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## Contents

# Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

## Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

### Summary

**Table .1**

This paper summarises the key emerging issues for the Hayle & St. Ives Community Network Area brought together to inform the Cornwall Core Strategy.

The key issues:

**Issue 1** – Manage housing growth to ensure that the right size, mix and tenure of housing is delivered to meet the local housing requirements.

**Issue 2** – Support new employment schemes that could be provided through the regeneration of Hayle harbour and the development of Wave Hub. These schemes could also enhance the area's tourism draw. There are also retail development pressures at Hayle which require a strategic response.

**Issue 3** – Tackle traffic congestion and parking issues. Tourist movements during the peak months being the main difficulty to overcome. The development of a new Park and Ride at St. Erth could help in this respect.

**Issue 4** – Encourage investment in health care, education, and open space provision where required and protect current levels of provision.

**Issue 5** – Support measures to address drug crime, alcohol related crime and anti-social behaviour.

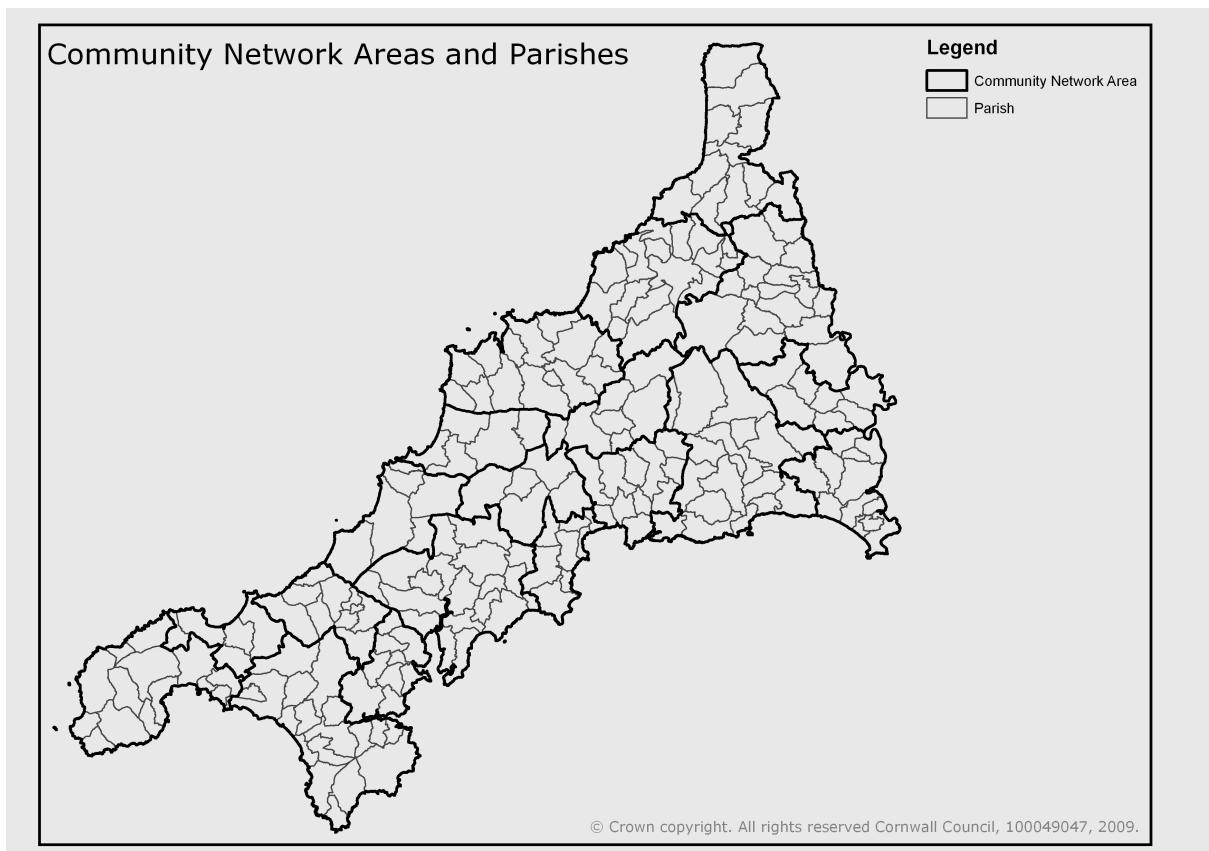
**Issue 6** – Ensure development is sensitive to the outstanding natural, built and historic environment of the area. Careful consideration needs to be given to the location, scale and design of new development.

### Purpose of paper

This is one of a series of papers whose main purpose is to identify the key issues for a specific area of Cornwall. Cornwall has been divided up into nineteen community network areas as shown in the map below. Community Network Areas were introduced to provide an alternative route to public engagement in the decision making process to more effectively connect communities and local government. Community Networks will play a key role in encouraging public participation in the place shaping agenda by facilitating the development of community 'action plans'. In this they offer a valuable conduit through which proposed Core Strategy area policies can be refined to reflect local issues through engagement, policy formulation, delivery and local ownership. Further information on community network areas can be found at <http://www.cornwall.gov.uk/default.aspx?page=12439>.

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The various issues have been identified from a variety of sources including plans and proposals of other organisations. Parish Plans have been very useful in identifying issues, and a summary of the 'visions' for each of the Parish Plans undertaken in the Hayle & St. Ives Community Network Area is included in Appendix 1. These place-based papers, along with the topic-based Issues Papers, will form the first stage of the development of options for the Core Strategy. A full list of the Core Strategy Issues Papers accessed on the Council's website <http://www.cornwall.gov.uk/default.aspx?page=22887>.

