

Creative, connected, competitive

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Why Cornwall?

- Multi-million pound ICT and creative sector
- Superfast broadband offering fibre optic connections to 80% of Cornwall by 2014
- Local universities offering relevant qualifications
- The UK's greatest concentration of visual artists outside of London
- Dedicated business support including soft landings

The creative spirit has always thrived in Cornwall. Today, that spirit has developed into not only a thriving design, media and marketing sector, but also a hub for highly innovative IT companies. And with the rollout of a county-wide fibre optic superfast broadband network that brings speeds of up to 100Mbps connectivity to homes and businesses, those industries are set to grow further and faster.

One key catalyst of that growth is the rich mix of skills available here. Local universities, specialising in creative and IT-related subjects including digital arts, application development and multimedia production, provide a stream of graduates with relevant skills and interests. These complement the large numbers of artists, designers, web professionals and writers that have long relied on Cornwall's landscape and lifestyle for inspiration.

This intriguing mix of expertise and interests has led to the growth of a number of business networks, where ideas are exchanged and creative partnerships forged – something that benefits the individual start-up as well as the national and international organisations that are based here.

All of these businesses are ready to capitalise on the unparalleled opportunities that Cornwall's superfast broadband network will bring.

By 2014, superfast fibre optic broadband will be brought within reach of at least 80% of people in Cornwall and the Isles of Scilly – making Cornwall one of the best connected regions in the whole of Europe and enabling companies here to work seamlessly with clients, partners and parent organisations from New York to New Delhi.

See the light. Invest in Cornwall.



One of the best connected corners of the world

Thanks to the deployment of some 90,000 miles (130,000 km) of fibre optic cable across Cornwall and the Isles of Scilly, businesses can benefit from superfast broadband connectivity – with download speeds of up to 100Mbps and upload speeds of up to 30Mbps.



Companies are reaping the rewards of this superfast broadband access. Superfast fibre broadband will be available to 80% to 90% of Cornwall and Isles of Scilly by 2014, with alternative technologies providing faster broadband for those outside the 'fibre footprint'.

The benefits of this technology aren't just speed. The infrastructure will offer high levels of reliability and resilience, and radically reduce the cost of communications.

The £132m project – 'Superfast Cornwall', funded by the European Regional Development Fund (ERDF), British Telecom and Cornwall Council – is transforming the way businesses here operate, and creating a host of new opportunities. As well as supporting the many software development, multimedia, digital and design companies already based in Cornwall, a network of such speed makes Cornwall an ideal location to producers rather than consumers of online applications and content. It will also support innovative developments in public services – such as telecare and remote learning – and facilitate new and flexible working practices.

For companies looking to develop and test innovative models of service delivery, or who want to benefit from distributed and mobile working, there is simply no better location.

