

VISION

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

EVIDENCE

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

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

preservation and enhancement of the islands' environment and heritage

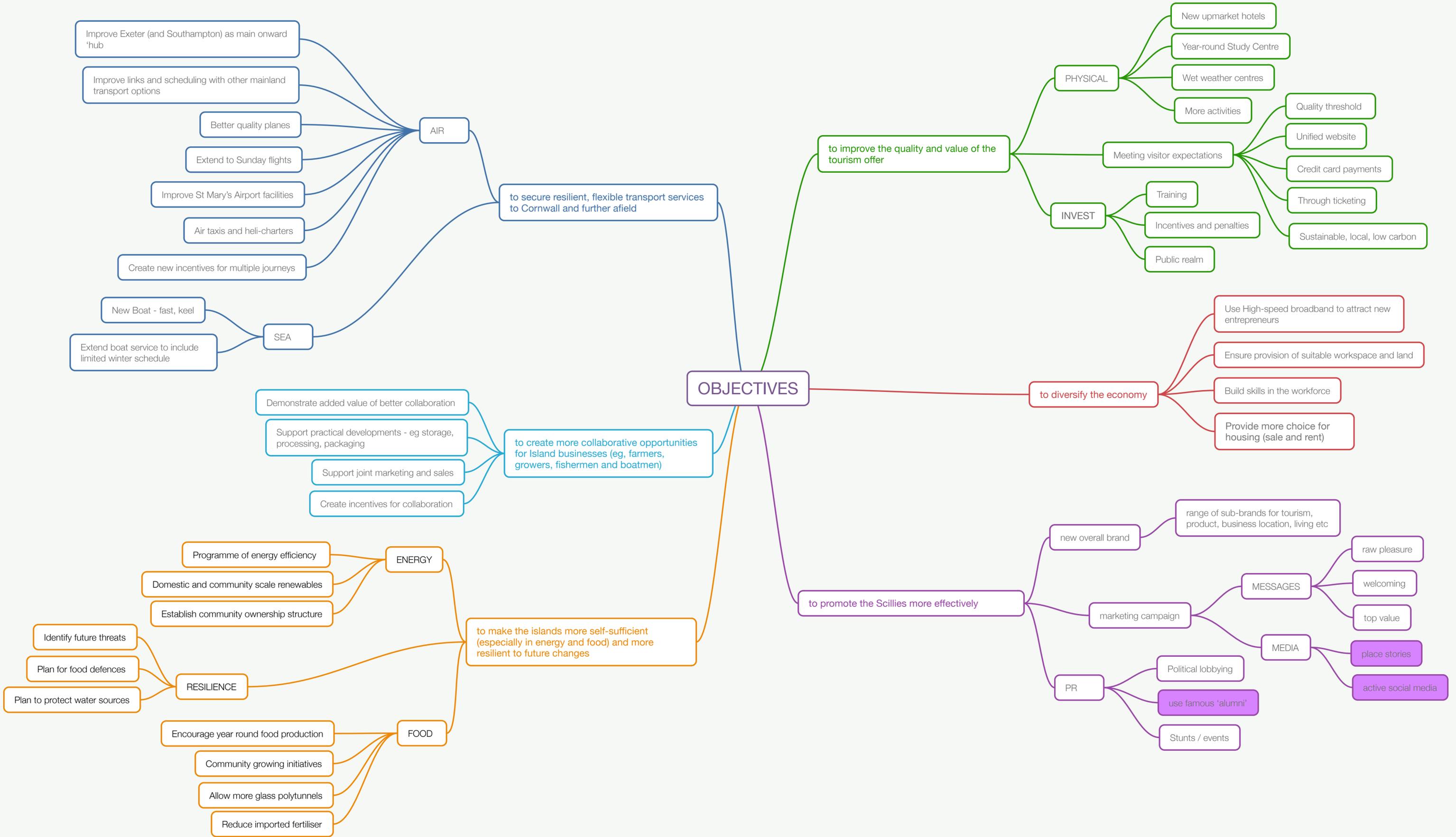
sufficient property and land available for new business development

sufficient housing for current and future needs - encouraging choice and sustainability

well-maintained, up-to-date infrastructure providing services to residents, businesses and visitors. Water, waste, sewage, energy

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 secure resilient, flexible transport services to Cornwall and further afield

- AIR
 - Improve Exeter (and Southampton) as main onward 'hub
 - Improve links and scheduling with other mainland transport options
 - Better quality planes
 - Extend to Sunday flights
 - Improve St Mary's Airport facilities
 - Air taxis and heli-charters
 - Create new incentives for multiple journeys
- SEA
 - New Boat - fast, keel
 - Extend boat service to include limited winter schedule

to improve the quality and value of the tourism offer

- PHYSICAL
 - New upmarket hotels
 - Year-round Study Centre
 - Wet weather centres
 - More activities
- INVEST
 - Training
 - Incentives and penalties
 - Public realm
- Meeting visitor expectations
 - Quality threshold
 - Unified website
 - Credit card payments
 - Through ticketing
 - Sustainable, local, low carbon

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 create more collaborative opportunities for Island businesses (eg, farmers, growers, fishermen and boatmen)

- Demonstrate added value of better collaboration
- Support practical developments - eg storage, processing, packaging
- Support joint marketing and sales
- Create incentives for collaboration

to promote the Scillies more effectively

- new overall brand
 - range of sub-brands for tourism, product, business location, living etc
- marketing campaign
 - MESSAGES
 - raw pleasure
 - welcoming
 - top value
 - MEDIA
 - place stories
 - active social media
- PR
 - Political lobbying
 - use famous 'alumni'
 - Stunts / events

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

- ENERGY
 - Programme of energy efficiency
 - Domestic and community scale renewables
 - Establish community ownership structure
- RESILIENCE
 - Identify future threats
 - Plan for food defences
 - Plan to protect water sources
- FOOD
 - Encourage year round food production
 - Community growing initiatives
 - Allow more glass polytunnels
 - Reduce imported fertiliser