

Annual Review 2021

Community Led Local Development (CLLD) is an EU funded programme making positive change in core neighbourhoods across Cornwall





Welcome

2021 was another year of challenging and ever-changing circumstances that demonstrated the need for localised investment to meet local challenges. Demand for Community Led Local Development (CLLD) investment continued, with an additional 42 projects being approved for funding, bringing the total to 162. Of the total potential investment of nearly £9m, £2.9m has already been paid out.

Whilst smaller local businesses have continued to create jobs (63 to date) as a result of our investments, our 'people provision', which is designed to support people out of joblessness and into education, training and work, has been a crucial lifeline for many. With a significant increase in levels of poor mental health being identified, working with people to give them a path to a better future has never been more important. Our projects have supported people in a diverse and effective manner, through food growing projects, the development of skills for the care sector, entrepreneurship, adult learning opportunities in photography and art, and projects focussed on wellbeing and sports.

The CLLD communities are those with greatest need; they have continually shown resilience but need investment in capacity to enable them to make the most of the opportunities available. Again, CLLD has demonstrated that local decision-making supports community growth, with new workspaces, community buildings, and support structures being developed across our areas.

But time is short – we have just over a year to finalise the programme and make these investments. The team, along with the Local Action Groups have worked tirelessly, despite the Covid and economic challenges to reach the level of funding commitment we have. 2021 was about finding the projects; 2022 will be about delivering them. We are working with over 172 organisations and businesses who are making a difference in the CLLD communities. I hope this Annual Review gives you a taster of our work and demonstrates the rewards of thinking big with local solutions.

