

# Economy and Culture strategy

People self employed  
20.7%  
(UK 13.5%)

GVA per capita  
£13,848  
(UK £20,873)

Target of 34%  
reduction in  
green house  
gas emissions

Research and  
development  
spend 0.19% of  
GDP (UK 1.85%)

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# Introduction

Cornwall has a per capita GDP at 72% of the European average (2010 figures).

Despite an improvement in this situation prior to the recession (this figure stood at over 78% in 2006), it is clear that weaknesses remain within the economy. Addressing these are a priority for local partners and stakeholders. Highlighted below are the main economic characteristics demonstrating that economic growth and prosperity has been stimulated, but that key challenges remain.

## 1. Population

### Now

Cornwall's population has continued to grow and now stands at 532,300 people.

### Trend

This growth continues to be largely driven by in-migration – which is dominated by people of middle to older working age. An emerging trend is in relation to young people with a steady increase in the number of young people aged 15 to 24 years moving into the area from 2001 to 2011. Also, a decrease in the number of young people aged 15-19 years leaving Cornwall over the same period. Of note is that the number of people graduating in Cornwall has increased almost fourfold in the last ten years (2,944 people in 2012 compared to 798 in 2002). This would indicate that investment in higher education has had an impact upon migration patterns.

### So what?

This is increasing the number of economically active people in the medium term, but is a trend that will impact upon the future number of older (generally economic inactive) people. Cornwall has an ageing population, in line with the national trends, but more marked in terms of percentages of the total population. Cornwall already has a larger percentage of its population aged 65 years and older.

## Economy

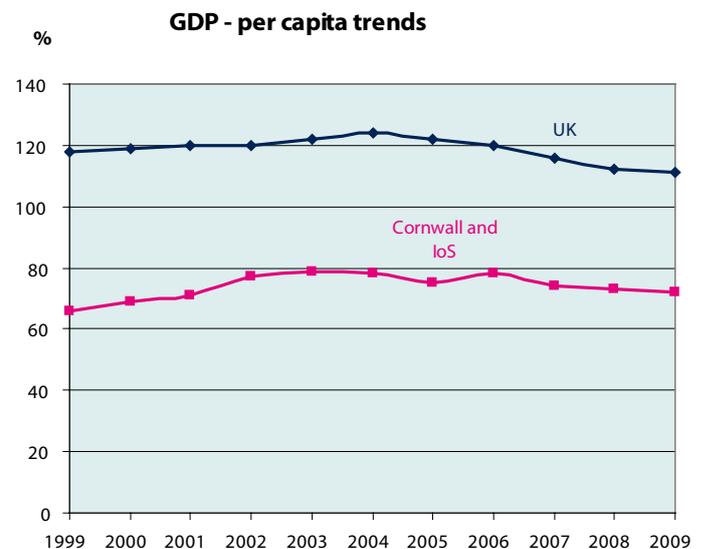
### 2. Gross Domestic Product

#### Now

In 2009 total GDP in Cornwall stood at 9.5bn. GDP is the market value of all final goods and services produced within a geographical area within a given period of time. In relation to each person employed, GDP is 17,600 per annum per capita. This per capita figure is 72% of the EU average (and 65% of the UK average).

### Trend

From 1999 up to 2003 the GDP per capita figure increased as a percentage of the EU average and then plateaued until 2006. Since then the figure has been in decline.



### So what?

It is Cornwall's GDP that makes it a 'Less Developed Area' within the European context (that is, having a GDP of less than 75% of the EU average). Productivity is regarded as the key to higher output and earnings. To change Cornwall's output and earnings we need to increase productivity. The Local Enterprise Partnership Economic Strategy states that this should not happen at the cost of the environment. Addressing low levels of productivity is a key aim of European Structural Funds.

### 3. Gross Value Added

#### Now

Cornwall's total Gross Value Added (GVA) stood at £7.5bn in 2011. GVA is the value of the goods or services as they leave a sector or area, minus the cost of inputs used to produce them.

GVA on a per capita basis is £13,848: lower than the UK (£20,873 (2011)'). In 2011 Cornwall stood at 66.3% of the UK average. This is the second lowest figure for all NUTS 2 regions in the UK (with West Wales and the Valleys being lower at 65%).