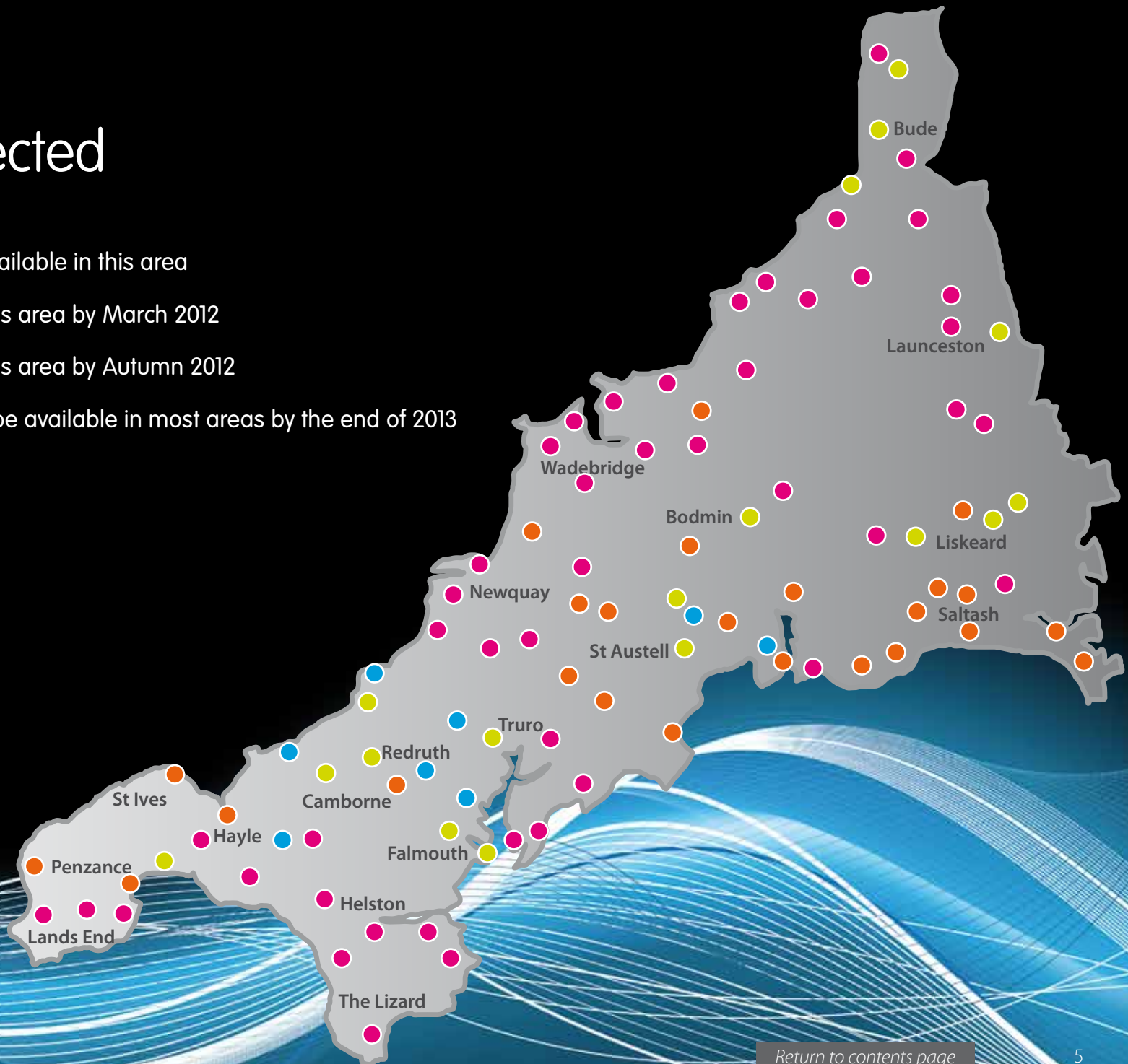
The Superfast Cornwall programme...

- is the largest ever single European investment in superfast broadband infrastructure.
- involves enough fibre optic cable to circle the Equator three times.
- will use wireless, satellite and mobile technologies, as well as fibre optics, to ensure excellent connectivity speeds even in hard to reach areas.
- means that if Cornwall were a country, it would be fifth in the world for fibre connectivity (in terms of the proportion of the population connected) – ahead of Germany, the USA and the rest of the UK. www.superfastcornwall.org



Getting connected

- Superfast broadband is available in this area
- Superfast broadband in this area by March 2012
- Superfast broadband in this area by Autumn 2012
- Superfast broadband will be available in most areas by the end of 2013



Join a thriving ICT sector

While superfast broadband promises a step-change in connectivity, Cornwall already benefits from 97% broadband coverage – which has proved a vital asset in establishing a thriving ICT sector worth more than £95m.

From software developers to systems integrators, Cornwall's ICT industry underpins local industry and supports and works with companies around the world. Drawing on a strong local skills base and Cornwall's exceptional communications resources, ICT businesses here are global leaders in their fields, as these examples show.

Content management and underground analysis

Altcom Software develops rich web applications, using content management systems and complex back-end databases, for the likes of the NHS and London Transport Museum. It has also created an innovative application for the mining and natural resources sector. Working closely with multinational Chevron, Altcom analyses micro-seismic data to pinpoint potential fractures in underground rocks – where gas may be present. This enables companies to assess the potential risks and opportunities, and has helped Altcom gain clients in countries such as Australia and Kazakhstan. www.altcom.com

Delivering digital video worldwide

Truro-based Packet Ship Technologies provides the software that delivers high quality video content to customers throughout Europe and the Far East. The software is used for patient information systems at the hospital bedside, to provide on-demand movies to hotel rooms and by financial traders needing to get the latest market information at their desks. www.packetship.com

The first Microsoft partner to achieve 3 "Gold" competencies

Across the world, there are more than 26,000 Microsoft Certified Partners. Cornwall based NCI Technologies was the first of these anywhere to achieve 'Gold' status in three different areas. When it first started, NCI focused on providing ICT services for local businesses. However, as the company has grown and its expertise increased, it now offers solutions – based on Microsoft products – for the midmarket as well. Today NCI is a multimillion pound business and has clients across the UK and in the US. www.nci-technologies.co.uk