Best wishes

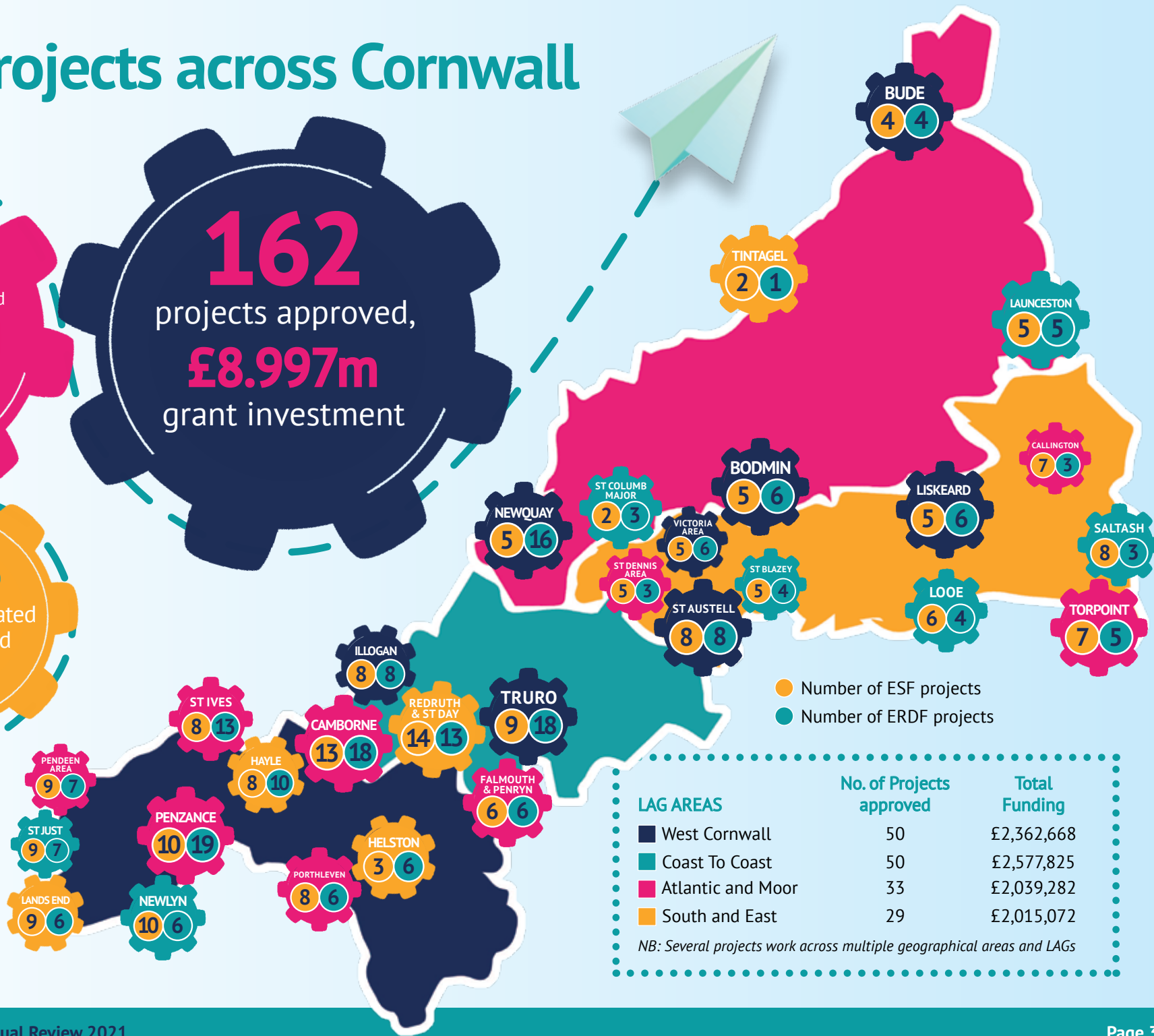
Judith Hann
CLLD Programme Manager

Funding projects across Cornwall

£1.867m
of Match Funding provided for **38** projects and **£464k** of loan funding for **11** projects by Cornwall Council through the CLLD Support Fund.

162 projects approved,
£8.997m grant investment

415 jobs either created or supported by funding



LAG AREAS	No. of Projects approved	Total Funding
West Cornwall	50	£2,362,668
Coast To Coast	50	£2,577,825
Atlantic and Moor	33	£2,039,282
South and East	29	£2,015,072

NB: Several projects work across multiple geographical areas and LAGs

‘Our grant towards the machinery we needed has made us much more competitive and efficient’

Andy Doherty
No 2 the Same Signs - Redruth

Local decision making

Local Action Groups (LAGs) are at the heart of CLLD’s approach to local decision making and empowerment, directly involving local representatives in the development and delivery of local strategies, decision-making, and resource allocation.

Our Local Action Groups (LAGs) are made up of 50 people who understand and represent neighbourhoods across Cornwall. They come from the private, voluntary, community, and public sectors with a vast range of experience between them.

They meet once a month to oversee the development and implementation of the CLLD programme and are actively involved in setting the strategic direction of the programme. In 2021 they dedicated 1120 hours to ensure we met our goals.

Each of our four LAGs has an individual strategy, built on the needs of their geographical area and which sets out a range of key priorities. The LAG monitor activity against their local strategy, managing the approval process of applications, and procuring strategic projects.

The LAG approves funding levels, outputs, timescales and any conditions on project proposals. They have the final say on which projects we support in order to ensure funding is targeted effectively.

A LAG makes project decisions based on:

- eligibility
- fit with national and local priorities
- need and demand (for the project and public funding)
- value for money
- deliverability and sustainability

Who’s Who on our Local Action Groups

LAG	Chair	Specialism	Vice Chair	Specialism
AMLAG	Andy Cole	Business/Community	Pete Skea	Community/Town Council
CTCLAG	Louise Beard	Housing/Community	Colin Garrick	Community/Voluntary
SELAG	Kim Spencer	Tourism/Community	Nicky Oxenham	Business/Community
WCLAG	Julian Rand	Business/Community	Morag Roberston	Community Activism/Voluntary

Kim Spencer

Chair, South and East Local Action Group (SELAG)

“ Despite the time and work involved, it's an honour to chair SELAG and, as I travel around South and East Cornwall, seeing the success of the projects funded under this programme is reward enough in itself.

I am always amazed by the innovation of local businesses and service providers and their dedication to improving their local communities. “Local Action” delivers important projects that make a difference to real people, empowering them at an individual, local level. It's about recognising their importance and their contributions to their communities. It funds the projects that THEY want, not the ones that others outside of their area think are important.

