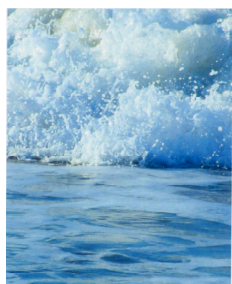


A community-led
strategic plan for
the development
and regeneration
of Hayle and the
surrounding
parishes of
Gwinear-Gwithian
and St Erth



Published by
Revitalise!
*Hayle Coast and
Country, the
Market and
Coastal Towns
Initiative for
the Hayle area,
August 2006*

Supported by



South West of England
Regional Development Agency

The Hayle Area Plan 2005-25



Introduction

Welcome to The Hayle Area Plan for 2025

This plan is the result of two years of work undertaken by a team initiated by the Hayle Area Forum, known as *Revitalise! Hayle Coast and Country*, funded by the Market and Coastal Towns Initiative to undertake the research and consultations necessary to inform a community-led plan for the next twenty years.

The Hayle Area Plan describes a vision for Hayle by the year 2025, and a methodology for achieving the vision. The plan covers all aspects of community life in the Hayle area, employment and economic regeneration, environment, heritage and culture, and social concerns.

The value and strength of the plan is that it is rooted in community consultation, and represents the views, needs, and aspirations of the people of the Hayle area.

The plan seeks to encompass existing projects and developments, and instigate new projects, that will mean a better life, and better prospects, for all members of the community.

Above all, it seeks to give Hayle a clear identity and a shared sense of purpose for the future, that can be understood and owned by everyone.

Revitalise! Hayle Coast and Country

Hayle Area Forum was granted funding under the central government programme 'Market and Coastal Towns Initiative' (MCTI) to develop a community-led strategic plan for the regeneration of Hayle, and the hinterland parishes of Gwinear-Gwithian and St Erth. The partnership steering group that was set up by the Forum for this purpose is known as *Revitalise! Hayle Coast and Country*.

The *Revitalise!* Steering Group consists of representatives from the Hayle Area Forum, Town and Parish Councils and local community groups. The Steering Group is supported by officers of Penwith District Council Regeneration Tourism and Leisure Team, and by two local people employed part-time as Community Agents.

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Contents

Section one	The MCTI process	3
Section two	Building on our strengths	4
Section three	The issues facing Hayle	5
Section four	The vision for Hayle <i>Our vision statement</i> <i>The three Strategic Themes</i> <i>Applying the Strategic Themes to take the vision forward</i>	9
Section five	The Hayle Area Plan <i>The structure of our Plan</i> <i>Hayle Area Plan Priority Areas</i> <i>Summary of Priority Area Projects</i> Hayle Area Plan Priority Areas, and our goals <i>1: Traffic and transport</i> <i>2: Business, enterprise and economy</i> <i>3: Community well-being</i> <i>4: Heritage, culture and environment</i> <i>5: Tourism and sustainability</i>	10 11 12 16 21 25 28
Section six	Parish Plans <i>Gwinear-Gwithian Parish Plan summary</i> <i>St Erth Parish Plan summary</i>	31 31 32
Section seven	Implementing the Plan and keeping check on progress	33
Section eight	Appendices <i>How we arrived at the Hayle Area Plan</i> <i>Regeneration through branding</i>	36 36 38

Section one:

The MCTI process

The Market and Coastal Towns Initiative

The Market and Coastal Towns Initiative (MCTI) is designed to help people in towns in the south-west to revitalise their communities. Through the MCTI, public funds are injected into communities that have made successful application, in order to give impetus to the community-based regeneration aspirations of that community.

The initiative is being undertaken by a regional partnership, led by the South West Regional Development Agency. This partnership is known as the Regional Management Group, and the other bodies involved are: Government Office for the South West; South West Regional Assembly; the Countryside Agency; the Housing Corporation; and the South West Network of Rural Community Councils.

Hayle was the first town in Penwith to make a successful application, through the Hayle Area Forum, and the parishes of Gwinear-Gwithian and St Erth have been key partners with Hayle in the process of determining a community-led strategic plan for the next 20 years.

Penwith District Council is committed to embodying the work of each of the MCTI towns into their 'Penwith Vision 2025', and has supported our work through the expertise of members of their Regeneration team.

The result of the MCTI process

The result of the MCTI process should be a community-led strategic plan for the next 20 years: a plan that:

- provides an overall logic to the regeneration of Hayle
- gives a clarity of purpose, a brief, to all those concerned with economic development in Penwith: a clarity about what Hayle could be, what Hayle wants; what to attract to Hayle, and why
- advises and guides key agencies, who react positively and with enthusiasm
- involves the wider community and expresses their sense of purpose and future for the town; and encourages ownership of and belief in the regeneration process by those that live and work in the Hayle area
- is greater than the sum of the individual projects
- is just the starting point for a long-term regeneration programme, rather than a definitive list of actions
- is understood and endorsed by all those looking at Hayle as an option: to live, work, study, holiday, build careers, build businesses
- makes clear the relationship of Hayle to Penwith, and to neighbouring towns: that *positions* Hayle

Section two:

Building on our strengths

A product of the Industrial Revolution

Hayle is a product of the industrial revolution of the 18th and 19th centuries. The Hayle mining area was amongst the first in Cornwall to exploit its copper reserves on a large scale. The new town's early industrial development was based on supplying and servicing the local mining industry; from 1740 increasing demands by local miners and traders for imported coal, timber, rope, bricks and other mining essentials led to the development of the first industrial quays at Carnsew, and Copperhouse Creek. The earliest recorded residential properties associated with Hayle's industries were built at Carnsew in 1758 as part of the development of the quays. In 1758 the Cornish Copper Company set up a copper smelter on the foreshore of the Phillack Estuary, at Copperhouse Creek, and then in 1779 John Harvey established a foundry and engineering works at Carnsew, and it was the success of, and the intense rivalry between, these two companies that shaped the urban form and character of Hayle, and Copperhouse and Foundry were to all intents and purposes two separate towns until 1934.

This world-changing prowess is due to be recognised with the award of *World Heritage status* in July 2006. This status will be an asset for regeneration, economic development, and education, and a focus for community pride.

Both companies were involved in shipbuilding from the early 19th century, but by 1893 shipbuilding had largely finished. Although the heavy manufacturing elements of the Copperhouse Foundry closed in 1903, Harveys survived and diversified as merchants and traders in bulk goods. Despite the decline of Cornish mining Hayle continued to be an important industrial centre for most of the 20th century, and the harbour continued to import and export until the 1960's.

A unique water-frontage

Hayle enjoys a unique water-frontage; the estuary was an important trading place in the early medieval period, particularly the 5th to 7th centuries; the estuary was the reason the town developed here. The modifications to the estuary and the three channels that flow into it have created quays and wharfs, canal channels, sluicing pools and causewayed roads; a remarkable industrial heritage. Hayle town fronts onto Copperhouse Pool, with Carnsew Pool to the west, and the harbour and estuary flowing out into St Ives Bay to the north-west.

3 miles of golden beaches

Beyond the estuary, Hayle has three miles of superb golden sandy beaches, backed by extensive sand-dunes (towans) much of which enjoy SSSI status. These beaches attract holiday-makers in large numbers, and the Atlantic swell offers surfing enthusiasts some of the best surfing conditions and waves found in the UK. The beaches also offer some of the best conditions for sand-yachting, kite-surfing, wind-surfing, and canoeing.

A blank canvas

More than anything, Hayle offers a unique blank canvas; the town has made no commitment to any one industry, any one 'brand', and awaits the next significant phase in its history, with enthusiasm.

Section three:

The issues facing Hayle

Introduction

This section summarises all the issues raised through public consultations, the Community Healthcheck, and the various processes described on pp 36: *How we arrived at the Hayle Area Plan*. It highlights issues that we collectively need to address if we are to achieve the vision for Hayle described on pp 10, and developed throughout this plan.

Issues concerned with travel and transport

Public transport provision to and from Hayle and the surrounding area is poor: poor linkage between the town and the beaches, lack of integration between rail transport and buses to villages. Bus service to villages is poor, especially in the evenings. Insufficient trains stop at Hayle en route to or from Penzance.

Parking and congestion problems at key tourist locations are severe in the high season, and contributing to environmental degradation whilst not contributing to the Hayle economy.

Car parking in Hayle is not well sited or well used.

Heavy transport is increasingly using local roads and accessing the A30 through Hayle via the villages; the roads cannot support this increase safely, and community life is being affected adversely.

Many roads in the area are dangerous for pedestrians and cyclists, and residents and tourists are not encouraged to leave their cars and walk or cycle to their destination. Existing roads often have badly maintained surfaces and discontinuous and narrow pavements; in the villages there is an absence of pavements on busy through-roads. The few existing cycleways are badly marked, have poor intersections with roadways, and are not completely segregated from the highways.

Issues concerned with economy

The poor condition of the harbour and the lack of development there means that the area is not making the contribution that it should to Hayle by creating new jobs, attracting more tourists and visitors, improving the environment and preserving wildlife. Interviews in Hayle show that people are keen for the development of the harbour. They see it as bringing jobs, houses and increased prosperity to the area. A significant number of people commented however, that it is important that thought is given to the social, educational and community facilities and services which will be necessary to sustain such development in the town.

There is a shortage of good quality, well-paid jobs for local people, and the infrastructure which will encourage existing companies to expand, new companies to be formed and companies to relocate to the area is inadequate. This includes the availability of suitable sites and premises, workforce skills and training, support for business and the promotion of the area as a place to do business.