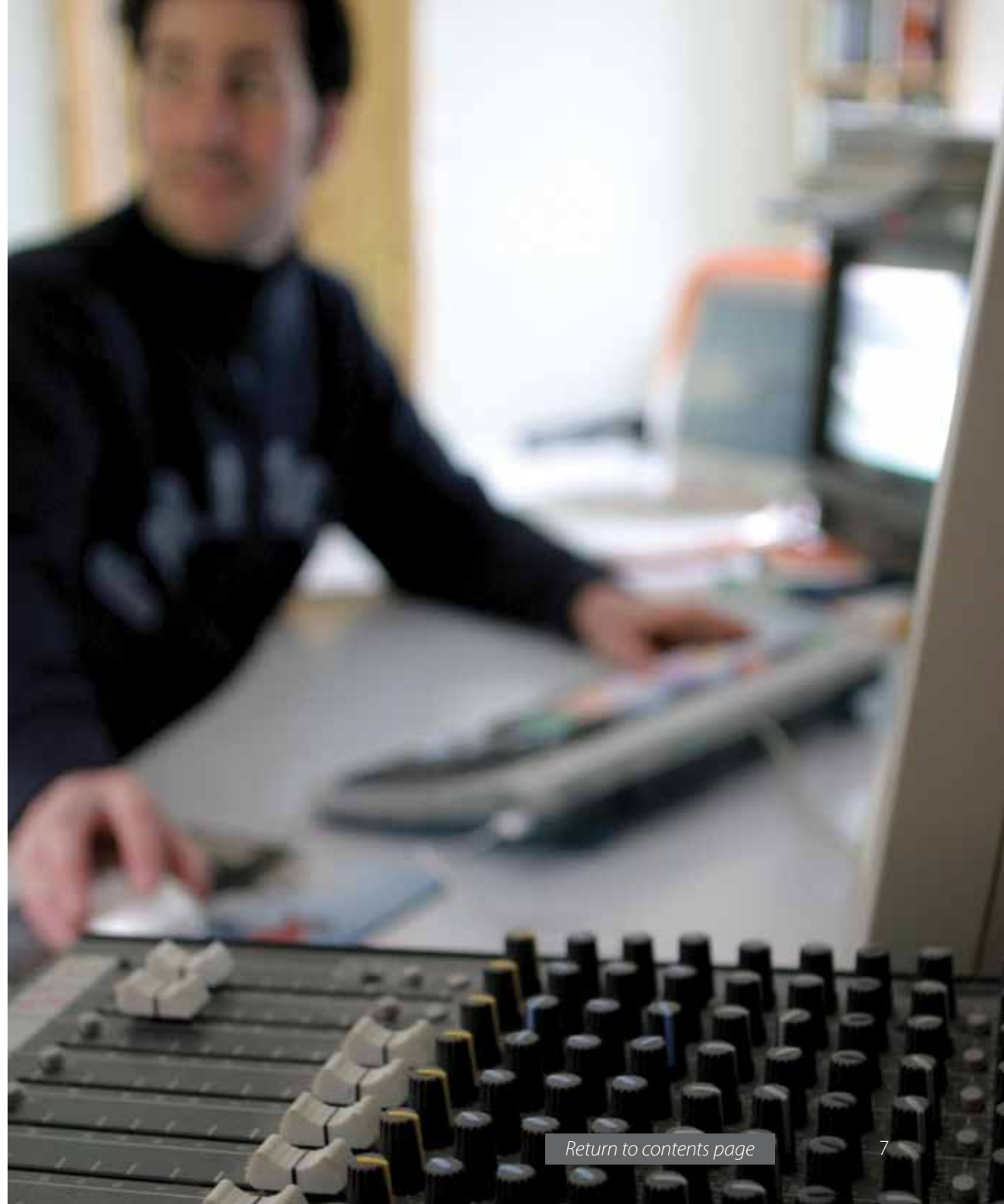


Capitalising on the cloud

While cloud computing is seen by some as the next big thing, for Piran Technologies, it's business as usual. For years, Piran has been designing and delivering business-critical IT and communication systems for clients around the world, harnessing the potential of the cloud to make systems 'self-healing'. Now that the business world at large is recognising that potential, Piran (both a Microsoft and Cisco Certified Partner) is ideally poised to transfer that expertise. www.pirantech.co.uk

At a glance: Cornwall's ICT capabilities

- Software and systems developers
- Wireless and telecommunications
- Microelectronics
- Digital media
- Animation and special effects
- e-Health
- Security software
- Green IT



A location where creativity thrives

From marketing and advertising to graphics, photography and web development, Cornwall's creative industries have a combined turnover worth more than £250m a year. Companies based here serve clients across the UK and beyond, taking advantage of the world-class communications infrastructure which allows them to be based in a location where creativity thrives.