Without exception, every volunteer on the LAG, and every member of our support staff provided by CDC, have been of the highest quality in terms of their dedication to the task, their willingness to listen to others, and their positive contributions to discussions and decision making. I feel hugely privileged to have been involved in this process.



Louise Beard

Chair, Coast To Coast Local Action Group (CTCLAG)

“ As a business representative based within the local area, I am an enthusiastic chair of CTCLAG.

Local decision making allows the LAG to focus its efforts on funding key projects within our communities that will leave a long-lasting legacy and make a massive difference to local people.

CTCLAG is made up of people that have an understanding of the geographical and operational factors, and levels of deprivation, that impact their local communities and guide the decisions made by the LAG. This wealth of local expertise provides an innovative and dynamic pool of knowledge, from a diverse group of individuals, to bring about investment and create opportunities for our communities.



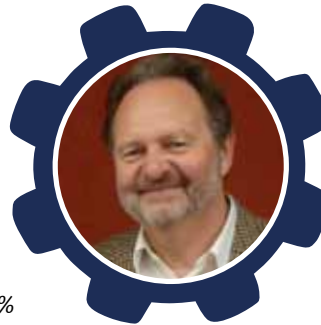
Julian Rand MBE

Chair, West Cornwall Local Action Group (WCLAG)

“ 2021 was a challenging year, with potential beneficiaries being hampered by the unprecedented economic impacts of COVID and related restrictions, with all but one LAG meeting being “virtual”. Nevertheless, the WCLAG remains broadly on track with 56% of ERDF funds and 90% of ESF funds committed.

I must thank both the volunteer members of the WCLAG and the CDC staff for their huge efforts under very difficult conditions. LAG members are the lifeblood of “Local Action”, giving up their valuable time to ensure that all projects presented for consideration are carefully scrutinised and properly evaluated. CDC provides the absolutely essential facilitation, administration, and Accountable Body services, without which, in my opinion, the WCLAG would not exist.

It has been an honour and privilege to lead the West Cornwall Local Action Group.



Andy Cole

Chair, Atlantic and Moor Local Action Group (AMLAG)

“ As the chair of AMLAG, I have come to understand how important my role is, working alongside other local people who have volunteered their services as LAG members. The LAG is comprised of people who have invaluable local knowledge and, as a result, are able to ask relevant and in-depth questions on all aspects of applications.

The LAG is a perfect example of how local people can (and do!) involve themselves in the future of their own community. Central decision making does not allow for integration and understanding of local issues, whereas “Local Action” and local decision making ensures communities work with, not against, businesses. The LAG is a vital part of building crucial relationships in small- and medium-sized communities.



Thanks to the Chairs and LAG members for their involvement, insight and support

Expertise

Supporting people and communities...



St Petros

St Petros supports homeless people across Cornwall and with the help of ESF funding they launched the “Vocational Development Project” across AMLAG, SELAG, and CTCLAG. The project enables them to support those currently housed in their residential services towards independent and sustainable living and take steps towards employment and training. Those who have experienced homelessness can be disillusioned, excluded, or have experienced difficulties when trying to access training, education, and employment. By the end of the project it will have helped a total of 224 people.

The project offers support, opportunities, experiences, and mentoring to assist residents in identifying and realising their goals with the help of training providers and employers across Cornwall. This can include training, clothing for interviews, or personal equipment required for new work opportunities, and activities have included bike maintenance, providing PPE for sessions in welding, and confidence-building team activities such as rock climbing and 5-side football.

Grant awarded
£459,314
to work with 224
people suffering
from homelessness



“*Being a holistic and participant-driven project means we can address the barriers that may prevent our residents being able to see a brighter future. So far, we have attracted over 60 participants and have put on a mix of events to help build confidence, motivation, and communication skills. We have residents currently engaged in college courses, and have arranged work experiences, supported with volunteer placements, and already helped a resident obtain full-time employment. Developing people’s confidence and belief in their future could help break the cycle of homelessness and end street-homelessness in Cornwall.*”

Ben Hawke, Service Manager

Inspire



Draceana – Refresh

'Refresh' is an education, employment, and support project in the Falmouth / Penryn areas for anyone over the age of 18 who is currently not in employment or education. It aims to inspire, motivate and challenge participants, helping them remove barriers so that they can progress into further training or employment. 'Refresh' offers a three-phase programme – 'Engage – Develop - Progress' that enhances participants' basic skills and confidence, allowing them to work towards accredited qualifications, and offering them valuable work experience with local businesses and organisations. By the end of the project, Refresh will have helped 52 people.