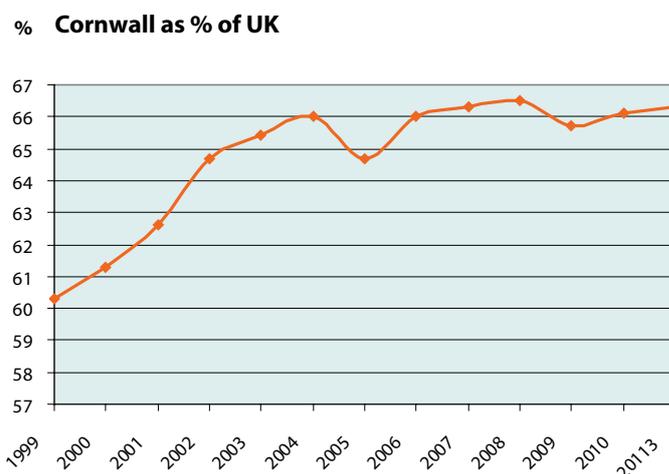
## Trend

Total GVA was rising between 2004 to 2008 at which point it peaked. However, the GVA progress achieved between 2004-08 did not significantly close the gap between Cornwall and other areas. Since 2008 GVA has started to decline with a larger decrease than at a national level.

## So what?

Cornwall is still marked by a low GVA compared to the rest of the UK demonstrating that the local economy generates less added value per head than other areas and is less productive – a clear weakness in the economy. Addressing total GVA and GVA per capita is a LEP priority.

## Cornwall GVA shown as a percentage of UK



## 4. GVA by Sector

### Now

The main sectors contributing to Cornwall's GVA in 2010 were Wholesale and retail (14.4%), Real estate (10.4%), Manufacturing (10%), Health (9.9%), and Construction (8.4%). However, looking at the size of sectors only in relation to GVA does not provide a complete picture of productivity and also the number of people employed. A review of this broad range of data is shown below.

### Trend

A more detailed analysis of change in sectors using employment, GVA and productivity data:

### Large (over £100m GVA in 2009) but not dynamic

**Agriculture [Large £165m]** – relative decline in contribution to GVA, static employment but rising productivity

**Construction [Large £387m]** – GVA and employment growth but falling productivity

**Public administration and defence [Large £402m]** – GVA growth, falling employment and productivity

### Growing but declining productivity

**Business services [Large £1,514m]** – GVA and employment growth but falling productivity (largest elements being 'Owning and dealing in real estate' and 'Letting of dwellings')

**Hotels and catering [Large £445m]** – GVA and employment growth but falling productivity.

### Growing

**Retail distribution [Large £623m]** – GVA and employment growth and rising productivity.

**Food and drink manufacturing [Large £239m]** – GVA and employment growth and rising productivity.

**Air transport [Small £16m]** – GVA and employment growth and rising productivity.

**Finance [Large £274m]** – GVA and employment growth and rising productivity.

**Social work activities [Large £248m]** – GVA and employment growth and rising productivity.

### Declining

**Fishing [small £10m]** – relative decline in contribution to GVA, static employment but rising productivity.

**Other mining and quarrying [Small £25m]** – declining GVA, employment and productivity.

**Motor distribution and repair and fuel retail [Small £77m]** – declining GVA, employment and productivity.

## So what?

Cornwall has some significant sectors in terms of size of GVA contribution and employment, referred to as 'bedrock industries' (for example agriculture and tourism). Other sectors have demonstrated a growth in GVA (food and drink and air transport). Activities that can impact upon a wide range of sectors are supporting innovation and Research and Development.

# Enterprise and innovation

## 5. Business numbers

### Now

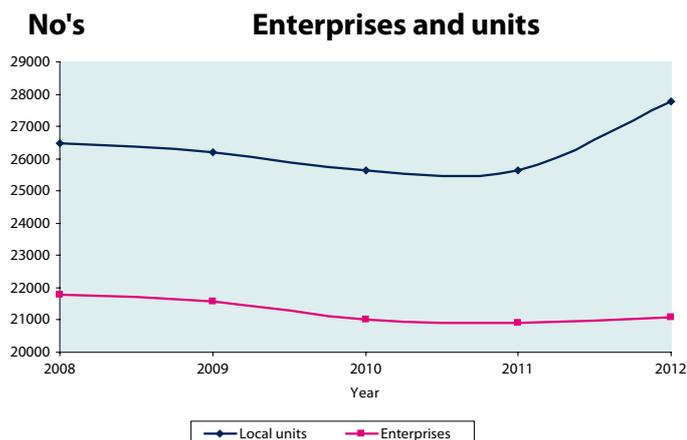
in 2012 there were 20,910 registered enterprises in Cornwall also in this year 25,540 business units.

