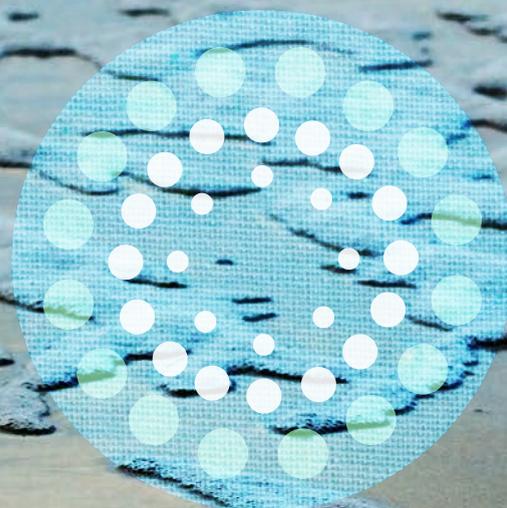
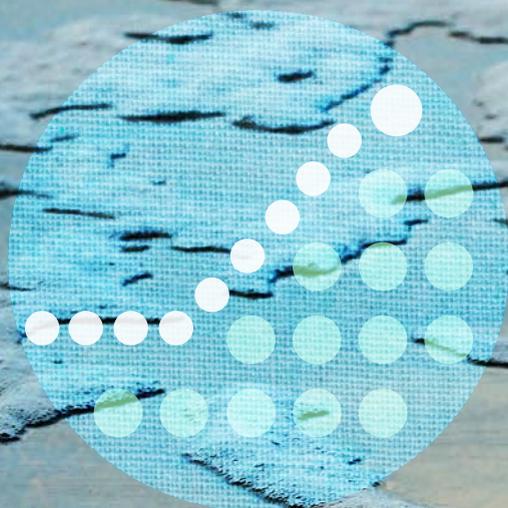
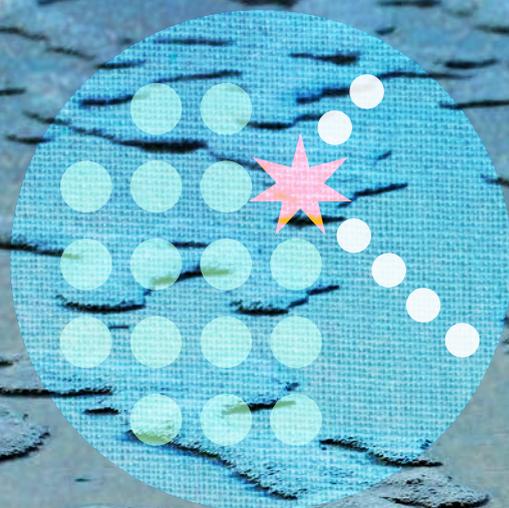


Vision 2030



Cornwall and Isles of Scilly

Vision 2030

Cornwall and Isles of Scilly face a fantastic opportunity to be at the forefront of a new economy, one that prospers in a unique creative, entrepreneurial and productive landscape.

The connection of business, people and place is at the heart of our strategy.



By collaborating, aiding investment and building partnerships across sectors the LEP will help drive and deliver this transformation.

This Strategic Economic Plan (Vision 2030) lays out how we will fulfil these objectives and we have set ourselves tough targets to measure our success.

While the challenges are complex our mission is a simple one. By 2030 Cornwall and Isles of Scilly will be home to flourishing businesses providing an outstanding quality of life for all.

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The power of connectivity means enterprises from all over the world are making Cornwall and the Isles of the Scilly their home – attracted not just by the economic opportunities on offer, but that extra innovative edge that sets us apart as an inspirational place to live and work.

The challenge is to ensure that those who want to do business in Cornwall and Isles of Scilly, or with Cornwall and Isles of Scilly, can do so. We'll help tell those stories that demonstrate impact on people across all walks of life and that span the generations.

We will build on our traditional sectors, supporting the tourism and agri-food industries that are known around the world. Continuing to grow and transform our economy in the digital age, adapting to the market, improving productivity and growing exports to create a flourishing, sustainable, entrepreneurial year-round economy that benefits all our communities.

These are just some of the challenges the LEP will tackle.

Progress

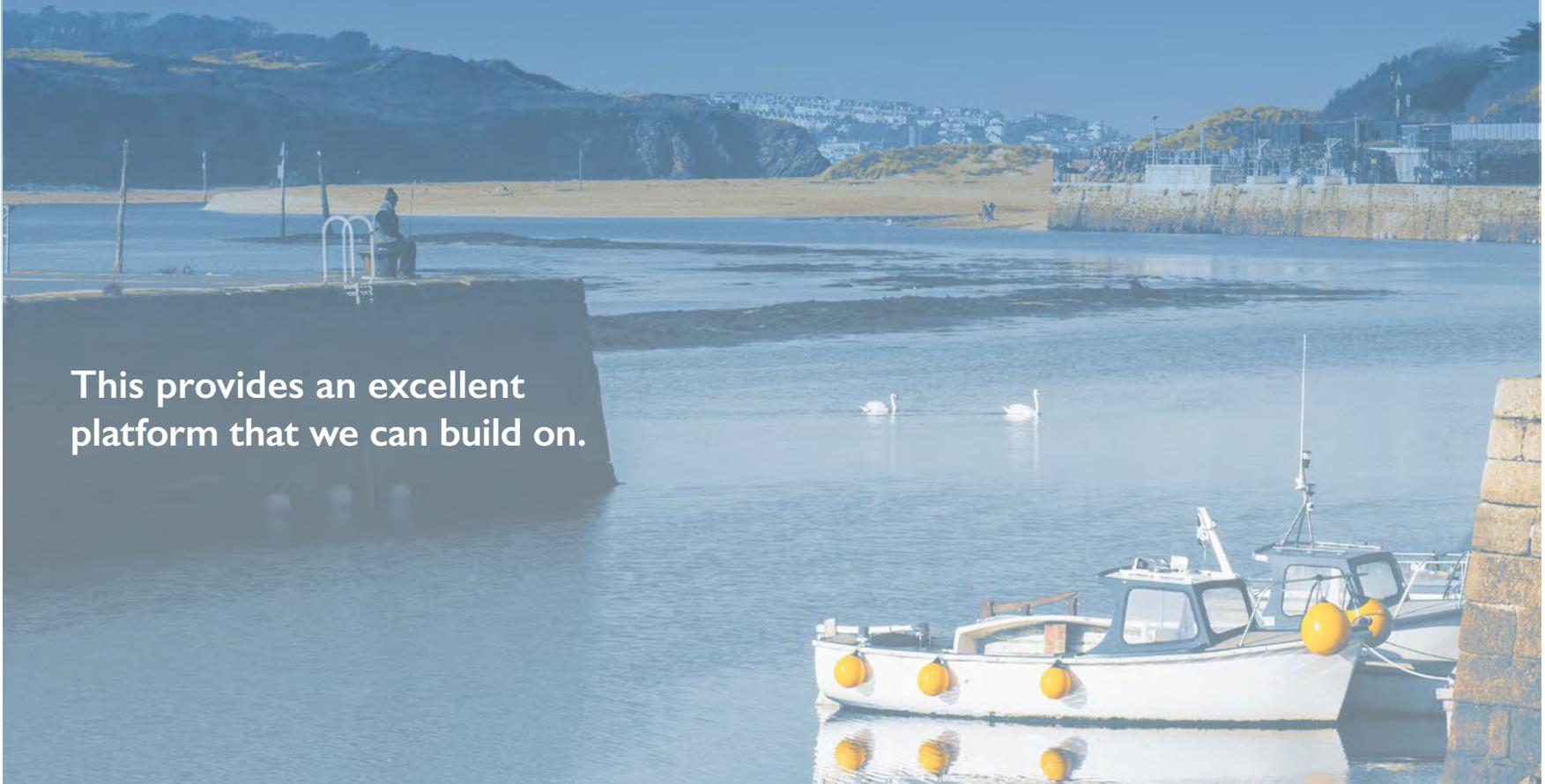
There were 33,000 more jobs in Cornwall and Isles of Scilly in 2014 than 2004