“ We are living in turbulent times, with the pandemic changing the way we work, how we find employment, and the opportunities available to us. There are a lot of people really lacking confidence out there now, so we're here to support them to explore new options, retrain, or get back into education. We are able to offer tailored support in small groups and focus on participants futures. Our project offers people the opportunity to think outside the box and provides ways of helping them that they may not see for themselves. We use our network of local links, such as with Falmouth Art Gallery, the Maritime Museum, and Cormac, to provide volunteer opportunities and access to apprenticeships.

Siobhan Florence, Skills and Education Manager



230

people with disabilities supported through employability projects

Grant awarded
£50,839
to work with
52 people

”



Trelya – Gul Skills

The Gul project, run by Penzance-based charity Trelya, offers an exciting mix of support and helps local people find their way back into employment, education, or training. It is specifically designed for people who may have issues that they feel are preventing them from taking the next steps towards their goals. The project provides individualised support over six months, including specific training in key skills such as English or Maths, catering, life-skills, and the opportunity to gain suitable vocational qualifications. By the end of the Gul project 60 people will have been supported.

“ The success of Gul lies in raising people's aspirations and building their confidence. Our therapeutic workshops focus on developing healthy relationships and improved physical health. We take a holistic approach, working with participants' families and offering crisis support when needed. On graduating from Gul, participants can then choose to access other services and support offered at Trelya. Many of our participants have already been supported into employment. Amongst these successes, one is now a lunchtime supervisor, another is a teaching assistant, one is now working in a hotel, and another has begun a painting and decorating apprenticeship.

Carol Julian, Gul Skills Development Manager

”

“What Gul has given me is the hope of a future”

A Gul participant

Achieve

Supporting businesses...

The Dental Hygiene Suite

Direct Access Dental Hygiene Service' is Cornwall's first and only direct-access dental hygiene practice, and they approached CLLD with their plans to expand into new premises in the centre of Truro. Whilst the city is well served for dentists and dental practices, the 'Dental Hygiene Suite' is the only practice solely offering hygiene treatments. Demand for their service was growing, particularly as people sought alternatives due to long NHS waiting lists, with many dental practices no longer offering hygiene services.

ERDF funding has enabled the project to create and furnish a second treatment room in their new premises, doubling its capacity. New reception staff jobs and a dental nursing role have also been created, making the 'Dental Hygiene Suite' a centre of excellence in Cornwall.

“ We have already seen an increase of over 30% in patient numbers, with new patients joining all the time. During the pandemic, we have been able to play a vital role in reducing NHS waiting times and dealing with urgent or serious cases. We were able to operate during COVID restrictions whilst many dental practices were not seeing patients. We have another new hygienist starting with us soon, so this will be the third recruited hygienist since we moved into our new practice. ”

Leon Leondiades, Director



Grant awarded
£25,981
Creation of 4
part time roles



Bosena

'Bosena' is an independent film, TV, and multimedia production company based in Penzance. It creates high-value content for the international marketplace, with a unique focus on Cornish language and culture. Funding allowed for business growth and development, investment in IT equipment and software, alongside development of a communications infrastructure. 'Bosena' has been able to employ a full-time Marketing Producer and, as a result, has promoted and strengthened its brand.

