A thriving, vibrant community rooted in nature, ready for change and excited about the future

**AIM**

To grow the economy: in order to protect the future viability of the Islands and its communities.

**OBJECTIVES**

- to secure resilient, flexible transport services to Cornwall and further afield
- to improve the quality and value of the tourism offer
- to promote the Scillies more effectively
- to diversify the economy
- to create more collaborative opportunities for Island businesses (eg, farmers, growers, fishermen and boatmen)
- to make the islands more self-sufficient (especially in energy and food) and more resilient to future changes

**ENABLING CONDITIONS**

- sufficient housing for current and future needs - encouraging choice and sustainability
- preservation and enhancement of the islands' environment and heritage
- sufficient property and land available for new business development
- well-maintained, up-to-date infrastructure providing services to residents, businesses and visitors.
  - Water, waste, sewage, energy

**STATS**

- GDP / GVA
- Population structure and trends
- Sector employment and GVA and trends / comparisons
- Tourism numbers and trends
- Housing numbers
- Claimant / benefit numbers
- Infrastructure
- Environmental designations etc
- Tourism survey results

**NARRATIVE**

- Decline in transport services
- Housing policies
- Local Plan
- Recent initiatives (Island Partnership; Farmers and Growers)
- Recent investments
- Planned investments
- Duchy policies

**FUTURE ISSUES**

- Spiral of decline
- Storms and flooding
- Weather patterns
- Resilience; self-sufficiency

**UNDERSTANDING OBJECTIVES AND CONDITIONS**

- Option analysis
  - Why is each important and what difference would be made?
  - How might they be implemented and with what result?
  - Implications for other policy areas
- Examples from elsewhere
OBJECTIVES

**to diversify the economy**

Use High-speed broadband to attract new entrepreneurs
Ensure provision of suitable workspace and land
Build skills in the workforce
Provide more choice for housing (sale and rent)

**to improve the quality and value of the tourism offer**

New upmarket hotels
Year-round Study Centres
Wet weather centres
More activities
Quality threshold
Unified website
Credit card payments
Through ticketing
Sustainable, local, low carbon

**to secure resilient, flexible transport services to Cornwall and further afield**

AIR

Better quality planes
Extend to Sunday flights
Improve St Mary's Airport facilities
Air links and helicopter
Create new incentives for multiple journeys
New boat - fast, reliable
Extend boat service to include limited winter schedule

SEA

Programme of energy efficiency
Domestic and community scale renewables
Establish community ownership structure

ENERGY

Identify future threats
Plan for food defences
Plan to protect water sources

RESILIENCE

Encourage year round food production
Community growing initiatives
Allow more glass polytunnels
Reduce imported fertilizer

FOOD

To create more collaborative opportunities for island businesses (e.g., farmers, growers, fishermen and boatmen)

INVEST

Training
Incentives and penalties
Public realm

To make the islands more self-sufficient (especially in energy and food) and more resilient to future changes

PUBLIC

New overall brand
Range of sub-brands for tourism, product, business location, living etc

MESSAGES

Raw pleasure
Welcoming
Top value

MEDIA

Place stories
Active social media

PR

Political lobbying
Use famous 'alumni'
Stunts / events

AIR

Improve Exeter (and Southampton) as main onward hub
Improve links and scheduling with other mainland transport options

SEA

New boat - fast, reliable
Extend boat service to include limited winter schedule

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