

Marazion and District Community Plan 2007- 2027



*For the town of Marazion, and the parishes of
St Hilary, Ludgvan, Perranuthnoe, and St Michaels' Mount*



Marazion and District Forum

(Incorporating the town of Marazion and the parishes of Ludgvan, Perranuthnoe, St Hilary and St Michael's Mount)

Foreword

Welcome to the Marazion and District Community Plan

This community strategic plan is the work of the Marazion and District Forum. We have prepared it because we care about our community: about the town and parishes, the people who live and work here, and the quality and beauty of our coastal and countryside environment. Researching and writing the plan represents a lot of work on the part of many members of the community, particularly those who completed our survey, those who attended our Prioritisation Day in February, and of course those who took part in our themed discussion groups. This plan responds to the issues you raised; I hope you will participate in its delivery.

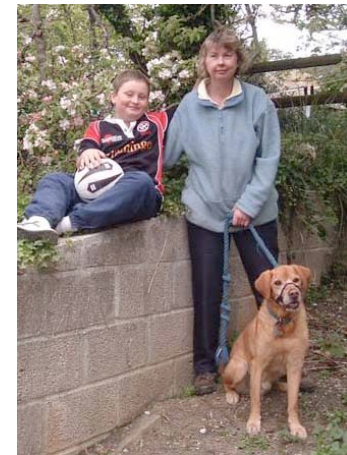
To those readers who represent the community at local and regional government level, and those of you representing other key agencies and organisations, this plan is significant in that it represents the concerns, issues and aspirations of the community; it is rooted in the community, being based on the findings from the extensive community survey we undertook during 2006/7, and consultations on specific topics during the summer of 2007.

The plan describes our overall vision for our community in the future, and sets out goals that will help us realise that vision. It seeks to encompass existing initiatives alongside new ideas and suggestions for how we might realise our vision.

This community strategic plan for the next 10-20 years is a very important document for the Marazion and District community, so thank you for taking the time to read it, and I hope it is of interest and relevance to you and your organisation.

Penny Hosking

Chair, Marazion and District Forum
Marazion, October 2007



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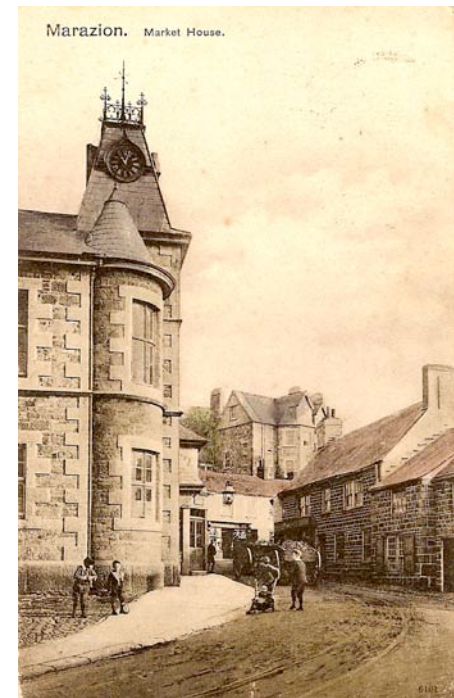
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A brief history of Marazion and District

The town of Marazion, St Michael's Mount, and the parishes of St Hilary, Perranuthnoe and Ludgvan have a rich history that has been unusually well-documented. Google lists Marazion as one of the three oldest towns in Britain and life has been recorded and described here for many, many centuries, something that is reflected in the huge number of place name variations - 132 in all - and a record for Cornwall.

Marazion

Merdresem, Merdresen 1160; Margchaion 1212; Marhasgou, Marchadyon, Marchadyou, Marchadyoun, Marghasbigan 1257; Petitmarche, Parvo Foro c1220; Markesion, Markesiou, Markasiou, Margasiou 1261; Margasiou 1277; Mercadyow, Marcadyow 1284; Marchadiou 1291; Marchagou 1301; Marcasbyghan 1302; Marcadyou 1304; Mercadyou 1305; Markasyon, Markusyow 1309; Marcasiou 1311; Marcasbyghen 1311; Markasion 1313; Marghasiou 1315; Marghasyou 1331; Marghasbighan, Marghasdiow 1359; Markesew, Markeseu, Marghisiou 1371; Marghisiowe 1372; Marghesyow 1374; Marshasyow, Marshasbyan 1375; Marasyow 1377; Marghesyou 1384; Marghasbian 1389; Marghasyow, Marchyow 1397; Markesheu 1410; Marhas Vyhan 1417; Markesewe 1423; Markysiow 1424; Markysyow 1426; Marghasieu 1427; Marhassow 1428; Marghaszowe 1439; Marghajowe; Markusiowe 1461; Markysew 1464; Marghas Iow 1466; Merghasyewe 1474; Marchasyowe, Markysyow, Markysyoo, Markysyowe, Markysho, Marhyseu, Marhysen, Markysew, Margew, Markawe 1478; Marghesewe, Marghasowe, Marghasvean, Marras byan 1499; Marghasbean 1504; Marhasdethyou, Marhas-dethyow, Marhesdethyou, Marhesdeythyou, Marhesdeythyow, Marchesdeythyou, Markjue, Markeju, Markju, Markesjue, Markesin, Markine, Markein 1540; Marhasvean 1557; MarkasJewe, Marasbean c1570; Marky-iew, Marca-iewe, Markayow, Markayowe, Marckayowe, Marckyow 1580; Marca-iew 1584; Merkiu,



Marghasiewe 1586; Marghasion 1595; Marcaiew 1603; Markesion 1611; Merazion c1620; Market Jew, Marasion 1620; Marka Jew 1634; Markasiew 1656; Marhasion, Market-iew 1660; Marazion 1668, 1671, 1690, 1726; Markett Jew 1690; Maraszeyan, Marston 1696; Marazjowan 1698; Marha Dzhou, Varha Dzow 1700; Marazjowan c1700; Marhazow 1710; Mary Zyon 1711; Markju 1720; Merizin 1886 [undated] Marhaschew, Markesju, Marchew, Markjew, Markysou, Marchadyou, Markesiow, Marhazyon, Marglesion, Marhasyon, Markasion, Markazion, Maryazion, Marhagon. [We are indebted to Craig Weatherhill for his generosity in allowing us to use his Placename Archive]

Details of the district have been recorded in many languages - Latin, Cornish, early French, and in one of the earliest letters written in English when **Henry VII** wrote of **Perkin Warbeck** who used the Mount as a base in 1497, before his attempt on the Crown. The earliest known piece is by **Diodorus** (in 56BC) after **Pytheas the Greek** (in 325BC):

‘The inhabitants of Britain who live in that part of Britain which is named Belerion [Penwith] are very fond of strangers, and, owing to their business with merchants, civilised in their manners. They prepare tin, working very carefully the earth in which it is produced and carry it to a certain island lying off the coast of Britain called Ictis (St Michael’s Mount). During the ebb of the tide the ground between is left dry, and they carry over into the island the tin in abundance in their wagons.’

Charters and documents

The Mount has been a powerful site of interest for at least a thousand years and much legal documentation is still extant: c1040 – *The Charter of **Edward the Confessor***- (latin)

‘Edward gave to Mont Saint Michel the other Saint Michael’s Mount near the Sea in Cornwall [Cornubia]....’

1046 - **Leofric’s Grant of Exemption** - (latin)

St Michael’s Mount continues today to be a parish external to the Church of England, thanks to a Grant made in 1046:

‘I do accordingly liberate it and exempt it from all Episcopal rule, subjection and disturbance and to all those who have longed to visit and shall have visited that church, with alms and offerings, we do remit a third part of their penance. And that this may remain forever unshaken, unchanged and also inviolable.’

Before 1087 - *Charter of Robert, Count of Mortain, brother to William the Conqueror* - (latin)

After Britain was placed under Norman rule in 1066, a new Charter was needed for the Mount ‘*montem sancti Michaelis in Cornubia*’ and this was signed by **Robert of Mortain, King William (the Conqueror), Queen Mathilde** and **Prince William Rufus** and six others. This charter was accompanied by another which mentions the fairs on the Mount and is summarised:



*‘They give to St Michael and the monks of Luduhanam [Ludgvan] a manor of Turulf near the Mount and the holding of **Bloicus** in the manor of Treohalum [Truthwall] and both of the fairs of the Mount.’*

Miracle at the Mount (1265)

‘Let no one going to the Monastery of St Michael in Cornwall doubt that a certain woman, named Christina, of the neighbourhood of Glastonbury, who had been deprived of the sight of her eyes for about six years, coming with the greatest devotion to the said monastery for the sake of prayer and pilgrimage, on 14th May, 1262, before High Mass, on a certain Sunday, in the sight of the people, persevering in the greatest faith, by the intercession of the Blessed Archangel Michael, recovered miraculously the sight of her closed eyes. There were present as witnesses many monks and others.’

Marazion Town Charters

The Charter Town of Marazion has had two important charters - the first, now lost, in 1257 (**Henry III**) and the 1595 Charter, in latin, signed by **Queen Elizabeth 1**, which is kept today in the Town Archive. This details a number of aspects of how the Town should be governed:

‘The Corporation may meet so often as may seem needful to them in some convenient place within the Town to confer consult and advise regarding the good management state and government of the Town’.

Literature

Although it is true that there are more paintings of St Michael’s Mount - including by **Turner** and most of the Newlyn School - than poems about it, the area has featured in literary work for a very long time:

Tristan and Ysolde - 11th century onwards

Having decided to leave Tristan and return to her husband, King Mark of Cornwall, Ysolde sent the hermit Ogrin to the market at St Michael’s Mount to buy many expensive outfits for her, made of silk, brocade, fur and fine wools:

*‘Li hermites en vet au Mont,
Por les recheces qui la sont...’*

Humphry Davy

Davy was born at Varfell in Ludgvan in 1778. He was President of the Royal Society, a celebrated scientist, chemist and inventor - and also Cornwall’s most important ‘Romantic’ poet:

On the sea





*The sunbeams tremble: and the purple light
Illumes the dark Bolerium [Penwith], seat of storms.
High are his granite rocks.*

Folklore

Many of the old Cornish folklore stories recorded by **Bottrell** and **Hunt** and others take place in this area. Through these, we are able to find out much about the customs of the people and the vitality of the district. In this story by Bottrell (1870) Tom of Bowjyheere, in Ludgvan returns to Marazion, ‘a town so flourishing with tin and trade’, having fought and killed Giant Denbras, while delivering beer for ‘one Honney Chyngwens, who was a famous tin-dealer, brewer, and mayor as well, - and there never was a better mayor of Market-jew.’



‘Tom (returning by another road) got back to Market-jew before dark. Yet, being the eve of the ancient festival of Midsummer, according to immemorial custom the bonfires were already blazing on the hills all around - on Mousehole Island, on the Holy Headland (Pensans), on the crest of the Mount, and on scores of other prominent places. Tom found the brewer in the street, near his house, beside a large flask of flowing beer, to which he was treating all comers, and encouraging them to keep up with spirit all the ancient festive observances of the Midsummer tide. Long before dark, young and old, rich and poor, with hands and hearts united, were dancing, to the music of pipe and tabor, round the bonfires scattered up and down the good old town. ‘I should never desire a better place than this’ said Tom, ‘where there is an abundance of grub and the best of drink ever flowing’.