“ The grant secured our ability to invest in PR consultancy, which has led to us being featured in two international film magazines and raised our profile within the industry's social media. This, in turn, has increased awareness of our work. I'm excited about the next two years, particularly with a feature film launch and release coming up. We are in the process of securing funding for new scripts and productions, and I'm confident that 'Bosena' is helping to bolster Cornwall's ever-growing screen production industry, opening opportunities and progression for local talent and crew. With the help of ERDF funding, we are now considered a 'thought-leader' in Cornish language and cultural screen production. ”

Denzil Monk, CEO

Grant awarded
£8,573
Creation of 1
full time role



Investment

68
potential
entrepreneurs
supported to date

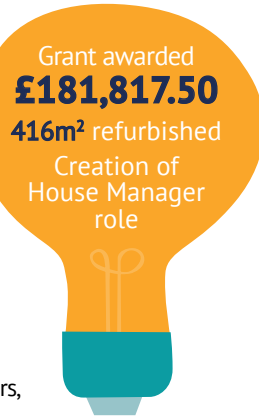
Pentire

Pentire House provides an 'innovation hub' with flexible co-workspaces, an event space, and a venue for networking evenings and workshops. The project brings much needed business facilities to local freelancers and start-up businesses in the very heart of Newquay. The team behind the project approached CLLD with a plan to develop an old building. The aim was to renovate 298m² of workspace, but they actually managed to renovate an impressive 416m².

Pentire House is already full and buzzing with 45 co-workers, freelancers, and start-up businesses.

“ Our aim was to renovate and breathe life back into an iconic building and bring the community together through events, coworking and business collaboration. The project has been an overwhelming success, creating an amazing facility in the town centre. People are already collaborating, and different businesses are using their skills to help one another. The circular growth we dreamed of is already happening! Pentire House is also about the wider community and we have launched several activities, such as swimming, yoga, and inspirational talks. We've had lunchtime sessions with 'Tiny Habits' coach, Mike Coulter, who is teaching people ways to implement good habits in their business and personal life. The CLLD programme has been great, and we wouldn't have been able to achieve what we have without it. The team has been amazing, always there to help. In the longer term we hope to be a platform for more companies to start and grow, and we are looking to create a second Pentire House following the success and overwhelming support for the first one.

Anthony Dann, Co-Founder



Venton

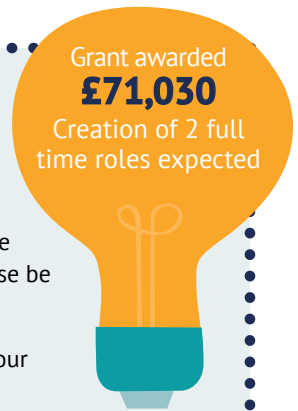
'Venton' is a stunning new conference centre in the heart of Cornwall.

CLLD enabled Truro-based entrepreneur, Georgina May, to secure grant funding to create one of the largest dedicated conference venues in the county. 'Venton' will now attract commercial events that might otherwise be lost to Devon or even further afield.

It provides an innovative, state-of-the-art venue that offers a suite of four adaptable rooms that can cater for anything from 10 to 120 people.

“ I'm absolutely thrilled by what the grant has enabled me to achieve. It offers Cornwall a smoother meeting experience. I know local and regional businesses will come to really appreciate this space and the incredible technology that the funding has allowed us to install. It offers business events in Cornwall a taste of the future with facilities that rival larger, national venues.

Georgina May



Prennek

ERDF funding has enabled the launch of Prennek, a bespoke woodwork and joinery workshop near Looe. The grant has allowed investment in key equipment, allowing Prennek to fulfil both small and large commissions, growing the company's customer base.

“ I'm so grateful that CLLD saw my vision and helped me to achieve it. 'Prennek' stands alone in the County, using only Cornish wood to create our designs. I'm passionate about ensuring that the business uses only materials that have naturally fallen, been felled for safety reasons, or are sourced from standing deadwood from within a five-mile radius, massively reducing our carbon footprint. My workshop stands in beautiful natural woodland and, as a result, is "off-grid", therefore we have installed solar panels to provide a charging station for my new tools.

Tristan Wearing, Carpenter



People's Stories

Mark Kafe Konnect

Changing Lives

Mark suffered from severe anxiety and depression and had not left his mother's house for 25 years. As a consequence of trying to end his life, he was referred to Adult Social Services who found him accommodation in supported housing, as his mother could no longer offer him the care he needed. Mark was then referred to Kafe Konnect by a social prescriber.

