

Commerce Cornwall column – Cornwall & Isles of Scilly LEP – publication 18th May

By Sandra Rothwell

At last week's Cornwall Business Awards Jamaican entrepreneur Levi Roots – made famous after singing about his Reggae Reggae Sauce on Dragon's Den – paid warm tribute to Dragon Peter Jones for first investing in his business 10 years ago.

Levi said "there wasn't a Peter Jones passing through Brixton" when he was growing up in South London, and that his relationship with the Dragon had opened his eyes to the potential of the Levi Roots brand. Today the business spans 50 products and is worth some £60 million.

Helping people reach their potential – especially young people – is critical to growing our economy which is one of the reasons why the LEP has just launched its Enterprise Advisers Programme. This aims to inspire young people about the career opportunities available to them by partnering local business leaders with schools and colleges.

Also launched during Cornwall Business Week was the Cornwall and Isles of Scilly Growth Hub. Growth Hubs have been established by LEPs across the country as a way of providing local businesses with a single point of access to the range of information and support available to them, whether that is delivered locally or nationally.

Our growth hub can be accessed via on-line registration and is backed by a team of experts on the phone and based right across Cornwall and the Isles of Scilly. If your business hasn't yet registered then I urge you to do so at www.ciosgrowthhub.com

The LEP is also supporting the creation of a Skills Access Hub. In a similar way that the Growth Hub can signpost and broker business support, the skills hub will assess what businesses need in terms of skills and training, and refer them to the most appropriate sources of help.

Creating the right conditions for our people and businesses to grow is a key objective of the LEP. You can find out more about our work at www.cioslep.com and follow us on Twitter @LEPCornwall_IoS

Sandra Rothwell is chief executive of the Cornwall and Isles of Scilly Local Enterprise Partnership.

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