One of the distinct features of the sector here is the way that specialist smaller businesses work together to provide an integrated service. Graphic design companies are able to partner with web developers, SEO consultants and multimedia studios, all based locally, to provide visually stunning, rich content. Architects and interior designers co-operate on exceptional projects, both in Cornwall and beyond.

With established networks to facilitate the exchange of ideas and build relationships, there are plenty of opportunities to integrate into Cornwall's creative landscape and new skills are constantly in demand.

Delivering 3D CGI from London to Dubai

TIGERX.STUDIO began life offering architects a new way to help their clients see what their new buildings might look like: creating 3D computer models based on the plans. That same capability is now used across the construction and engineering sectors to produce breathtaking CGI that brings traditional drawings vividly

to life. The company's clients include Balfour Beatty, BAE Systems Ltd and Harrods, as well as customers in Dubai and Abu Dhabi. www.tigerx.co.uk

Introducing RoboThespian

Engineered Arts is a world leader in the field of interactive displays, with clients including Royal Botanic Gardens Kew, Science Museum and Cornwall's Eden Project. At the heart of many of these displays is its unique product RoboThespian – a robot 'actor' that can be programmed to speak in different languages and move in a variety of ways. RoboThespians perform at NASA's Kennedy Space Centre and one was the star attraction of the Macau Pavilion at the Shanghai World Expo. www.robothespian.com

Creative thinking for online services

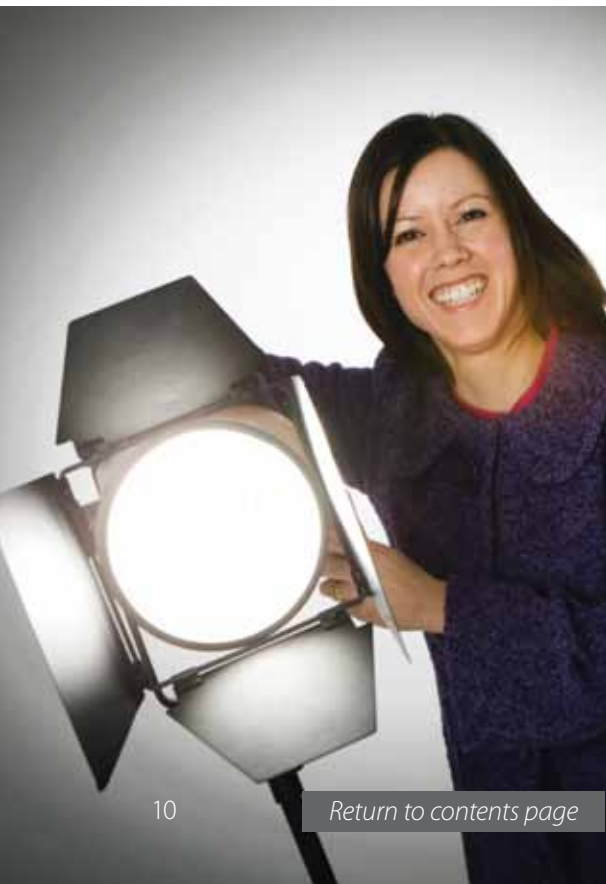
As well as the many marketing, design and web development agencies working in Cornwall, the county is also home to a number of highly innovative online services.

- Checkmyfile, launched in Truro in 2000, was the first organisation in the UK to give consumers online access to credit reports – three years before any other company. Checkmyfile then went on to become the first in the world to provide users with an online credit scoring tool to help them find lenders willing to match their credit ratings. The company currently has over 1.75 million customers. www.checkmyfile.com
- Specialist hotel booking service Hotel Direct has a global reputation for its excellent service – on the phone as well as online – and for the quality of the hotels it works with. The company's site has been consistently developed to include hotel reviews, affiliate offers and a range of useful resources, and remains the first port of call for many business and leisure travellers. www.hoteldirect.co.uk



The skills to succeed

Businesses choosing Cornwall can depend on a strong and constantly refreshed IT and creative skills base – from new graduates to well-connected professionals. Cornwall’s attractiveness as a location tempts many highly skilled and experienced creative minds away from London and other industry hotspots.