An Enterprise is the smallest combination of legal units under common ownership. It may consist of one or more local units.

A business unit is a separate site where economic activity takes place. A unit may be an enterprise in its own right or part of an enterprise.

### Trend

Enterprise numbers dropped back from 2008 to 2010 since then they have been static. In contrast the number of local units after falling from the 2008 level have started to rise. It should be noted that Enterprise data excludes the self-employed sector which is a significant element of the business sector in Cornwall.



## So what?

Enterprise numbers can indicate how the economy is performing (although other factors such as the number of people employed should also be considered).

## 6. Business start up and closures

### Now

In 2011 there were 1,715 start ups and 1,835 closures resulting in a decline in the number of enterprises.

### Trend

Business closures have exceeded start ups for the last three years.

## So what?

Lower start ups than closures result in a decline in the total number of businesses. High levels of business start ups can indicate a vibrant dynamic economy. However, an excess of closures may simply reflect the impact of the recession.

## 7. Self Employment

### Now

Cornwall have a high percentage of its workforce who are self-employed: 20.7% of 16-64 year olds (average 50,100 people 2012/13). This compares to a figure of 13.5% for the UK. The proportion of self employed is 1.5 times higher than the UK average.

### Trend

Self-employment levels were stable between 2004 and 2007 at around 17% and then rose above 20%. Four out of five of the last data sets have shown figures over 22%.

## So what?

Self employment levels are often seen as a proxy indicator for levels of entrepreneurship and therefore a factor to consider in the wider 'innovation' context. Self employment is higher within Cornwall than in the UK perhaps indicating 'potential'. However, in the local context it can also be considered as the only option for employment.

## 8. Business Size

### Now

99.8% of the 20,910 enterprises in Cornwall in 2012 are classified as small and medium sized enterprises (88.7% are micro enterprises, 10% are small enterprises and 1.2% medium enterprises<sup>3</sup>).

### Trend

This high percentage of SMEs is similar to the national trend. However of note is that Cornwall has a lower proportion of larger businesses than the GB average. And a lower proportion of employees in larger businesses.

### So what?

This presents the continuing challenge of ensuring priorities and actions identified to support businesses are particularly relevant and accessible to SMEs. As the dominant size of firm, a 'small improvement in their productivity could have a significant effect on the economy'<sup>4</sup>.

## 9. Research and Development spend

### Now

In 2009 R&D spend in Cornwall was 0.19% of GDP. The UK R&D spend is 1.85% of GDP. Cornwall spends the lowest percentage of its GDP on R&D when compared to all other UK NUTS2 regions.

### Trend

Since 2006 the percentage R&D spend has been static.

### So what?

Spend on R&D can be considered as an indication of the ability of an economy to invest in research for future growth. This is linked to our large SME base, with a high proportion of smaller companies which do not have the finances to invest in R&D. Market failure in this area requires intervention to overcome the issues.

## 10. Knowledge intensive industries employment

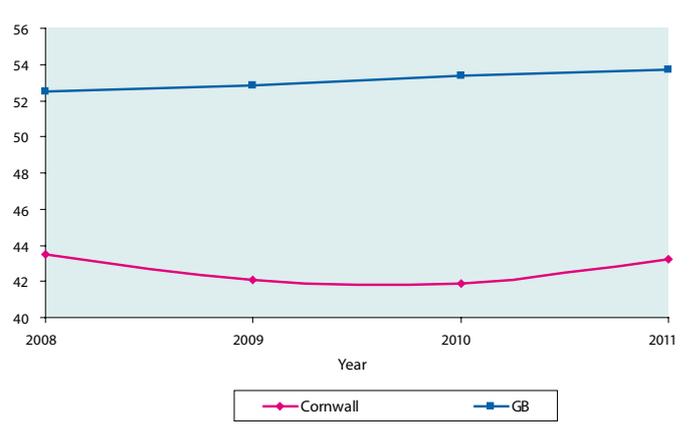
### Now

Latest estimates for 2011 show that 43.2% of employees were employed in knowledge intensive employment. The comparative figure for Great Britain is 53.7%. Of the 36 NUTS 2 regions in Great Britain, Cornwall lies just above the bottom region – Cumbria.

