

Small businesses helped to boost digital skills

A digital skills project that offers up to £1,000 worth of support has been launched to help small businesses in Cornwall and the Isles of Scilly raise their online profile and generate more sales.

Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) has secured almost £100,000 of Government funding to help small businesses develop their knowledge of the internet, social media and the benefits of getting their business online.

Called Digital High Street Skills, the project is open to all small businesses in Cornwall and the Isles of Scilly, whether you are a shop, guest house, restaurant or office.

It offers a subsidised training course delivered by the National Skills Academy for Retail so that small businesses can hone their digital skills. Once completed they can apply for a voucher worth up to £1,000 to spend with selected local companies on services like web design and social media support.

The project is being backed by LEP board director Simon Tregoning, whose own business, Classic Cottages in Helston, now receives 80% of its bookings online.

Simon said: "The idea is to inspire small businesses to increase their digital skills and grow their business online. Thanks to the funding the LEP has secured we can offer high quality training at greatly reduced cost which opens the door to £1,000 worth of paid-for digital services from other local businesses.

"With the development of Superfast Broadband across Cornwall and the Isles of Scilly we wanted to help smaller companies and especially retailers seize the opportunities presented by being online."

A series of information events is being planned and the first one will be held in Newquay at the Atlantic Hotel on 10th December.

Digital High Street Skills is available for a limited period. To find out more, register your interest and to watch a video about the project visit the LEP [website](#) or follow [@CornwallRetail](#) on Twitter.

ENDS

5th December 2014

Notes to Editors

Cornwall and Isles of Scilly Local Enterprise Partnership

The Cornwall and Isles of Scilly Local Enterprise Partnership drives activity to support business growth, create jobs and help people realise their potential.

We are led by local business people working together with Cornwall Council and the Council of the Isles of Scilly to set priorities for how our economy should grow.

Our role is to help decide how best to invest **over £1 billion** of public, private and European funds in the local economy by 2020.

We want to build on our traditional strengths in bedrock industries such as tourism, agriculture, food and marine and pioneer new industries that make the most of our special environment, such as renewable energy, agricultural technology and the digital economy.

Our guiding principle is making sure the culture, communities and environment of Cornwall and Isles of Scilly remain special and unique.

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