There are fewer adults in full-time employment in Hayle than the national average; with more people in part-time employment than the national average; and there is a lower percentage profile of management, professional, technical, and administrative occupations than the national average.

The area lacks a distinctiveness, or brand, which would help to promote Hayle as an attractive location for visitors, residents, and businesses. Visitors to the town found that Hayle had little to offer them, and no clear sense of identity.

Hayle is not seen as a shopping venue for those living outside the town*, including the hinterland; nor is there any promotion of Hayle, or town centre management in place.

**Since the consultation, plans for Loggans roundabout site feature a number of national brands such as Marks and Spencers, Next, and Boots*

In terms of the tourism economy, there are real barriers to maximal local benefit from tourism development, including lack of awareness of current positioning, lack of support from residents, lack of awareness of economic impact, a tendency to see tourism as the only option for development, creation of lower-quality employment.

There is a lack of post-16 provision in Hayle, which is necessary to provide workforce up-skilling to address the shortage of skilled employees.

There is also no higher-level education or training offered in Hayle that supports career progression and personal development, nor any dedicated adult education provision.

**Issues affecting
community
well-being**

There were many people who commented on the need for a mining and foundry museum in the town – a wet-weather facility to bring in tourists and day visitors. But many local people want improvements to the shopping and restaurants offer in Hayle – and improved leisure and sports facilities, too.

Hayle and the surrounding parishes see an opportunity to use the asset of the superb beaches the area has to offer to create a watersports centre, but they also want other leisure and community facilities– particularly playing fields, covered swimming pool, parks and more meeting space.

One of the most frequently-made comments from the Hayle consultations with reference to cultural and leisure opportunities was the need for current amenities such as St George's Hall to be re-furbished – and used again as a working cinema. Local people see these community and leisure facilities as forming part of a social and community infrastructure that will support physical developments in the town.

Providing housing that local people can afford was a key issue for local people in the Hayle consultation of 2004, but this year's consultation showed local people to be more ambivalent in their responses. In the parishes, particularly, some people in the Gwinear ward feel that their community is already saturated with social housing, and in Connor Downs affordable housing for longer term rent is needed. In Hayle young people expressed the need for flats on short term and long-term rents – but at affordable prices.

There is no local learning centre available to the community.

There is no suitable meeting place for the local community in Hayle.

Hayle, Gwinear-Gwithian and St Erth have a higher percentage population of older people than GB average but levels of services and community facilities do not reflect this.

There is a lack of things for young people to do – especially in the evenings. The young people in the villages were not able to travel into Hayle due to a lack of public transport provision that met their needs. Access to watersports such as surfing required access to private cars, and this precluded many young people from taking up the sport. Consequently out of 26 14-16 year-olds at Hayle Community School consulted about the draft of this plan, 24 had planned to leave Hayle after their education; yet after hearing about the proposals in this plan, all 26 agreed they would want to stay in Hayle if this were the future.

The lack of physical integration between the Foundry and the Copperhouse ends of Hayle was a matter of concern in a significant number of comments, as was the lack of integration between Hayle town and the beaches. Some of the solutions offered by local people during the consultation were strategic and long term. For example, comments included the creation of a new town centre for Hayle and some public and accessible transport shuttle service to link together the town and the beach.

There was a general sense of apathy amongst those people consulted: they felt they had been ‘consulted to death’ but nothing changed as a consequence; their quality of life had not improved.

**Heritage,
culture and
environment
issues**

The towans area is inadequately protected; the towans are affected by excessive dog waste, pylons, and extensive parking and access demands, yet this area is one of Hayle’s greatest assets.

Hayle is bounded by a beautiful estuary and an impressive coastline, but the town is disconnected from the beach and there is no town centre – no focal heart to the area.

There is a need to address concerns over future access to the harbour and to the beaches as harbour development progresses, as this is part of the heritage of community life in Hayle.

Town buildings suffer from neglect and under-investment.

There is a lack of parks and public green areas.

Parishes suffer from environmental degradation from heavy lorries travelling at speed through the villages.

Hayle’s industrial heritage is significant, and should be celebrated and promoted to maximum benefit. There is a great historic trail here: the importing of goods, exporting of industrial machinery around the world, tin-stamps, smelting foundries, mining, steam power, beam engines, that needs to be preserved and celebrated, and this could make a significant contribution to a new cultural tourism market.

**Tourism and
sustainability
issues**

There is an over-reliance on seasonal tourism employment yet a lack of understanding about the needs and demands of the tourism market. Hayle people see Hayle as continuing to be predominantly a tourism area, ideally placed as a touring and service centre for West Cornwall. It has beautiful beaches and other environmental assets such as the Estuary and Copperhouse Pool, plus a significant, yet currently under-promoted heritage of engineering and mining. They want to create distinctiveness for the town, based on its heritage and environmental assets which will bring in new segments of the tourism market –walkers and ramblers, birdwatchers, artists, watersports enthusiasts. It is hoped that World Heritage site status will have considerable impact.

Although the high quality of the area’s beaches attracts visitors there is a feeling that Hayle itself does not get the maximum economic benefit from tourism and

that the access to the beaches and the facilities provided for visitors and residents are inadequate.

There is no wet-weather offer, or suitable range of leisure amenities such as a sports centre to attract tourists into the town. Hayle town centre is unattractive to residents and visitors- the range of shopping is poor, many shop fronts are unappealing and in poor repair.

Hayle does not do enough to attract visitors to the area by celebrating, protecting and promoting its natural and heritage assets.

The accommodation offer is limited, particularly hotel and B&B accommodation; new markets need to be targeted in order to extend the season, and widen the market.

Tourism should work to preserve and protect our environment, not be allowed to change or damage the very assets that attract tourists and are enjoyed by residents: tourism development must necessarily provide sustainable solutions for the future.

***An identity
for Hayle***

One of the strongest messages to come across during the consultation process was the need for Hayle to gain a clear identity; to become a distinctive town, with a clear sense of identity and purpose. It became clear that Hayle's history, Hayle's geographic environment, and the relationship with the sea were very important to the community, and were seen as essential to the future regeneration of the area.

Section four:

The vision for Hayle

Our vision: *'By 2025 Hayle will be a **distinctive** area, celebrating, protecting and promoting its natural and heritage assets; a **friendly** area, embracing new residents, businesses and visitors in the warmth of its welcome and traditions; a **skilled** area, providing skills and quality employment for local people and growth opportunities for local businesses; and a **sustainable** area, making sure that all new initiatives are planned and developed for the benefit of the community. We will have created an effective environment for **regeneration through branding**, which we regard as key to the economic regeneration of Hayle.'*

The three Strategic Themes of our vision:
regeneration through 'branding'

The way in which an area presents itself is a key element in any regeneration process. By 2025 The Hayle Area Plan will create a regenerated and vibrant economy by establishing a clear and compellingly logical theme or 'brand' to focus the minds and efforts of all key agencies and partners in Hayle's development and regeneration. These three strategic themes are all based on the single key binding element in Hayle's history, heritage, culture, and environment: water.

Distinctiveness

It is the positive application of these Themes, in every appropriate setting, that we believe will help create the distinctiveness that we all seek for Hayle and the surrounding area.

Strategic Theme 1: ***Hayle: a unique water-front environment***

Strategic Theme 2: ***Hayle: the watersports centre of the UK***

Strategic Theme 3: ***Hayle: the national centre for sustainable water-based energies***

Applying the Strategic Themes

We recognise that any plan for the regeneration of our community, based on a process of community consultation, will include projects and community aspirations that fall outside of the three strategic themes. *The three themes are not designed to be exclusive*, but simply to focus the minds of all participants on a clear picture of a successful Hayle in 2025, to work towards a common goal.

Thus the three Strategic Themes are tools to be used: for example when considering which industries to attract to Hayle, or in which direction to develop sports amenities, the Strategic Themes offer a lead should we care to take it, towards a strong Hayle brand.

The Hayle Area Plan comprises *Priority Areas*. Each Priority Area contains a number of *Projects* designed to address the issues raised, and some Projects are mapped against the Strategic Themes to ensure that wherever appropriate, they could contribute to the long-term vision described by the those themes.

Section five:

The Hayle Area Plan

The structure The Hayle Area Plan is concerned with five **Priority Areas**, each addressing the key issues raised through the consultation process, via **Projects**, as follows:

Hayle Area Plan Priority Areas	Traffic and transport Business, enterprise and economy Community well-being Heritage, culture and environment Tourism and sustainability
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**Summary of
Projects**

Traffic and transport

- 1: An integrated public transport provision
- 2: Car parking at the beaches and seasonal congestion
- 3: Car parking in Hayle town
- 4: Management of A30 traffic
- 5: Encourage walking and cycling

Business, enterprise and economy

- 6: A water-sports development strategy
- 7: A water-based sustainable energies development strategy
- 8: The development of Hayle harbour
- 9: Addressing the shortage of well-paid jobs
- 10: A skilled workforce
- 11: Hayle town centre facilities
- 12: An infrastructure to support business growth
- 13: A post-16 learning centre for Hayle

Community well-being

- 14: Community sports and leisure facilities
- 15: Affordable housing
- 16: Access to health services for residents and visitors
- 17: Recognising the needs of Hayle area youth
- 18: Community safety
- 19: Access to quality primary and secondary education

Heritage, culture and environment

- 20: Preserve and enhance the unique water-front environment
- 21: Re-establish Hayle's heritage
- 22: Preserve and protect the towans and the coastline
- 23: Access to the harbour and beaches

Tourism and sustainability

- 24: Supporting tourism and the need for sustainability
- 25: Developing environmental tourism: a Fragile Coast Centre
- 26: Developing cultural tourism: festivals and events
- 27: Promoting our environmental and heritage assets
- 28: Tourism accommodation

Hayle Area Plan Priority Areas, and our goals

Traffic and transport

'We will seek to influence a coherent plan for traffic management, working in partnership with our neighbour towns, and agencies concerned with environment and sustainability, in order that residents, businesses and visitors alike are able to easily access and enjoy all that Hayle has to offer'.