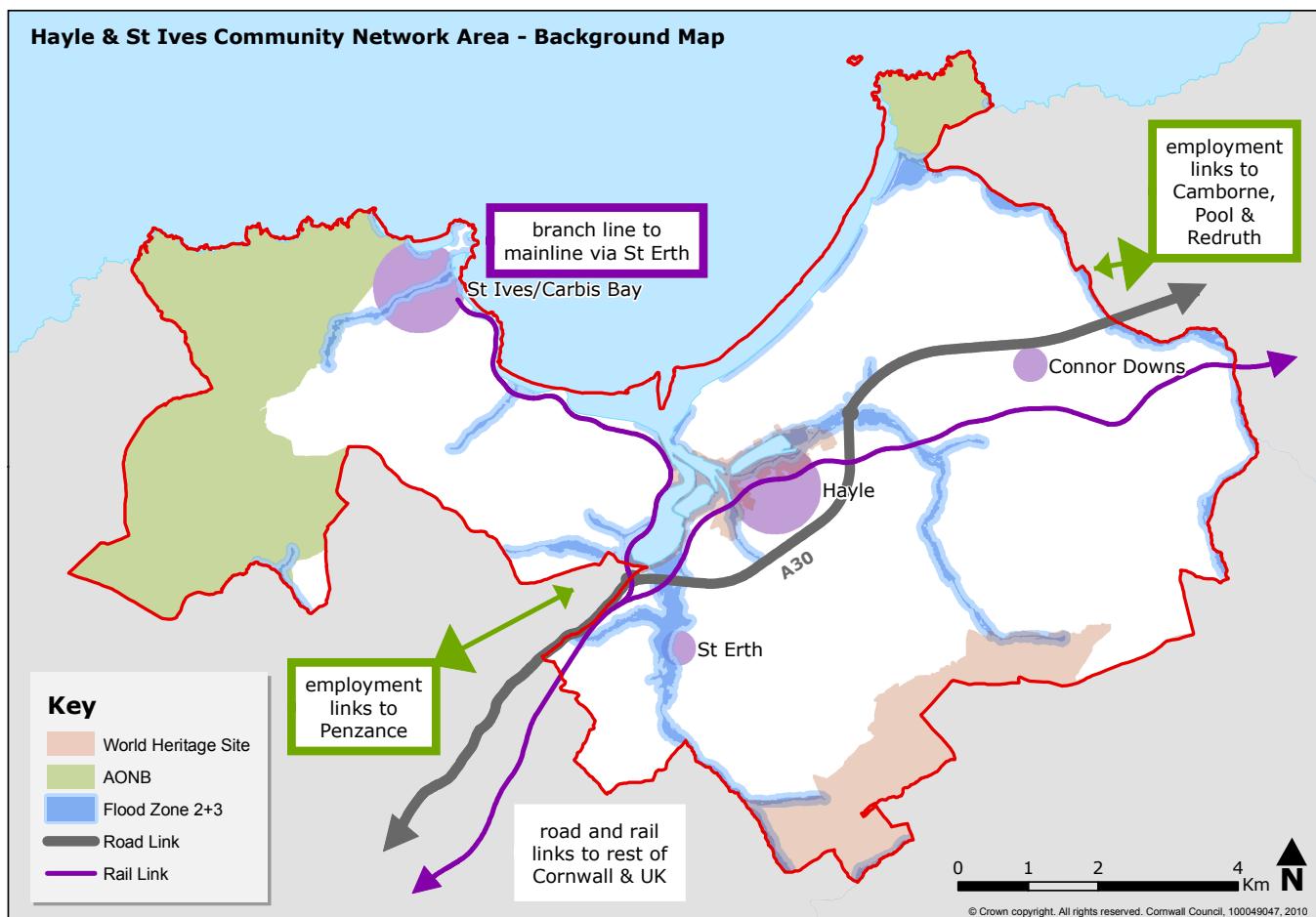


### Hayle & St. Ives Community Network Area

**Description ~** The Hayle & St. Ives Community Network Area contains 5 parishes and a range of settlements as indicated on the map below. Hayle and St. Ives (including Carbis Bay) are the main settlements within this area, and act as the local service centres to the smaller settlements surrounding them. Larger villages in the area include Connor Downs and St. Erth whereas smaller villages include Carnhell Green, Gwinear, Gwithian, Halsetown, Lelant, Nancledra, Reawla and Towednack.

**Links with other areas:** The area has employment related links with the neighbouring towns of Penzance, Camborne, Pool and Redruth, and transport links via the A30 trunk road and mainline railway.

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### Key Facts

Key facts about the Community Network Area include the following (The latest version of the Hayle & St. Ives Community Network Profile which gives more information can be viewed at [www.cornwall.gov.uk/Default.aspx?page=20177](http://www.cornwall.gov.uk/Default.aspx?page=20177)):

**PARISHES:** Gwinear-Gwithian, Hayle, St. Erth, St. Ives and Towednack.

**POPULATION:** The population of the Hayle & St. Ives Community Network Area is 25,700, with around 7,900 living in Hayle and 9,100 living in St Ives. The population growth rate for the period 2001-2008 is lower (4%) than the Cornwall average (6%). The age distribution is similar to the Cornwall average, although there are slightly higher proportions of the population in the 60 plus age groups.

**ENVIRONMENT:** The area comprises 8,619 hectares and is defined by its outstanding landscape. Much of the area is designated Area of Outstanding Natural Beauty and Heritage Coast. There are also 6 Sites of Special Scientific Interest. The area also contains a constituent part of the Cornwall and West Devon Mining Landscape World Heritage Site, the Port of Hayle. There are 8

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building conservation areas in the Community Network Area at Gwinear, Gwithian, Halsetown, Hayle, Lelant, Phillack, St. Ives and St. Erth. There are level 2 and 3 flood zones at Hayle, St. Ives, Carbis Bay, Lelant, St. Erth and Angarrack.

**HOUSING:** There were 13,173 dwellings in 2010. There has been a 21% increase in dwelling numbers over the period 1991-2010), close to the average of 20% across Cornwall. As at 31<sup>st</sup> March 2010 there were 174 dwellings under construction and 437 unimplemented planning permissions. About 2.2% of dwellings were registered as empty properties - Cornwall average 1.7% - and 23.8% of properties were registered as second homes – Cornwall average 10.7% (Council Tax, 2011). These figures indicate that higher proportions than on average of dwellings are vacant, and that there is a great deal of competition between permanent and temporary residents. 95 affordable homes are required each year to meet need in the area. Much of the housing stock in the towns consist of 19th and 20th century terraced housing.

**EMPLOYMENT:** The local workforce is becoming increasingly dependent on tourism. Employment in hotels, restaurants and the retail sector, and industries that support tourism, has been growing faster than in any other industry.

