

**SEC Economic Development Investment Priorities – Summer 2016 – draft for discussion**

<b>Priority area – long term vision</b>	<b>Medium term projects for development</b>	<b>Short term actions</b>
<p><b>A38</b></p> <p><b>A38 Expressway through South East Cornwall</b> continuing the A38 Devon Expressway at least as far as the Dobwalls roundabout</p>	<p>Secure national transport investment to dual the Carkeel to Trerulefoot section to reduce congestion and accidents (long term objective, complete in stages)</p> <p>Commit locally controlled investment to improve safety on A roads linking Callington, Looe, Torpoint to A38</p>	<p>Complete A38 junction safety improvements including at Menheniot and Horningtops</p> <p>Analyse and publish comparative data on accident statistics (A38, A30, other significant A roads)</p> <p>Identify and cost phased plan for A38 upgrading</p>
<p><b>Workspace and employment land</b></p> <p>Develop and implement a <b>5-towns workspace and employment land strategy</b></p>	<p>Major development projects:</p> <ul style="list-style-type: none"> <li>• Saltash (Broadmoor Farm)</li> <li>• Looe outer harbour (specialist marine) and Polean</li> <li>• Liskeard Cattle Market (specialist digital and creative with ultrafast Broadband) and at least one additional employment land site linked to new housing growth with good A38 access</li> <li>• ? Callington</li> <li>• ? Torpoint</li> </ul> <p>Complementary investment in public realm and leisure facilities / activities in each town to create great places to live</p>	<p>Analyse availability and quality of employment land and range of workspace in each town and at key peripheral sites (eg Pensilva, Moorswater). 5 year investment plan to upgrade / extend</p> <p>Identify and implement opportunities to create network of enterprise centres - flexible supported office space in each town, potentially using redundant CC buildings</p> <p>Micro-business growth enterprise zone?</p> <p>Local one-stop-shop for business support and advice, credible “boots on the ground” from Growth Hub to strengthen and connect small business networks in the area</p>
<p><b>Skills</b></p> <p><b>High quality local apprenticeship opportunities through small and micro-businesses</b></p>	<p>Work with local companies to develop specialist advanced skills centres in SEC for:</p> <ul style="list-style-type: none"> <li>• Engineering including marine engineering</li> <li>• IT and creative / digital</li> </ul>	<p>Develop a business-led local Apprenticeship Hub to provide shared apprenticeship opportunities for small businesses, multi-skill and multi-sector</p>
<p><b>Tourism</b></p> <p><b>Strong and distinctive South East Cornwall tourism offer, well promoted</b></p>	<p>Build opportunities for cultural tourism including:</p> <ul style="list-style-type: none"> <li>• Looe Music Festival</li> <li>• Port Eliot LitFest</li> <li>• Cornish Mining World Heritage Site</li> <li>• Mayflower 2020</li> </ul>	<p>Map and understand the offer and assets; identify where additional product investment needed</p> <p>Review and refresh the South East Cornwall tourism brand; significant increase in marketing profile</p>

SEC Economic Development Investment Priorities – Summer 2016 – draft for discussion

Priority area – long term vision	Medium term projects for development	Short term actions
	<ul style="list-style-type: none"> <li>• Develop and promote art and craft sector, including better engagement from / with Cornwall arts and craft agencies (FEAST, Cornwall365, Open Studios ....)</li> </ul> <p>Leisure and active tourism:</p> <ul style="list-style-type: none"> <li>• Make more of Bodmin Moor (including Dark Skies) and Coast Path</li> <li>• Develop Looe Marina as watersports centre</li> <li>• Cycle trail Liskeard-Looe-Lanhydrock</li> <li>• Develop and promote local food and drink offer</li> </ul>	<p>Make the most of the Man Engine celebrations</p> <p>Improve engagement from / with Visit Cornwall</p>
<p><b>Links with Plymouth</b></p> <p><b>Capitalise on proximity to Plymouth to grow markets and supply chain opportunities for SEC-based businesses</b></p>	<p>Extend the Plymouth Marine Enterprise Zone into sites in SEC</p> <p>Develop practical SEC opportunities from Space Park at Newquay</p>	<p>Strengthen engineering supply chains with major Plymouth manufacturers including marine engineering sector</p> <p>Work with Plymouth University to extend student placements and projects with SEC businesses</p>
<p><b>Capacity</b></p> <p><b>More balanced capacity to support projects in N and SE Cornwall – strong local presence of key staff and agencies; proportionate investment plans</b></p>		<p>Map LEP and Cornwall Council investment and development support by area. Track changes over time and hold to account.</p> <p>Provide short term local capacity to strengthen business networks (partnership with Chamber / Growth Hub)</p> <p>Map and develop other network support and strengthen where required. Including:</p> <ul style="list-style-type: none"> <li>FEAST</li> <li>Visit Cornwall</li> <li>Creative Kernow</li> <li>Cornwall Marine Network</li> <li>Open Studios</li> </ul>