Excellent academic foundations

Cornwall benefits from an impressive stream of trained graduates thanks to the Combined Universities in Cornwall (CUC). Incorporating University College Falmouth (the successor to the world-renowned Falmouth School of Art), CUC offers a broad range of IT, design and media programmes, taught by leading industry practitioners. It is also home to the Cornwall Skillset Media Academy, one of a handful of academies across the UK that specialise in providing industry insights into the media disciplines.

From the ICT perspective, CUC offers a broad range of taught courses with focus ranging from games development to digital art to computer systems and networks, as well as considerable cross-disciplinary research opportunities through facilities such as the Academy for Innovation and Research (AIR).

Building professional connections

There’s a strong sense of professional collaboration in Cornwall’s IT and creative industries, and the Digital Peninsula Network plays a key role in fostering that. The Network encourages members to discuss ideas and solve problems through online forums and regular events at its Network Centre in Penzance. It also facilitates collaboration and cross-platform testing, using the state-of-the-art equipment at the Centre for research and development.

Other professional networks include:

- Cornwall Media Focus
- Cornwall Media Resource
- Creative Skills Cornwall
- Creative Design Forum



Attracting the best talent

It's a simple fact that Cornwall is one of the most desirable locations to live in the UK. That's why the area has benefited from ongoing inward migration over the last two decades. In particular, the creative industries have benefited from this, with top talent leaving the claustrophobic environment of London and the South East for the openness and inspiring lifestyle of Cornwall.

Salary costs: what businesses need to know

Businesses considering Cornwall will be pleased to know that salaries in the area are highly competitive. A more detailed breakdown of salaries in the county is available to prospective investors from Invest*in*Cornwall.

AIR: where technology and creativity combine

Cornwall is set to benefit from the development of a £10m Academy for Innovation and Research (AIR) to be based at the University College Falmouth's Tremough Campus. AIR is designed to operate as a multi-disciplinary R&D lab and creative facilitation space, and will bring specialist expertise in the areas of sustainable design and the digital economy. Companies will also be able to access specialist equipment such as machinery for rapid prototyping and concept design ideas, helping make AIR a showpiece setting for attracting potential investors.

Helping you get started

A wealth of support is available to help businesses make the move to Cornwall, or set up new operations.



Soft Landings

While the business case for relocation is often clear, the costs and complexities can be significant. InvestinCornwall and UK Trade and Investment (UKTI) have put together a soft landings package that seeks to simplify the relocation process and cut some of the costs.

The package includes:

- **Investor Visits** – financial and logistical support to help you plan a visit to the county. Businesses can benefit from funding for internal air fares and expenses for a three day trip to Cornwall, as well as subsidised car rental and / or a member of staff on hand to help with travel to key meetings and to view commercial premises.
- **Rental Assistance** – subsidised rental on commercial premises or rent holidays are available for the first three months, following set up or relocation.
- **Professional Services** – up to £2,000 is available for professional service fees to help manage contracts and ensure tax and labour law compliance – invaluable for businesses setting up in the UK for the first time.

These offers are in addition to the wide range of support already available, such as grant and funding assistance; business support services; recruitment advice and subsidies; coaching and mentoring; access to innovation networks and assistance with locating commercial premises.

** Please note that soft landings eligibility is determined on a client by client basis and some terms and conditions may apply.*

Grants for Business Investment (GBI)

For businesses starting out, relocating or looking to expand an existing ICT or media operation, Cornwall is the only location in England that can offer matched funding grants of up to 50% for SMEs and up to 20% for large companies. This goes towards capital expenditure or salaries.

Strict criteria apply, not least of which is the potential benefit to Cornwall's wider economy. Decisions are typically reached within 6 to 8 weeks.

More details are available from InvestinCornwall.



Pool Innovation Centre, Cornwall

The most competitive tax regime in the G20

The UK government has stated its intention to encourage business investment through creating the most competitive tax regime in the G20. As a key part of this, UK corporation tax is being cut each year to 2014, when the rate will be 23 per cent – the lowest corporation tax rate in the G7.

Ready for business: find the ideal location

For IT and creative businesses, Cornwall has a number of ideal operating locations with space available.

- The Pool Innovation Centre is an £11.9 million development offering some 3,500sq m of high quality office space. It also gives new companies access to a range of central services – including meeting rooms, conference facilities and reception – with a large atrium at its core to encourage networking between tenants.

