leisure and Recreation. ▪ Support co-operation between relevant organisations to supply affordable homes for identified need. ▪ Promote and support sustainable economic development which utilises and enhances environmental capital. 	Rural Economic Strategy and therefore Strategy and Action needs to ensure that it takes into account specific rural issues and mainstreams these throughout the strategy and its priorities. The Priorities specified within the existing Rural Economic Strategy are issues that arise across Cornwall and the Isles of Scilly and should therefore be addressed within one focussed document.
Strategy for Sport and Active Recreation	Cornwall and Isles of Scilly Sports Alliance - 2004	The vision is to 'Encourage healthy lifestyles by increasing the number of people in Cornwall and the Isles of Scilly who regularly participate in sport	It is recognise that Cornwall and the Isles of Scilly are unique in many ways, and this includes the evidence which demonstrates that Sport contributes more to the economy in Cornwall that elsewhere in the UK. Strategy

		<p>and active recreation.' The strategy identified four core themes for action: -</p> <ul style="list-style-type: none"> ▪ Effect Cultural Change ▪ Improve Communication ▪ Improve facilities ▪ Target those not currently taking part 	<p>and Action should recognise this fact and take account as appropriate within the review process.</p>
<p>Isles of Scilly Integrated Area Plan</p>	<p>Council of the Isles of Scilly</p>	<p>The Isles of Scilly Integrated Area Plan covers the entire Isles of Scilly, which is also the area covered by Council of the Isles of Scilly.</p> <p>There are three areas for future development highlighted within this plan:</p> <ul style="list-style-type: none"> ▪ Location and relative isolation ▪ Transport ▪ Basic Infrastructure 	<p>Strategy and Action will need to take into account the three key areas for development for the Isles of Scilly in developing its strategic priorities. The developments of the transport sea links are of great strategic importance and links intrinsically with the Local Transport Plan and proposals for Regional Funding Allocations.</p>