Robert Hunt in his collection of folklore, also tells stories that have their origin based in fact:

Goldsithney Fair and the Glove:

‘On the 5th of August, St James’s Day (old style), a fair is held here, which was originally held in the Church-town of Sithney, near Helston. In olden times, the good St Perran the Little gave to the wrestlers in his parish a glove as the prize, and the winner of the glove was permitted to collect the market toll on the day of the feast, and to appropriate the money for his own use. The winner of the glove lived in Sithney, and for long, long years the right of holding the fair remained undisputed. At length the miners of Goldsithney resolved to contest the prize, and they won it since which time the fair has been held in that village, they paying to the poor of the parish of Sithney one shilling as compensation’.

The Last Wolf

‘It is not generally known that the last native wolf lived in the forests of Ludgvan, near Penzance. The last of his race was a gigantic specimen, and terrible was the havoc made by him on the flocks. Tradition tells us that at last he carried off a child. This could not be endured, so the peasantry all turned out, and this famous wolf was captured at Rospeith (sic), the name of a farm still existing in Ludgvan.’

Cornish Language Texts

This area was one of the last where people spoke vernacular Cornish and the district is mentioned in some of the existing original Cornish texts:

Ordinalia - Passio Christi - late 14th century

The Ordinalia is made up of three plays - the Creation, the Passion and the Resurrection. In this section, three torturers are looking for nails in preparation for the Crucifixion.

III's TORTOR:

*Mar cothough ple ma kentrow
Yn pren crows rak y fastie
Eugh the wovyn hep lettye
Worth an gofyn Marghas Yow*

3rd TORTURER:

*Where are us goin' to find each nail
To fix 'un upon the cross of wood?
There is a smith who's s'pose to be good
In Marghas Yow. Tell 'un our tale*

*Jowan Chy an Horth by **Nicholas Boson** c1635*

This famous Cornish text contains the story of the murder in Marazion by the victim's wife and a monk, and how the two were publicly rumbled by John, a farmhand returning home after three years away.

*Cumyes tek a gemeras ha tu ha tre y travalyas;
ha worteweth y whruk dos dhe Wun Synt Heler, hag
ena ef a vetyas gans try marchont a Dreryn.*

*Leave fair he took and towards home he went;
And finally did come to Saint Hilary Down, and
There he met with three merchants of Treen.*

Autobiography

A number of autobiographies have been written by those who lived here, including Captain Harry Carter, Mary Pascoe, wife to a former vicar of St Hilary, Dr William Borlase, rector of Ludgvan and Father Bernard Walke, vicar of St Hilary.

Harry Carter, (1749 - 1809), was brother to John Carter, the 'King Of Prussia', and one of that celebrated family of free traders known for their courage and sharp business acumen. Harry was later to become a Methodist preacher who took religious fanaticism to extremes.

'Aboute 9 or 10 years old went to work to stamps, and continued there until 15 or 16. I worked to bal, as I think,



until I was about 17, and from thence went with my two oldest brothers to Porthleah or the King's Cove afishing and smuggling... Well, then, in the course of these years, as we card [carried] a large trade with other vessels allso, we gained a large sum of money, and being a speculating family was not satisfied with small things. Built a new cuttar, about 197 tons, then one of the first in England...having sixteen gun carriages on board and thirty six men...'

Without doubt, the production of this Community Plan would have been so much easier if we had had **Dr Borlase** here today to help us, for his knowledge of the area was absolutely vast: Here he is writing to gain the support of John St Aubyn for a new toll road through Rosudgeon, Marazion etc:

'I shall only desire you to spare one thought upon Breage Lanes, St Hilary Downs thick set with tin pits, the road leading into Marazion town which has cost hundreds of pounds, and is now so deep and foundrous that people get along with great difficulty, and the ruinous state of Market-jew bridge, and five lives lost within these five years betwixt Market-jew and Penzance in dark nights'. (5.6.1761)

'There is no part of England that abounds in so much of the necessaries, and at the same time has so many elegances of life, as that of Mounts Bay'. (18.12.1727)

Fr Bernard Walke was both well-loved and controversial as vicar of St Hilary.

'Bethlehem - The St Hilary Christmas Play' was the first outside broadcast ever for the BBC - broadcasting previously had only been studio-based, and it took place in 1927:

'It was a great venture for Filson Young who stood sponsor for its success, for myself who was to produce and teach the players to speak in a way that could be heard by listeners, and for the engineers who had to encounter a number of technical difficulties. There being no telephone line near the church, and the exchange at Marazion being three miles away, it was proposed that transmission should be made through a wireless link, although to deal with three hundred miles of land line, on which a defect at any one point would ruin the transmission, seemed risk enough without the added uncertainty of a wireless link. Eventually a line was set up between the church and Trevabyn Farm where there was a telephone..... There were a few moments of silence and when I looked again there was a red light burning overhead and I heard Filson's voice from the Chapel of the Sacred Heart, saying, 'St Hilary calling.'

'A brief history of Marazion and District' written by Jane Howells

The work of the Forum

Marazion and District Forum has a number of distinctive functions within the district. It works from a 'grass-roots' base and can identify aspects of community life that may need to be addressed, it acts as a vehicle to support and promote people who want to run initiatives that will benefit the area, it is able to give small grants and it acts as a focus for information. The Forum is an open alliance, all are welcome to Forum meetings, and its members have a fund of local knowledge about the area.

Recent Marazion and District Forum initiatives have included the extremely successful *Marazion Memories* initiative initiated by Ed Oates and co-ordinated by John Pollard. This has seen nearly one hundred of the district's more elderly residents record their memories of life in the area. The CDs produced will be kept at Marazion Museum and with the CAVA archives at the Institute of Cornish Studies, Falmouth University and the Cornwall Centre, Redruth. Additionally a book is being prepared which will contain a compilation CD.

Another success was the entry to the *Western Morning News 'Best Local Food Competition'* led by Jane Howells. The Marazion and District area emerged as joint winner in its class, against stiff competition, in recognition of the exceptionally high quality of the produce from the area.

The *Four Parishes Walk* was a very popular project organised by Graham and Sylvia Ronan, which established a network of footpaths that were clearly mapped and identified.

Grant funding for the *Marazion Young People's Radio Broadcasting Initiative* has just been secured which will enable children and young people from the area to make radio programmes on a wide range of topical local issues in association with the Penwith Community Radio Group.

The development of the Community Plan and its forthcoming implementation is the largest initiative undertaken by Marazion and District Forum. A busy time lies ahead for the Forum in conjunction with a number of partners as the wide range of initiatives identified by a consensus of opinion are taken forward.

The Forum has also been involved in supporting:

- The Dollan Group and the restoration of the Dollan Viewing Enclosure
- The acquisition of Tolverth Field and its development into a communal garden for the people of Long Rock
- The Marazion Residents' Association
- The Code Institute
- The Long Rock Memorial Institute
- Seating for SCADS pantomime group at Rosudgeon

The partners in the plan

Marazion
St Hilary
Perranuthnoe
Ludgvan
St Michaels Mount

Marazion and District Forum is drawn from the communities of Marazion, St Hilary, Perranuthnoe, Ludgvan, and St Michaels Mount. Constituted in 1997, our objective is to bring together individuals and organisations, both voluntary and statutory, to work together to initiate and action initiatives to improve and promote the economic, social, and environmental well-being of the Forum area. The Forum is open to any individual living in the district, or representatives of any community organisations. Our current focus in the development and delivery of this community plan is as a result of our experiences to date.

We are very lucky to be able to include in our Forum representatives of each of the Town and Parish Councils in our area, which enables the Forum to work closely with those Councils in the longer-term implementation of this plan. The Forum believes that the successful implementation of this plan requires the active support of our Town and Parish Councils; we recognise that each of the Councils will develop individual parish plans concerning the immediate and mid-term issues that face their communities, and we recommend this plan to those Councils as the basis for their own long-term planning.



A plan for our community

Drawing the community together

Marazion and District Forum successfully secured funding from the Countryside Agency to prepare a community-led plan for the future of the area covered by the Forum. This is an important initiative as it provides an ideal opportunity to draw together the aspirations of the community for their future, and the town and parish plans that the respective Councils will be developing as we collectively respond to local government initiatives.

Other communities in the region have responded similarly: the *'South Kerrier Alliance'* plan, for example, represents twenty-three communities surrounding Helston, from Crowan in the north to Llandewednack in the south, and from Germoe in the west to St Keverne in the east. Similarly Penzance, Newlyn and the surrounding villages have produced *'Penzance Futures'*, a twenty-year community strategic plan, as have Hayle and its hinterland, (*the 'Hayle Area Plan'*), and St Ives and its hinterland (*'St Ives 2025'*).

For a number of years local authorities have engaged with community plans, and built into their long-term planning processes issues and ideas raised through community plans. Penwith District Council has worked diligently to embody local plans within their *'Penwith Vision'*, and to consult with partner communities about issues affecting the Local Development Framework, the response to the Regional Spatial Strategy.

'Strong and Prosperous Communities'

In October 2006 the government published a White Paper that will substantially empower local communities; the White Paper proposes significant changes to local government, provides Town and Parish Councils, and community groups, with the opportunity to take on greater powers, for example in delivering services locally, and requires a far greater degree of consultation with communities. Here are a few brief extracts from the paper:



‘Stronger local leadership, greater resident participation in decisions and an enhanced role for community groups can help all local areas to promote community cohesion’.

‘The aim of this White Paper is to give local people and local communities more influence and power to improve their lives. It is about creating strong, prosperous communities and delivering better public services through a rebalancing of the relationship between central government, local government and local people’.

‘Citizens and communities want a bigger say in the services they receive and in shaping the places where they live. The best councils and councillors already work closely with citizens and communities. We want this to be the case everywhere – for people to be given more control over their lives; consulted and involved in running services; informed about the quality of services in their area; and enabled to call local agencies to account if services fail to meet their needs’.

‘We want all councils to focus more on their citizens and communities. We will encourage councils to develop neighbourhood charters setting out local standards and priorities; to manage services at the level of the neighbourhood; to work more closely with neighbourhood policing teams; and to give councillors small budgets to tackle local issues’.

‘We will back this by a stronger legal framework to require local authorities and other best value authorities to secure the participation of local citizens and communities’.

‘People should be empowered and supported to control their lives, trusted to be consulted and, where they want to be, involved in running services used by the whole community. They should be informed about the quality of services in their area, and enabled to call local agencies to account if services fail to meet their needs or standards do not match what has been promised’.

Working with the District Council or the proposed Unitary Authority

The development of local community strategies currently enables Penwith District Council and its partner organisations to understand what local people consider important, and to focus services more effectively. Currently, plans such as this inform the further development of *‘A vision for Penwith: a sustainable community strategy for Penwith 2006-2025’*. This in turn forms the basis of the Penwith District Council Business Plan, which sets out the external objectives of the Council and describes how community priorities will be delivered through Outcome Plans which form the basis of the work of officers.