His social support network was virtually non-existent. He had contact with his father and sister but only by phone, due to him being housebound for such a long time, and hadn't seen them in person for several years, and he felt a burden to everyone.

Mark engaged with his mentor at Kafe Konnect weekly and, with the projects support, identified his desire to focus on improving his mental health, more specifically his confidence and self-esteem. He was supported to volunteer at Newquay Community Orchard and completed a Level 1 IT course with Adult Education, and has now started his Level 2.

Mark soon expressed an interest in farm work but this kind of work required him to be able to drive agricultural machinery. The team identified a trainer (Kernow Training Ltd), secured funding, and he is now is qualified tractor driver and looking to gain his full vehicle licence so that he can travel between farms.

The team also helped him search for work opportunities, taking him to chat to local farmers about routes into this sector. On a visit, supported by his mentor, Mark discussed the possibility of work experience, exchanged numbers, and secured a regular volunteering opportunity with them. This, in turn, boosted his confidence and self-esteem. A small step for many but, for someone who had not left their house for 25 years, this is a giant leap towards a positive future and one Mark says that he "could not have imagined" before starting with Kafe Konnect.

Sylvie Bosavern Training & Work Experience project

Expanding Horizons

Due to the immense stress of working as a Care Manager during the worst of the pandemic, Sylvie's confidence hit rock bottom and she found herself unemployed and unsure of what to do next.

She joined Bosavern's Training & Work Experience project and, with their support, soon saw her confidence and belief in her abilities grow. However, she found it difficult to decide whether she should return to work in the care sector or develop an entirely new career path in conservation and horticulture.



The team enabled Sylvie to explore the work of two local therapeutic 'Care Farms', an opportunity that showed her how she could combine her previous experience of caring for people, with her love of caring for plants and the natural environment. Bosavern supported Sylvie in applying and securing employment at the Kehelland Trust, near Redruth.

Sylvie recently contacted Bosavern's team to thank them for their support, saying, 'I love my new job and I look forward to going to work every single day'.

Kerry Dracaena 'Refresh'

Forging Futures

Kerry enrolled with Refresh after being economically inactive for over 8 years, due to family issues and having ME. She was depressed, suffered from low self-esteem, and lived with her daughter who was also suffering with mental health issues. She was struggling to engage with her local community and was feeling very isolated.

She eagerly completed a variety of online courses, offering her fellow participants support in completing their own qualifications. Her confidence grew and she began to find it easier to talk to the group as a whole. She really developed a passion for learning and was given opportunities to do additional courses in Mental Health & Well-being, alongside Stress and Anxiety Management.

Staff at the centre were so impressed with her supportive approach to others and her willingness to help out in all situations that, when a temporary part-time role as a Receptionist at the centre became available, she was offered the job. Kerry says, "Refresh' has really helped me to get my confidence back. Without their support I would still be sat at home feeling like rubbish."

She used the money she earned from her new job to purchase a car, explaining, "It's given me freedom again." Kerry is embarking on further professional qualifications and is looking to offer her own counselling courses once qualified. She continues to volunteer with several support agencies locally.

Success



Artwork by Katie

Art work created by a participant on 'Focus From The Outset' Project: Art fair and networking event November 2021.

The Focus Programme is designed to help build confidence in its participants abilities, Identifying both strengths and weaknesses, so that they can work towards their goals without doubts and fears. The project supports people with barriers such as high levels of anxiety, PTSD, dyslexia, OCD, FND.

“ *The Art event was so helpful to me, I've been trying to figure out the next steps with my business and the feedback and conversations that I had with everyone there was incredibly useful. I now feel more confident about my business and what to focus my time on in the future, it was a really supportive and friendly atmosphere and it was great to hear advice from experienced artists.* ”

Sarah

With thanks to the CLLD team: Judith, Nolwenn, Naomi, James, Rissa, Ffion, Natasha, Billy, and Alan – for your hard work and dedication to making a real difference to communities and businesses across Cornwall.



**Enabling Business
Inspiring People**



European Union
European Structural
and Investment Funds



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