### Trend

The proportion of people employed in knowledge intensive industries has changed little between 2008 and 2011. In contrast the proportion in the UK increased slightly.

Knowledge intensive employment



### So what?

Knowledge intensive employment is considered to play an important role in the general economy. Whilst the traditional inputs of labour, land and capital remain important, the ability to create, use and share knowledge has emerged as the major driver of economic growth and wealth creation over the past ten years. The proportion of those employed is indicative of an economy's capacity and potential for innovation and growth.

## 11. Productivity

### Now

Cornwall's productivity is at the bottom of the 37 UK regions. There is a growing productivity gap between Cornwall and the UK, from £5.40 per hour in 2004 to £7.50 per hour in 2011.

### Trend

The lowest productivity levels are typically found in the rural areas of the UK or towards its geographical periphery. Actual GVA per hour in Cornwall rose 18% between 2004 and 2011, comparator regions such as Cumbria (+24%), Highlands & Islands (+21%), West Wales & the Valleys (+21.1%) and Devon (+20.9%) all had higher levels of growth. Cornwall's productivity has risen but still lags below the performance of the rest of the country. The number of people in employment in Cornwall has remained largely static over the last decade but there has been a decline in productivity.

### So what?

Productivity growth raises living standards, more real income improves our ability to purchase goods and services, enjoy leisure, improve housing and education and contribute to social and environmental improvement. There are a number of contributory factors that can help drive productivity:

- Moving resources/support from poor to high performing sectors
- Improving skills levels
- Increasing enterprise size
- Increasing investment
- Increasing 'agglomeration' by proxy through inter/national investment
- Improving and building on Further and Higher Education links
- Enabling supply chains through co-location
- Enabling and developing transferable skills between sectors
- Delivering and improving workspace and infrastructure

## Employment and economic activity levels

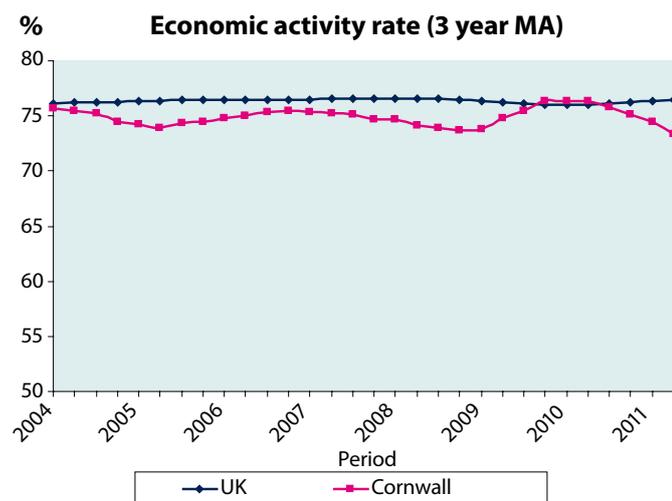
### 12. Economic Activity

#### Now

Economic activity levels in Cornwall stands at 71.6% compared to the UK average of 76.6% showing that economic activity rates are slightly below the UK average.

#### Trend

The current position shows the widest gap between Cornwall and the UK over the period 2004-11.



#### So what?

Economic activity rates are an indication of the proportion of the working age group who are in the workforce – whether as workers or unemployed. Below average rates may indicate an under utilisation of the

potential labour force. Increasing economic activity rates, and then employment rates, is one way of increasing economic output.

### 13. Employee earnings

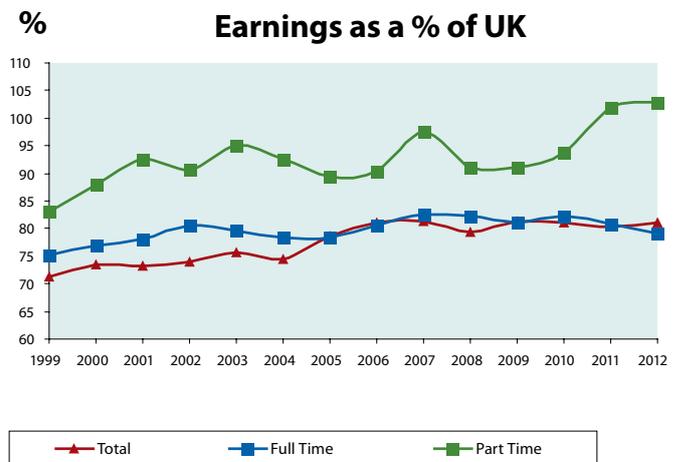
#### Now

In 2012, median gross annual earnings for all employees in Cornwall equalled £17,389, 81% of the UK average (£21,473).