**TRAVEL:** The area is served by the A30 trunk road to access the motorway network at Exeter. There are mainline rail stations at Hayle and St. Erth and a branchline from St. Erth which serves Lelant, Lelant Salttings, Carbis Bay and St. Ives. Coach services connect St Ives to the south coast, the north and London (also from Hayle and St Erth) as well as other Cornish towns.

**FACILITIES:** Hayle and St. Ives both offer a wide range of services and facilities, from banks and supermarkets to doctors, sports facilities, secondary schools, libraries and community hospitals. Carbis Bay, Connor Downs and St. Erth also contain a range of facilities including general stores, primary schools, village halls, pubs and children's equipped play areas.

### Options Consultation Feedback

Feedback from the public exhibition held in St Ives on 31st March 2011 shows that 53% opted for medium growth across Cornwall (48,000 new homes) and 56% preferred the dispersed approach to distribution (growth split between main towns and villages).

Hayle Town Council preferred medium growth with an emphasis on economic regeneration; whereas St Ives Town Council expressed a view that housing should be provided to meet local needs. The remaining parish councils within the community network area preferred low growth and the dispersed distribution approach.

### Introduction

The following tables provide the link between the 'Topic Based Issues Papers' and the 'Place Based Issues Papers'. Each table explores the evidence relating to this Community Network Area against the main themes from a policy and community viewpoint, and concludes by identifying specific issues.

## Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

### Housing

Table .2

Evidence & Policy Context	Community View <sup>(1)</sup>	Issues for Consideration
<ul style="list-style-type: none"> <li>The draft Regional Spatial Strategy did direct 7,800 new dwellings to the former Penwith district by 2026. However with the abolition of the RSS by the current government, housing targets will need to be determined more locally.</li> <li>Due to the presence of potential development sites in Hayle there is evidence of increasing speculative and ad hoc housing (and other) development pressure in from the private sector which requires a strategic response.</li> <li>The West Cornwall Housing Market Assessment shows that there is a lack of low cost housing to buy in all markets. However, more recent Hometrack information (November 09) shows that St. Ives has the highest affordability ratio within the area at 8.9:1 (which means that houses for sale cost up to 8.9 times the incomes of households within the ward).</li> <li>Land Registry figures place the average price of a dwelling at St. Ives at over £318,000<sup>(2)</sup>.</li> <li>Second home levels reach 28.2% in some areas of St. Ives &amp; Carbis Bay.</li> </ul>	<ul style="list-style-type: none"> <li>Tackle the issue of affordable housing.</li> <li>Identify sites for new affordable housing, map against needs analysis and integrate into LDF.</li> </ul>	<ul style="list-style-type: none"> <li>Determine the levels of growth for Hayle and St. Ives.</li> <li>St. Ives is considerably constrained in terms of landscape designations and by physical geography / topography.</li> <li>Should any significant growth be targeted in St Ives, or should St Ives receive more moderate growth to meet the needs of the existing community? Hayle has the land capacity to accommodate a larger percentage of growth. However, any large scale growth at Hayle will require a strategic response to the</li> </ul>

<sup>1</sup> The views in this column reflect the views expressed by communities, predominantly in their parish and town plans, where these are available. A more comprehensive list of views as expressed in parish and town plans in this Community Network Area is shown as an appendix to this document.

2

Land Registry 2008

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<ul style="list-style-type: none"> <li>• There is an acute lack of socially rented accommodation across the area.</li> <li>• A significant percentage of first time buyer homes are the oldest properties in the market.</li> <li>• The towns are dominated by older terraced properties, many of which have been sub-divided into smaller units.</li> <li>• There is a need to match new build properties to the size and type which the local population requires. Housing waiting lists show that 1 and 2 bedroomed accommodation is the biggest housing need in all settlements.</li> <li>• The Gypsy and Traveller Accommodation Assessment has outlined the need to develop both residential and transit sites within the area. This includes 13 permanent residential pitches and 5 transit pitches in the former Penwith area up to 2011.</li> </ul>	<ul style="list-style-type: none"> <li>• future role of Hayle within the wider west and mid Cornwall area.</li> <li>• Affordable housing to meet local needs, especially one and two bedroomed accommodation to rent.</li> <li>• Above average levels of second home ownership in some parishes.</li> </ul>
	<p><b>Summary:</b> Housing growth in the area should be carefully managed to ensure that the right size, mix and tenure of housing is delivered to meet housing requirements. Although there is suitable land at Hayle to accommodate a large amount of housing growth, this could change the future role of the town within the west Cornwall context. St. Ives is physically constrained for any significant growth, although there could be more potential at Carbis Bay. The issue of very high second home levels in the area may also need a policy response.</p>

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## Local Economy

Table .3

**Local Economy:** This table will explore the evidence relating to the local economy, including regeneration and tourism – economic activity, unemployment, deprivation, regeneration, dominant industries, skills, and the ability to work locally. Evidence that highlights specific issues for this area will be identified under 'Issues for consideration' and in the summary box at the end of the table – evidence that shows no difference between this area and the average for Cornwall will not.

Evidence & Policy Context	Community View	Issues for Consideration
<ul style="list-style-type: none"> <li>Unemployment is particularly high in St. Ives and Hayle (19.1%)<sup>3</sup>.</li> <li>The economy is characterised by a high number of small and medium enterprises of between 10 and 200 employees, but approximately 80% are micro-businesses, with less than 5 employees.</li> <li>Since 1981 employment in the service sector (which includes hotels, restaurants, tourism, finance and public administration) has increased whilst manufacturing, fishing and construction have continued to decline. The service sector is reliant on the tourism industry and there is a marked seasonal fluctuation in unemployment levels.</li> <li>There are believed to be in excess of 3,000 transient international seasonal workers in West Cornwall, rising to 4,000 during the peak season.</li> <li>Full time equivalent (FTE) wages in the former Penwith area<sup>(4)</sup> are the second lowest in the country, behind only West Devon. On average, those working in the area earn just £313<sup>(5)</sup> a week, compared to a nationwide FTE figure of £479. In addition, incomes<sup>(6)</sup> in Penwith are the lowest</li> </ul>	<ul style="list-style-type: none"> <li>Work with Hayle harbour regeneration and Wave Hub.</li> <li>Keep Hayle as a working harbour.</li> <li>Ensure that the (Hayle) harbour development contributes to creation of new jobs &amp; tourism, whilst improving environment and preserving heritage and waterfront landscape.</li> <li>Incorporate proposed business and learning centre as part of the (Hayle) harbour regeneration.</li> <li>Establish opportunities for expansion / barriers to growth.</li> <li>Local opportunities in new technology Develop</li> </ul>	<ul style="list-style-type: none"> <li>The use of Convergence funding for the area to help deliver additional employment sites.</li> <li>Stimulation of a low-carbon economy in the area through developments at Hayle (harbour and wave hub).</li> <li>Conservation issues to be resolved in respect to Hayle harbour and the World Heritage Site designation.</li> <li>Co-ordination of funding (match or gap) between the private and public sectors to bring forward the St. Erth employment allocations. Tourism is significant to the area's economy in providing jobs</li> </ul>