Business, enterprise and economy

'We will strengthen our economy by supporting business development initiatives, and seek to position Hayle nationally as the leading centre and location for all aspects of water sports and renewable water-based energy industries: by attracting the participants; creating the surround; attracting the industries; by innovating new approaches to live-and-work developments'.

'We will work with further and higher education providers, and employers, to create a learning and skills development strategy that will enhance the economic and life-prospects of all members of our community through training, new horizons, and opportunities for up-skilling'.

Community well-being

'We will improve the life of residents, enhancing the quality of their leisure time, their safety, health and well-being. We want vibrant, engaged individuals making the most out of and contributing to their community. We want to establish a sense of place, and pride in the environment in which we live and work.

We will work towards the provision of satisfactory housing for all our residents, and seek innovative solutions to affordable housing schemes within the town and villages.

We will highlight the needs of our young people and focus resources and expertise on meeting those needs'.

Heritage, culture and environment

'We will seek to preserve and promote our unique cultural, industrial and environmental heritage for the benefit and enjoyment of both residents and visitors, making a unique contribution to the cultural and economic regeneration of Hayle'.

Tourism and sustainability

'We will develop a quality tourism offer that maximises our environmental, historical and cultural heritage, creating a sustainable, year-round industry that will increase the economic contribution of tourism to our economy. We will promote Hayle actively through the vehicle of the three Strategic Themes in order to create a national awareness of the unique Hayle 'offer'.

Priority area 1:

Traffic and transport

'We will seek to influence a coherent plan for traffic management, working in partnership with our neighbour towns, and agencies concerned with environment and sustainability, in order that residents, businesses and visitors alike are able to easily access and enjoy all that Hayle has to offer'.

The projects

- 1: An integrated public transport provision
- 2: Car parking at the beaches and seasonal congestion
- 3: Car parking in Hayle town
- 4: Management of A30 traffic
- 5: Encourage walking and cycling

***Note:**

Within the text, reference is frequently made to an organisation called 'Hayle Plan Partnership'. This name is used as a convenient reference to a Hayle Plan management team in whatever form it is finally established.

Project 1

An integrated public transport provision

The objective

To ensure that the Hayle area community benefits from an integrated, intelligent, and customer-focused public transport provision that contributes to community life and economic regeneration

Action proposed

To review public transport provision linking the town, the rural communities, the wider region, and the national network of road, rail and air links. Ensure the needs of all sectors of the community are addressed, with particular reference to the elderly, the less-able, young mothers with children.

Particular emphasis should be given to the need for an infrastructure that will support economic growth, with specific reference to increasing the number of trains that stop at Hayle.

Prepare a report identifying gaps in the provision, and opportunities for integration and expansion, that addresses the needs of the business community, the tourism industry, and domestic / community needs; identify where additional facilities such as cycle and wheelchair racks, bus shelters and associated pelican crossings, linked footpaths and cycleways, are required.

Champion

Penwith District Council (Sustainable Communities)

Partners

Hayle Town Council; Hayle Chamber of Commerce; Transport providers; West Cornwall Rural Transport Partnership; Parish Councils of Gwinear-Gwithian and St Erth; CCC Highways; West Cornwall Community Wheels

Supporting Strategic Themes

Opportunities for offering services to target groups: e.g. a Park and Beach scheme; and supporting the regeneration of Hayle area

Project 2

Car parking at the beaches and seasonal congestion

The objective

To create a sustainable transport and traffic parking solution for Hayle area beaches

Action proposed

Working with the National Trust and Penwith District Council, and ING in the context of Hayle beach, investigate alternatives to the volume use of beach-side and cliff-top car parks that damage the environment. The proposals should be founded in good environmental practice, and consider innovative solutions, including regular Park and Beach buses able to take surfboards; a Beach Train for the roads, etc.

On completion of a workable solution to the parking issues above, it will be essential to actively engage the public, particularly summer visitors, in the need to use sustainable alternatives to current practice. A programme of education and awareness-raising, media coverage, support from holiday sites, hotels and guest-houses, and a well-publicised alternative that is user-friendly will all play a part.

Champion

Hayle Plan Partnership*

Partners

Parish Councils of Gwinear-Gwithian and St Erth; National Trust; Penwith District Council (Operational Services and Sustainable Communities); Natural England; Environment Agency; Landowners; CCC Highways; CCC (Passenger Transport Unit); The Towans Partnership; West Cornwall Together Environment and Sustainability Forum; West Cornwall Community Wheels

Project 3

Car parking in Hayle town

The objective

To provide well-sited car park provision in Hayle for access to the town centre, waterfront amenities, and the beaches, and to support town centre regeneration

**Action
proposed**

A survey of use and loading on town car parks; a public opinion survey; consultation with representatives of shopkeepers and businesses in the town; and proposals for alternative locations and solutions. Current proposals for a Park and Ride at St Erth will need to be addressed in order to ensure that visitors are attracted into the town, and properly accommodated. Solutions will be sought that could return the water-front environment to public amenity spaces.

Champion

Hayle Town Council

Partners

Hayle Area Forum; Hayle Chamber of Commerce; Transport providers; Penwith District Council (Operational Services and Sustainable Communities); CCC (Residents Parking Schemes); CCC (Passenger Transport Unit); National Trust

**Supporting
Strategic
Themes**

By removal of Commercial Road car park from key water-front site, supporting the theme of Hayle as a unique water-front environment

Project 4

Management of A30 traffic

The objective

To manage the volume of traffic using and accessing the A30 around Hayle effectively

**Action
proposed**

Hayle is surrounded by farming country, with a substantial industry of vegetable growing and distribution. Every season there is a marked increase in numbers of vehicles using local roads not designed for such heavy usage. In order to access the A30. The area also suffers from increasing volumes of holiday traffic, that can result in tailbacks on the A30 on the approach to Hayle from the east. This project evaluates the issues and makes recommendations to appropriate agencies about how these issues can be addressed.

The project will support the lobbying for a new junction on the A30 by-pass at Tolroy; seek the support of heavy transport users within the hinterland seeking access to the A30, and of community groups affected by the current situation; and lobby for 'tail-back' and other traffic management signs on the A30 approach to Hayle.

Champion

CCC Highways

Partners

Hayle Town Council; Parish Councils; Chamber of Commerce; Devon and Cornwall Police; Penwith District Council (Sustainable Communities); SW Regional Development Agency

Project 5

Encourage walking and cycling

The objective

The creation of multi-use trails for pedestrians and cyclists

Action
proposed

This project is concerned with supporting non-car use by residents and visitors, supporting measures for pedestrian and cyclist safety, and providing additional facilities to benefit residents and attract tourists, through the creation of segregated multi-use trails, incorporating National Cycle Route 3 which runs through the Hayle area, and establishing safe routes to leisure and retail venues, work and school.

For tourists and leisure purposes, the Hayle area offers unique opportunities to create cycle and footpath 'trails' that link the river and estuary with the science and history behind the story of Hayle; linking St Erth village with the town, and the old mining sites in the hinterland with the importing of mining goods in bygone centuries; the story of the churches in the area; and important wildlife and environment trails.

Champion

West Cornwall Healthy Living Initiative

Partners

Hayle Town Council; Parish Councils of Gwinear-Gwithian and St Erth; Footpaths and Bridleways groups; Penwith District Council (Sustainable Communities); Towans Partnership; Natural England; West Cornwall Sustainability Forum; Sustrans; Pedal Back The Years; Penwith Tourism Action Group

Priority area 2:

Business, enterprise and economy

'We will strengthen our economy by supporting business development initiatives, and seek to position Hayle nationally as the leading centre and location for all aspects of water sports, and renewable water-based energy industries: by attracting the participants; creating the surround; attracting the industries; by innovating new approaches to live-and-work development.'

We will work with further and higher education providers, and employers, to create a learning and skills development strategy and a learning environment that will enhance the economic and life-prospects of all members of our community, through training, new horizons, and upskilling'.

The projects

- 6: A water-sports development strategy
- 7: A water-based sustainable energies development strategy
- 8: The development of Hayle harbour
- 9: Addressing the shortage of well-paid jobs
- 10: A skilled workforce
- 11: Hayle town centre facilities
- 12: An infrastructure to support business growth
- 13: A post-16 learning centre for Hayle

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Project 6

A water-sports development strategy

The objective

To establish Hayle as a town recognised as one of the UK's foremost locations for water-sports, and as a centre for water-sports industries

Action proposed

This project is concerned with identifying the range of water sports and beach sports that currently use the Hayle area both recreationally, for training and business, such as the surf schools, and for competition purposes. The project identifies those water-sports and beach sports that could be attracted to the area, makes recommendations as to those sports to target, and determines the facilities and infrastructure necessary to achieve the goal.

A key element of any proposal to develop the water-sports that use the estuary and beaches is that of management; this project recognises that beach and water-sports need careful management in order to protect the interests and the safety of those residents and visitors who wish to enjoy the facilities for other pursuits. It is also recognised that any proposals will need to address the need to preserve and protect the environment from inappropriate development, and from activities that have a negative impact on the environment.