It is anticipated that following the announcement of the successful County bid for a unitary authority for Cornwall, that the new authority would take on the responsibilities described in the Penwith District Council Business Plan.

The County proposal *‘One Cornwall One Council’* describes the way in which public engagement in the decision-making process will be implemented, through the introduction of Community Networks. *‘One Cornwall One Council’* states that Community Networks will enable local people to access services and engage in the decision-making process, empower local members to take decisions and shape the delivery of services in their area, and deliver key initiatives for local communities.

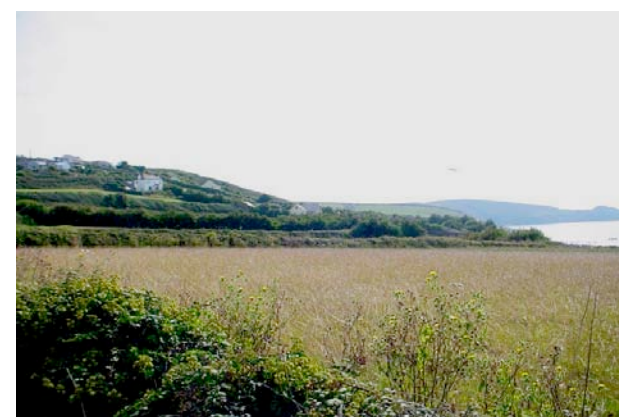
'The Community Networks will play a key role in encouraging public participation in the place shaping agenda by facilitating the development of 'community action plans'. The local authority will support the community planning process by placing a number of community development officers in each of the Network areas. These officers will provide the essential link between the strategic priorities of the new Council and action at a local level. They will work with local groups to prepare and implement their action plans, to build local capacity and to help coordinate community development and regeneration work. In order to embed this work in the communities concerned, the officers will work in the network localities and with the members that serve each network'.

'Local members will be charged with delivering the priorities identified in the action plans. The plans will provide the mandate upon which they are able to put pressure on service providers and develop initiatives and schemes. Members will be supported by the new Council to access funding, commission effective initiative plans and oversee the realization of community goals'.

This plan therefore will play a major role in the shaping of decisions about priorities in the Forum area, and the partnership between Town and Parish Councils and community groups such as the Forum will be key to presenting a unified and authoritative voice to represent the community.

By working together therefore, and by consulting with the community as we have, and will continue to do, we can provide our elected representatives, local and regional authorities, and other agencies, with a very clear statement about how we want our community to evolve over time. This plan will work alongside parish and town council plans so that we represent a unified and powerful force to manage our affairs for the good of the community.

Marazion and District Forum are resolved that the area should be strategically linked with Penzance as a Community Network Area, and that this resolution, and this plan, should inform any planning for the proposed Community Network Area.



The household survey results

The most significant topics from the consultation:

- Policing and anti-social behaviour
- Local shops and services
- Enhancing the environment
- Recycling facilities
- NHS dental services
- Affordable housing and second homes
- Culture, natural environment and heritage
- Better provision for young people
- Road safety, traffic and parking
- Public transport
- Sports, leisure and education
- Employment and training opportunities

The household survey: summary of results

In 2006 Marazion and District Forum distributed a household survey to all the households in the five parishes that make up the Forum area; a total of 3,647 households. There are a total of 3647 homes in the Forum area: 1462 in Ludgvan, 1033 in Perranuthnoe, 804 in Marazion, 333 in St Hilary, and 15 on St Michaels Mount. The response rate was approximately 17% of those households surveyed completing and returning the survey. From the initial results of this survey twelve significant topic areas emerged.

At a community event held on February 3rd 2007, all residents from the Forum area were invited to view the results of the survey so far, to provide additional comments and thoughts, and to help priorities the issues. Approximately 300 people attended, and each was given stickers to place on their six most important issues. The results that emerged, in priority order, are shown on the left of this page.

These results will feature later in this plan when we describe the structure of the plan, and how we have grouped issues into a set of related Themes.

The household survey responses in detail

The information gathered by the household survey gives us a very useful profile of the area, in terms of the responses received, and, parish by parish, also elicits comments that need to be addressed within this plan. It is helpful therefore to look at the overall results of the survey.

About your household

There were 225 responses from Ludgvan, 130 from Marazion, 184 from Perranuthnoe, 57 from St Hilary, and none from St Michael's Mount. 60% of respondents had lived in Cornwall for more than 20 years, 33% in their present home, and 38% in the same parish.

For 92% of respondents, their home is their permanent residence: 2% of respondents said this was

their second or holiday home, but in reality many second-home owners would not have been in a position to reply. 60% own their home outright, 20% with mortgages, and 13% of respondents were renting, either privately or from a housing association.

Shops and services

50% of respondents said they regularly shop at local shops within the Forum area; 73% also use Morrisons/Safeways, 63% Tescos, 26% Lidl; 45% of respondents shop in Penzance town; and 12% shop regularly at a Farmers' Market. 5% replied positively that they would use a general food shop if one existed in their immediate area. The vast majority (78%) would use a major department store in central Penzance, and 62% would use an out-of-town shopping centre.

Between 5% and 9% experienced difficulty in getting to the shops, doctor, dentist, or bank. However 39% of respondents would use a local bank, and 40% would use a local dentist. Interestingly, there were no specific trades or professional services that respondents had problems locating, although plumbers, builders and electricians were rather harder to find.

Refuse collection services were well regarded, and there was a very high response to recycling of all material including clothes and shoes. Local authority curbside schemes were used to the same degree as those in supermarket car parks, with local authority recycling points used to a much lesser degree.

Health

The majority of respondents (67%) were registered with a GP in Marazion; 25% travelled to Penzance. 64% of respondents thought it vital to retain A&E services at West Cornwall Hospital; 28% thought it not important. The responses to questions about frequency of hospital visits, use of ambulance, needing emergency services, all indicate that the community is apparently in very good health, and generally very satisfied with healthcare provision, with the exception of access to NHS dentists. This was of great concern, particularly for the younger generation. 34% of respondents were registered with a private dentist because no convenient NHS dentist was available. Written comments universally supported retention of West Cornwall Hospital.

Emergency services and crime

23% of respondents thought that there was a very poor local police presence, 19% thought it not quite sufficient; 6% good, 2% excellent. In the last five years there was very little evidence of crime; what crime had been experienced was that of anti-social behaviour; between 2 and 3% of respondents had experienced this, but it was the most significant of all the issues at the prioritizing event.



'We need to support our village shops before it's too late. The village shop/post office, church and pub are the heart of our communities'.

'I feel the shops in Marazion are too tourist oriented. Just how many gift shops and galleries do we need? How about a butcher!'

'Additional PCSO's in the area, building relationships with the community, and trusting the PCSO to enable the building of a safer neighbourhood and reduce anti-social behaviour'.

'There is much public debate about the affordability of houses in Cornwall, particularly for first-time buyers. In my opinion, the root cause is not supply and demand...but rather the poor employment prospects for young people'.



'We are planning on making our home in Perranuthnoe our 'first home' but will keep a 'second home' elsewhere'.

Housing

Twice as many respondents felt that there should be affordable housing provision, for local families, than those who thought there should be none. There was very little support, only 4% of respondents, for affordable housing provision for non-locals. Low-cost-to-buy was the most popular, followed by part-rent, part-buy schemes. 66% of respondents wanted to see restrictions or penalties on second-home ownership, and 73% wanted to see priority given to local buyers. 28% thought there should be no more housing development, 28% wanted housing association development, 19% proposed private development on individual plots, and 10% wanted private estate-type development.

48% of respondents thought that holiday lets in their area were empty for much of the year, 47% likewise for second homes, and 11% was derelict property. Between 34% and 38% of respondents supported the idea of converting churches/chapels, commercial buildings and hotels into housing.

Education, including adult education

Interest was expressed by the respondents for a range of adult education classes: art, IT training, gardening, sports, and a mix of societies and clubs. 23% of respondents preferred evening classes, with morning or afternoon classes rating 15%; but 32% of respondents were not interested.

Asked about the desirability to create a secondary school in the Forum area, 29% of respondents said yes, 33% no. Overall levels of satisfaction with primary and secondary education ranked good or excellent, but there were a very low percentage replies, maximum 5%, to this element of the survey.

Environment, footpaths, bridleways and open spaces

There was a very mixed response to questions about the need for more green spaces, play areas, and amenities: respondents were fairly equally divided on wanting or not wanting more village greens, parks and play areas, recreational areas, footpaths and bridleways, but there was some preference for more beach facilities, and facilities for water-sports and beach activities. Asked about the provision of seating in public spaces, responses were again divided, indicating no real demand for more, other than a preference for more seats at bus stops and along rural footpaths.

An overwhelming majority of respondents felt they had good access to a village hall (83%), post office (82%), local shop (82%), and a pub (90%). Numerically, 200 people thought that the beaches, pavements, streets, parks and footpaths were either 'often very dirty', or 'sometimes dirty'. Only 83 thought they were either 'generally clean and tidy' or 'excellently clean'. Views were fairly equally divided about the sufficiency of public toilets in the area: 239 said there were enough, 292 disagreed. They were in agreement however that the ones we do have were kept clean.

An overwhelming majority were in favour of taking measures to conserve and protect their local area: 87% in favour of designated Areas of Outstanding Natural Beauty; 85% in favour of identifying areas where building should not be permitted; 78% requiring enforcement to use traditional building materials in conservation areas; and 73% wanting to see a restriction on building outside town and village boundaries. Radio/mobile phone masts were cited as spoiling the countryside by 276 responses against 136 who did not agree; and rubbish and fly-tipping was also identified as problematic.

Concerns over disabled access to footpath routes and woodland areas, shops, post offices and beaches attracted a generalized 30% response, the most significant being access to footpaths. Pollution of streams and rivers, and in the sea and on the beaches, was of concern to a majority of respondents (40% and 60%); pollution from noise, pesticides, and electromagnetic pollution from radio/telephone masts and overhead cables also carried significant response rates.

In terms of community safety, 68%, 416 responses, indicated they felt safe being out in their village or town after dark; a similar number were happy with the amount of street lighting; and 57% of respondents felt there are places where children can play safely. 80% of respondents felt their area was not a high-risk area for crime- a point that contradicts the results of the prioritization process to some extent.

The Four Parish Walk had never been tackled by 288 respondents (47%), whilst a similar number had tackled part of it, and 5% had done all of the walk. 75% of respondents never attended a guided walk, 80% never rode along the bridleways.

Amongst the individual comments, dog-mess was raised many times as a concern, including the lack of bins, and the practice of bagging the dog-mess and then discarding the bag. Concerns were linked to the danger to children; lack of enforcement was a concern to many; and a 'name and shame' campaign was proposed.

Transport, travel, and traffic

Very few respondents had difficulty with transport; the biggest concern was accessing shops, hospital, doctor and dentist, but these represented around 100 respondents compared to three times more without problems. There was general consensus that some enhancements to the road network would be helpful. At best between 1% (school run) and 11% (social reasons) of respondents shared car journeys. The most frequent destinations were local, Penzance being the most popular, with Truro displacing other towns in the area as a destination. The greatest use of vehicles was for the weekly shopping trip, and daily trips to work.