- Median gross annual earnings for full-time employees were £20,908, equal to 79% of the UK average
- Median gross annual earnings of part-time employees were £8,853, equal to 103% of the UK average (£8,599).

#### Trend

A 3 year moving average indicates an upward trend in all earning categories relative to the UK average (full/part time, male/female). Overall, between 2000 and 2011 all earnings rose by 8%, and full-time by 4%. However the upward move was concentrated from 1999 to 2007 with the situation remaining static after that.



#### So what?

Lower than average earnings reflect lower productivity levels and also contribute to low demand in an area. Cornwall still lags behind the UK in relation to earnings.

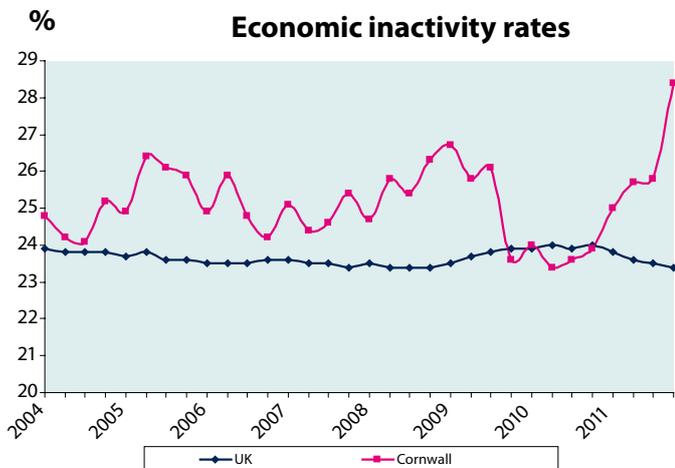
### 14. Economically inactive

#### Now

28.4% of people aged 16-64 are economically inactive this equates to 94,300 people. This is higher than the UK figure of 23.4%.

## Trend

Economic inactivity rates have tended to be higher than the UK average apart from a period in 2010 when they were similar. Since 2011 there has been an increase in economic inactivity rates.



## So what?

In general a lower level of economic inactivity indicates a bigger workforce base in an area. Changes in the levels of economic inactivity can reflect a number of factors – retirement, sickness etc. Economic inactivity can be associated with social exclusion and is a key issue within Europe 2020.

## 15. Unemployment

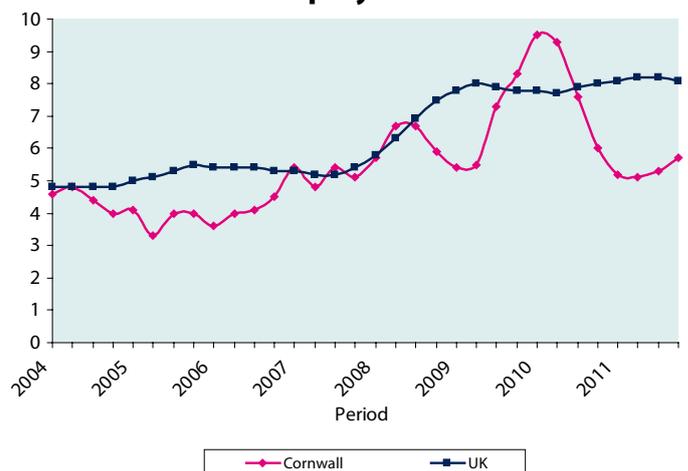
### Now

The current unemployment figure is 13,700: a rate of 5.7%. This is below the UK rate of 8.1%. The latest Jobseekers allowance benefit claim rates (JSA) for April 2013 show 8,963 claimants; a rate of 2.7% of the working age population. The UK figure is 3.8%.

### Trend

The unemployment rate since 2004 has tended to be either below or close to the UK average. It briefly rose above the UK level in 2010/11 but has since fallen back. Since November 2012 there has been an improvement in the number of JSA claimants with numbers consistently falling compared to the same period in the previous year. However, overall numbers are still higher than the 2007 figure of 5,285.