3 Community Network Profiles, Cornwall Council, May 2009

4 Penzance Socio-Economic Evidence Base, 2009

5 Median workplace earnings. Annual Survey of Hours and Earnings, ONS: Crown Copyright Reserved 2008  
Incomes include employment income, self-employment income and pension income

6 6

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<p>in the country, with individuals receiving an average of £13,500<sup>(7)</sup> a year.</p> <ul style="list-style-type: none"> <li>The regeneration of the Harvey's Foundry site at Hayle has created quality office space for small enterprises. Phase 3 of the development will create a heritage and education centre, managed 'grow-on workspace', expand the office provision and create Cornwall's first purpose-built archaeological research centre.</li> <li>Over 9 hectares of land in the vicinity of the St. Erth industrial park were allocated for industrial use, but only 0.42ha is developed to date.</li> <li>The Wave Hub project offshore at Hayle could provide 100 jobs directly and 450 jobs indirectly and generate £15 million per year to the economy.</li> <li>Outline planning consent was granted in March 2009 for the redevelopment of Hayle harbour to provide a mixed use development.</li> <li>Tourism is the single largest employment sector, supporting 34% of all employment in the former Penwith area and 19% of households derive their income solely from tourism.</li> <li>Tate St. Ives ranks amongst the most popular tourist attractions in the County.</li> <li>In recent years many hotels and guest houses, especially in St. Ives, have been converted into apartments.</li> </ul>	<p>environmental / educational tourism.</p> <ul style="list-style-type: none"> <li>Undertake research to investigate all aspects of the Hayle &amp; St. Ives tourism markets.</li> <li>Potential for a unique high-profile cultural tourist attraction.</li> <li>Support tourism businesses.</li> <li>There is local concern about the loss of high quality serviced accommodation such as hotels, to other uses, and that there is too much un-serviced accommodation such as self catering apartments.</li> </ul>	<p>and income for local people.</p> <ul style="list-style-type: none"> <li>A Tourism Study would highlight whether there is a problem with conversions in towns such as St. Ives.</li> <li>Need to monitor gains and losses to holiday accommodation in specific areas.</li> </ul>
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**Summary:** Although the local economy has been a particular issue for the area, there are potentially strategic proposals emerging in the area which need an appropriate strategy response. These schemes could significantly boost the local economy and could also enhance the area's tourism draw.

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### Retail and Town Centres

Table .4

Evidence & Policy Context	Community View	Issues for Consideration
<ul style="list-style-type: none"> <li>• The 2010 Cornwall Retail Study <sup>(8)</sup> indicates that: -           <ul style="list-style-type: none"> <li>• In Hayle there is a qualitative need for new convenience shopping space (i.e. the provision of everyday essential items such as food, drink, newspapers and confectionery) and that there is, A need to focus on the /harbour town centre.</li> <li>• For St Ives the study indicates that the has a more specialist role in the retail hierarchy in Cornwall. A key purpose of the town centre is to serve the needs of visitors and tourists and whilst the centre will also attract the local population it does not do so in the same way as other town centres of a similar size.</li> </ul> </li> <li>• There have been three post office closures in the community network area since 2008, two of them in village locations.</li> <li>• An out of town shopping park opened at Hayle in 2006, which includes large national multiple retailers. There are further speculative development pressures at the retail park.</li> </ul>	<ul style="list-style-type: none"> <li>• Review existing and proposed retail provision against needs.</li> <li>• The community are divided over which supermarket will get planning permission at which location</li> <li>• Support for town centre manager at St. Ives to work with businesses and implement the MCTi plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Hayle's retail position will need to be clarified in light of the scale of development proposed through the Core strategy and the regeneration of Hayle harbour.</li> <li>• St. Ives town centre is considerably constrained in terms of retail growth options.</li> <li>• Need to maintain village stores and post offices.</li> </ul>

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**Summary:** Hayle's retail position will need to be clarified in light of the scale of future development proposals. Ad hoc development proposals and pressure at the 'out of town' West Cornwall retail park need to be considered within an appropriate retail and spatial strategy for Hayle and wider west and mid Cornwall which enhances the existing town centres.

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### Transport and Accessibility

Table .5

Evidence & Policy Context	Community View	Issues for Consideration
<p><b>Transport &amp; Accessibility</b></p> <ul style="list-style-type: none"> <li>There are mainline railway stations at Hayle and St. Erth as well as a branchline which serves St. Ives.</li> <li>The Hayle Area Partnership are seeking to increase the amount of trains stopping at Hayle Station as the current service is extremely limited.</li> <li>Road traffic within the area has increased in recent years with particular problems during the summer months. Congestion and parking difficulties are becoming common problems, especially in St. Ives town centre.</li> <li>The Local Transport Plan (LTP2) proposed a seasonal park-and-ride facility at St. Erth to provide an alternative travel mode for the large number of visitors, and assist with car parking provision.</li> <li>Public concerns about road safety are focused on speeding and dangerous driving. Problem areas identified by PACT (9) groups include The Foundry and Copperhouse at Hayle, Carbis Bay, Lelant, St. Erth and Gwinear.</li> </ul>	<ul style="list-style-type: none"> <li>Hayle needs to be more closely aligned with the St. Erth Park and Ride in order that Hayle can also derive a direct benefit.</li> <li>Increase the frequency of stops at Hayle Train Station.</li> <li>Review public transport provision.</li> <li>Improve congestion, particularly in town centres.</li> <li>Manage volume of traffic on A30.</li> <li>Improve disabled access at St. Erth station.</li> <li>Retain branchline to St. Ives.</li> <li>Consider park and ride scheme.</li> <li>Resolve parking issues.</li> </ul>	<ul style="list-style-type: none"> <li>Long term future of rail links.</li> <li>Park and ride.</li> <li>St. Ives town centre congestion.</li> <li>Congestion on the A30.</li> <li>Reducing transport emissions</li> <li>Road safety.</li> </ul>