'The beaches need cleaning of seaweed more regularly please'.



'Traffic needs to slow down through our villages. These are places for people, not heavy goods vehicles and coaches. Speeding cars are my worst nightmare now that I have a toddler. Please help to sort it out'.



Use of public transport is very limited. The vast majority of respondents reported that they never, or rarely, used public transport. The highest usage was a once-per-week bus journey. A range of reasons was cited for not using public transport: these were, predictably, timetable, routes, frequency, cost and reliability. Local bus services failed to meet the majority of respondents' needs. The majority of respondents would never or very rarely use a community-funded bus or subsidized min-bus service. However the idea of a community bus was raised several times in comments.

523 respondents never or rarely used Penzance rail station; 60 used it once or twice per month. The most frequent destination was London; 380 respondents wanted the Penzance-London sleeper service to continue. The majority of respondents never or very rarely travelled by boat to the Isles of Scilly, or used Newquay airport. Nor would the majority ever use a helicopter service between Penzance and Newquay.

In terms of traffic control measures, most respondents thought the number and balance of measures (speed cameras, speed limits, pedestrian crossings, humps, and road narrowing) about right at present; there was more pressure to increase such measures however, than to reduce them. There was a great deal of written commentary about the need for a by-pass for Crowlas, and restrictions on heavy goods vehicles in all the villages.

Leisure, sport and social activities

Local papers rated highly as a means of finding out about community activities, followed by local radio, then local television, free newspapers, and leaflet-drops. Most people meet socially in the homes of others (50%), with pub, club or society, and church attracting approximately half of those numbers respectively.

Worship

Few respondents reported attending places of worship: 305 said they never attended; 68 attended within their parish, 34 outside the parish.

Business, employment, and tourism

The large majority of respondents were retired: 336 (55%), compared to 91 (15%) in full-time employment, and 70 employed part-time. Self-employment full-time and part-time accounted for 64 responses. The majority thought that local employment opportunities were far too few, or fewer than ideal, wanting greater emphasis placed on recruiting local people when public bodies and businesses recruit. Similar numbers of respondents either worked from home or within the Forum area (32 and 36); a higher number worked outside the area but within 5 miles (48); 62 respondents worked 6-10

'Let's have our own community festival like Mazey Day'.

'A greater degree of self-reliance should be promoted'.

miles outside the Forum area, and 40 worked 11-30 miles from the area. Predictably, private cars were the main form of transport.

48% of respondents recommended that the area should concentrate on existing economic sectors such as tourism, fishing, and agriculture: some three times as many as those who felt diversification was in order. Interestingly the overwhelming responses to a question asking respondents to indicate whether and in what way they worked in tourism-related industries were that they did not. Single-figure numbers amongst the respondents were employed full-time or part-time: in each sector, such as catering, hotel/B&B, and entertainment, the 'no' responses were each 325+. Is this a reflection of the employment profile of the area or do those in the industry mostly live outside the area?

Asked about tourist attractions, St Michaels Mount, beaches, and coastal and rural beauty dominated the responses an overwhelming majority would not welcome more tourist attractions in their immediate area.

Written comments overwhelmingly supported the idea of selling local produce at a farmers' market, or in local shops, and the volume of this feedback seems to outweigh the statistical returns.

Town and Parish Councils

This section includes responses from a question in the survey specifically asking for additional comments regarding Town/Parish Councils. More respondents were familiar with the work of their Council than not, although by a narrow margin: 50% to 41%. Regrettably, 82% (503) were not interested in serving as a councillor, 7% (42) were. The majority (202) had no firm view about the work done by their Parish/Town Council: 28 respondents thought the work poor, 24 unsatisfactory, 171 (28%) adequate, 115 (19%) good, and 27 (4%) excellent.

Feedback from Marazion and Ludgvan suggests that the communities would welcome some greater form of communication with and from their Councils, and that over and above the conventional posting of agenda and subsequent minutes, a more informal communication such as a newsletter would be welcomed. Greater clarification about longer-term objectives was requested, and could be included in a newsletter approach. Perranuthnoe residents also welcomed the idea of an annual circular/report on activities, or the publication of a Parish Council newsletter.

'This is a rural area, so businesses should be sited in existing commercial centres, such as Penzance, Hayle'.

'There is not enough emphasis on local people supplying local need'.

'Some form of dissemination of Town/Parish Council activity would be good'.

'What the Town Council are doing for our area should be made more clear and get local support by some kind of forward policy'.

'Wish-lists' from the survey

'I would like to see a market day in Marazion, concentrating on local produce'.

'Get rid of the traffic from the centre of Marazion, or reduce to a single lane for access and buses only. Make more room for pedestrians and sitting out. The current situation is dangerous, frustrating, and off-putting to tourists'.

A selection of the most frequent ideas and suggestions from Marazion:

- Sea wall defences in Marazion: improvements to the sea defences repeatedly requested
- Activities for young people; more facilities for local youths; a Marazion youth centre; youth workers; more play areas and services for school children
- Local history initiatives; the museum to be 'themed'; create a visitor centre in Marazion
- Address the problem of rotting seaweed on the beach; beach litter cleaning as a community initiative; beach cleaning daily; litter-free footpaths
- Police interest and involvement in the community; a 'local bobby' approach; additional PCSOs in the community, to build safer neighbourhood and reduce anti-social behaviour
- Good local food shop to avoid trips to the supermarket; more shops and services such as a butcher, a greengrocer, hardware store, and a bank; less focus on galleries
- A market day in Marazion, focusing on local produce
- Community bus service for the elderly
- A pavement through the town wide enough to take a pushchair or wheelchair
- Provision of NHS dentist in the area
- Floodlight St Michaels Mount
- Greater use of the by-pass: and less traffic through the town
- Reduced parking fees for local residents
- Support for West Cornwall Hospital

From Ludgvan:

- An approved list of tradesmen or an extended 'handyperson' scheme
- A by-pass or improved traffic route for Crowlas; traffic calming; traffic lights at Crowlas crossroads
- By-pass between St Erth roundabout and Long Rock
- More facilities for children; provision of green space in Crowlas for children and families

- Beach-cleaning at Marazion and Long Rock; and provision of facilities at Long Rock beach
- More affordable homes for local people
- Cyclepaths: more cycle paths and improvements to existing provision, including making them safer
- Local policeman
- An improved public transport system
- Reduced parking fees for local residents
- New play area in Long Rock
- Access to NHS dental services
- Restrict heavy goods vehicles driving through Ludgvan Churchtown
- Help with providing play equipment for playing fields
- More year-round local shops and services such as butcher, hairdresser, cafe/video library; street market
- Better, affordable public transport to reduce reliance on private cars
- Village hall or community centre for Long Rock
- Support for West Cornwall Hospital

From St Hilary:

- More frequent bus services: a modern, fairly priced service needed
- Visible police presence
- More affordable housing, no second homes or holiday lets; greater controls over new buildings
- Support for West Cornwall Hospital
- Retention of post offices and shops; support for a local farm/organic shop
- Beach cleaning at Marazion and general litter concerns
- Support for an approved tradesperson/handyman scheme, specifically for the elderly and incapacitated; more local services. Develop skills needed locally
- Traffic calming and traffic control
- More footpaths connecting the villages and the town
- Access to NHS villages dental services in the area
- Give a much higher profile to local and Cornish history, language and customs

And finally from Perranuthnoe:

- Concerns over dog fouling, in common with the other Parishes, but specifically proposing the appointment of a dog warden
- Support for the refurbishment of Perranuthnoe church hall

'Housing help for local young people trying to better themselves and secure their families'.

'More buses for my children to catch, to save us using the car so much'.

'The road from Relubbus to St Hilary School to have a pavement so children can walk to school safely'.

'Cycleways: more of them. People cannot safely cycle on busy main roads. They need an area or route to share perhaps with pedestrians, not with cars'.

'This is an excellent initiative and as a recent arrival to permanent residence, I look forward to reading the report and recommendations that result...and the actions that are taken. It would be a hollow and pointless exercise unless some demonstrable differences are the result. Good luck with the analysis and please make sure the results are well publicised'.

- Bus shelter, with seats for the elderly and infirm
- A permanent base in the village for youth activities; more support for youth activities
- Access to NHS dentist
- A community bus service
- Limit the amount of new building development; apply controls over materials
- Concerns over second home ownership; need for affordable housing for young people
- Control over further development in Goldsithney
- Marked car parking spaces for those with disabilities; better disabled access to the beach
- Support for West Cornwall Hospital
- Beach cleaning needed on a regular basis
- Improved household waste collection to include more recycleables than at present
- Better policing; more policing. A small police station serving the area
- Improvements to public transport: more frequent buses, running on time
- More facilities for young people; clubs for children
- Mobile post office and bank
- Local shop selling locally-grown farm produce; encourage small producers and suppliers of local, seasonal food; possibly a mobile shop serving the villages
- A community mini-bus
- Traffic controls, particularly through Goldsithney; better management of car parking



Our youth consultation

Marazion and District Forum used the opportunity of a rock concert at St Pirans' Hall in November 2006 to talk to the young people of the area about their preferences, ambitions, and thoughts on the area, as part of the consultation process for this plan. A total of 67 young people were interviewed: 36 male, and 31 female; 51 lived in the Forum area.

Do you see yourself staying in the area?

- 17 will stay here when older; 10 male, and 7 female
- 44 young people will not stay here, 22 male, 22 female
- Only 6 were unsure whether or not they would stay in the area

Reasons given for moving away

- Lack of career or job opportunities: 14 responses, 5 male, 9 female
- Wish to travel, experience more places: 23 responses, 13 male, 10 female
- Want to move somewhere busier: 8 responses, 5 male, 3 female
- Number saying they may return to Cornwall: 4 responses, 1 male, 3 female

What would make the area better for young people?

- Youth activities, club, café: 42 responses, 22 male, 20 female
- Better transport: 7 responses, 4 male, 3 female
- Skate park: 5 responses, all male
- Better, cleaner parks: 4 responses, 1 male, 3 female
- More shops: 4 responses, all female
- More affordable music rehearsal space/venues: 3 responses, 2 male, 1 female
- Sports facilities/pitches locally: 2 responses, both male
- Bike tracks/routes: 2 responses, both male
- Less tourists: 1 response, male

44 of the 67 young people interviewed do not see themselves staying in the area when they are older, because of lack of career opportunities, or a wish to experience new places.

What do you like best about living here?

- Beach, sea: 13 responses, 5 male, 8 female
- Quiet, peaceful: 13 responses, 7 male, 6 female
- Friends and family nearby: 11 responses, 6 male, 7 female
- Nothing: I don't like living here: 10 responses, 6 male, 4 female
- Shops and facilities in Penzance: 9 responses, 5 male, 4 female
- Sports facilities: 6 responses, all males
- Countryside: 5 responses, 3 male, 2 female
- Friendly local people, neighbours: 5 responses, 4 male, 1 female

What do you like least about living here?