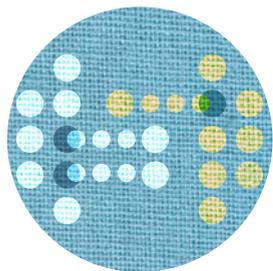
That's an increase from 236,000 to 269,000. This closed the gap in ratio of jobs to population (in those aged 16-64) to nearer the national average.

In 2014 over 105,000 working age adults held degree level qualifications, 43,000 more than 2004

In 2015, working age adults were more likely to be economically active than not, compared to the national average. Ten years before, more were not economically active.

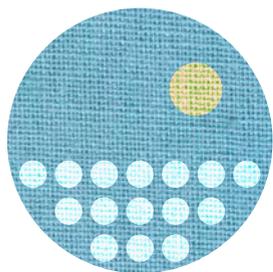
This provides an excellent platform that we can build on.





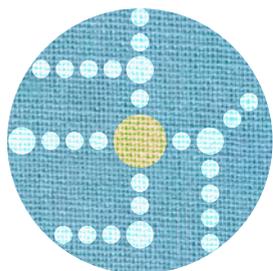
OUR ECONOMY

Around 23,000 enterprises call Cornwall and Isles of Scilly home. Most of these are small businesses, but together they contribute about £9.5 billion a year of economic output known as Gross Value Added or GVA (2016 prices). This output means we are the smallest of all 38 LEP areas in England. However, we are also one of the most distinctive - economically and culturally.



OUR ENVIRONMENT

Cornwall and Isles of Scilly are known around the world for their Areas of Outstanding Natural Beauty. With moorland and coastline acting as backdrop to literature, art and film for centuries, our landscape has been shaped by economic activity and human expression. It defines a cultural identity like no other.



OUR CONNECTIVITY

A UK leading digital infrastructure is now in place attracting new hi-tech business to the area and allowing current enterprises to tackle the challenge of distance. Investment in roads and our airport mean that Cornwall and Isles of Scilly has never been more accessible, physically and virtually.

We have achieved so much...



... but there is more to do

CHALLENGES

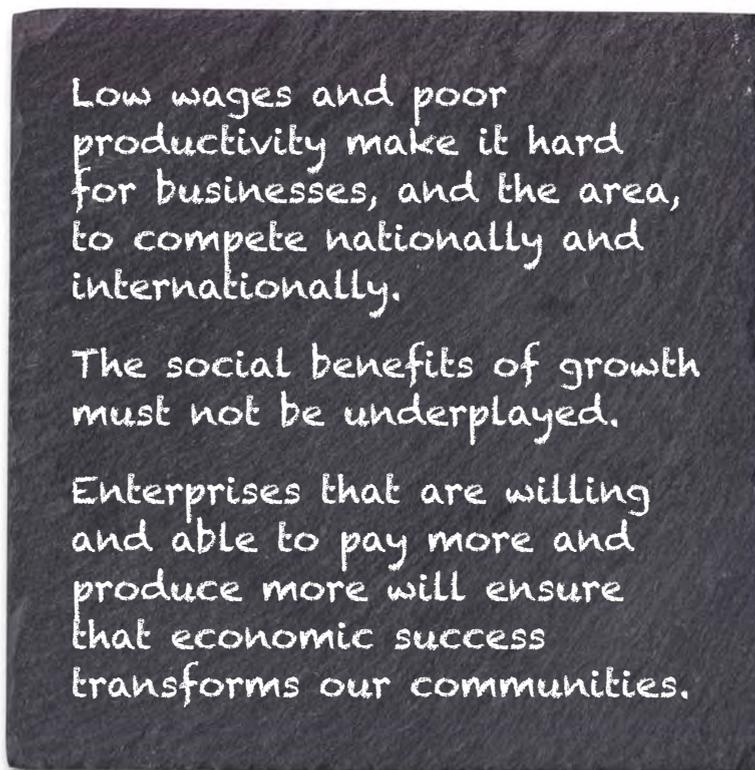
Wages

While employment is increasing, wages are still low (see table p20). In 2016, they were 30% lower on average than in England. With a large percentage of our workforce self employed the true picture is likely to be even worse as incomes in this group are traditionally lower still. With living costs in Cornwall and Isles of Scilly high the consequences of this wage gap are severe, leading, for example, to poor health and low educational attainment.

Within this context, the overarching aim of Vision 2030 is to ensure that more businesses can compete nationally and internationally, are willing and able to pay their staff more and that growth is more inclusive.

Productivity

Low productivity is a problem across England but is even worse in Cornwall and Isles of Scilly (see table p20). Of great concern is that the productivity gap is widening. Between 2005 and 2014, GVA per filled job grew by 21.5% in here compared to 27% across England.



CONSTRAINTS

As well as responding to local economic strengths and weaknesses, the Strategic Economic Plan must anticipate wider trends, both generic ones and those that are specific to Cornwall and Isles of Scilly.