The second phase of this project focuses on identifying the range of water sports- related industries that could be attracted to the area, and making recommendations as to each of the water-sports industries that we should seek to attract to Hayle together with the facilities necessary to becoming the UK's leading water-sports centre. The resulting report should comment on locations for new facilities, training opportunities, and should cross-reference projects addressing community leisure and sports needs, and projects concerned with attracting the related industries to the Hayle area.

Champion

Hayle Plan Partnership*

Partners

BSA and other Water-Sports Governing Bodies; Sport England; Penwith District Council (Regeneration Tourism and Leisure); the Cornwall and IOS Sports Alliance; Cornwall Sports Partnership; SWRDA; ING; local water-sports associations; local manufacturers and retailers; beach owners; The Towans Partnership; National Trust; Hayle Town Council; Gwinear-Gwithian Parish Council

Supporting Strategic Themes

Building on the strategic themes: creating growth in water-sports and water-sports related industries; and managing water-sports in the context of preserving a unique environment

Project 7

A water-based sustainable energies development strategy

The objective

To establish Hayle as a leading centre for water-based energies industries

Action proposed

Work in partnership with the Wave Hub and other key agencies to determine the issues to be addressed in order to establish Hayle as the major UK location for water-based renewable energies. Agree a programme of support for the initiative that will help secure such development for the town, and create new employment opportunities by attracting and supporting all the supply and related industries to the area. In the longer term, look at training programme needs, and ensure planning considerations take such developments into account.

Champion

Wave Hub and Hayle Town Council

Partners

Penwith District Council (Regeneration Tourism and Leisure); Cornwall Sustainable Energy Partnership; Wave Hub developers; West Cornwall Together Business Network; West Cornwall Together Sustainability Forum

Project 8 The development of Hayle harbour

The objective *To ensure that the development of the harbour makes the contribution that it could to Hayle by creating new jobs, attracting more tourists and visitors, improving the environment and preserving wildlife; and preserving and promoting our heritage and unique water-front landscape*

Action proposed An implementation partnership with ING, Hayle Town Council, and Penwith District Council to review the plans and impact in the light of proposals contained in this plan. To seek to influence developments contained with ING proposals where those proposals have a direct bearing on projects and objectives contained within this plan; to work collaboratively with ING for the benefit of the wider Hayle area.

Champion Hayle Regeneration Management Group

Partners Hayle Town Council; Penwith District Council (Regeneration Tourism and Leisure, & Sustainable Development); Townscape Heritage Initiative; RSPB; Learning and Skills Council (LSC); CCC; ING; Jobcentre Plus

Supporting Strategic Themes Hayle as a unique water-front environment

Project 9 Addressing the shortage of well-paid jobs

The objective *That the Hayle economy is regenerated by attracting new industries to the area, and by supporting existing businesses in order to facilitate growth*

Action proposed Working initially within the strategic themes in order to focus effort, and with current plans for Hayle harbour regeneration and the Wavehub project, identify the range of industries that could be targeted to relocate to Hayle. Investigate the needs of target businesses, paying attention also to the needs of local emerging businesses, and consider innovative solutions to their needs, such as Live and Work units: compile research and proposals into a *New Business Development Plan*.

Particular attention will be given to complementing the ING developments at Foundry / harbour end by ensuring the needs of Copperhouse are fully addressed; and to maximising the potential offered by the Wavehub project.

A key element in this project will be the identification of land in the Hayle area for business and industrial use; and adding this to Penwith's Local Plan as statute.

Champion Hayle Plan Partnership*

Partners Hayle Chamber of Commerce; Business Link; West Cornwall Together Business Network and Business Broker; ING; Penwith District Council (Regeneration Tourism and Leisure)

Supporting Strategic Themes Building on the strategic themes: creating growth in water-sports base industries, and developing Hayle as a centre for renewable water-based energy industries

Project 10

A skilled workforce

The objective

A Workforce Skills Development Strategy that will increase the opportunities for learning and skills acquisition for the community, create a skilled and versatile workforce able to meet the challenges of a revitalised Hayle economy; and able to enjoy career and personal growth and economic stability

Action proposed

This will need to be addressed on two levels: the first, based on an audit of the current needs of employers and employees, the second, anticipating the needs of the proposed commercial and industrial growth. The Strategy will need to address current plans for the proposed Business and Learning Centre provided by ING as part of the harbour regeneration, and encompass or influence such proposals. It will also need to engage with the companies involved with the Wavehub project to determine the types of skills and skill levels they will seek locally as the project progresses.

The project will also support increased employment opportunities in the Hayle area by working with key partners to organise and promote a *Job Fair* targeted at school-leavers and those in employment seeking new work / career opportunities; in which employers present their respective industries; and colleges promote career opportunities through full- or part-time training and education. Employers should be focusing on attracting the best of Hayle area youth into their industries, and in return understanding the need to offer personal and career growth opportunities through work.

Champion

Cornwall Economic Forum

Partners

Cornwall College Direct; Learning and Skills Council; Hayle Town Council; ING; Hayle Community School; Jobcentre Plus; Young Enterprise; West Cornwall Together Business Network and Business Broker; Cornwall Enterprise; Hayle Chamber of Commerce

Supporting Strategic Themes

Creating new skills in industries associated in the wider sense with the strategic regeneration themes, and the associated spin-off industries. Developing a reputation as the place for prospective industries to recruit employees

Project 11

Hayle town centre facilities

The objective

To create a vibrant, safe and thriving town centre with a mix of shops, entertainment, and services, providing a place where people want to be

Action proposed

Working with the Townscape team, a review of existing and proposed town-centre retail, entertainment and services provision will be undertaken in order to map against needs determined through the Strategic Themes, and consultations, to make Hayle a more attractive place for visitors, and to regenerate Hayle as a vibrant community for residents. The review will result in a series of recommendations in the form of a *Development Plan and Retail Strategy* and will be used to inform and influence planning decisions, new business generation, and targeted approaches to specific retail organisations and services.

Champion

Hayle Regeneration Management Group

Partners

Hayle Town Council; South West RDA; ING; Hayle Chamber of Commerce; Penwith District Council (Regeneration Tourism and Leisure, & Sustainable Development)

Supporting Strategic Themes

An attractive place for the target visitors and target businesses described in the Appendix: *Regeneration through branding* on pp 38

Project 12

An infrastructure to support business growth

The objective

To support and strengthen our existing business sectors and to create new growth opportunities and markets by supporting Hayle businesses

Action proposed

Using feedback from the Hayle Business Breakfast as a starting point, survey local businesses to establish opportunities for expansion / barriers to growth; identify key areas for support, such as a Business Directory; a Hayle Business website; a Business and Conference Centre; Job Fairs. Determine in association with the work on preparing a Skills Development Strategy, the needs of local businesses that are not being met. Present as a *Business Development Support Strategy*.

Champion

Hayle Plan Partnership*

Partners

Penwith District Council (Regeneration Tourism and Leisure); SWRDA; Hayle Chamber of Commerce; ING; Hayle Town Council; West Cornwall Together Business Network and Business Broker; Business Link; Jobcentre Plus

Project 13

A post-16 learning centre for Hayle

The objective

A post-16 Learning and Skills centre for Hayle, to ensure that Hayle has the facilities to implement plans for workforce skills development, adult education, specialist training, and post-16 studies

Action proposed

Hayle Plan Partnership* will work with partners such as Cornwall College Direct, employer representatives, the proposed Youth Council, CUC, and Hayle School, to determine the range, level, and possible locations for a Learning Centre. We will liaise with ING as developers of the harbour, (who propose a Business and Learning centre within their development), and the water-sports and water-based energy industries, to determine and influence the type and level of provision that will support plans for regeneration. Current employers will be asked to consider anticipated future needs in the context of a revitalised economy.

Champion

Statutory Authority and Hayle Plan Partnership*

Partners

Hayle Town Council; The (Proposed) Hayle Youth Council; Hayle Community School; Cornwall College; Penwith College; Employer representatives; ING; Combined Universities in Cornwall (CUC); Young Enterprise; LSC; Jobcentre Plus; Penwith District Council (Regeneration Tourism and Leisure)

Supporting Strategic Themes

Education and training supporting the implementation of the Strategic Themes and using those Themes as a focus for developing FE and HE provision

Priority area 3:

Community well-being

'We will improve the life of residents, enhancing the quality of their leisure time, their safety, health and well-being. We want vibrant, engaged individuals making the most out of and contributing to their community. We want to establish a sense of place, and pride in the environment in which we live and work.'

We will work towards the provision of satisfactory housing for all our residents, and seek innovative solutions to affordable housing schemes within the town and villages.

We will highlight the needs of our young people and focus resources and expertise on meeting those needs'.

The projects

14: Community sports and leisure facilities

15: Affordable housing

16: Access to health services for residents and visitors

17: Recognising the needs of Hayle area youth

18: Community safety

19: Access to quality primary and secondary education

***Note:**

Within the text, reference is frequently made to an organisation called 'Hayle Plan Partnership'. This name is used as a convenient reference to a Hayle Plan management team in whatever form it is finally established.

Project 14

Community sports and leisure facilities

The objective

The creation of innovative, accessible, and quality leisure opportunities that meet the needs of the community, and provide unique facilities for visitors

Action proposed

Working within the framework of the Strategic Themes of Hayle as the UK water-sports centre, and as a unique water-front environment, this project proposes innovative schemes for community sports and leisure facilities with a brief to avoid duplication of nearby leisure centre facilities in St Ives and Camborne. Possible schemes for evaluation will include an artificial indoor surf arena, a leisure wave-pool, an artificial white-water slalom canoe course. The project will investigate the current range of sports and leisure facilities available in the Hayle area, evaluate potential demand for developments such as a cinema, and present plans in the context of a wider regeneration plan for Hayle, by determining how proposals will contribute to economic regeneration as well as social and community benefits.