## Unemployment rates



## So what?

Generally unemployment rates have been lower than the national average over a significant period. This demonstrates that Cornwall fares relatively well, with economic inactivity rates being the main issue (see above). JSA figures have improved, however these only tell a partial story as they do not cover all those people who are unemployed. The recent improvement is positive but levels are still high compared to the pre-recession figures.

## Social inclusion

### 16. Young people not in education, employment or training (NEET)

#### Now

Local data shows that the proportion of young people NEET in Cornwall is 5%. This is relatively low compared to the South West average (5.7%).

#### Trend

The average annual figures for Cornwall from 2004/05 to 2011/12 show that the proportion of young people NEET has fluctuated during this 7 year period but has shown a downward trend from 2008/09.

#### So what?

Being NEET at a young age 'is a major predictor of unemployment, low income, poor mental health and physical health and associated problems later in life, especially for those who are NEET for extended periods of time or who repeatedly re-enter the NEET group. This will affect individual life chances and also impact within the wider economy.<sup>15</sup>

## Skills

### 17. Post 16 qualifications

#### Now

Cornwall has a lower percentage of its economically active population holding specific types of qualifications:

- NVQ4+ 33.8% compared to 37% (UK)
- NVQ2 15.8% compared to 16.8% (UK)
- No qualifications 6.2% compared to 6.9% (UK)

#### Trend

Progress has been made on increasing skills. For example, the percentage of people who are economically active with higher level skills (NVQ4+) has shown an increase over the last 4 years (28% to 34%). However, the challenge remains that this figure is still lower than the UK average (37%).

The number of people with 'no qualifications' has decreased from 8.5% (2008) to 6.2% (2011). This is lower than the UK figure (6.9%).

#### So what?

Our skills profile is important as it forms a building block not only for overall economic growth, but also for individuals. Skills are an important consideration within the arena of social inclusion, providing access to employment, personal advancement, increased earnings and, for some, a route out of worklessness. Progress has been made but we still lag behind in some areas.

## Environment

### 18. Reduction in Greenhouse gas emissions

#### Now

Cornwall has set a target of 34% reduction in GHG emission between 2009 to 2020. The actual reduction in GHG emissions are to be reported this year 2013 (Green Cornwall).

#### So what?

The reduction of Greenhouse Gas emissions is a headline target and focus of the Europe 2020 strategy and a key partnership aim within Cornwall.

### 19. Share of renewable energy sources as a percentage of gross energy consumption

#### Now

In 2009 Cornwall produced 90 MW of energy from renewables. The Green Cornwall Strategy aims to achieve a 15% share by 2020 (or 390MW). Progress against this target is to be reported this year (2013) (Green Cornwall).

#### Trend

A significant number of renewable energy projects have been initiated within recent years which would suggest positive progress against this target.

#### So what?

This is a headline Europe2020 target and links to a number of themes including business growth, research and innovation and the natural environment.

### 20. Infrastructure

Peripherality and physical distance from markets remains a constraint for Cornwall. A review of infrastructure provision and data highlights the following:

- a number of gaps in the strategic transport network (congestion points in the road network acting as a block on the development of employment space and economic growth) and access for Isles of Scilly residents and businesses to the mainland
- 71% superfast broadband /other solution coverage of Cornwall (March 2013: 180,000 premises, 21,000 live connections including an estimated 2,500 businesses connected). The target for coverage has recently been increased from 86% to 95% across Cornwall.
- Further development of Newquay Airport and its designation as an Enterprise Zone
- Increase in workspace to address a shortfall in provision and issues of poor quality stock (including bespoke and speculative) and three Innovation Centres and other R&D facilities.

## 21. Workspace

### Now

The Cornwall Local Plan Employment Land Review (2009) estimates that a supply of around 150ha is needed to meet demand by the end of the Plan period, reflecting a need to address longstanding stock and market attractiveness issues. Most workspace is not on traditional 'industrial estates' but also found in smaller village units, town centres and with a trend towards home working.

### Trend

Since the Employment Land Review, the impact of recession has continued. Market capacity and delivery has remained depressed. 7.6ha of additional workspace was delivered in the period 2009-12, but this is only a third of what the review forecast was required to be delivered in the period. However, new Innovation Centres have opened and are performing well and there is demand for subsequent growth on space. The number of home workers has also increased but this may provide a challenge concerning growth on space for some of these.