Major trends informing the refreshed Vision 2030

In looking to 2030 and beyond, we need to take account of major social, environmental, economic, technological and political changes.

These are national and global in nature but are likely to affect businesses and communities in Cornwall and Isles of Scilly.

Over the next few years, they will include:

- Global economic uncertainty
- The process through which the UK leaves the EU
- Public spending austerity, including changed funding environments
- Climate change
- Ageing population
- Global urbanisation
- Digital connectivity and big data
- Migration
- Job automation
- Changing lifestyles



Cornwall and Isles of Scilly

Vision 2030

There are three themes that will inform our interventions. Helping our businesses flourish and achieve excellence; making sure our people have the opportunity to improve their skills and enjoy inclusive growth; supporting the heritage and natural beauty of our environment while increasing our connectivity, physically and digitally.

by 2030

Increase GVA
per job from 69%
to at least
80%
of England average

Enterprise expenditure
per person employed to
increase to
25%
of England average

Proportion of
working age
population
with no qualifications
will be
less than **3%**

Proportion of
workless
households
to be
lower
than the England average

Actively exporting
firms to raise from
18% to at least
30%

Increasing wages
from **77%**
to at least
90%
of England average

Vision

By 2030 Cornwall and Isles of Scilly will be the place where business thrives and people enjoy an outstanding quality of life

Business

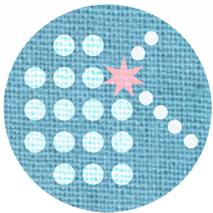
Thriving businesses who excel

People

Inclusive growth and a skilled workforce

Place

Improving infrastructure and economic distinctiveness



Innovation & Creativity

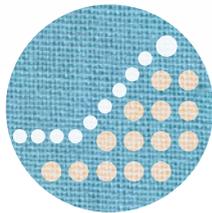
Access to finance

STEAM based skills

Commercialisation of research and knowledge transfer

Supporting clusters and supply networks

Embedding creative economy opportunities across wider sectors, including accessing new markets and branding



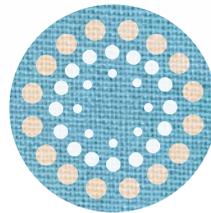
Productivity Led Growth

Suitable workspace

Leadership excellence in both the public and private sectors

Research development and innovation hubs

Improved business regulatory support



Inclusive Growth

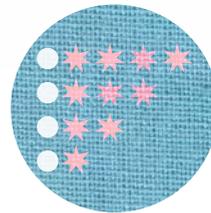
Build on the significance of older people in the workforce

Link education providers, business and areas of deprivation

Enhance the provision of a greater mix of homes for all

Local transport to support rural/coastal areas

Support the unemployed or on low pay to gain skills and training



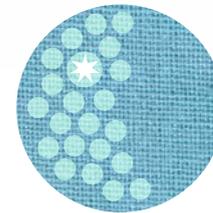
Building Great Careers

Increase apprenticeships in smaller firms in emerging sectors

Ensure that young people living in all parts of Cornwall and Isles of Scilly can access further and higher education

Develop enterprise and work readiness skills in young people

Support skills in business collaboration and a comprehensive career structure



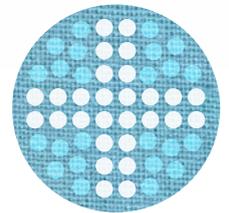
Vibrant Communities

Invest in natural capital and environmental growth

Promoting our world-class cultural environment

Develop the economic vibrancy of town centres

Accelerate the delivery of quality housing in priority growth areas



Global Presence

Develop a 'think global' mindset

Further invest in national and global connectivity: digital, road, rail and air

Ensure that the assets and potential of Cornwall and Isles of Scilly are effectively captured in inward investment marketing

Equip Cornwall and Isles of Scilly to attract new investment

ADVANCED ENGINEERING

DIGITAL INNOVATION

CULTURAL EXCELLENCE

ENVIRONMENTAL GROWTH

HEALTHY AND DIVERSE COMMUNITIES

STRATEGIC DRIVERS

Innovation and creativity

Every sector of the economy needs innovation and creativity to adapt to market demand. This is not only about utilising new ground-breaking technology, but about an attitude – seeking out solutions and new ideas and having the bravery to try them.

The impact of digital connectivity must be at the forefront of our economic potential. From agri-tech to space innovation our digital economy will be vital to growth.

“By 2030 Cornwall and Isles of Scilly will be recognised for excellence in innovation and creativity and with networks of businesses with national and global profile”

Productivity led growth

People drive productivity, and productivity is crucial because it has the most influence on standards of living. In business, it determines how much they pay staff, how much they grow and what they can invest in. Boosting productivity is a partnership between the public and private sector. Skills are key for employees and employers. This change starts at primary school with parents and children raising their aspirations. In turn, business must invest in training and development.

Businesses also need to be innovative, efficient and connected to increase their productivity along with infrastructure, machinery and digital technology.

Creating the right conditions for growth includes investment in new technology, but also road, rail and air to keep our economy connected and accessible to markets in Cornwall and Isles of Scilly and beyond. This will also mean developing competitive local supply chains. Businesses that achieve productivity growth will be encouraged to motivate and inspire other entrepreneurs.

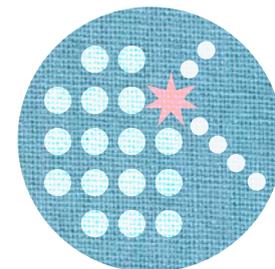
Unlocking Regional Growth: Understanding the drivers of productivity across the UK's regions and nations. CBI, December 2016.

How we will measure it

- **New knowledge and application to create new or improved products, processes and services addressing market need.**
- **Tackle low productivity through increasing research, development and innovation.**
- **Look for creative solutions that meet market demand.**

Key success measures:

- GVA per job
- R&D expenditure per person employed



Why its important

- Very low levels of business investment in research and innovation. In 2012 spend was 0.22% of GDP, the lowest of any LEP area.
- The results are low levels of competitiveness and the lowest levels of productivity of any LEP area in England

What we will do

- Access to finance – creation of a non-grant based financial instrument
- STE(A)M based skills prioritisation in school and Further Education.
- Support commercialisation of research and knowledge transfer.
- Investing in business support and investment activity that promotes clusters and value streams/supply networks.

How we will measure it

- **High levels of productivity underpin competitiveness, wellbeing and sustainable economic growth.**

Key success measures:

- Median wage levels
- GVA per job

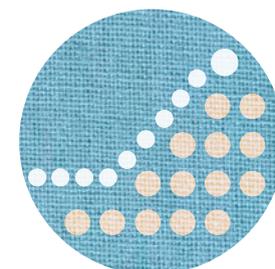
“By 2030 overall productivity levels will be at least 80% of the English average. This represents a major leap on current performance while accounting for our area's unique challenges.”