- Not enough to do for young people: 34 responses, 16 male, 18 female
- Too far away/remote from friends, activities: 10 responses, 5 male, 5 female
- Bullies, bad neighbours: 7 responses, 6 male, 1 female
- Poor transport: 5 responses, 2 male, 3 female
- Too much traffic and noise: 4 responses, equally divided
- Lack of respect from older people: 4 responses, 3 male, 1 female
- Tourists: 2, male, responses
- Litter, dog waste: 2, female, responses
- Seagulls: 1, male, response

Clubs or activities young people would like to see in the area

- Youth club: 46 responses: 27 male, 19 female
- Skateboarding: 7 responses, all male
- Sports: 7 responses, 5 male, 2 female
- Drama, film-making: 6 responses, equally divided
- Music, band: 6 responses, also equally divided
- Youth Forum: 1, female, response
- Homework/study club: 1, male, response

Career aspirations

- Sports: 5 male responses
- Professional: 15 responses, 5 male, 10 female
- Working with animals: 0 responses

- Farming: 0 responses
- Fishing: 0 responses
- Tourism/service sector: 3 responses, 1 male, 2 female
- Engineering or skilled trade: 9 male responses
- Music, entertainment, media: 20 responses, equally divided
- Business or retail: 2, male, responses
- Transport: 2, male, responses
- Arts and crafts, design: 4 responses, 1 male, 3 female
- Science and technology: 3 responses, 1 male, 2 female
- Armed services: 2 responses, 1 male, 1 female
- Other: 2 responses, 1 male, 1 female

None of the young people surveyed wanted a career in farming, in working with animals, or in fishing. The most popular career routes were music, entertainment, media, and 'professional' roles.

A Vision for our District

This is our 20 year vision, describing how our community, in the long term, can grow and prosper. It is an essential part of the plan because it articulates a picture of our future that is practicable and achievable.

The idea of stating our Vision is to make clear to everyone involved what we are setting out to achieve; to draw people and organisations together with a common sense of purpose, and a collective commitment to our future. It puts in peoples' minds a picture of how we want our lives to be in 20 years time- and sooner wherever possible. Our Vision needs to be inspirational, aspirational, and of course achievable. Our Vision focuses on long-term issues and challenges that will benefit the local economy, the environment, and the five partner communities.

Any Vision statement needs to be regularly reviewed, to monitor its relevance as times and circumstances change, and as the plan is implemented. Our Vision represents the starting point for our plan, and serves as a constant point of reference to us all.

Our vision: a community that is economically, socially, and culturally thriving, providing for the needs of the people that live, work, and visit here, and conserving and caring for our environment.

This means that everyone who lives here should enjoy a high quality of life, and, importantly, enjoy living here. Our town and surrounding villages will be flourishing, and we will be supporting our valued local businesses and helping to ensure they are thriving. We will be actively creating long term prosperity by developing sustainable tourism and rural businesses, developing new business opportunities, and supporting our young people to be able to live, study and work for a better future. We will value the contribution made to our community by our young residents, and protect the interests of all vulnerable groups in our society.

We will all have good access to essential services, leisure and sport facilities, and to the coast and countryside. Our community will enjoy sufficient low-cost energy-efficient housing for local people of all ages who want to live and work here, and the quality of our exceptional natural environment, our greatest asset, will be preserved for the benefit of all.

How our plan is structured

Working with five Themes

Our plan needs to be easily understood, and manageable in terms of delivery. This means that it is sensible to group related goals together; having reviewed all the issues that the community have asked us to address, we have used a number of *Themes* to achieve this sense of organisation, and the Themes are shown on the left.

Being clear about our goals

Each of the five Themes therefore describes in some detail the initiatives and actions we propose to undertake in order to address issues raised through the household survey, and through subsequent more detailed thematic discussions on specific topics. For each initiative, we set out our goal, identify what we will need to consider in order to meet our goal, and suggest the other organisations that could work in partnership with us to achieve our goal. Some initiatives require us to take direct action, such as community action, or seeking grant funding to achieve our goal; others may require us to influence the work of others, such as local authorities or County Council, possibly by formulating clear policies to guide external agencies in their interactions with our community.

Town and Parish Councils, and the wider community

We believe that our Town Council and Parish Councils are key partners in the delivery of initiatives described in this plan, either directly, or in a supporting role; but they are not solely responsible. That responsibility rests on the community of the town and parishes, as represented by the Marazion and District Forum, and the successful achievement over time of the Vision and the goals described in this plan will require community ownership and engagement. The Forum will work in partnership with the respective Councils on implementing this plan, so that it represents one plan owned by all.

These are our five Themes:

- 1: Thriving town and villages
- 2: Preserving our natural environment
- 3: Community services
- 4: Housing and the built environment
- 5: Our culture and heritage

A summary of the initiatives

Listed below are the five Themes around which the plan is structured, together with a list of the initiatives within each Theme. The page number is given in italic text.

Theme 1: Thriving town and villages

- 1: An Economic Development Manager for the town and villages *32*
- 2: Encouraging enterprise *33*
- 3: Supporting local shops and local producers *34*
- 4: A weekly market for Marazion *35*
- 5: Support for local businesses and services *36*
- 6: Local exchange trading system *37*
- 7: Managing traffic in Marazion *39*
- 8: Managing traffic in the villages *40*
- 9: Supporting the continued role of the Marazion Town Trust *41*
- 10: Engaging the community- building community spirit *42*

Theme 2: Preserving our natural environment

- 11: Developing a long-term vision for the coast and countryside *45*
- 12: A local energy plan *46*
- 13: Reducing, rejecting and recycling *47*
- 14: Footpaths, bridleways and cycle paths *48*
- 15: Village greens and parks *49*
- 16: Access to the countryside for those with disabilities *49*
- 17: Preserving Boat Cove *50*
- 18: Tree-planting scheme *51*
- 19: Clean and safe beaches *53*

Theme 3: Community services and facilities

- 20: Transport services for the elderly 54
- 21: Subsidized transport for young people 55
- 22: A review of public transport services 57
- 23: All Saints Church: meeting the needs of the community 57
- 24: Developing youth facilities 59
- 25: Community Centres in the Forum area 60
- 26: A dedicated building for young people in Marazion 61
- 27: An NHS dental practice serving the Forum area 62
- 28: Community policing 63
- 29: Introduce a 'Community Pride Officer' scheme 63
- 30: Engage a Community Development Worker 65
- 31: Recognizing the work of community volunteers 67
- 32: Developing improved beach facilities 67
- 33: A community orchard, and community garden scheme 68
- 34: Home and garden help for the elderly and incapacitated 69

Theme 4: Housing and the built environment

- 35: A policy to manage development within the Forum area 71
- 36: A policy for the provision of affordable homes and social housing in the Forum area 72
- 37: A policy for second home ownership in the Forum area 75
- 38: A policy for holiday accommodation in the Forum area 76
- 39: A 'Design Statement' for our town and villages 77

Theme 5: Our culture and heritage

- 40: Festivals, feasts and events 80
- 41: Supporting and promoting the use of the Cornish language 81
- 42: An Archive Centre 83
- 43: Celebrating our heritage 84

1: Thriving town and villages

The initiatives:

- An Economic Development Manager for the town and villages
- Encouraging enterprise
- Supporting local shops and local producers
- A weekly market for Marazion
- Support for local businesses and services
- Local exchange trading system
- Managing traffic in Marazion
- Managing traffic in the villages
- Supporting the continued role of the Marazion Town Trust
- Engaging the community-building community spirit

Setting the context

This Theme is concerned with initiatives that will help to ensure, into the future, that Marazion, St Hilary, Perranuthnoe, and Ludgvan can thrive and prosper, by drawing the community together around common goals that engage them far more in community life, and that enables the community to put into practice practical solutions to economic growth through the support of local businesses and services, local food producers, local shops, and local markets. We consider the value of a local currency scheme or local exchange tokens, and argue that in order for a community to be sustainable, and to thrive into the future, that traffic flow and parking must put the needs of the resident community first, and the convenience of motor vehicles a distant second.

Initiative 1: An Economic Development Manager for the town and villages

In order to ensure that our communities thrive in the longer term, and to manage the way in which we continue to prosper, it would be desirable to appoint an Economic Development Manager for the town and villages, who would work with and support local businesses and community organisations. The Economic Development Manager would play a key role in helping local businesses develop and access new markets, and in retaining local post offices, shops and services essential to a thriving community. He or she would also be expected to lead, through consultation with the community through the Forum, on developing sustainable solutions to our current tourism industry, to ensure that tourism impacts positively on our community and environment through careful management.

Our goal

To appoint an Economic Development Manager for Marazion and the parishes of Perranuthnoe, St Hilary and Ludgvan in order to ensure the long-term sustainability and vibrancy of our economy.

Our considerations

- 1: To develop a detailed work specification for such a post, looking for best practice in other areas
- 2: To seek funding for the post.
- 3: To promote the idea to our community, particularly the business and commercial sector.

The potential partners in the initiative

Marazion and District Forum; Town and Parish Councils; Chamber of Commerce

Initiative 2: Encouraging enterprise

Our intention is to seek ways to encourage enterprise and new working practices in order to stimulate the local economy. We recognize that start-up and accommodation costs can be prohibitive to local people, so our intention is to provide access to affordable business space and the digital tools that will help support and stimulate the local economy. Emphasis will be given to creating easy-to-use digital information and resources for the benefit of local people, and to encouraging community organisations and businesses with training and support.

Our Goal

To provide affordable business space within the Forum area supported by a digital information and communications system in order to encourage enterprise and diversification.

Our considerations

- 1: To work with our partners to explore ways in which we can provide access to affordable business/ office space and a digital information/communication infrastructure for start-up businesses, small businesses and particularly young entrepreneurs.
- 2: To ensure that social enterprises and the voluntary sector have access to those facilities.
- 3: To consider options for developing this initiative using existing buildings within our community.

Notes

The potential partners in the initiative

Cornwall Pure Business, Cornwall Enterprise, West Cornwall Business Network, Chamber of Commerce; Marazion and District Forum; Town and Parish Councils

Initiative 3: Supporting local shops and local producers

For generations we have relied upon the fact that in our village, in the town, around the corner, we have a local shop, selling what we need, when we need it. With the advent of supermarkets, particularly out-of-town supermarkets, offering huge choices of produce from across all corners of the globe, usually at prices that cannot be matched by small, independent local traders, these local shops are under threat. They are a key aspect of our community: they often provide a point of social contact for the elderly, who are less able or less willing to travel to out-of-town supermarkets and shopping centres, and who need the reassurance of a known face in their local shop. The continuity of our rural lifestyle is under threat, as we see an end to our local butcher, baker, greengrocer, hardware store, and instead rely on the motor-car to drive to the preferred choice of supermarket outside our area.

Not only are our local shops under threat: we need to consider the longer-term implications of the way in which we buy our food. We are, at last, becoming increasingly aware of the long-term cost to our environment as we understand the realities of carbon emissions and ‘food miles’ when we drive to the supermarket. We also need to consider, and act upon, the reality of local produce being transported away from the region to distribution points, only to be transported back to the region to be sold at the local branch of the supermarket.