**Transport and Accessibility:** This table will explore the evidence relating to transport and accessibility – opportunities for walking and cycling, use of private vehicles and public transport, road/rail/air/water networks, and connections within and outside the area. Evidence that highlights specific issues for this area will be identified under 'Issues for consideration' and in the summary box at the end of the table – evidence that shows no difference between this area and the average for Cornwall will not.

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**Summary:** Managing congestion, parking problems and tourist movements during the peak months are the main issues for the area. The long term future of the mainline rail network should also be considered.

## Community facilities

Table .6

# Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

Evidence & Policy Context	Community View	Issues for Consideration
<ul style="list-style-type: none"> <li>There are 2 hospitals in the area, at Hayle and at St. Ives.</li> <li>St. Michael's Hospital at Hayle has recently been under threat of reduced facilities or closure.</li> <li>The Hayle hospital site also includes St. Julia's Hospice.</li> <li>Other healthcare is provided at GP surgeries which are available at St. Ives, Hayle and Connor Downs.</li> <li>There are NHS dentist surgeries in Hayle and St. Ives, but they are not taking any new NHS patients at present.</li> <li>St Ives Age Concern centre closed in March 2010.</li> <li>There is persistent long term unemployment and dependency on Government benefits through health related issues (10.7%)<sup>(10)</sup>.</li> <li>There are primary schools at St. Ives, Carbis Bay, Hayle, Connor Downs, Gwinear, St. Erth and Nancledra. St Uny school at Carbis Bay is full to capacity.</li> <li>There are 2 secondary schools, in St. Ives and Hayle.</li> <li>There is no 6<sup>th</sup> form provision in the area.</li> <li>There is a larger than average percentage of people in the community network area who do not have any qualifications. The highest percentage is at Hayle at over 35%.<sup>(11)</sup></li> </ul>	<ul style="list-style-type: none"> <li>Identify health care needs and gaps in provision.</li> <li>Consider the level of support needed for those people with long-term illness, are of limited ability, elderly etc and those that care for them.</li> <li>Carbis Bay and Wall would like to see GP surgeries brought back into the villages, possibly on an outreach basis.</li> <li>Rural parishes face transport difficulties accessing healthcare, particularly where there is an elderly population.</li> <li>Review current capacity of primary and secondary schools.</li> </ul>	<ul style="list-style-type: none"> <li>The future of St Michael's hospital in Hayle</li> <li>Present capacity of healthcare and the future needs</li> <li>Need for care facilitates for increasing percentage of 'ageing community'.</li> <li>Post 16 study needs.</li> <li>Hayle Community School seeks a new sports hall, which could serve the community as well as pupils.</li> <li>Capacity of St.Uny school in Carbis Bay.</li> <li>Youth activities needed.</li> <li>Increased allotment provision.</li> <li>Increased recycling provision.</li> <li>Making best use of open space provision, for the benefit of the community.</li> </ul>

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<ul style="list-style-type: none"> <li>St Ives is a world famous centre for art with many studios and galleries, and is home to the Tate St. Ives which opened in 1993.</li> <li>The Penwith Open Space Survey (2008) concluded that:</li> <li>sports facilities within the former district are well used and there is a high demand from local clubs for additional sports pitches and indoor sports facilities.</li> <li>provision for children and teenagers continues to be improved.</li> <li>high demand for allotment provision throughout the area.</li> <li>There is pressure to develop some amenity sites for affordable housing.</li> <li>the numerous beaches and waterways in the area provide for informal recreation and water based activities.</li> </ul>	<ul style="list-style-type: none"> <li>St. Uny school in Carbis Bay is full to capacity and will need to extend in the future if further development occurs.</li> <li>Support young people by determining the issues that affect their post-16 study (such as travel cost and time, constraints imposed etc) and seeking to address those issues.</li> <li>Investigate a Learning Centre for workforce skills, adult education, training and post-16 study.</li> <li>Safe (pedestrian) routes to schools</li> <li>Focus on increasing water based sports activities (Hayle).</li> <li>Protection of Ayr Field as public open space.</li> <li>Develop St. Ives Woods initiative.</li> <li>Create a sub-tropical garden for Porthminster Beach.</li> <li>Survey beach facilities.</li> </ul>
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	<ul style="list-style-type: none"> <li>• St. Ives Surf Life Saving Club want a new Club House at Porthmeor Beach in partnership with the RNLI.</li> <li>• Improve play equipment for young children.</li> <li>• Youth activities / groups.</li> <li>• Encourage recycling.</li> </ul>	<p><b>Summary:</b> St. Michael's hospital has been under threat of closure or reduced funding in recent years and additional health facilities may be needed to meet the needs of the ageing population. Education and training opportunities within the area also need further investment. There could be opportunity to build on and promote the existing cultural assets of the area, and the local community wish to protect and enhance their open spaces.</p>
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## Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