Why its important

- The performance of Cornwall and Isles of Scilly across all measures of productivity is weak. In 2014, GVA per filled job was 74% of the England-wide average. The lowest of any LEP area.
- Whilst productivity is increasing, it is not increasing at the same rate as the rest of England – indeed the gap was greater in 2014 than in 2004.

What we will do

- Investment in Research, Development and Innovation hubs in priority clusters.
- Suitable workspace utilising public and private investment
- Leadership excellence in both the public and private sectors
- Improved local approach to business regulation to support productivity.





Inclusive growth

Cornwall and Isles of Scilly does not have a shortage of jobs. It does, however, have many households who struggle to make ends meet. This paradox is why inclusive growth is key. The Inclusive Growth Commission (2017) noted:

“inclusive growth is about living standards and earnings as well as in-work progression and tackling long-term unemployment”.

With low unemployment but a high number of vacancies bringing more people in to the economy is vital. Helping social enterprise to reach rural and/or deprived areas without access to the market is also key to introducing people to the economy. This must be supported by good mental and physical health.

“By 2030 Cornwall and Isles of Scilly will be a place where every household both contributes to and benefits from, our growing economy.”

Building great careers

Young people are at the heart of this objective. Cornwall and Isles of Scilly struggles to retain its young talent when they reach their twenties, although the number of those leaving between the ages of 15-19 is falling, in part due to the increased investment in further and higher education. Reasons for leaving Cornwall and Isles of Scilly are many and some are positive. Young people have a desire to travel and experience new locations. However, some are forced to leave by a poor high-value service sector, a lack of big companies so no clear career pathways and the wider issue of low wages and high housing costs.

Without addressing this challenge the ability to transform Cornwall and Isles of Scilly's economy to one bursting with creativity and innovation will be impossible. We must attract and retain Cornwall and Isles of Scilly's young people, whether they return after time away or never leave the area.

This means raising aspirations and ensuring young people can access learning, work and leisure that will allow them to thrive. We already see business, schools, colleges and our Universities working closely together to take advantage of the world-class education on offer in Cornwall and Isles of Scilly. The significant investment in the Penryn Campus, home of Falmouth University and the University of Exeter, has ensured that Cornwall and Isles of Scilly no longer had the lowest access to Higher Education places in the UK.

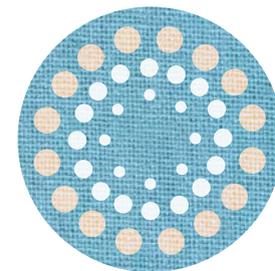
Now is the time to utilise that growth in all areas of educational development, from apprenticeships to degrees, and allow our young people to play their part in our economic journey.

How we will measure it

• Economic growth impacts positively across the whole community, with the dividends of prosperity impacting on better public services, wellbeing, health and overall quality of life.

Key success measures:

- Workless/inactivity rates
- People with qualifications



Why its important

- Low pay is associated with in-work poverty, replacing unemployment as one of the major drivers of poverty. Low pay is associated with 'churning' between work and benefits, resulting in financial hardship.
- Since 2012, the gap on median gross annual pay between Cornwall and Isles of Scilly and England has widened, with annual pay increasing by 4.2% for England but only 1.1% for Cornwall and Isles of Scilly.

What we will do

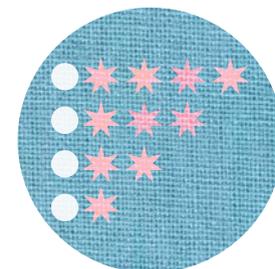
- Build on the significance of older people in the workforce
- Link education providers, business and areas of deprivation.
- Target support for those underemployed or on low pay to gain increased skills and training.
- Local transport to support rural/coastal areas

How we will measure it

• Top performing LEP areas in terms of productivity have the highest levels of those with Level 4+ qualifications.

Key success measures:

- Median wage levels
- GVA per job



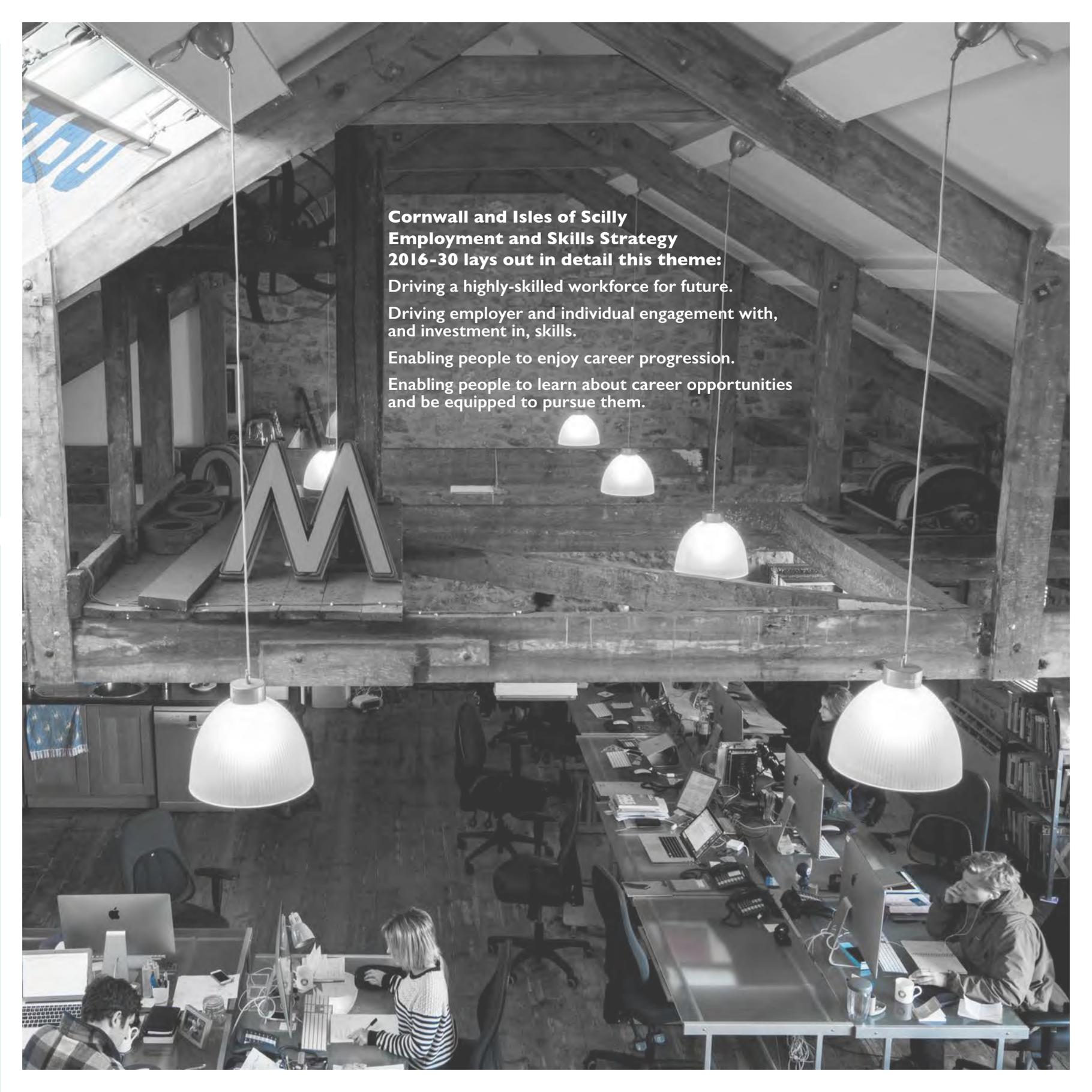
“By 2030: Cornwall and Isles of Scilly will have a healthy, skilled and productive workforce with access to rewarding jobs, career progression and opportunities for all.”