### So what?

There has been an increasing need for bespoke workspace for sectors, activity and growth. This is not just in terms of new stock, but also in relation to the refurbishment and reuse of buildings, as well as the replacement of existing stock. There is also a need for continuing intervention to overcome barriers to workspace development including gap funding and site preparation; and wider infrastructure requirements to unlock development opportunities.

## 22. Housing

### Now

Demand for housing outstrips supply and there are issues around how affordable housing is delivered and where, in terms of both supporting the labour market and vulnerable people in the community. Quality, maintenance, energy affordability and conversion to 'green' energy sources are all issues. Immediate challenges include reducing public sector housing budgets, welfare reform and its impact on housing stock and occupancy, homelessness and demographic change. These are factors which relate to social inclusion and access to homes.

### Trend

Cornwall's economy enjoyed some successful times in the period 2004-6 with a focus on Real Estate, Banking and the Retail sectors, all of which are supported by activity in the housing market. Construction and sales generate economic impact in terms of supply and servicing. Absolute house prices are consistently around £20,000 higher in Cornwall and should be seen within the context of affordability.

### So What?

Housing supply and market development is a key element of evolving a successful economy. Homes need to be in the right place to help support economic growth and provide an attractive range of choice in an aspirant economy.

## 22. Rurality

### Now

Cornwall has 86% of its population classified as rural. By comparison, 33% of the total population in the South West live in predominantly rural areas and 19% in England (2010). The number of businesses located in rural areas is significantly higher than in urban areas. The rural/urban ratio in Cornwall is 2:1; South West 1:1; and England 1:3. The majority of our 50 largest businesses (250+ employees) are based in urban areas, highlighting the predominance of our micro and small business base in rural areas.

### Trend

Data for the agri-food sector indicates that productivity is very low, standing at between 51% and 68% of the Cornwall average. The agricultural sector, in particular, is subject to a number of external factors that influence performance and productivity: global food prices, fuel prices and logistic/distribution costs.

Cornwall has a high percentage of population living in rural areas and lower than average employee earnings. These low earnings impact upon household incomes, 18% of households in Cornwall have an income of £10-£15,000 compared to 11% in the UK and 15% over £40,000 compared to 29% in the UK).

Cost of living is higher in Cornwall than the national average for a number of expenditures, including water and sewerage charges, costs of energy and transport fuels, and mortgages. The 'living wage' (pay needed to provide an adequate standard of living) is £7.45 per hour, it is estimated that around 20% of the working age population earn less than the living wage in Cornwall.

## So what?

Low productivity levels and wages are clearly evident in our predominantly rural area, in particular in relation to the significant agri-food sector. Developing the agri-food supply chain can positively impact upon many aspects of the rural economy. A focus upon training and skills can support career development and skills transferability across sectors. Improving competitiveness and productivity of our rural small and micro business base will support higher wages and generate additional local spend.

# Cultural Heritage and Creative Industries

## 23. Cultural heritage

### Now

Our distinctive Cultural Heritage and their associated Creative Industries play an important part of the Cornish Economy. They also link areas of policy which determine the quality of public life for both individuals and communities. They have mutually beneficial connections with transport, health, employment, housing, education and skills and play a role in 'place making'. In Cornwall they form an integral part of our environment; another key economic driver for Cornwall.

Our Creative Industries definition include music and dance of all kinds, theatre from different traditions, festivals, new media, contemporary craft and the visual arts - and the aligned commercial activity across these areas in television, film, graphic design, computer games and architecture. The Cultural Heritage spectrum includes accessible areas of the public realm, historic environment (including our World Heritage Site), historic visitor attractions, museums, archives and our unique Cornish language.

### Trends

Recreation and culture remain the second highest category of average weekly household spend after transport. Cornwall is performing as well or better than the national average in encouraging the enjoyment of culture (e.g. visits to museums or galleries, engagement in the arts). An increasing number of visitors to Cornwall visit a cultural heritage site.

### So What?

Cornwall Council aspires to develop our cultural assets and grow sustainable employment within the sector.

## 24. Tourism

### Now

Tourism is one of the main drivers of Cornwall's economy, providing £770m contribution to the GVA, 11% of total GVA. This places Cornwall as the top region in terms of importance of tourism to the economy. In 2011 there were 18.3 million staying (UK and overseas) and day trips. The sector has lower levels of productivity than the Cornish average. Tourism is inextricably linked to our unique environment, including our coastline and cultural heritage.

