

# Strategic Economic Development Plan

North Cornwall District Council

## Brief

Cornwall is an Objective One area, amongst the most disadvantaged in Europe. Cornwall is now benefitting from approximately £314m of funding over the period 2000-2006 to be used to increase the area's prosperity.

In the light of this, North Cornwall District Council were keen to better understand the needs of its population. BE Group was part of a specialist regeneration team commissioned to undertake an in-depth review of the local economy, including the needs of rural businesses and the population working in this area.



## Activities

- SWOT analysis
- Desk-top review of economic information, focusing on trends in population, earnings, income and GDP, employment and economic activity
- Review of policy background
- Employment land review
- Property market analysis, consulting local agents and developers
- Visits to all employment sites and business areas.



## Outcome

The work has provided an economic development plan to guide the formulation of policy between 2003 and 2013. It has also been used as an important background document in consideration for the targeting and bidding for Objective One funding.

The understanding accrued in drawing up the strategy has fed into economic development strategies, assisting local policy makers in introducing innovative and sustainable economic development projects in North Cornwall.