### People

Table .7

Evidence & Policy Context		Community View	Issues for Consideration
<ul style="list-style-type: none"> <li>Total population of 25,700 in 2007 (12) There is a higher proportion of the population in each of the age bands over 49 than the Cornwall average.</li> <li>68% of the population live in the two towns.</li> <li>The most deprived area is Hayle South and High Lanes<sup>(13)</sup>.</li> <li>68% of the area's population 'feel belonging to local neighbourhood' (Cornish average 63%)<sup>(14)</sup></li> <li>The all-crime rate in the community network area is higher at 57.9 crimes per 1,000 population than the Cornwall average of 52.8 crimes per 1,000 population. This includes higher rates of criminal damage, violent crime, theft, drug offences and anti-social behaviour.</li> </ul>	<ul style="list-style-type: none"> <li>Hayle needs a fire station to cope with increased population.</li> <li>Improve communications within parishes.</li> <li>Encourage volunteers to work with young people.</li> <li>Work with police, resident associations and partners in order to reduce crime, the fear of crime and opportunities for crime.</li> </ul>	<ul style="list-style-type: none"> <li>Ageing population.</li> <li>High deprivation in some areas.</li> <li>Youth activities needed.</li> <li>Crime rates are low in Cornwall, but fear of crime is an issue, especially with an ageing population.</li> <li>Drug and alcohol related crime is prevalent in the area.</li> </ul>	<p><b>Summary:</b> There are high levels of deprivation in some parts of the community network area. Although Cornwall's crime rate is low compared to the rest of England, there are worrying trends in drug crimes and alcohol related crimes.</p>

12 ONS 2007 mid year estimates

13 Community Network Profiles, Cornwall Council, May 2009  
14 Community Network Profiles, Cornwall Council, May 2009

## Cornwall LDF: Core Strategy Place-based Issues Paper: Hayle and St. Ives Community Network Area

### Environment

**Table .8**

Evidence & Policy Context	Community View	Issues for Consideration
<p><b>Environment:</b> This table will explore the evidence relating to the environment – biodiversity, landscape &amp; seascape, historic environment, flooding, soil, air and water. Evidence that highlights specific issues for this area will be identified under 'Issues for consideration' and in the summary box at the end of the table – evidence that shows no difference between this area and the average for Cornwall will not.</p> <ul style="list-style-type: none"> <li>• St. Ives Bay is formed around 7 miles of coastline from Godrevy Point to the east, to St. Ives town to the west, much of which is covered by sandy beaches and rocky headlands.</li> <li>• Hayle Estuary is one of the most important feeding grounds in the South West for migratory and over-wintering wildfowl and wading birds. As such it has statutory protection as a Site of Special Scientific Interest (SSSI), and is a County Wildlife Site and RSPB nature reserve.</li> <li>• The Towans are an ecologically sensitive stretch of sand dunes covering approximately 500 hectares along the coast between Hayle and Godrevy.</li> <li>• Much of the area is covered by the AONB, Heritage Coast and SSSI designations.</li> <li>• Landscape character: The area contains (parts of) a number of landscape character areas as described in Appendix B<sup>(15)</sup>.</li> <li>• The area is renowned for its sandy beaches which provide the focus for tourism, recreation and water based activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare a strategy for preserving and enhancing the local rural environment and heritage features across St. Ives, and hinterland parishes. Undertake audit of key features of the natural environment (historic sites, SSSIs, AONBs, nature reserves and conservation sites).</li> <li>• Preservation of character of the built environment.</li> <li>• Improvement of the Conservation Area and implementation of environment.</li> <li>• Potential for St. Ives to become energy self-sufficient through utilisation of</li> </ul>	<ul style="list-style-type: none"> <li>• Impacts from climate change (flooding &amp; erosion) require consideration due to coastal / estuary location.</li> <li>• Hayle harbour is a key redevelopment opportunity – its location, context and World Heritage Site designation require appropriate and high quality design approach.</li> <li>• Conserve and enhance natural and historic environment.</li> <li>• Monitoring of environmental qualities and pollution needed.</li> <li>• Monitoring of flood defence schemes.</li> </ul>

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<ul style="list-style-type: none"> <li>• Both of the towns and many of the villages have designated Conservation Areas.</li> <li>• The Cornwall and West Devon Mining Landscape World Heritage Site is the largest WHS in the country, covering 10 discrete areas, of which 1, the Port of Hayle is within this community network area.</li> <li>• St. Ives, Carbis Bay and Hayle are all designated Critical Drainage Areas by the Environment Agency.</li> <li>• Many settlements have seen flood defence schemes implemented over recent years, most notably in St. Ives, where issues still seem to remain.</li> <li>• The primary cause of flooding in the area is from rivers, with principle settlements situated on the lower reaches of river catchments in coastal locations. Consequently there are flood risk issues relating to both fluvial and coastal flooding in respect of development in both towns.</li> <li>• For all bathing waters consideration should be given to the impact of development on water quality, especially with regard to increased loadings on the sewerage network.</li> <li>• Contaminated land issues and contaminated dredgings from any development of Hayle harbour need to be considered on water qualities.</li> </ul>	<p>environmentally friendly systems for power generation.</p> <p>The Environment Agency advises that it does not anticipate that proposed growth in St Ives will exacerbate the Critical Drainage Area although all new development should aim to deliver green field run off rates.</p> <p>Within Hayle, the EA advise that a priority should be to protect Boundary Square given its importance as a small economic hub.<sup>(16)</sup></p>
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**Summary:** The outstanding natural landscape, combined with the historic built environment, is the area's greatest quality and also its tourist draw. Careful consideration therefore needs to be given to the location, scale and design of new development. In addition, current and future flooding impacts need to be analysed in new development proposals.