- The Tremough Innovation Centre at University College Falmouth provides a direct link to the academic expertise, as well as state-of-the-art facilities.

Accessible, attractive: making the most of Cornwall

Cornwall's suitability as a business location is at least in part due to its attractiveness as a place to live. And with London and the rest of Europe in easy reach, it provides an ideal base to expand and explore



Anyone who loves the outdoors will find Cornwall irresistible. Its beautiful countryside and stunning beaches – and of course, the warmest climate in the UK – provide an ideal setting for a host of sports and activities, in particular watersports.

Away from the coast, there are rugged moorlands and unspoilt villages to explore, as well as a number of bustling, cosmopolitan towns that provide a welcoming place to live with low crime rates, high quality schools and a strong sense of community.

No wonder the county has seen 30 years of inward migration.

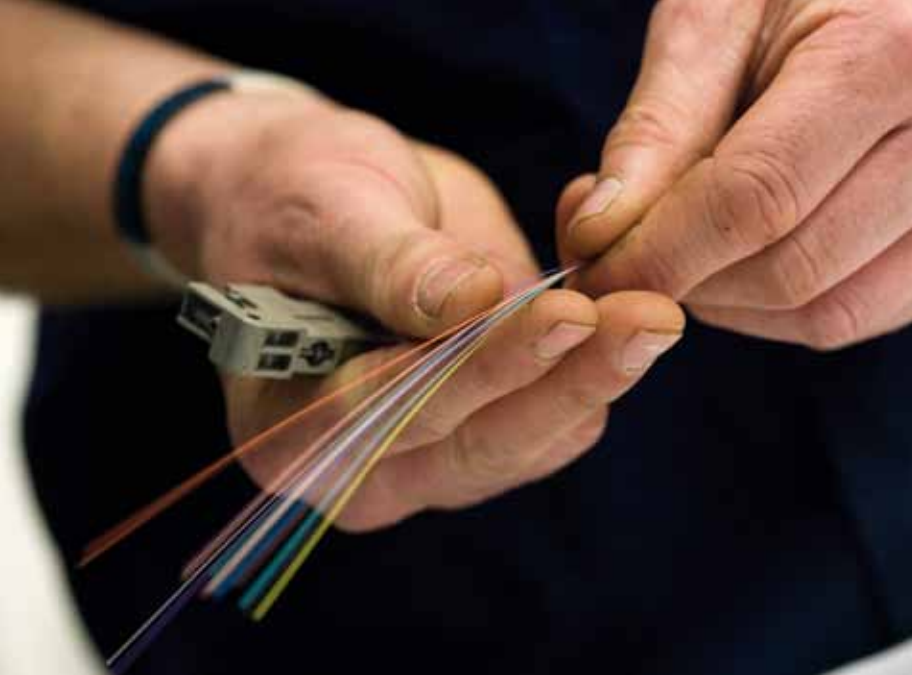
But one of the key factors in Cornwall's growth as a business destination has been its significantly improved transport links. Newquay Cornwall Airport provides regular flights to cities across Europe through airlines including Lufthansa, Flybe and bmibaby. It is just a one hour flight to London or just four and half hours away by road and rail.

The port of Falmouth, with its natural deepwater harbour, is a major freight terminal and has excellent cargo facilities. Port services are also available at Truro, Par and Plymouth.

Together these ensure Cornwall is not only an attractive location but also an accessible one.

The Cornish lifestyle

- Warm climate with high levels of sunshine
- Dramatic coastline and stunning beaches
- Ideal for sailing, surfing, walking and cycling
- Home to the Eden Project and Tate St Ives – one of the UK's premier galleries
- High quality schools with rich range of extra-curricular options
- Crime rates among the lowest in the UK



InvestinCornwall: Unparalleled business support

Whether you're starting a business or looking to relocate, InvestinCornwall can help you find out just what Cornwall has to offer, connecting you to the resources, people, funding and advice you need to expand into the UK.

InvestinCornwall is Cornwall and Isles of Scilly's inward investment agency. We provide a range of pre-relocation services that help your business thrive, from property searches and funding advice, to recruitment support and access to local market sector specialists.

Once you've made the decision to make Cornwall your business location, we continue to give you support through extensive local knowledge, networking opportunities, advice and information. All our services are free of charge for potential investors.

InvestinCornwall is funded by European Regional Development Funding (ERDF) and Cornwall Council.

www.investincornwall.com





Find out more by visiting our website
www.investincornwall.com

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