Why its important

- Higher level qualification gap between Cornwall and Isles of Scilly and England occurs in younger age groups.
- 11.9% of 16-24 year olds in Cornwall and Isles of Scilly hold an NVQ Level4+ compared to 16.7% in England.
- At 25-49 years old those figures are 38.5% for Cornwall and Isles of Scilly and 43.2% in England.

What we will do

- Increase apprenticeships, targeting smaller firms in emerging sectors
- Ensure that young people living in all parts of Cornwall and Isles of Scilly can access further (FE) and higher education (HE), and have the aspiration to attend HE.
- Develop enterprise and work readiness skills in young people
- Supporting skills in business collaboration and partnering to offer a comprehensive career structure and up-skilling of the existing workforce.



**Cornwall and Isles of Scilly
Employment and Skills Strategy
2016-30 lays out in detail this theme:**

Driving a highly-skilled workforce for future.

Driving employer and individual engagement with,
and investment in, skills.

Enabling people to enjoy career progression.

Enabling people to learn about career opportunities
and be equipped to pursue them.

Vibrant communities

The economy of Cornwall and Isles of Scilly is built around lots of smaller local economies, often based in the larger towns but extending across the most rural areas. These economies are also often disconnected from each other meaning they are relatively small, have limited access to the labour market and little prospect of growth. It also limits opportunity for people to find suitable work where they live. This has worsened the situation in areas previously reliant on declining industries such as mining. We know that pockets of deprivation often sit next to areas of affluence and poverty is often hidden. This is where the challenge of inclusive growth must be met.

These localised economies do also present opportunities. They tend to be distinctive, shaped by their environment and location, be it on the coast, for example, or near the A30. This means that strategy must be tailored in response to these factors and location celebrated and harnessed.

“By 2030: Cornwall and Isles of Scilly will be a place in which people from every community are able to contribute fully to economic life.”

Global presence

With our economy dominated by small and micro sized enterprises, serving local markets, many lack management expertise which limits their potential to grow. Firms also face challenges recruiting the right staff, with the skills necessary to lead at a senior level.

To give our businesses the confidence to compete nationally and internationally requires a commitment to excellence. This means our products and services rival the best on offer internationally. Exports account for only 19% of business within Cornwall and Isles of Scilly and this dependency on local markets means many are sheltered from competition.

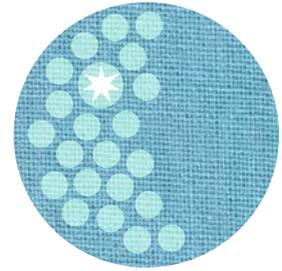
How we will measure it

- A clear, place based economic vision, locally owned and market-facing will encourage business confidence to invest in growth.

Key success measures:

- Median wage levels

The chance to revitalise our town centres must be grasped as the changing retail landscape now provides the opportunity to convert empty space in to business, residential or leisure use. There needs to be a clear vision for our town centres which complements the wider ambitions of the Strategic Economic Plan.



Why its important

- Both Local Authorities have clear growth plans through their Local Plans.
- 38,000 full time jobs and 704,000 sq. m of employment space will need to be delivered supporting a minimum of 52,500 homes by 2030 in Cornwall alone.
- Private sector investment will be needed to achieve these ambitions across all places.

What we will do

- Investing in natural capital leading to environmental growth.
- Promoting our world class cultural environment
- Develop the economic vibrancy of town centres
- Accelerate the delivery of quality housing in priority growth areas

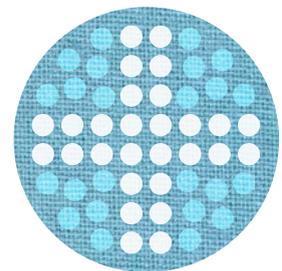
How we will measure it

- A clear marketing platform that showcases what is available
- Attracting inward investment and opening new markets
- Increase share of firms actively exporting
- Growth of export intensive industries

Key success measures:

- Median wage levels

“By 2030: Cornwall and Isles of Scilly will be known as the place where outstanding businesses compete within a range of sectors in UK and global markets.”



Why its important

- Both Local Authorities have clear growth plans through their Local Plans.
- 38,000 full time jobs and 704,000 sq.m of employment space needed to support a minimum of 52,500 homes by 2030 in Cornwall alone.
- Private sector investment needed to achieve these ambitions.

What we will do

- Adopt a “think global” mindset
- Ensure businesses are better equipped to attract new investment
- Increase investment in global connectivity
- Capture assets and potential for inward investment marketing

Housing

A key part of this is a local response to the challenge of housing, as pressures differ across Cornwall and Isles of Scilly:

See: Cornwall Council's Strategic Housing Framework (2014-19)

There are geographical discrepancies across Cornwall and Isles of Scilly regarding affordability, delivery, quality, rent levels and second-home ownership. In addition, there are concerns about the capacity of the construction sector to deliver without the scale they need to make building attractive and planning permissions remain uneven.

It is vital that new housing provision supports inclusive economic growth. The Local Plans already include a relationship between housing development and employment provision.