Champion

Hayle Plan Partnership*

Partners

Penwith District Council (Regeneration Tourism and Leisure); Healthy Active Lifestyle Project (Hayle School Group) and (Cornwall-wide); ING; Hayle Town Council; (Proposed) Hayle Youth Council; Urban Regeneration Company for Camborne Pool and Redruth; SWRDA; Sport England; Sports Governing Bodies; Cornwall and IOS Sports Alliance

Supporting Strategic Themes

Providing specialist leisure facilities for Hayle that supports the strategic themes of Hayle as the water-sports centre of the UK, and Hayle as a unique water-front environment

Project 15

Affordable housing

The objective

The provision of satisfactory housing for all our residents, and innovative solutions to affordable housing schemes within the town and villages

Action proposed

Working with Hayle Town Council, Parish Councils, and Penwith District Council, undertake a survey of all sites in the Hayle area that would provide locations for affordable housing, mapped against needs analysis and the ING plan for affordable housing within their development; and presents these findings to the community for feedback and the support essential to integration of local communities. The results of this work would become part of the Local Plan and therefore statute.

Champion

Penwith District Council (Housing Services)

Partners

Hayle Town Council and Parish Councils of St Erth and Gwinear-Gwithian

Project 16

Access to health services for residents and visitors

Goal

The provision of accessible and flexible health services that meet the needs of all sectors of the Hayle Area community

Action proposed

Evaluate the range of medical and alternative medicine facilities in Hayle and the surrounding area; understand the needs of all users, including specialist needs such as single-pensioner households, mobility-impaired and otherwise less-able users; and visitors; measure the loading on current facilities, the suitability of their location, and opportunities for expansion to meet community needs. Prepare a report summarising the issues, and making recommendations.

Using the information identified above, work with Hayle Town Council to determine the parameters for a community health centre that offers the full spectrum of health services, mainstream and alternative, and is tied into flexible transport provision for residents. The centre should support the provision of part-time surgeries and medical facilities in the villages.

We also need to understand the needs of visitors to our beaches specifically, and review our fitness for purpose in meeting the hugely increased demands on our medical facilities, and the context of emergency access.

Champion West Cornwall Together Health and Older People Partnership Delivery Group

Partners West Cornwall Primary Care Trust; Penwith District Council (Beach Services); Penwith District Council Older Peoples Forum; Gwinear-Gwithian and St Erth Parish Councils; Hayle Town Council

Supporting Strategic Themes

In that a review of medical facilities for visitors will underpin the objective to become the water-sports centre of the UK by recognising specialist needs of this sector of our community, as well as all other sectors

Project 17 Recognising the needs of Hayle area youth

The objective *To highlight the needs of our young people and focus resources on meeting those needs; to actively engage local young people in improving their living environment and sharing in the management of their wider environment*

Action proposed Establish a Youth Council drawn from the young people of Hayle area to work with youth agencies in determining the needs of the younger residents, and to propose courses of action for the Hayle Plan Partnership to address; to ensure representation of young people's views by Hayle Plan Partnership by serving as a member of the Partnership committee.

Champion Hayle Youth Project

Partners Hayle Town Council and Parish Councils of Gwinear-Gwithian and St Erth; CCC Youth Service; Penwith District Council (Children and Young People Services); West Cornwall Together Children and Young People Partnership Delivery Group

Project 18 Community safety

The objective *To have a community that is a safe place in which to live, work and play*

Action proposed This project has two parts:
Part 1 is concerned with understanding the issues affecting anti-social behaviour, and the patterns of crime prevalent in the Hayle Area, and working with the Police, the Neighbourhood Watch, Residents Associations, and Parish, Town and District Councils in order to reduce crime, the fear of crime, and the opportunities for crimes to occur. Proposals may include better public lighting, CCTV, targeted patrols by the police, and schemes to support the vulnerable and elderly.

Part 2 recognises that the Hayle community is not protected by the location of a fire station in the town; that the nearest fire station is in Camborne, which is also required to serve the Pool, Redruth and surrounding areas, and that the current part-time provision does not meet current needs, and will not meet the needs of a growing economy. The project therefore lobbies for this wider and essential aspect of community safety to be addressed.

Champion	Hayle Neighbourhood Panel
Partners	West Cornwall Stronger Safer Sustainable Communities Partnership Delivery Group; Penwith District Council (Community Safety); Hayle Town Council; Parish Councils; Devon and Cornwall Police; Neighbourhood Watch groups; Residents Associations

Project 19

Access to quality primary and secondary education

<i>The objective</i>	<i>To ensure that a regenerated and booming economy is supported by an expansion in primary and secondary educational facilities</i>
Action proposed	A review of the current capacity of our primary and secondary schools, and the preparation of a 20-year action plan to support the predicted expansion of provision based on demographic trends, and an assessment of the potential for growth created by the economic expansion opportunities described in this plan.
Champion	Hayle Town Council
Partners	Hayle area primary schools; Hayle Community School

Priority area 4:

Heritage, culture and environment

'We will seek to preserve and promote our unique cultural, industrial and environmental heritage for the benefit and enjoyment of both residents and visitors, making a unique contribution to the cultural and economic regeneration of Hayle'.

The projects

20: Preserve and enhance the unique water-front environment

21: Re-establish Hayle's heritage

22: Preserve and protect the towans and the coastline

23: Access to the harbour and beaches

***Note:**

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Project 20

Preserve and enhance the unique water-front environment

The objective

That the unique nature of Hayle's water-frontage is recognised as a cultural and social amenity, an important tourism opportunity, and a unique environment for wildlife; and that it is preserved and enhanced for the benefit of all users

Action proposed

This project focuses on the interface between Hayle and the water-frontage: identifying the way in which the historic water-front could, in the longer term, be returned to a community space for pleasure and relaxation, as well as forming part of Hayle's historic /cultural trail. Work will cross-reference groups addressing heritage, conservation, and those developing proposals for walk / cycle trails in the area. This project seeks to bring together all the water-front user-groups in order to understand the needs of each group, and to determine the most effective and sustainable way of preserving this unique environment. The project is concerned to protect the water-frontage from inappropriate commercial development.

The result should be a Development Strategy that ensures the objective is met to the satisfaction of all stakeholders. Refer also to Project 8.

Champion

Hayle Plan Partnership*

Partners

Penwith District Council (Sustainable Development); Recreational Sea Angling Clubs; ING; Hayle Harbour Company; Hayle Fishermen's Association; RSPB; Environment Agency; Natural England

Supporting Strategic Themes

Hayle as a unique water-front environment; Hayle developing social and cultural amenities that reflect the history, heritage and environment; actively ensuring the preservation of the wildlife habitat

Project 21

Re-establish Hayle's heritage

The objective

To ensure that the industrial heritage of Hayle and the surrounding area is known, celebrated, and promoted, and made accessible to both residents and visitors, making a unique contribution to the society and economy of Hayle and the surrounding area

Action proposed

This project determines the most appropriate way in which to demonstrate Hayle's industrial heritage in a way that informs, educates, and celebrates the growth of Hayle from the medieval period as a trading port and traces the story through the industrial revolution, showing how the physical layout of Hayle and the water-ways reflect the associations with mining, fishing, engineering, and boat-building. *The World Heritage Site Interpretation Strategy* has identified a need for interpretation based on world heritage values in Hayle, and this centre could form an important element of the overall World Heritage Interpretation framework.

Champion

Harveys Foundry Trust

Partners

English Heritage; Penwith District Council (Regeneration, Tourism and Leisure); CCC (Historical Environment Service) World Heritage Office

Supporting Strategic Themes

Hayle as a unique water-front environment; Hayle developing social and cultural amenities that reflect the heritage and environment; re-establishing Hayle's relationship with the sea

Project 22

Preserve and protect the towans and the coastline

The objective

To initiate and support measures that will preserve the environmental assets of the towans and the coastline, and provide enhanced protection against the demands of a tourism-led economy

Action proposed

This project proposes a co-ordinated approach to monitoring the impact of tourism on Hayle area beaches and towans, including degradation through foot traffic, horses, vehicles, sport users, and the monitoring of levels of litter, waste, illegal camping and parking.

The project also investigates the procedures and processes necessary to achieve Marine-Protected Status for our coastline, and Blue Flag status for our beaches. A working group to be set up to work with relevant agencies and partners; their purpose will be to advise Town and District Council, and beach-front landowners, of the steps necessary to properly protect the towans, and to work towards Marine- Protected and Blue Flag status. The group will set out a plan of action, identify areas of responsibility, and act as both facilitator and pressure-group to achieve the goal.

Champion

The Towans Partnership

Partners

Hayle Town Council; Penwith District Council (Operational Services); Penwith District Council (Sustainable Development); National Trust; The Countryside Agency; CCC; Natural England; West Cornwall Sustainability Forum; recreational user groups; ING; Hayle Harbour Company; RSPB; Environment Agency; Marine Mammal Rescue Group; Gwinear-Gwithian Parish Council

Supporting Strategic Themes

Hayle as a unique waterfront environment; Hayle developing social and cultural amenities that support aspirations to develop the tourism market; re-establishing Hayle's relationship with the sea, and preserving that relationship

Project 23

Access to the harbour and beaches

The objective

To ensure that the community continues to enjoy proper access to the harbour and to the beaches. To manage access to the beaches in a sustainable manner

Action proposed

This project seeks to ensure that as the harbour area is developed, and as measures to preserve and protect the towans and coastline are introduced, that the community continues to have proper access to the harbour and beaches. Therefore this project works alongside projects 8, 20 and 22.

