



## **Cornish Companies put People and Planet before profit**

*Social Traders, a social enterprise marketing consultants, in partnership with Cornwall Rural Community Council (CRCC), has launched a Google map showing all of Cornwall's eighty Community Interest Companies (CIC). CICs are limited companies created for the use of people who want to conduct a business or other activity for community benefit and not purely for private advantage.*

*The map hosted by Google can be found on the internet at [www.bit.ly/cicmap](http://www.bit.ly/cicmap) and there are lots of links to CIC websites allowing the chance to check out services and facilities on offer.*

*Over the last few years there has been a significant growth in the number of CICs being registered with Companies House. Cornwall is already known for world class social enterprises, including the Eden Project, Fifteen Restaurant and Shelterbox but the new growth in these kinds of businesses, that put people and planet before profit, appears to come from CICs.*

*CICs based in Cornwall are providing a valuable range of services to the tourism industry and local communities such as surf schools, sailing, martial arts, photography, film production, educational resources, art galleries and fitness centres. In addition, CICs contribute to the Cornish economy by creating hundreds of new jobs as well as opportunities for local volunteering.*

*Bob Northey, Director of Social Traders, created the Google map using the internet search giant's mapping tools that enable internet users to zoom in on locations using the latest satellite imagery, said:*

*'I wanted to create a single map for the people of Cornwall to find and support their local CICs. After all, these businesses started with the express aim of bringing community benefit. Now that most people have access to the internet at home, at their local library or even on their smart phones, finding out about CICs through Google maps is literally at our fingertips.'*

*Cornwall Rural Community Council (CRCC) can provide advice to anyone wishing to find out more about starting a CIC: Chris Hassall, Community Enterprise Officer on 01872 243549 or [chris.hassall@cornwallrcc.co.uk](mailto:chris.hassall@cornwallrcc.co.uk).*

*For more information on the map or Social Traders contact Bob Northey, Director on 07803 193388 or [bob.northey@socialtraders.org](mailto:bob.northey@socialtraders.org)*