### Trends

Tourism in Cornwall remains concentrated during the peak summer months, with some clear movement into the shoulder months. The sector employed 17,000 people in 1999 rising to 30,000 in 2011 (15.8% of total employees)

### So What?

Tourism remains an important bedrock sector within the economy of Cornwall. Productivity is low and addressing this for businesses within the sector is key and can lead to impact upon wage levels. A continued focus on quality and extending the peak season is important to address productivity and impact upon the part time nature of jobs.

# Strengths, weaknesses, opportunities and threats analysis

The following table provides an overview of the headline evidence base:

Strengths	Weaknesses
Clear signs and evidence of growth in our HE infrastructure: new buildings and facilities	Peripherality and distance from markets and small market base
A strong brand with national and international recognition	Low levels of R&D investment and innovation
Advance in digital infrastructure network and level of coverage across Cornwall (and Isles of Scilly in the near future)	Overall levels of low productivity, including in 'bedrock' sectors
A good quality natural environment as a base for both the recognised brand and the resource base of indigenous businesses and incoming investors	Skills levels that are still below the national average (basic and higher level)
Long history of collaborative partnership working	Continued low earnings, high benefit dependencies and continued concentrations of deprivation and rural dispersed deprivation
Opportunities	Threats
To capitalise upon the FE and HE infrastructure to increase R&D, innovation and spin outs. And to capitalise upon businesses using R&D and commercialisation ideas	Failure to address bottlenecks in strategic infrastructure that will then 'block' further development to support economic growth
To develop new market potential e.g. solutions for an ageing population, renewables / low carbon economy	Ageing population
To link demand of employers with the supply of skills using the strategic partnership mechanisms	Climate change
To capitalise upon the opportunities for C&loS businesses in relation to superfast broadband	Failure to address the productivity of bedrock industries
Utilising our natural environmental advantages to capitalise on business and product opportunities relating to the low carbon economy	
To further support business growth (e.g. job creation, added value, local supply chain linkages) including for entrepreneurs, start ups and existing businesses	

## Data sources

1. Population: Census 2011
2. GDP: Eurostat 2012
3. GVA: ONS, Regional, Sub-regional and Local Gross Value Added 2011
4. GVA by sector: ibid
5. Business Numbers: ONS, UK Business: Activity, size and location, 2012
6. Business births and deaths: ONS, UK Business Demography, 2011
7. Self employment: NOMIS, Annual Population Survey, 2013
8. Business Size: ONS, UK Business: Activity, size and location, 2012
9. R&D spend: Eurostat, 2012
10. Knowledge Intensive employment: Business Register and Employment Survey, 2011
11. Economic Activity: Annual Population Survey 2004-11
12. Employee Earnings: Annual Survey of Hours and Earnings, 2012
13. Economically Inactive: Annual Population Survey, 2000-2012
14. Unemployment: Annual Population Survey, 2004-2012, Job Seekers Allowance Claimant figures, NOMIS, 2007-13
15. NEETs: Children's Trust Cornwall, Focus Paper, October 2012
16. Post 16 qualifications: Annual Population Survey, 2008-2011
17. GHG emissions: targets in Green Cornwall Strategy 2011
18. Share of renewables: targets in Green Cornwall Strategy 2011
19. Infrastructure: Broadband data: Superfast Cornwall Project, March 2013
20. Cultural Heritage: State of the South West, South West Observatory, 2009 (weekly household spend); Cornwall Cultural Strategy Evidence Report, March 2010, Cornwall Council (national indicators to monitor and encourage the enjoyment of culture); The Cornwall and West Devon Mining Landscape Appendices to the WHS Management Plan 2013-2018, p121-127 (visitors to World Heritage Sites)
21. Tourism: GVA: Tourism – Economic Role, August 2012, Cornwall Council (data source: ONS, 2009); number of Visitors: South West Tourism; employee numbers: ONS Annual Business Inquiry employee analysis

## Endnotes

- 1 GVA figure is calculated 'less Extra Regio'
- 2 The number of VAT and/or PAYE registered enterprises, ONS
- 3 Definitions: micro enterprise: less than 10 employees, small enterprise: 10-49 employees, medium enterprise: 50-249 employees
- 4 Source: Office of the Northern Ireland Adviser on Employment and Skills (2010) Improved Engagement of SMEs in the Employment and Skills Arena
- 5 Children's Trust Cornwall, Focus Paper: Young People NEET (October 2012)

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