Producing and selling food is an important sector of the local economy and vital to the continuation of the distinctive characteristics of our area. The fact that local businesses demonstrably choose to source local food was proven in the context of the work done for the successful entry in the Western Morning News ‘Best Local Foods’ competition entry, and we should build on that work to actively promote local produce to the consumer as the first and best choice, every day.

Our goal

To create a local food culture, in order to support our local shops, and local producers of food and drink; to ensure the community benefits from a sound local economy; and to help reduce the environmental impact of out-of-town shopping.

Our considerations

- 1: Establish a 'surgery' for growers and producers, and shops in the Forum area, to explore ways to work collaboratively in order to ensure long-term prosperity, and to increase opportunities for residents, businesses and schools to buy locally produced foods in local shops.
- 2: The potential value of a funded co-ordinator post.
- 3: Consider developing a unique brand in order to promote and sell locally produced food and drink products. There is a potential to create a strong brand loyalty amongst the residents of the Forum communities for a well-designed, recognizable local branding for local products, with obvious benefits for producers and retailers.
- 4: Collaborate on food and drink promotional events that celebrate the best the area has to offer.
- 5: Support local shops by promoting their goods and services, and actively encouraging their use, possibly linked to a scheme for a community bus, or for a volunteer shopping and delivery service for the elderly, infirm, or otherwise house-bound.
- 6: Consider the added benefits of introducing a 'Healthy Eating Campaign' as part of the drive to support the local economy and the local community; this could be linked to initiative 33 on page 68: *'A community orchard, and community garden scheme'*.

The potential partners in the initiative

Marazion and District Forum; Chamber of Commerce; representatives of local businesses; local growers and producers

Initiative 4: A weekly market for Marazion

Marazion was the major town in this part of Cornwall until the late medieval period, when it was challenged for commercial supremacy by Penzance. The modern name derives from the important fairs and markets that were held here, the earliest recorded being in 1070. Marazion had two significant markets - *Marghas Byghan* (Small Market) and *Marghas Yow* or *Jew* (Thursday Market). Weekly markets bring life and bustle to town centres: local producers, traders and suppliers have a showcase for their produce, and residents and visitors have the benefit of a wide range of produce and goods on sale in one, traffic-free location. In addition, a weekly market is an opportunity to socialise, for residents and visitors to interact, and for those who do not normally join in with community activities to do so. It also offers a weekly solution for those who may have difficulty in visiting a number of different shops in the town, or in travelling to the nearest supermarket.



Notes

The *Marazion and District Forum Local Food Initiative* has identified that within the Forum area we have 30 farms, many of whom would support the idea of a local produce market; and there are 3,600 residents in the Forum area that could benefit from and support a local market. This initiative would also do much to support initiative 1: *Engaging the community- building community spirit*; and initiative 4: *Supporting local shops and local producers*, on pages 32 and 35.

Our goal

To establish a weekly market in Marazion, focusing primarily on local produce and locally produced foods, in order to support the circulation of local income and expenditure, and to maximize benefits in building community cohesion.

Our considerations

- 1: Undertake a survey of those local farmers, producers, shopkeepers and traders who would support a local market.
- 2: Investigate site, planning and traffic management issues in order to facilitate closing the town centre to through traffic on market days.
- 3: Liaise with local groups and organisations such as the Town Council, Chamber of Commerce, to maximize support for the initiative.
- 4: Agree a policy that describes the management of the initiative, any controls over external traders attending the market-day; and any subsidies to be offered to local traders or new traders.
- 5: Evaluate Health and Safety and insurance requirements.
- 6: Determine the most effective way to advertise and promote a Marazion Town Market.
- 7: Consider opportunities to promote the historic element of Marazion as an ancient market town, and how this might materialize as benefit to the community.

The potential partners in the initiative

Marazion and District Forum; Chamber of Commerce; representatives of local businesses; who else?

Initiative 5: Support for local businesses and services

In the short term, we can do much to support our local businesses and those who provide services by giving the community clear and user-friendly information about all those businesses and services at work in the area. The intention is to encourage and promote their use, and to help ensure their

continued presence in our community.

Our goal

To create a directory of local trades and services and distribute to all households in the Forum area, in order to support local businesses and service providers.

Our considerations

- 1: Seek support for the scheme by contacting all local businesses and service providers.
- 2: Gather all the data necessary to compile the directory.
- 3: Consider the most appropriate format or formats for the directory, in terms of the diverse needs of the users.
- 4: Seek financial support for the initiative.
- 5: Consider the appropriateness of supporting production costs with the sale of advertising space.

Potential partners in the initiative

Marazion and District Forum; local business organisations and service providers; Cornwall Enterprise

Initiative 6: Local exchange trading system

A local exchange trading system 'can help revitalize and build a community by allowing a wider cross-section of the community- individuals, small businesses, local services and voluntary groups- to save money and resources in cooperation with others and to extend their purchasing power. Other benefits may include social contact, health care, tuition and training, support for local enterprise and new businesses. One goal of this approach is to stimulate the economies of economically depressed towns that have goods and services, but little official currency: the scheme does not require outside sources of income as stimulus.

Local people set up a club to trade between themselves, keeping their own record of accounts. A directory of members' offers and requests- goods, services or items for hire, priced in local units- is compiled and circulated. Members use the directory to contact one another whenever they wish. They pay for any service or goods by writing a cheque or credit note for an agreed amount of units, or by exchanging printed notes. If applicable, the credit note is sent to the bookkeeper who adjusts both members' accounts accordingly. It is a fully fledged "monetary system", unlike direct barter,

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with members able to earn credits from any member and spend them with anyone else on the scheme.’ (*Wikipedia*).

We might also consider the benefits of introducing a unique local currency to achieve the same economic benefit: that of circulating income and expenditure within a community ‘loop’ in order to encourage local shopping and trading. Such an initiative might also encourage visitors staying in the Forum area to enjoy the experience of using a unique currency, and therefore to choose to effectively spend more within our area. This initiative offers the potential to re-instate elements from the famous Gundry Bank.

Our goal

To investigate support for and the viability of a dedicated local currency scheme or a local exchange trading system in order to encourage economic growth within the community and to help support the long-term sustainability of providers of goods and services in the area.

Our considerations

- 1: Research into the success or otherwise of those communities that have introduced such a scheme, in order to properly evaluate the benefits and any disadvantages of the scheme.
- 2: Make recommendations as to the specific parts of the Forum area where the scheme should be trialled: probably in Marazion in the first instance; and agree a trial period and the criteria for success in order to properly evaluate the benefits of the scheme over time.
- 3: Present the scheme to the community in order to determine the level of support from residents and the private industry sector; ensure complete coverage of every household and every business within the area targeted for the scheme.
- 4: Organise the design, production and circulation of the currency or the scheme.
- 5: Undertake substantial promotion of the initiative to the tourist market as a unique selling proposition, in order to encourage more spending in the area.
- 6: Explore opportunities to link this initiative to the promotion of the Cornish language, by using Cornish currency and language for the currency/scheme (initiative 41, page 81).

The potential partners in the initiative

Marazion and District Forum; Chamber of Commerce; representatives of local businesses

Initiative 7: Managing traffic in Marazion

Marazion appears to be a town that prioritizes the needs of traffic over the needs of pedestrians. Heavy vehicles, buses and coaches are able to drive through the main street, in both directions, without sufficient regard for those who wish to walk through the town in safety and comfort. Pedestrians with prams, pushchairs or wheelchairs are unable to make safe progress, as the pavement widths are inconsistent. Ultimately the demands of motorized traffic fundamentally change the very nature of the town that people live in, or choose to visit. This initiative seeks to address the needs of pedestrians and residents, and to make suggestions for the management of traffic through the town.

At the same time, local residents who need to rely on private transport have nowhere of any significance to park if they wish to do some shopping, and no concessions in the car parks, which are in themselves too costly to use on a regular basis. This drives residents out of the town to seek the convenience of out-of-town shopping facilities such as supermarkets, where parking is free, and this will obviously contribute negatively to the long-term sustainability of local shops that attempt to offer more essential items other than goods aimed at the tourist market.

In seeking to provide car parking spaces for visitors, the current provision gives good access to the beach, but poor access to the town. It also however presents the west end of the town with a panoramic spread of cars all along the land behind the beach; land which could be put to better use as green space and as facilities for residents and visitors to enjoy. Linked to a Park and Ride scheme, visitor traffic could be moved well away from key scenic and amenity areas and at the same time we could ensure good access right into the heart of an essentially traffic-free town. Any plans for a Park and Ride scheme would benefit from dialogue with the Penzance Area Market and Coastal Towns Initiative (MCTI) team, who, in *Penzance Futures*, the 20-year community strategic plan, identify the need to create a similar scheme on the outskirts of Penzance.

Our goal

To effectively manage traffic in Marazion by providing a Park and Ride scheme for visitors, designated parking spaces in the town for residents, and by managing the access of buses, coaches and commercial vehicles to the town.

Our considerations

1: Undertake a review of all the car parking capacity in the immediate vicinity of Marazion, particularly during the holiday season, so that we understand the numbers of vehicles any Park and Ride scheme would have to accommodate. The review should also include information on the

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number of tourist coaches that visit Marazion, so that any scheme could accommodate coaches and offer an attractive option to park and access local transport into the town.

2: Liaise with the local authority and with Penzance MCTI to explore rationalisation of provision for any Park and Ride scheme.

3: Consider ways in which any parking in Marazion is clearly identified for the use of residents only.

4: Explore the potential for designated places for disabled users to enable them to be able to park in the town and use local shops.

5: Control commercial traffic flow through Marazion to a single east-west flow; and impose limits on the hours in which commercial vehicles have access for deliveries. Consider the benefits of installing automated bollards to manage traffic flow and to control dedicated parking areas.

6: Consider whether any form of penalty would be appropriate to apply to non-resident and non-essential traffic parking in the town.

The potential partners in the initiative

Marazion Town Council; County Highways; St Aubyns Estate; Chamber of Commerce; local authority

Initiative 8: Managing traffic in the villages

The community survey identified real concerns about the volume and the nature of traffic driving through our communities, particularly Crowlas, Goldsithney, Ludgvan Churchtown, and Relubbus to St Hilary. Two main issues emerged: the wish to restrict access by heavy goods vehicles, and the need to put in place effective measures for slowing traffic down. If we are to ensure that our communities thrive, we need to commit to the notion that people have priority over traffic, and that our villages are places where people are free to live, meet, shop, and stand and gossip, without the constant threat of vehicles requiring priority.

Our goal

To control traffic movement through the villages more effectively, and to limit the movement of heavy goods vehicles through specific locations.

Our considerations

1: Undertake a survey to identify the key locations in the villages where traffic speed, volume, and

- access are a concern; measure traffic volumes, times, and types: build a profile of all key locations.
- 2: In order to move people in safety around their community, make recommendations for managing traffic more effectively: traffic calming measures; recommended diversions or limited access times for heavy goods vehicles.
- 3: Work with local industries using heavy goods vehicles to consider alternative routes that might be used, or times when specific areas would be closed to heavy goods vehicles.
- 4: Present the results of the findings and a set of recommendations to the appropriate authorities: specifically County Highways.