This project also recognises the importance of good beach access to our tourism industry, and as a vital part of community life and heritage. It recognises that the demands placed upon that environment through vehicular access, parking, and pedestrian access, needs proper management, so there is an urgent need to agree a management policy by all those identified. A long-term vision for the sustainable management of beach access is vital to the preservation of the environment, and of the natural assets enjoyed by residents and visitors.

Champion

Hayle Town Council

Partners

Towans Partnership; Gwinear-Gwithian Parish Council; Recreational Sea Angling Clubs; ING; Hayle Harbour Co

Supporting Strategic Themes

Hayle as a unique waterfront environment

Priority area 5:

Tourism and sustainability

'We will develop a quality tourism offer that maximises our environmental, historical and cultural heritage, creating a sustainable, year-round industry that will increase the economic contribution of tourism to our economy. We will promote Hayle actively through the vehicle of the three Strategic Themes in order to create a national awareness of the unique Hayle 'offer'.

The projects

24 Supporting tourism and the need for sustainability

25: Developing environmental tourism: a Fragile Coast Centre

26: Developing cultural tourism: festivals and events

27: Promoting our environmental and heritage assets

28: Tourism accommodation

***Note:**

Within the text, reference is frequently made to an organisation called 'Hayle Plan Partnership'. This name is used as a convenient reference to a Hayle Plan management team in whatever form it is finally established.

Project 24

Supporting tourism and the need for sustainability

The objective

To support existing tourist and tourism-dependant businesses in the Hayle area and to promote issues of sustainability for this industry

Action
proposed

Undertake a survey of local tourism businesses with reference to future plans for growth, SWOT analysis; audit existing tourism plans for the area, and design and promote a Tourism Business Support event for Hayle area businesses that focuses on issues of sustainability, the potential for extending the tourism season, and meeting visitor demands.

Champion

Penwith Tourism Action Group

Partners

Penwith District Council (Regeneration, Tourism and Leisure); Hayle Chamber of Commerce; Hayle Town Council; Business Link

Project 25

Developing environmental tourism: a Fragile Coast Centre

The objective

To increase the economic contribution of tourism to the Hayle economy by developing a unique environmental tourism 'offer'

Action
proposed

As a progression from work concerned with developing a wider tourism season, for a broader spectrum of possible visitors, this project investigates the potential for developing a significant *Fragile Coast Centre* that educates, informs, and attracts residents and visitors to understand the nature of our coastline, how coastlines are eroded, the implications for marine life and for all coastline users. The centre has the potential to be an attraction of national significance.

Champion

Hayle Plan Partnership*

Partners

National Trust; Penwith Tourism Action Group; Penwith District Council (Regeneration, Tourism and Leisure); Natural England; Hayle Town Council; RSPB; Towans Partnership

**Supporting
Strategic
Themes**

Hayle as a unique water-front environment

Project 26

Developing cultural tourism: festivals and events

The objective

To increase the economic contribution of tourism to the Hayle economy by developing an exciting programme of festivals and events

Action
proposed

Review existing festivals and events in the area, and re-appraise in the light of their historical, social, cultural significance; determine opportunity for development as a significant tourist offer, looking at the wider social and cultural history of Hayle for inspiration. Propose an annual festival and events programme.

Champion

Hayle Plan Partnership*

Partners

Cornwall Arts Marketing; Hayle Town Council; Harveys Foundry Trust; Penwith District Council (Regeneration, Tourism and Leisure); Penwith Tourism Action Group; West Cornwall Sustainability Forum; Heylfest/Town Band; Hayle Chamber of Commerce; Parish Councils

**Supporting
Strategic
Themes**

In the context of the Strategic Themes, festivals could be developed to promote and celebrate for example the potential White Water Centre (project 13)

Project 27

Promoting our environmental and heritage assets

The objective

A co-ordinated strategy that promotes our unique cultural, industrial and environmental heritage

Action proposed

A review of all current material and competitor material; presentation of proposals for the content and design of a visitor's guide, website, and literature describing and promoting the environmental and heritage assets of Hayle as a reason to holiday and visit here. Dedicated local large-scale maps will inform the visitor of AONB's, SSI's, areas of special interest. Proposals will tie in with work produced via Penwith District Councils' website, with links to organisations such as the RSPB to ensure continuity; and with other initiatives such as historical and cultural trails developed as part of the Hayle Plan.

Champion

Hayle Town Council

Partners

Hayle Chamber of Commerce; National Trust; RSPB; English Heritage; Natural England; Penwith District Council (Regeneration, Tourism and Leisure); CCC; Harveys Foundry Trust

Supporting Strategic Themes

Hayle as a unique water-front environment: Hayle as the water-sports centre of the UK

Project 28

Tourism accommodation

The objective

A range of tourism accommodation that supports and meets the needs of an expanded and vibrant economy

Action proposed

This project reviews all the types of tourist accommodation in Hayle and the surrounding area, maps bed numbers and type against visitor numbers, and establishes a clear picture of the current offer. This is mapped against a projection of the types of accommodation required of a revitalised tourism environment, including that determined by the harbour regeneration and proposals set out in the Strategic Themes, and presents findings in relation to identified current and target user-groups.

Champion

Penwith Tourism Action Group

Partners

Hayle Town Council; Hayle TIC; Penwith District Council (Regeneration, Tourism and Leisure); West Cornwall Business Network and Business Broker; Hayle hoteliers

Supporting Strategic Themes

Meeting the needs of the target industries and visitors, as described in the three strategic themes

Section six: Parish Plans

Gwinear-Gwithian Parish

Plan summary

Public areas	Build a new or refurbished community hall for Reawla, Wall, Carnhell Green, to include purpose-built Parish Council office, clinical space for part-time doctor's surgery and other clinical services: the <i>Wall Hall Regeneration Project</i>
	Provide benches and /or picnic tables and flower beds in suitable locations, to enhance the villages and benefit residents
	Ensure a clean, tidy, litter-free environment
	Provide bins for dog waste
	Establish and safeguard rural areas for residents' use and for wildlife conservation
Crime prevention	Establish Neighbourhood Watch groups
	Encourage public to be aware of crime prevention measures
	Eliminate illegal and anti-social use of motorcycles
	Report and eliminate illegal dumping
Homes	Ensure the Parish has suitable affordable housing provision in appropriate locations
Economy	Review provision of rentable craft / rural workshops; undertake feasibility study to establish demand; undertake appropriate development
	Provide scooters for needy youngsters to get to college or work for an agreed period
Leisure and recreation	Well-maintained and fully equipped parks and play areas for young children; particularly a skateboard area at Connor Downs
	Recreation facilities / meeting places / shelter for teenagers and young adults
	Undertake feasibility study into cycle trail along old railway line from the former Gwinear Road Railway Station
Health	A purpose-built surgery / clinical space for Wall, Reawla, Gwinear, Leedstown and Carnhell Green residents; capable of adaptation for chiropodist, dental hygienist, and other clinical / community health purposes
	Pursue purpose-built surgery for Connor Downs
	Funded transport to essential health services (GP, optician, dentist, care services) for target members of the community