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### Coast

**Table .9**

Evidence & Policy Context	Community View	Issues for Consideration
<p><b>Coast:</b> This table will explore the evidence relating to the coast. Evidence that highlights specific issues for this area will be identified under 'issues for consideration' and in the summary box at the end of the table – evidence that shows no difference between this area and the average for Cornwall will not.</p> <ul style="list-style-type: none"> <li>• Characteristics of the coast include the Hayle estuary and dune environment, sandy beaches within St Ives Bay, rocky cliff headlands west of St Ives and at Godrevy; the port of Hayle and the harbour of St Ives.</li> <li>• The regeneration of Hayle Harbour could be a major scheme for the area which is proposed to include residential, business and leisure uses and a new marina and fishing harbour.</li> <li>• The Port of Hayle is a defined area of the Cornwall and West Devon Mining Landscape World Heritage Site. Wave hub proposal.</li> <li>• The Coastal Zone is the most significant environmental resource of the area in terms of the provision of natural habitat, visual amenity and tourist attraction to the area. The environmental importance of this coastline is recognised and protected in the Heritage Coast national designation.</li> <li>• Coastline either side of St Ives Bay is designated AONB.</li> <li>• Almost all the coast in this area is designated SSSI.</li> <li>• Climate change issues along the coastline will have an impact on coastal structures and features.</li> <li>• Hayle Estuary Management Plan.</li> <li>• The coastal zone needs defining.</li> <li>• Draft Shoreline Management Plan (SMP2) objectives include:-</li> </ul>	<ul style="list-style-type: none"> <li>• Look at feasibility of developing a Fragile Coast Centre that educates, informs and attracts residents and visitors to understand nature of coastline, erosion, marine life etc</li> <li>• Preserve the water front environment.</li> <li>• Preserve the environmental assets of the towans and the coastline by co-ordinating an approach to monitoring the impact of tourism and activities on beaches and towans.</li> <li>• Develop a strategic development plan for St. Ives harbour and wharfside.</li> </ul>	<ul style="list-style-type: none"> <li>• Regeneration of Hayle harbour.</li> <li>• Water based recreation opportunities.</li> <li>• Identify coastal change management areas.</li> <li>• Protection and enhancement of the AONB and of undeveloped coast.</li> <li>• The impact of sea level rise on coastal structures and features</li> </ul>

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<ul style="list-style-type: none"><li>• To maintain the amenity value of the beaches, harbours and surrounds and to allow the natural and unconstrained evolution of the coast along the remainder of the St Ives Bay shoreline.</li></ul>	<p><b>Summary:</b> Coastal issues are integral to this community network area. There are major schemes proposed for the area with the regeneration of Hayle harbour and Wave Hub. Future sea level rise impacts need to be assessed.</p>
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## Summary and Key Spatial Issues

**Table .10**

This paper summarises the key emerging issues for the Hayle & St. Ives Community Network Area brought together to inform the Cornwall Core Strategy.

The key issues:

**Issue 1 –** Manage housing growth to ensure that the right size, mix and tenure of housing is delivered to meet the local housing requirements.

**Issue 2 –** Support new employment schemes that could be provided through the regeneration of Hayle harbour and the development of Wave Hub. These schemes could also enhance the area's tourism draw. There are also retail development pressures at Hayle which require a strategic response.

**Issue 3 –** Tackle traffic congestion and parking issues. Tourist movements during the peak months being the main difficulty to overcome. The development of a new Park and Ride at St. Erth could help in this respect.

**Issue 4 –** Encourage investment in health care, education, and open space provision where required and protect current levels of provision.

**Issue 5 –** Support measures to address drug crime, alcohol related crime and anti-social behaviour.

**Issue 6 –** Ensure development is sensitive to the outstanding natural, built and historic environment of the area. Careful consideration needs to be given to the location, scale and design of new development.

## Appendix A: Community Planning Area Visions / Key Objectives

**Table .11**

Document	Summary of “vision”
Penwith Core Strategy	The long-term vision is for Penwith to be a place where people can flourish within prosperous, healthy, safe and inclusive communities.
Preferred Options Report 2008	We will support the growth of the District up to 2026 with a mix of housing, jobs and services to meet the needs of the market towns and the rural communities. This will be achieved in ways that will minimise impacts on the global environment. The three main towns will be thriving, accessible and vibrant focal points of activity, and connectivity to the rest of the County and the UK will be improved. All parts of the rural community will have decent access to jobs and services providing for everyday needs. This growth will be embraced in a sustainable

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	<p>manner and development requirements will be balanced with the need to promote, protect and enhance Penwith's distinctive countryside, coastline, built heritage, environmental assets and culture. Penwith will have a complementary and sustainable mix of appropriate uses and high quality, well designed and accessible buildings and open spaces, together with new and improved local facilities and services to support diverse residential and business communities. This will be achieved by;</p> <ul style="list-style-type: none"> <li>• ensuring that development is directed to sustainable locations;</li> <li>• providing a range of housing types that are affordable and meet the needs of all residents;</li> <li>• providing high quality employment land to encourage innovation and to secure a range of new job opportunities;</li> <li>• providing, managing and maintaining infrastructure such as telecommunications, utilities and transport networks that are integrated and that support the needs of local residents, businesses and visitors;</li> <li>• seeking to secure significant community benefits and infrastructure provision in association with major development proposals;</li> <li>• seeking to realise a much greater security of energy supply through encouraging a low carbon economy and development of decentralised energy projects.</li> </ul>
<p>Penwith Core Strategy Preferred Options Report 2008</p>	<p><b>Hayle</b></p> <p>By 2026 the redevelopment of Hayle will have helped revitalise this distinctive waterside town, which is rich in culture and has strong focal points. It will have capitalised on its unique location, character and urban form by acting as a focus for carefully managed growth in housing, employment, shopping, leisure and tourism, together with the infrastructure that is required to enable and serve it. Wave Hub will have provided the impetus for the burgeoning environmental and renewable technologies sector and associated service industries. Links into Hayle from the surrounding area and between the harbour area and the two key centres of Foundry and Copperhouse will have been improved, ensuring better accessibility and functionality together with the successful integration of new areas of development, whilst also resulting in a reduction in traffic congestion along principal routes through the town. Hayle's transformation will have encouraged new investment and innovative development, whilst also respecting the town's heritage and traditions together with the natural environment of its settings and surroundings. Over the next 20 years Hayle will see significant growth and this will be carefully managed to ensure the environmentally sensitive landscape character of the northern coast, including the Towans and the estuary, is not compromised.</p>