The potential partners in the initiative

Parish Councils; County Highways; local businesses using heavy goods vehicles; schools; parent groups; community/residents associations

Initiative 9: Supporting the continued role of the Marazion Town Trust

Marazion Town Trust is an autonomous charity operating under the guidance of the Charity Commission. It fulfils a vital role within the town which includes, among other things:

- Maintenance of all aspects of the Marazion Town Hall building
- Upkeep of the town square
- Preservation of the Marazion Town archives
- Maintenance of the Civic regalia
- Upkeep of the War Memorial

The Town Trust was formed in 1890 and has nine Trustees- five from the Town Council and four co-opted members. The Chairman of the Trust is always the Town Mayor and this allows the Mayor to use the Civic regalia which includes the town's two maces, which date from the 16th century and from 1768.

Funding

Accounts are audited annually and details forwarded to the Charity Commissioners. It is a matter of importance that Marazion Town Trust has sufficient funding to continue to support the town's civic infrastructure.

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Our goal

To ensure that Marazion Town Trust continues to fulfil a vital role in the town by actively supporting the Trust in the acquisition of funding.

Our considerations

- 1: Ways in which the Forum can support the Marazion Town Trust.
- 2: The potential contribution of Marazion Town Trust to a number of the goals described in this plan.

The potential partners in the initiative

Marazion and District Forum; Marazion Town Trust

Initiative 10: Engaging the community- building community spirit

For any town to thrive, to become more than just a place of residence or a place to visit, the community at large needs to engage in the life of the town; to take an interest in the activities and interactions that give a town a vitality and vibrancy, and the residents a sense of community spirit. Marazion, as with the majority of towns, benefits from a small core of residents who take the lead on community-centred activities, and a majority of residents who do not engage with the life of the town. It is not the objective of this plan to question or challenge those who reside here but for whatever reason do not take part in community life; but it is relevant to the longer-term prosperity of the town to consider ways in which we might actively engage the majority of residents.

The objective of the Marazion and District Forum is to bring together individuals and organisations, both voluntary and statutory, to work together to initiate and action initiatives to improve and promote the economic, social, and environmental well-being of the Forum area. Therefore the Forum needs to be the starting point for this process, but not necessarily the vehicle.

We need to consider ways in which we can more actively engage those members of the community who would not want to join such an organisation, but who would respond positively given a greater awareness of the range of opportunities open to them.

Our goal

To engage a wider section of the community in the life of Marazion and the Parishes of Perranuthnoe, St Hilary, and Ludgvan: to promote this plan and the initiatives it contains; to create greater awareness of activities and events; and to create a vehicle for sharing new ideas for community activities and community services.

Our considerations

1: Promote awareness of the work of the Marazion and District Forum as a community-led organisation relying on community involvement, and address the way it is perceived amongst the wider population. Publication and launch of this plan will provide an ideal opportunity to promote the objectives of the Forum. Community groups of volunteers will deliver initiatives described in this plan; this process will also provide the Forum with opportunities to engage more people in the life of the community.

2: Develop a variety of media including a community web-site that: provides details of this plan and progress on the initiatives it contains; promotes all that the area has to offer in terms of: businesses, services, suppliers, shops, and restaurants; activities, festivals and events; meetings and social gatherings; publishes minutes and advance notices of council meetings and Forum meetings; and that provides a platform for the interchange of ideas and views from groups and individuals.

Considerations will need to include that of the management of the web-site including posting, editing, links, and any opportunities for revenue creation. As the Chamber of Commerce have created the web-site *'Marazion Online'* it will be useful to work collaboratively to avoid duplication of effort.

3: Consult with those who publish parish and residents' newsletters in order to consider the potential for a new, collaborative, periodic newspaper-style area publication supported by advertising and sponsorship, that addresses the goal described above.

The potential partners in the initiative

Marazion and District Forum; Chamber of Commerce; representatives of local businesses; existing community and social groups

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2: Preserving our natural environment

The initiatives:

- Developing a long-term vision for the coast and countryside
- A local energy plan
- Footpaths, bridleways and cycle paths
- Village greens and parks
- Reducing, reusing and recycling
- Access to the countryside for those with disabilities
- Preserving Boat Cove
- Tree-planting scheme
- Provision of dog-waste bins
- Clean and safe beaches

Setting the context

This Theme is concerned with the way in which we look after and manage our natural environment in the future, and initiatives within this Theme will need to be developed collaboratively with plans and initiatives described within *Built environment*, and *Thriving town and villages*.

The intention here is to invite as many members of the community, and as many community groups as possible, to consider the shape of their natural environment in twenty year's time. Current constraints such as land ownership, siting of car parks and other constructions need to be put aside in order to develop a long-term vision of what *could* be, in order to send out clear messages about the future shape of the Forum area. Such messages will inevitably have to take into account issues such as the need for more homes, and for economic development, and they will also need to address creatively the issues of tourism, the reliance on the motor-car, and the siting of car and coach-parks.

We look at the potential to develop, long-term, an energy-sustainable community using wind, solar and water-power, and how we might adopt sustainable policies in our local decision-making processes. On a practical level, this Theme suggests ways in which we can contribute to environmental issues by reusing over-packaged goods, by returning packaging materials, and by recycling conscientiously.

We also look at some more immediate and practical issues such as maintaining access to our footpaths and bridleways, creating better access for those with disabilities, keeping our beaches clean and safe.

We also want to enhance our natural environment and make an admittedly small contribution towards cleaner air by planting trees throughout the Forum area.

Initiative 11: Developing a long-term vision for the coast and countryside

This initiative poses the question: how do we want our coast and countryside to look in twenty years time? Do we wish to see more land given to car parking or other development? Do we wish to encourage the development of more caravan and camping sites? Do we support the building of more homes (by exception) on green sites? If we wish to encourage local trade and economic growth, what will be the impact on our environment? Where and how should we accommodate such development? How do we manage the issue of accessibility to our coastline, and to our countryside? Do we consider it necessary to purchase, as a community, key parcels of land to ensure they remain undeveloped and available to the community? If we wish to pursue the energy-efficiency initiatives that wind, wave, water and solar energy sources offer us, what will be the impact, visually, on our coast and countryside? What is the cost of doing nothing?

Our goal

To prepare a long-term vision statement describing how the community wishes to see our coast and countryside in twenty years time, in the context of other necessary plans for economic regeneration, housing, and tourism: a ‘coast and countryside statement’ to work alongside our ‘Design Statement’ (initiative 39) and policies proposed within Housing and Built Environment.

Our considerations

- 1: The Forum would be advised to seek examples of good practice from other regions, and to recruit expert and/or professional help to lead on the debate. Any such venture would be a very serious undertaking and could not be entered into lightly.
- 2: Developing such a vision statement would require substantial public interest and support, therefore the first task would be to organise a public consultation and recruitment event. The event would attempt to visualise two alternative futures for the area, based on accurate forecasting, in order to elicit support for a positive-action approach.
- 3: Subject to advice, the process of establishing community planning groups, informed by experts in their respective fields, would lead to a series of recommendations about key issues: environmental impact assessments, designating new Conservation Areas, Areas of Outstanding Natural Beauty, and highlighting areas for development.

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The partners in the initiative

Transition Penwith; Natural England; Town and Parish Councils; Environment Agency; West Cornwall Together Environment and Sustainability Forum; National Trust; South West Regional Development Agency; District or County Council; CCC World Heritage Office

Initiative 12: A local energy plan

We are all of us aware of the long-term impact of our energy demands upon our environment, and whilst we can all take measures to reduce our levels of consumption, we should be planning now for a community in the future that is far more self-reliant in terms of energy production. At present our energy is generated centrally at the cost of high carbon emissions and low efficiency, and we need to seek local- and where appropriate individual- solutions to energy production. Cornwall is uniquely placed to exploit wave and tidal power, wind-powered systems, solar power, and earth-source energy.

Despite well-publicized warnings about the long-term costs of our high demands for energy, little is being done to reduce the amount of energy used locally. We should be looking for local savings, and savings in the home such as low-energy light-bulbs. We should also be seeking to ensure that any new buildings in the Forum area are designed to achieve the highest level of energy-efficiency that current technology offers, and that such requirements are built into the planning approval process. Further, we should ensure that our residents are fully aware of any energy-saving or heat-saving measures that are available to them, and support the promotion of such schemes locally.

Our goal

To explore a range of options for the local production of our long-term energy needs; to introduce measures to reduce consumption of energy in the short- and mid-term; and create greater public awareness.

Our considerations

- 1: Undertake an informed local awareness-raising campaign that reminds the community of current energy- and heat- saving schemes that are available to them, such as free or subsidized loft insulation.
- 2: Work with local businesses to voluntarily reduce the amount of energy consumed by lights left on overnight.

3: Work with the planning authority, developers and architects to adopt a far more conscientious approach to the energy efficiency of any new homes proposed for the area, including private development.

4: Establish a focus group of interested members of the community, supported by local expert help, to consider long-term options for an energy-efficient community: options that will include wave/tidal energy, wind and solar power, exploring our natural resources.

The potential partners in the initiative

Marazion and District Forum; Transition Penwith

Initiative 13: Reducing, rejecting and recycling

In recent years we have become far more conscientious in our efforts to recycle our waste materials, and far more aware of the litter that accumulates in public places, and on our beaches in particular. Individual members of the public go to great lengths to recycle waste, often travelling to an out-of-town venue to do so, yet little or no pressure is put upon retailers to reduce the amount of packaging that surrounds their products. Notwithstanding the recognized need to provide essential information on packaged goods, and foodstuffs in particular, this initiative aims to put pressure on retailers to reconsider the way in which goods are packaged, specifically the amount of packaging, and the abundant use of non-recyclable plastics, through community action: rejecting wherever possible goods deemed to be over-packaged; removing excess packaging from bought goods and leaving it at the point of purchase; and through dialogue with local shop-keepers and retailers about the preferability of environmentally-friendly packaging, and the value of re-using plastic bags.

Our goal

To bring pressure on retailers to reduce the amount of packaging on their products, by taking direct action to reject over-packaged goods, return excessive packaging to the retailer, and recycle the remainder.

Our considerations

- 1: A community awareness-raising campaign to promote the actions described above.
- 2: Work with local retailers to explore alternatives to current packaging practice.
- 3: Review the disposition of recycling facilities in the Forum area, and make recommendations to address any deficit.

The partners in the initiative

Marazion and District Forum; local retailers; Town and Parish Councils; Chamber of Commerce; Penwith District Council or other service provider; Cornwall Wildlife Trust ('plastic-free' campaign)

Initiative 14: Footpaths, bridleways, and cycle-paths

This initiative affirms the community's wish to ensure that the current provision of footpaths and bridleways is maintained and where possible expanded, with more footpaths connecting the villages in the Forum area. Further, the survey identified a desire to see proper cycle-paths established both along the roads and cross-country as a measure to avoid the dangers of increasingly heavy traffic.