St Erth Parish Plan

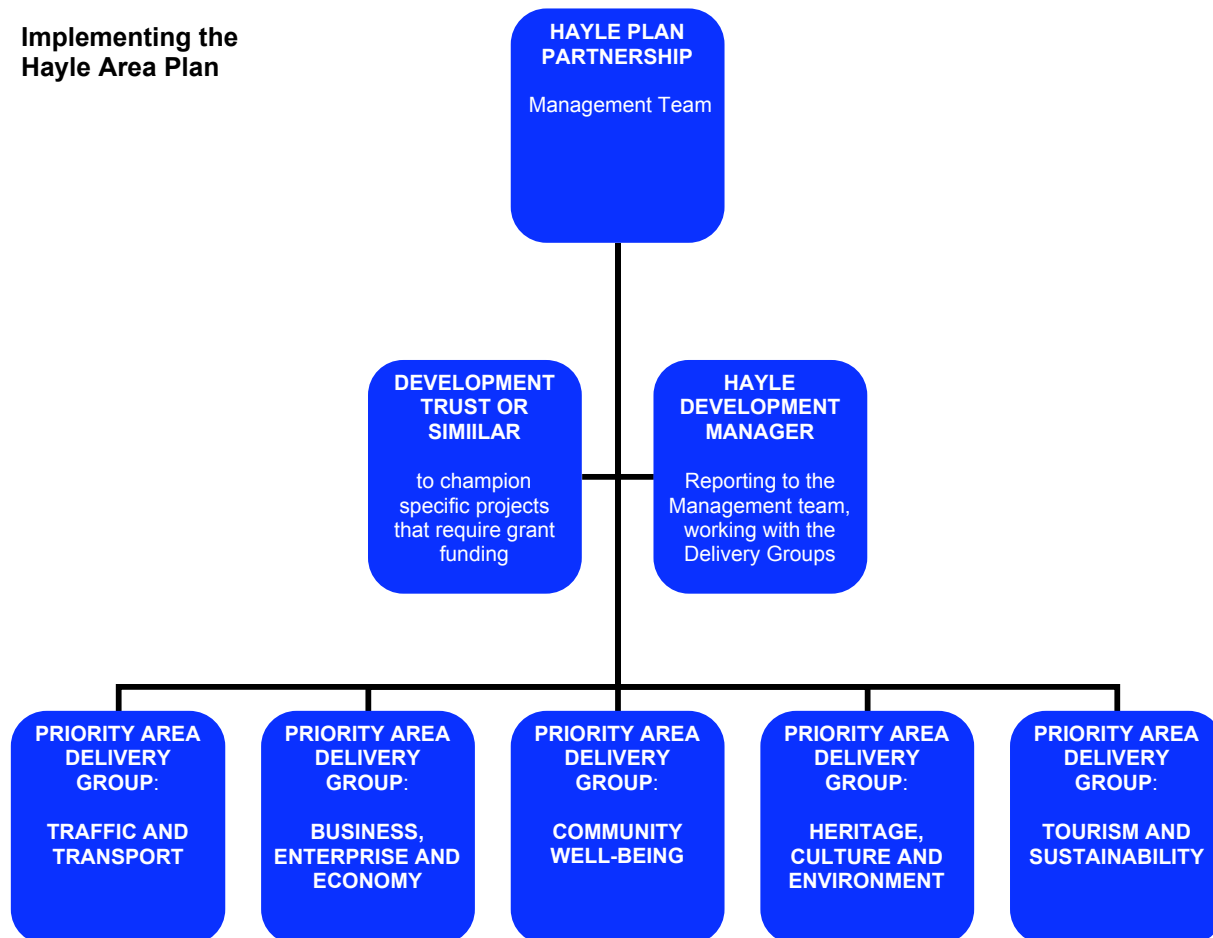
summary

Youth facilities	Create more things for young people to do, including new places for play and recreation
Community Centre	Provide improved community facilities with the construction of a Community Centre
Roads and safety	Make safer roads, ease parking problems, and plan roads for future housing and commercial developments
South West Water	Improve relationships between residents and SWW, and elimination of St Erth sewage works problems
Transport	Pursue solutions for better public transport
Public open spaces	Village green: provide open space for village activities, recreation and sport
Hayle riverbank trail	Establish segregated multi-use trail along the Hayle River from Hayle to the village of Relubbus
Pavements	Improve or extend pavements and create Safe Routes to Work and School
Environment	Identify locations for recycling, litter and dog-waste bins, and locations for environmental improvement
St Erth Primary School	Develop closer relationship between the school and residents, increase pupil numbers, and create new facilities
Footpaths and bridleways	Encourage greater use of parish footpaths and bridleways
Employment	Explore opportunities to provide work and employment, securing the parish's economic future
Police	Establish a closer working relationship between residents and police
Health and well-being	Improve the health and well-being of residents
Village information	Enhance communications in the village
Housing	Explore land availability for housing to ensure sustainable population size to support local services
Quality Parish Council status	Improved service to the community by the Parish Council; more funding for Council-led projects

Section seven:

Implementing the Plan and keeping check on progress

Implementing the Hayle Area Plan



Hayle Plan Partnership: the Management Team

The diagram above proposes a structure for managing the implementation of the Hayle Area Plan for 2025. It is proposed that the Management Team membership is drawn from the five Chairs of the Delivery Groups or a nominated representative from each Delivery Group, and should have an independent chair, with the stipulation that he /she should be a resident of the Hayle area covered by this Plan. In addition, the Management Team should contain:

- A Hayle ward District Councillor
- Two Town Councillors
- One Parish Councillor from each of the two Parishes
- A Local Strategic Partnership link person
- A number of Advisors to the team, one drawn from the Hayle Regeneration Management Group

The role of the Management Team is:

- To manage the regeneration of Hayle by working in partnership with the private, and voluntary and public sectors to enable Hayle to realise its vision for 2025.
- To ensure that consultation between all key agencies, and subsequent actions and initiatives, are all founded in the best interests of the community, and are based on the needs and aspirations of the community demonstrated through the *Revitalise! Hayle Coast and Country Market and Coastal Towns Initiative*.
- To ensure a constant process of consultation with the Hayle area community on matters concerned with the future of Hayle; to act as a broker for intelligence, opinion, and decision-making on behalf of the community in all matters concerned with achieving our vision for Hayle by 2025.
- To prepare bids for funding applications for projects that we champion through the vehicle of a Development Trust or similar organisation.
- *Above all, to ensure that the overall result of the work of the Delivery Groups achieves a distinctiveness for Hayle; that achieving our collective Vision is at the forefront of all of our activities*

Reporting back

Representatives from the organisations named as constituting the Hayle Plan Partnership Management Team would be expected to report back to their parent organisation, and to act as a conduit for any feedback, concerns, issues or initiatives needed to be raised with the Management Team.

Working with the Hayle Regeneration Management Group

Hayle benefits from the work of this group, which is an information-sharing liaison group comprised of the Hayle ward District Councillors, one Town Council nominee, and Penwith District Council officers. Its' purpose is to ensure that all Councillors are aware of the work of all relevant departments within Penwith District Council, and to have access to those officers on any aspect of work that is concerned with regeneration in Hayle- to ensure 'joined-up thinking'. Liaison with this group will be an essential way for the management team to follow through with projects involving District Council Officers; and the group will have much to offer the Hayle Plan Partnership Management Team in terms of advice and support. A member of this group will sit on the Management Team as a key advisor.

Trustees

The Hayle Plan Partnership Management Team would also be Trustees of any Development Trust, Regeneration Company or similar organisation set up to champion specific projects that were not within the remit of other stakeholder / partner organisations, and to make application for grants / lottery and other funding for specific projects.

Development Trust

There will be projects within this Plan that fall outside the remit of any of the public or private organisations identified in the Plan. For these projects Hayle Plan Partnership would champion and deliver the project and make any application for funding through a Development Trust, or similar vehicle such as: a community enterprise partnership, or a company limited by guarantee if there is a need to engage in commercial enterprise.

Funding applications

We will prepare and submit funding applications for Projects that we champion; and we will support our partners to prepare and submit funding bids for projects within the scope of the Plan.

Priority Area Delivery Groups	<p>Day to day, the Hayle Plan will be delivered through the <i>Delivery Groups</i>, one for each of the Priority Areas. They will take responsibility for refining and delivering the projects within that area, and for setting up project teams as per the recommendations that accompany each of the projects in this Plan.</p> <p>It is proposed that each Priority Area Delivery Group contains:</p> <ul style="list-style-type: none"> ▪ A core group drawn from representatives of each Project being managed, which would vary as Projects are individually tackled ▪ A Chair drawn from the core group ▪ An elected Councillor from County, District or Parish Council ▪ Advisors as necessary
The Hayle Development Manager	<p>Day to day, the Hayle Plan will be managed by the Hayle Development Manager, who will be employed by the Hayle Plan Partnership Management Team and report to that group. His / her role will be to liaise and consult with the Delivery Groups, and the Champion and Partners of each Project, and maintain an overview of all project activity. Funding will be sought to create and sustain this role from appropriate sources as an urgent initiative on completion of the Plan and the setting-up of the management team and Delivery Groups.</p>
Project Management	<p>Each Project <i>proposes</i> a Champion and Partners: this group would form the team that undertakes the Project, working in close co-operation with the Hayle Development Manager, and being guided by and reporting back to their Delivery Group.</p>
Action Projects	<p>We will determine those Projects for which we will take direct responsibility as Action Projects; in these cases we will seek funding for the work, and either manage the overall implementation directly, or through contracts.</p>
Influence Projects	<p>The Plan identifies Projects where the Hayle Plan Partnership Management Team will not take direct action to implement. Our purpose will be to influence the direction or outcome of projects managed by other agencies or organisations.</p>
Endorse Projects	<p>We will also endorse those projects, either existing or proposed, that we believe support the vision and goals expressed in this Plan.</p>
Reviews	<p>The Plan will be reviewed quarterly in terms of progress, and fitness for purpose, by the Hayle Plan Partnership Management Team, through the reports provided by each of the five Delivery Groups. Each member of the team will be responsible for reporting to his / her parent organisation, and for feeding information back to the Hayle Plan Partnership management team. The review will include the introduction of new projects; the abandonment of projects unlikely to succeed; and most importantly, provide the Hayle area community with a report on progress and achievement.</p>
Partnership with Other MCTI towns	<p>Finally, we will seek to work strategically with our neighbouring MCTI towns in Penwith: St Ives, Penzance, and St Just, and to forge links with the wider regeneration community through the offices of West Cornwall Together and West Cornwall Community Network.</p>

Section eight: Appendices

How we arrived at The Hayle Area Plan

Background

Developing The Hayle Area Plan consisted of the following elements:

- *Setting up the Hayle Area Forum MCTI Steering Group (Revitalise! Hayle Coast and Country)*
- *Appointing Community Agents*
- *Selecting and appointing consultants*
- *Organising a series of community consultations*
- *Undertaking Parish surveys and Parish Plans*
- *Reviewing existing regeneration plans and initiatives*
- *Preparing a Community Healthcheck*
- *Undertaking targeted consultations and presentations*
- *Commissioning the consultants final summary report*
- *Steering Group 'away-day'*
- *Consultations with 'stakeholders'*

Community consultations

A parish survey and parish plan were prepared in Gwinear-Gwithian in 2004, and St Erth finished a parish appraisal and plan in 2005. In addition, community consultations were carried out in 2004 in Hayle and in 2005 in Hayle, Gwinear-Gwithian Parish and St Erth Parish.