This link must be extended and suitable for local needs:

Must promote new ways of working, such as home based self-employment.

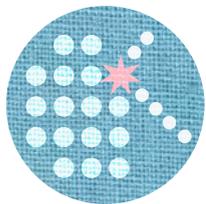
Consideration must be given to the needs of inward investors and local economic sectors.

Local transport infrastructure must be a factor in the location of new housing

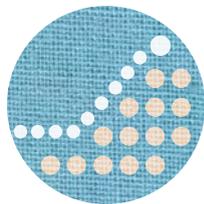
As major infrastructure investments are made the opportunity to link to local supply chains must be maximised.



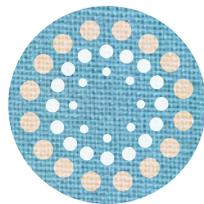
STRATEGIC INTERVENTIONS



Innovation & Creativity



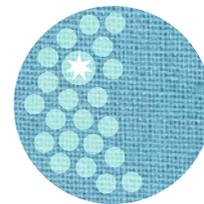
Productivity Led Growth



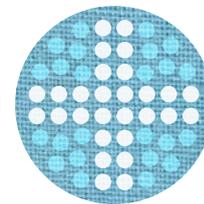
Inclusive Growth



Building Great Careers



Vibrant Communities



Global Presence

Research and analysis has been undertaken to identify priority clusters, particularly in emerging sectors likely to have significant impact on our economic growth. A full analysis and framework for investment can be found here.

Our priority clusters identify a limited number of emerging sectors where Cornwall and Isles of Scilly has a competitive advantage. These sectors have the potential to exploit new markets and drive growth through innovation and research.

This is not to say that we will ignore other sectors – tourism, mining and agriculture will remain core bedrock industries. Support in these sectors will be focused on productivity increases and linking to innovation within the priority clusters, for example through agri-tech, renewable energy and digital innovation.

The evidence is clear that emerging global growth market areas can be identified for Cornwall and Isles of Scilly on the basis of our physical assets (such as buildings and connectivity); knowledge assets (academic and vocational strengths); and business assets (businesses that can exploit new market opportunities).

These can be grouped under two priority clusters – although it should be noted that there are elements of crossover and interdependency between the clusters:

ADVANCED ENGINEERING

Agri-tech, aerospace (inc. space and satellite), marine-tech and (renewable) energy

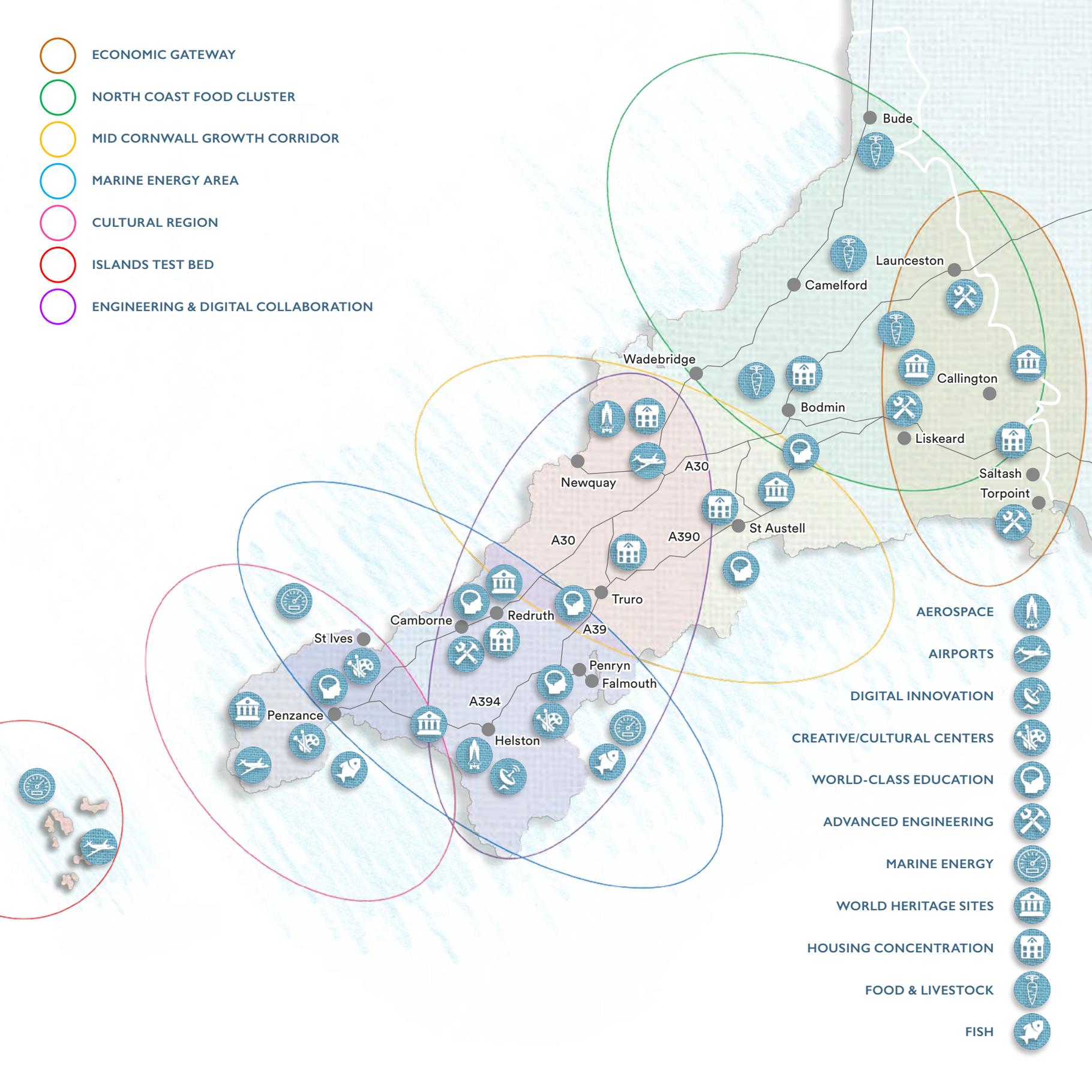
DIGITAL INNOVATION

Creative and culture, low carbon living and e-health

This is further underpinned by the South West England and South East Wales Science and Innovation Audit (2016). This comprehensive audit evaluated scientific excellence and growth potential across the area, with world class universities, high-tech industry clusters and a high proportion of innovative SMEs.

