

**Project**

**Invest in Cornwall Phase 2**

Click on the arrows to navigate around the model. Tables can be edited directly in the model. To edit free text, click Edit under each title

**Context**

Edit  
 liC2 is an extension and enhancement of the Invest in Cornwall (liC) project which integrates inward investment and elements of export trade development. liC2 will deliver inward investment, job creation and increased productivity to CloS's economy. It will market and promote CloS as a location for UK, European and international inward investment as well as supporting an increased level of export capability through supporting increased export activity and trade missions.

**Market Failure Assessment**

Edit  
 Trade & Investment is both a local and national priority. CDC is not aware of any duplication with other activities and, further, works closely with DIT resources regionally and nationally to ensure that mutual efforts and services are complementary and clearly focused and delivered. liC2 deals exclusively with businesses that are not yet established here and, as such, are not immediately eligible for other local support (until they touch down). Through dialogue with the beneficiary liC2 will introduce the business to other relevant providers which will compliment the support provided by liC2.

**Project Objectives**

Edit  
 30 new inward investors  
 50 Cornish SMEs receiving export support  
 150 new jobs

**Rationale**

Edit  
 1. Increase the scope of the existing liC project to include significant export trade development opportunities for Cornish-based SMEs that compliments national (Department of International Trade) and regional export development programmes such as Export for Growth.  
 2. Continue, and enhance, the existing liC programme to deliver inward investment, influence job creation and deliver productivity-led growth across the CloS economy by marketing Cornwall as a location for UK, European and international inward investment to generate leads and convert those leads into business locations that create high quality, sustainable jobs.  
 3. Ensure that wherever possible, active leads that cannot be delivered within the previous liC project time frame are converted to delivered outputs. Although almost 300 leads were created by the liC project, in many cases the gestation period within which

**Inputs**

What	Value
ERDF funding	1,760,000
Public funding	440,000
liC2	7.5 FTE
Consultancy - lead generation, third party evaluation.	
Marketing - design, promotional activity, website, branding	
Office costs – Laptops & software, presentational equipment, mobile	
Overheads at 15% of direct salary costs	
Professional fees	
Other costs: travel, recruitment, CRM licences for project staff and	

**Intended Impacts**

What
Increased levels of inward investment to CIOS
Increased levels of export from CIOS
Higher numbers of quality jobs in CIOS

**Outcomes**

ID	Intended Outcome	How is it Measured?	Level	Baseline	Actual
1	To challenge and change the perception of CIOS as a business location	Leads generated			
2					
3					
4					
5					

**Outputs**

What	Value
Export and trade mission support (C4)	50
Number of new enterprises supported as inward (C5)	30
Number of new jobs (C8)	150

**Activities**

What
Direct support for inward investors
Marketing and promoting Cornwall inward investment and export
Direct support for exporters through export support and trade missions