These consultations are used, alongside the Healthcheck, to inform the vision for the 20-year future of the area and to determine priority actions for The Hayle Plan. In addition to extensive street surveys, *Revitalise!* also undertook a number of focused events:

- *Tourism and Culture project development workshop*
- *Environment project development workshop*
- *Business Breakfast*
- *Stakeholder agencies meeting*
- *Consultation during the Kneehigh Theatre presence in Hayle*
- *Hayle Youth conference*
- *Hayle Chamber of Commerce presentation*
- *Hayle Town Council presentations*
- *Hayle Area Forum presentation*

Hayle 2004 initial consultations

The consultation of local people in Hayle, carried out in 2004, identified the following priorities:

- Revitalise the harbour
- Sports/leisure / learning centre
- Town centre- improve: shops / things to do in evenings / town buildings
- Better access to beach and better facilities on beach
- Affordable and social housing
- Decent jobs / business support and training

- Protect the towans
- Improve public transport

Working with our consultants, Hannah Reynolds Associates

Hannah Reynolds Associates (HRA) were commissioned by *Revitalise! Hayle Coast and Country* to carry out consultations of Hayle residents and visitors during July and August 2005, as part of the process of assisting the community to develop their plan. The following consultations summary incorporates the strategic issues in the parishes with the key issues identified in Hayle consultations.

Hayle 2005 consultations

Top priorities of local people interviewed in Hayle in 2005 echo those from the Hayle public consultation in 2004. Local people have a vision of Hayle that has:

- a revitalised harbour
- more and better quality shops, restaurants and cafes
- improved town buildings
- a town centre and better focal point for the town
- a distinctive identity based on heritage and environmental assets
- new aspects to the tourist industry
- kept its character
- affordable housing
- good community and sports facilities

The Community Healthcheck

Designed as a contribution to the MCTI process, the Healthcheck is an evaluation of the health of a community in the areas of economy, travel and transport, social and community, and environment. A detailed statistical survey was carried out in spring 2005. This is a valuable foundation document for the development of the plan and is useful to compare the aspirational- what people want for Hayle- with the reality; and to identify a series of projects to address identified concerns. All the findings from the Community Healthcheck have been incorporated into this Plan.

Consultants' final report

The final report by consultants HRA pulls together all the issues identified in the processes and documents described above, and in summary proposed a series of projects that have been encompassed within this plan.

Consulting on the draft of the Hayle Area Plan

Following extensive dialogue with Hayle Area Forum, Hayle Town Council, Parish Councils for Gwinear-Gwithian and St Erth, Penwith District Council, and other key partners and agencies, the Plan will be presented to the community for feedback, at a launch event in September 2006.

Regeneration through branding

This is an extract from the document 'Branding Hayle' presented to Hayle Town Council and Penwith District Council in January / February 2006, and prepared by *Revitalise! Hayle Coast and Country*. The extract 'brainstorms' the potential behind each of the three Strategic Themes:

Hayle: a unique water-front environment

Celebrate and benefit from Hayle's unique heritage and historical relationship with the sea through heritage trails, interpretation centre, themed developments. Hayle's history is one of being at the cutting edge of industrial innovation, inextricably linked to the sea. This should be our future.

Harbour development: to make a unique contribution to social, economic and environmental needs

Develop water-frontage amenities: café culture, meeting places, restaurants, trails, boutiques

Protect the Towans through 'outside the box' thinking: park cars under the dunes, not on them; park and surf, park and beach schemes; manage access to the sea primarily through Hayle

Build environmentally-sensitive facilities on the dunes for all beach users: an alternative to huts, caravans and chalets: introduce new ideas in construction already evidenced elsewhere, e.g. grass-covered low-level roofs to any new build on the dunes

Resolve beach access and signage with a possible redirection of access from the town, by 'park and surf', 'park and beach' schemes

Wildlife and eco-tourism: develop a proper 'offer' in terms of facilities, accommodation, information

Build festivals and competitions to attract a national audience, involve and engage the community, and create a positive profile

Hayle: the water-sports centre the UK

Attract the participants: surfing*, kite-surfing, wind-surfing, white-water canoeing, sea-kayaking, boating, sailing, gig-racing, rafting, sand-yachting, of fishing (* there are in excess of 100,000 surfers)

Create the surround: meeting places and facilities; unique white-water leisure centre; artificial wave-pool for all-year all-weather surfing; artificial white-water course; club facilities; local and national competitions; national festivals

Attract the industries: research; manufacture; retail; distribution: canoes, windsurfers, boards, wetsuits, equipment, safety gear, clothing, paddles, sails, publications, new environmentally-friendly materials, new markets, new technologies: all with *water-sports* at the root of the industry

Innovate new approaches to live-and-work developments: industrial sites with retail, social and living units combined, to resolve the residential v. retail v. industrial divide of most towns

Create exciting, attractive packages to attract new industry: guarantee homes for fixed periods attached to new industries if recruiting local graduates and trainees

Develop the accommodation profile: target accommodation marketing to a much more focused market: develop surf village; backpackers; 'Olympic village' concept

Offer specialist training and higher-level education in water-sports related disciplines, up to degree / NVQ level 5, in association with University of Cornwall: boat-building, board manufacture; clothing and equipment design; marine engineering; environmental studies; business management. Extend to include training at all levels in the 'surround' industries: catering, tourism management

Promote a 'healthy-living' philosophy in all aspects of our work

**Hayle: the national
centre for water-
based energies**

Wave Hub as the start of a bid to make Hayle the focus for all wave, sea, tidal, energies development

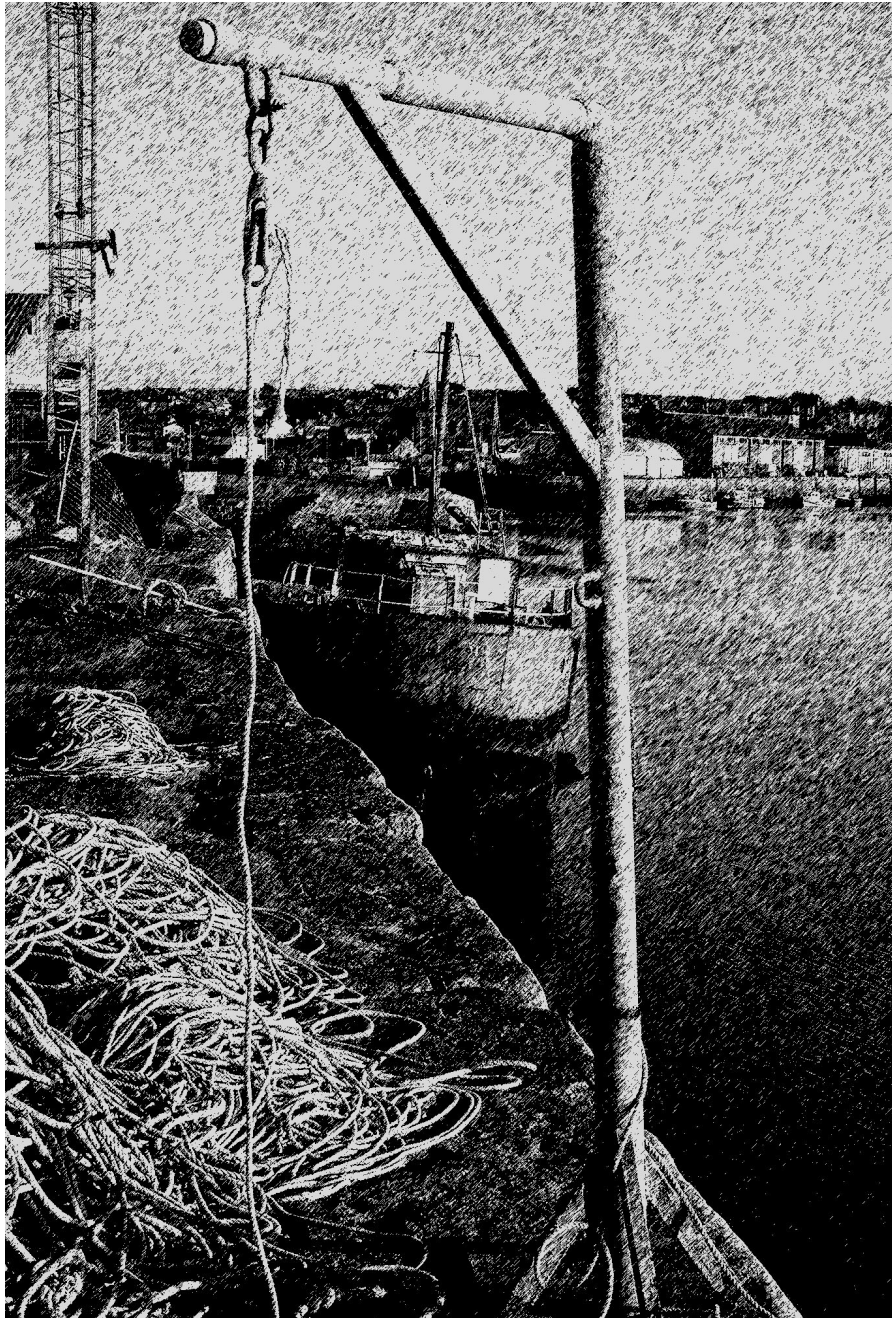
Offer specialist training and higher-level education in sustainable water-based energy generation, alongside programmes in environmental and ecological studies, and those described above

Attract the industries: technological research and development centre supported through grant aid and positive attitudes by key agencies

Lead the way in eco-homes and businesses using the technology developed in Hayle in order to set new standards for the future

Notes

Notes



For queries about any aspect of this plan, please contact:
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