We can lead the UK and compete with the world in **advanced engineering** and **digital innovation**, driving **growth** of its large-scale **aerospace**, **microelectronics**, high tech **marine engineering** and **energy** sectors, whilst creating new industries across **environmental technologies**, **digital health** and the **creative sector**. Strong integration of **scientific excellence** within its universities and institutes, with an **innovative industrial sector** with a thriving SME population, will lead to **substantial job creation** and **sustained economic growth**

-  ECONOMIC GATEWAY
-  NORTH COAST FOOD CLUSTER
-  MID CORNWALL GROWTH CORRIDOR
-  MARINE ENERGY AREA
-  CULTURAL REGION
-  ISLANDS TEST BED
-  ENGINEERING & DIGITAL COLLABORATION



- AEROSPACE 
- AIRPORTS 
- DIGITAL INNOVATION 
- CREATIVE/CULTURAL CENTERS 
- WORLD-CLASS EDUCATION 
- ADVANCED ENGINEERING 
- MARINE ENERGY 
- WORLD HERITAGE SITES 
- HOUSING CONCENTRATION 
- FOOD & LIVESTOCK 
- FISH 

INTEGRATED ACTIVITY: our shared foundation

Our Cornwall and Isles of Scilly Vision 2030 does not sit in isolation. It integrates with other strategies that set out the scale of growth to 2030 and beyond while cementing our commitment to sustainable development.

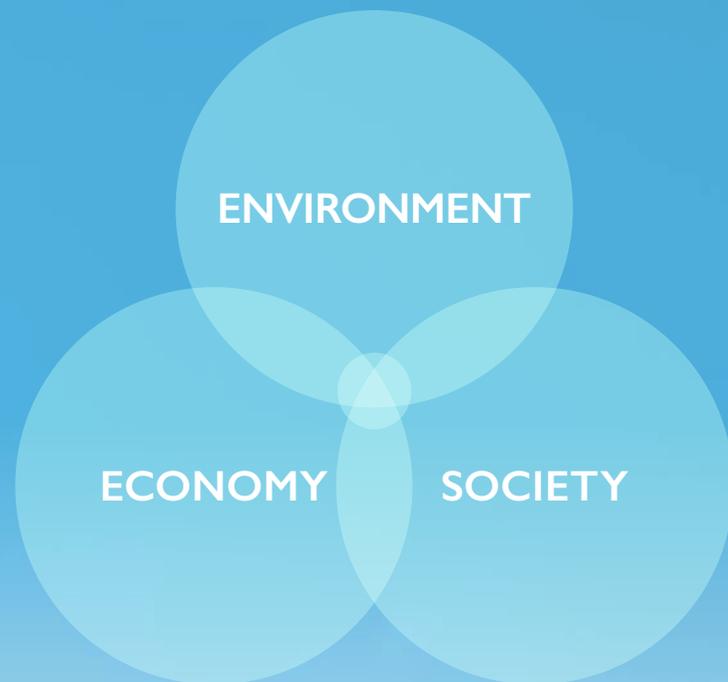
Vision 2030 commits to integrate with the activity and priorities of the Cornwall and Isles of Scilly Local Enterprise Partnership, the Local Nature Partnership and the Health and Wellbeing Boards.

Their work is underpinned by:

THE HEALTH AND WELLBEING STRATEGY

“People in Cornwall will live longer, happier, healthier lives and good health and wellbeing will be everyone’s responsibility”

Ensuring a link to wider determinant of happy and diverse communities will be an important adjunct to work alongside the health agenda.



THE ENVIRONMENTAL GROWTH STRATEGY

“In 2065, Cornwall’s environment will be naturally diverse, beautiful and healthy, supporting a thriving society, prosperous economy and abundance of wildlife”

Given the importance that our culture and heritage have on all of these shared foundations, we will also integrate our focus with the White Paper for Culture:

“A leading rural region for creativity and culture: where excellence is achieved by keeping in balance community engagement, high value creative industries and cultural distinction”



WORKING WITH PARTNERS

Vision 2030 sets out a medium and long term economic “route map” for Cornwall and Isles of Scilly. It is informed by evidence, research and analysis and dialogue with numerous stakeholders.

We will work in partnership across sectors, across business, across organisations and places.

We will have to be committed to new ways of working to reflect the changing and uncertain economic and political landscape.

The key drivers of the Cornwall and Isles of Scilly economy – Businesses and Business Leaders – can gain confidence from the partnership outlines here.

LOCAL AUTHORITIES AND THE PUBLIC SECTOR

Our relationship with Cornwall Council and the Council of the Isles of Scilly is, and will remain, key to delivering this plan.

Funding from central government is reducing while the expectation to be financially viable remains.

We will work with our public sector partners to develop new investment models and processes.

Cornwall’s Devolution Deal is also having a real influence on our economy through employment and skills, business support and renewable energy.

CENTRAL GOVERNMENT FUNDING

We will continue to work with Cornwall Council to enhance our relationship with central Government to deliver our vision.

Vision 2030 will provide a clear direction for applications for funding to ensure they are matched to our ambitions.

This will include maintaining and enhancing our relationships with government departments and their agencies to help us deliver on our objectives.



OUR PERFORMANCE

To measure progress in relation to the overall Vision for Cornwall and Isles of Scilly, five high level Key Performance Indicators (KPIs) have been identified:

Median wage levels:

This provides an insight into the wages of people working in Cornwall and Isles of Scilly. Focusing on the median avoids the distorting effect of a few very high wage earners.

Median workplace-based gross weekly pay for all employees (FT+PT)

Source: ASHE Workplace-based data – Note data is for Cornwall only

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point (2008/10 av)	£320	£400	79%
Baseline (2014/16 average)	£330	£430	77%

TARGET BY 2030

For median wage levels in Cornwall and Isles of Scilly to be **at least 90%** of the England average (on a workplace basis across all employees)

GVA per job:

This is one of the standard measures of (labour) productivity, and it is widely used as a headline indicator of economic efficiency and well-being.

Unless GVA per job increases, wage levels are very unlikely to rise. Cornwall and Isles of Scilly has long had a headline target that GDP per capita should be at least 75% of the EU average. With the Strategic Economic Plan, the emphasis is on the “per job” measure as this is more closely related to the functioning of the economy.