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Penwith Core Strategy  Preferred Options Report 2008	<b>St. Ives &amp; Carbis Bay</b>  <p>St. Ives will continue to be a main town in Penwith and a major tourist destination. By 2026 the town will be an exemplar model for sustainable tourism. Transport solutions will have been found, including the provision of park and ride, to alleviate the current major issue of traffic congestion within the town. St. Ives will have been protected from significant levels of development whilst still allowing for development which will improve the quality of life for local residents. The importance of the creative industries and its contribution to the local economy will continue to be recognised and enhanced and suitable small-scale employment space will have been provided to help sustain and grow this sector. Younger people will have been encouraged to continue to reside in the area through the provision of high quality education and training opportunities and affordable housing to meet their needs.</p>
Penwith Core Strategy  Preferred Options Report 2008	<b>Marazion, the Villages and Rural areas</b>  <p>In these areas, we will undertake planned and carefully managed growth to ensure that sufficient jobs and homes are provided for local people. In particular, the town of Marazion will continue to provide a valuable range of small shops and services to its residents and the surrounding villages, and will therefore provide a complementary role to Penzance. The tourist asset of the town, especially in relation to St. Michael's Mount, will continue to be valued and form an important part of the local economy, the aim being to increase visitor spend and quality of the visitor experience, whilst carefully managing growth, to ensure it provides for local housing, community and employment needs. In the identified villages, the aim will be to support the current level of services, and promote the provision of additional services, in order to ensure the rural areas remain self-sufficient. The town of Marazion, the villages and rural areas will be linked to the main towns and service centres through more public transport services than currently exist. We will encourage a more diverse rural economy through the provision of live work units, where needed, to support micro-businesses, and through supporting agriculture and secondary farm diversification where this will help retain working farms. The character of Marazion and our villages will be maintained and levels of growth will be restricted.</p>
Hayle Area Plan (2006)	<p>By 2025 Hayle will be a distinctive area, celebrating, protecting and promoting its natural and heritage assets; a friendly area, embracing new</p>

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	<p>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.</p>
St. Ives 2025  The St. Ives Strategic Community Plan (2006)	<p>Our vision for the St Ives area by 2025:-</p> <ul style="list-style-type: none"> <li>● We will have reinforced the unique position enjoyed by the St Ives area as a tourist attraction, based on our vibrant arts community, our rich cultural heritage, and our beautiful scenery.</li> <li>● St Ives will be the leading visitor destination for sustainable tourism and environmental responsibility.</li> <li>● By 2025 St Ives will have developed original, viable and economic solutions to traffic, parking and access in St Ives town.</li> <li>● Because we will have invested in our young people as the lifeblood of the town and surrounding parishes, they will have the opportunity to stay in the St Ives area to achieve educational, social, cultural and employment goals.</li> <li>● Above all, St Ives will be a fantastic place in which to live, and an amazing place to visit!</li> </ul>
St. Erth Parish Plan (2007)	<ul style="list-style-type: none"> <li>● Improve dissemination of information.</li> <li>● Improve National Cycle Route 3.</li> <li>● Improve pavements to enable greater use by those in wheelchairs and buggies.</li> <li>● Preserve and enhance natural and built environment.</li> <li>● Maintaining viability of school.</li> <li>● Encourage greater use of the parish footpaths and bridleways.</li> <li>● Tackle crime (and perception of crime) through improved policing.</li> </ul>

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	<ul style="list-style-type: none"> <li>• Provide more opportunity for work by encouraging new businesses.</li> <li>• Improving youth facilities and recreational places.</li> <li>• Limited development of affordable housing.</li> <li>• Improve public transport provision including timetabling and reliability of bus services and improvements to St. Erth Train Station.</li> <li>• Resolving on-going problems with St. Erth sewage works smells.</li> <li>• Calls for more traffic calming measures to make roads as safe as possible.</li> <li>• Pursue Quality Council status and draw up a parish planning policy.</li> <li>• New Community Centre.</li> <li>• Provide facilities for organised sport and recreation.</li> <li>• Residents of all ages to have opportunities to improve quality of health and well-being.</li> </ul>
Gwinear-Gwithian Parish Plan (2010)	<ul style="list-style-type: none"> <li>• A place where people take pride in where and how they live.</li> <li>• A community with good quality housing for all those wishing to live here, and with a local connection.</li> <li>• A community where we see a levelling out of built development to enable us to elevate areas historically over-developed and suffering social consequences.</li> <li>• Villages that develop to meet the needs of a wide mix of people.</li> <li>• A Parish that has vibrant village centres, with thriving shops and post offices, and is innovative in supporting new and existing businesses.</li> <li>• A community that embraces tourism to our collective advantage.</li> <li>• A community that is safe: from anti-social behaviour, speeding traffic, and the fear of crime.</li> <li>• A community that engages and supports its young people.</li> <li>• A connected community- physically; and mentally: addressing problems of spatial distance and the very different nature of our diverse community groups.</li> <li>• A place where the Parish Council is at the heart of the community, shaping and driving change.</li> <li>• A community that has access to quality local health care services.</li> </ul>

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- A healthy-eating community, enjoying opportunities to grow their own produce.
- A community that has good local access to a variety of quality sporting and leisure facilities.
- A community that responds positively to the challenges of climate change.

### **Appendix B: Landscape Character information from the 2007 Cornwall Landscape Character Assessment**

#### **COMMUNITY NETWORK AREA 8 – HAYLE & ST IVES**

##### **Evidence and Policy Context**

Landscape Character Areas (LCA):

- LCA 2 - West Penwith - North and West Coastal Strip
- LCA 3 – Penwith Central Hills
- LCA 4 - Mount's Bay
- LCA 5 - St Ives Bay
- LCA 6 - Mount's Bay East
- LCA 28 – NorthCoast- Reskeage Downs

[www.cornwall.gov.uk/cornwall\\_landscape](http://www.cornwall.gov.uk/cornwall_landscape) (underscore between cornwall and landscape)

##### **Issues for Consideration**

###### **Environment**

- Manage and enhance the integrity of the sand dunes, and the varied habitats they support.
- Prepare a design and management strategy for Hayle quay and the docks to ensure conservation is in line with the Port of Hayle World Heritage Site.
- To the south and west develop guidance for building in the countryside encouraging infill in existing smaller settlements, and on their edges carefully integrate development into the surrounding landscape. Limit development in the open countryside.
- Restore, conserve and enhance the management of the heath and rough grassland on the hills to the west.
- Link the management and strategic planning of Network Area 8 with other adjacent network areas:-

  - West Penwith - Area of Outstanding Natural Beauty - Network Areas 8, 13.
  - Godrevy to Portreath - Area of Outstanding Natural Beauty - Network Areas 4, 8.
  - Heritage Coast – Network Areas 8, 13.