Estimates of GVA per job

Source: Cambridge Econometrics, LEFM – data in 2011 prices

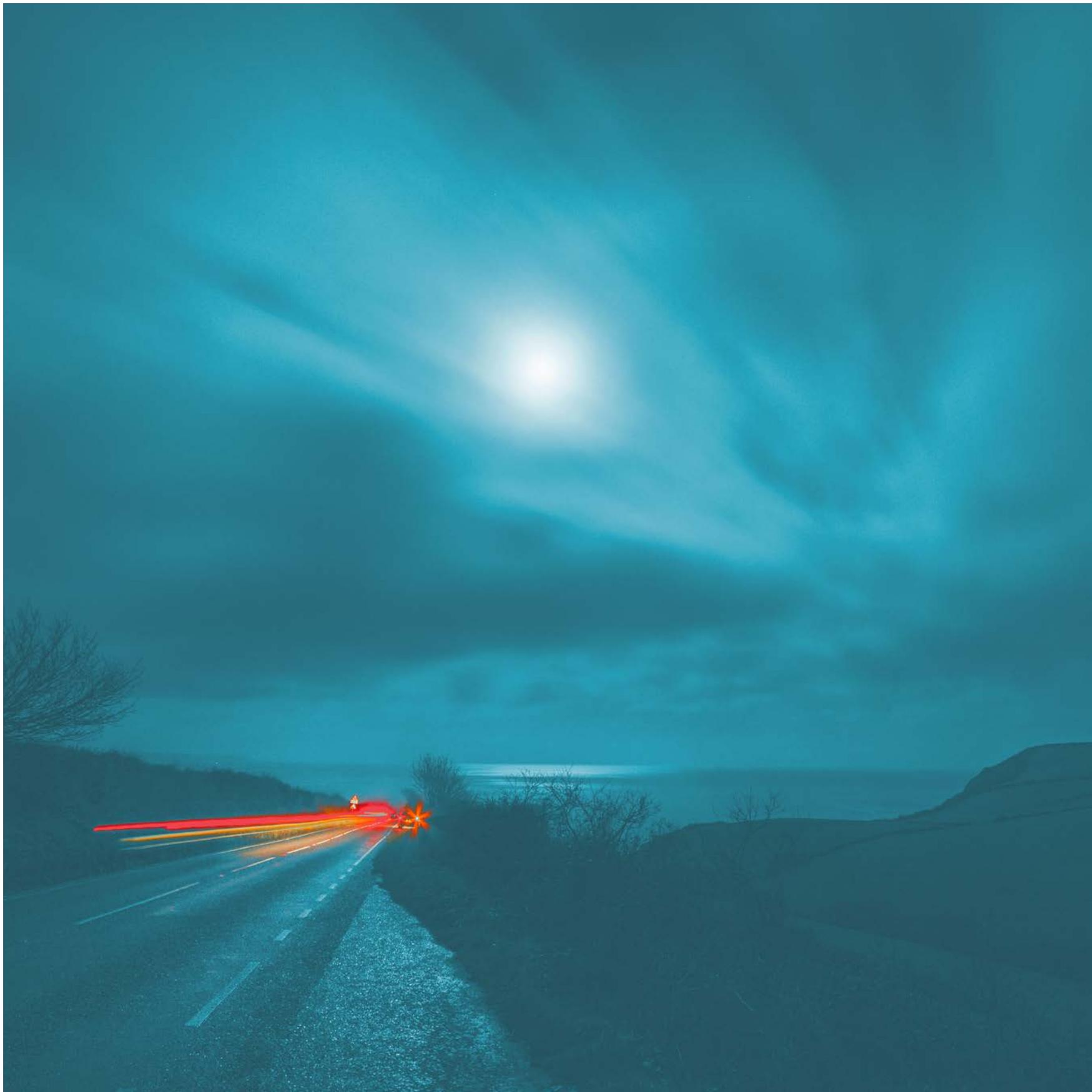
Note that the projections were prepared in April 2015. They therefore take no account of Brexit

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point (2008/10 av)	£31,390	£44,559	70%
Baseline (2014/16 average)	£31,710	£46,100	69%

TARGET BY 2030

For GVA per job to be **at least 80%** of the England average.

Note that the existing baseline projection to 2030 is that GVA per job will be 69% of the England figure in 2030



“Market reach” of Cornwall and Isles of Scilly businesses:

The extent to which businesses are outward-facing is important in terms of long term competitiveness. Export activity provides a barometer.

Employment in export intensive industries as a proportion of total employment

Source: data from BRES – sourced from *Local Enterprise Area Economies, 2014* – page 72

	Cornwall and Isles of Scilly	UK	Cornwall and Isles of Scilly as % UK
Historic reference point	n/a	n/a	n/a
Baseline 2010	17.8%	33.0%	c. 53%

TARGET BY 2030

The proportion of firms with 10 or more employees that are actively exporting will rise to **at least 30%**

Share of firms with 10 or more employees that were actively exporting in 2010

Source: data from Community Innovation Survey, sourced from *Local Enterprise Area Economies, 2014* – page 33

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point	n/a	n/a	n/a
Baseline 2014	13.0%	15.2%	c.85%

TARGET BY 2030

The share of employment in export intensive industries will at least match the English average



Inclusive growth

Economic growth across Cornwall and Isles of Scilly must achieve higher levels of inclusion – essentially so that the economy of Cornwall and Isles of Scilly “works for everyone” and both the number and proportion of households that are “just about managing” is reduced.



Proportion of households (with at least one person aged 16-64) that are workless

Source: data sourced from APS

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point (Jan-Dec 2008)	21.6%	17.3%	124%
Baseline (Jan-Dec 2015)	16.6%	14.9%	111%

TARGET BY 2030

The proportion of workless households in Cornwall and Isles of Scilly will be lower than the English average

Proportion of the resident population aged 16-64 with no qualifications

Source: data sourced from APS

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point (Jan-Dec 2008)	12.3%	13.3%	c.92%
Baseline (Jan-Dec 2015)	5.9%	8.4%	c.70%

TARGET BY 2030

The proportion of the population aged 16-64 with no qualifications will be **less than 3%**

Private sector investment

There is a strong imperative for private sector investment to replace public sector (including European) investment. This may take many forms, including in R&D.



Business Enterprise R&D expenditure per person employed (FTE)

Source: data from ONS/BRES, from “Mapping Local Comparative Advantages in Innovation - The Data”, BIS, July 2015

	Cornwall and Isles of Scilly	England	Cornwall and Isles of Scilly as % England
Historic reference point	n/a	n/a	n/a
Baseline 2013	£114	£811	14%

TARGET BY 2030

For BERD per person employed to increase to **at least 25%** of the average across England

Cornwall and Isles of Scilly

Vision 2030



The Cornwall and Isles of Scilly
Strategic Economic Plan
2017-2030

Concept and design by Falmouth University

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