We also wish to promote wider use of the network, and consequently the initiative proposes that we prepare information material that makes clear to our community the network of paths, bridleways, and other lanes.

Our goal

To ensure the continued presence of our footpaths and bridleways, and to seek to expand the network; to promote the use of the network; to develop safe cycle paths and cycle lanes between the villages.

Our considerations

- 1: Mapping all the footpaths, bridleways, green lanes and identify the links between villages.
- 2: Prepare promotional literature that guides users around the network, and makes clear where vehicles can and cannot be used, and for what restricted purposes.
- 3: Consider investing in network signs as large-scale maps in each community, that encourage people to walk to their destination as well as walking for pleasure.
- 4: Evaluate the potential for dedicated cycle paths linking key locations and communities, through dialogue with local schools and community groups.
- 5: Prepare a proposal for a cycle paths network.

The potential partners in the initiative

Town and Parish Councils; local schools; Sustrans; Footpaths and Bridleways groups; Natural England

Initiative 15: Village greens and parks

The community consultation exercise identified the need for a green space for the children of Crowlas and their families, particularly relevant in the context of the concerns expressed about traffic issues in the village. The consultation also identified a similar need in Long Rock, specifically a play area for children. Amidst plans to regenerate parts of Long Rock as a commercial centre, it should be acknowledged that it is also a community where families need facilities enjoyed in other communities; and the increase in commercial traffic in the area will require dedicated safe play areas for families.

Our goal

To ensure our communities have the green spaces, village greens and parks appropriate to the needs of sustainable and thriving communities that will also serve the needs of future generations.

Our considerations

- 1: Undertake a survey of the current situation: plot all the green community spaces that we have in the Forum area, and the facilities and capacities of each. Compare to current data about population number and type, to determine if sufficient space is allocated within our communities.
- 2: Make recommendations through consultation with community groups concerning the actual size, type, location of green public spaces, and the facilities needed at each.
- 3: Identify any such spaces that are under-utilized, insufficiently or inappropriately equipped, or under threat, and prepare an action plan for each of the spaces, in the context of wider long-term needs identified through the process described above.
- 4: Identify any potential land that would serve the community in order to acquire the land or to secure the use of the land long-term.

The potential partners in the initiative

Town and Parish Councils; local schools; parent groups; Penwith District Council/Unitary Authority

Initiative 16: Access to the countryside for those with disabilities

This initiative is concerned to ensure that we recognize and address the needs of those with disabilities if they are to be able to access the countryside: the footpaths, trails, bridleways, parks, and village greens that we all value and enjoy. We recognize that there will be areas and sections of path

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where it will not be possible to increase accessibility, such as traditional stiles in hedges and field boundaries; however we are able to undertake the actions described below in order to ensure that access for those with disabilities is always on the agenda, and to develop over time a far greater access to the countryside.

Our goal

To enable members of our community and visitors to our area with limited mobility or other disabilities, to enjoy access to our countryside.

Our considerations

- 1: To undertake a detailed survey of footpaths, trails, beach and countryside access points, parks and green spaces, and to identify the barriers to access where such barriers exist.
- 2: To develop a plan that in stages and over time provides greater access to the countryside.
- 3: Seek informed advice about the changes necessary in specific locations to meet our objectives, working with key agencies and landowners.
- 4: Explore opportunities for funding to support such work.

The potential partners in the initiative

Natural England; St Aubyn's Estate; Penwith District Council/Unitary Authority; landowners; Town and Parish Councils

Initiative 17: Preserving Boat Cove

The hut and slipway at Boat Cove, Perranuthnoe, belong to the National Trust. There has been a hut on this site for approximately 100 years, according to local opinion, but recently access to Boat Cove has been restricted as there are insurance issues concerning the slipway. The tenancy agreement identifies that when dilapidation reaches a certain point, the tenant must take the hut down. The community is concerned that any such changes would be a loss to the tradition and heritage of the area, arguing that local youngsters have learnt their fishing skills from Boat Cove for generations, and any opportunity to preserve fishing as a way of life should be grasped. It is hoped that the National Trust will recognize the need to conserve such important traditions, and will work with the community to ensure that Boat Cove actually has a restored and renovated slipway and storage facility for engines, oars, boats, canoes and related equipment, for many generations to come.

Our goal

To secure the future of the slipway and equipment storage hut at Boat Cove as a vital part of the cultural heritage of the area, and for the benefit of future generations.

Our considerations

1: To put together a local working party to work collaboratively with the National Trust to achieve our goal.

The potential partners in the initiative

The National Trust; users of Boat Cove; Perranuthnoe Parish Council

Initiative 18: A tree-planting scheme

Trees are a familiar sight to us all, yet few of us pause to consider how they came to be there, how they are managed and the benefits they bestow on us. In reality people often take trees for granted. Why plant trees? Among the most important conservation and amenity reasons for planting trees and shrubs are these:

- To improve landscape amenity, or to screen and improve the appearance of buildings.
- To diversify wildlife habitats or provide shelter in open areas, or to stabilise easily eroded soils and spoil tips.
- To replace hedges, farmland and amenity trees which have been lost through felling, disease or old age and were an important part of the local landscape.
- To supplement natural regeneration where this is inadequate in felled or derelict woodland.
- To produce timber and wood for sale.
- For landowners, it may be worth considering forestry as a credible alternative to agriculture and to realise the many benefits offered by the creation of more woodland. One benefit of planting woodlands on farmland is that, in some cases, it is possible to use the woodland area to meet Set-aside requirements.

There are a variety of places where it is possible to plant trees in and around our town and villages that will benefit us all. Selecting the correct sites is critical. Here are some of the options.

- Front and back residential gardens

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- Existing tree pits
- Roundabouts
- Grass verges
- Traffic islands
- Housing estates
- Parks and open spaces
- School/college grounds
- Golf courses
- Hospital grounds
- Industrial estates
- Playing fields
- Derelict land and development sites

Our goal

To implement a tree-planting scheme in the Marazion and District Forum area.

Our considerations

- 1: Promote to the community, landowners, businesses, and local authorities the value of a comprehensive and co-coordinated tree-planting scheme in order to realize benefits described above
- 2: Work with individual site owners, the local authority, planning authority, and facility/public service providers in order to develop a planting scheme
- 3: Work with local schools to in order to engage the children, add value to the curriculum, and consider the benefits of initiative-work such as Yellow Pages ‘Yellow Woods Challenge’
- 4: Seek the support of organisations such as the Woodland Trust, with their ‘Tree For All’ campaign

The potential partners in the initiative

Town and Parish Councils; Penwith District Council / Unitary Authority; Cornwall Highways; National Trust; St Aubyn’s Estate; Cornwall Wildlife Trust; Forestry Commission; local businesses; community groups such as residents’ associations

Initiative 19: Clean and safe beaches

This issue featured very strongly throughout the community response. There is obviously a great deal of pride in local beaches, which stretch from Prussia Cove to long Rock, but the level of rubbish, both sea-borne and left by beach users, is unacceptable. At regular intervals, seaweed needs to be removed from the beaches, and beaches need checking for dangerous items like broken glass, abandoned hypodermic syringes, instant barbecues, and other metal objects. Beach users who exercise dogs need greater encouragement to pick up and hygienically dispose of dog waste, using the bins provided, or by taking the waste home for disposal. Beach users need to be confident that the beaches are regularly cleaned and inspected to ensure their safety and the safety of their families.

Our goal

To ensure that our beaches are regularly and methodically cleaned to the highest possible standards, in the interests of public safety and hygiene.

Our considerations

- 1: To organise volunteers to monitor and record the state of our beaches over a sustained period.
- 2: To prepare a comprehensive report on the state of our beaches, using photographic and witness evidence, identifying locations, types of waste and hazardous materials and objects.
- 3: To present this report to the appropriate authority and/or landowners in order to negotiate an action plan.

Potential partners in the initiative

World Wildlife Trust; Cornwall Wildlife Trust; local authority; landowners

Notes

3: Community services and facilities

The initiatives:

- Transport services for the elderly
- Subsidized transport for young people
- A review of public transport services
- All Saints Church: meeting the needs of the community
- Developing youth facilities
- Community Centres in the Forum area
- A dedicated building for young people in Marazion
- An NHS dental practice serving the Forum area
- Community policing
- Introduce a 'Community Pride Officer' scheme

Setting the context

This Theme addresses all those facilities and services that the community want in place over the next twenty years; some are essentially practical, like the need to ensure that the elderly have access to a community bus service, wishing to have access to a dental practice in the area, or the desire to see more community policing; others, like setting up an archive centre, are aspirational, and about improving the quality of life for residents, and the experience of our visitors.

Initiative 20: Transport services for the elderly

The senior members of our community contribute a great deal to the social life of our community, but problems arise, in a rural area particularly, when mobility becomes difficult, and elder residents need to give up use of the motor-car, or need transport to hospital or other medical services at times that fall outside the public transport services timetable, or where more direct door-to-door transport is required. Sometimes there is a lack of clarity or awareness about schemes that are available, and who might be eligible; or there may be misconceptions about who should be using such schemes. This initiative is concerned with ensuring that our more senior residents clearly understand the services that are available.

Our goal

To improve the quality of life for older people by providing assurance and information about all the transport services available to them. To help ensure the continuation of such transport services in our community by encouraging and

promoting their use.

Our considerations

- 1: A complete survey of all those transport services that currently exist, such as West Penwith Community Bus Association Dial-A-Ride; Cornwall Centre for Volunteers Voluntary Car Scheme; in addition to the public transport service.
- 2: Undertake a cross-mapping exercise to determine if there are any gaps in the coverage of transport services for our elderly residents, and if so, make recommendations as to how they might be addressed by local initiatives such as Good Neighbour schemes.
- 3: Work with public transport and other transport service providers to co-ordinate literature that gives clear and accessible information to our elderly residents in a single form.

The potential partners in the initiative

Marazion and District Forum; Town and Parish Councils; Cornwall County Council Passenger Transport Unit; West Cornwall Rural Transport Partnership; Cornwall Centre for Volunteers; Age Concern; Penwith Older Peoples Forum

The initiatives, continued:

- Engage a Community Development Worker
- Recognizing the work of community volunteers
- Developing improved beach facilities
- A community orchard, and community garden scheme
- Home and garden help for the elderly and incapacitated

Initiative 21: Subsidized transport for young people

Straightforwardly, young people argued that if the elderly can have public transport concessions, it made even more sense to them to provide concessions to young people in full-time education and training. With little or no income, yet living in a rural community, young people have to rely heavily on parental support for transport, and to provide money for fares. Access to affordable transport is a social exclusion issue. The cost of transport excludes many young people from full access to other facilities and services. A recent *Commission for Integrated Transport* report recommended that half-fare concessions should be introduced, *‘where not already provided for education journeys for those in full time education, and for all under-16s for all journeys, to promote a more positive attitude to bus use.’*

However, the age at which concessionary fares are no longer available is still a source of concern. Across the country schemes vary, with differing eligibility criteria for young people. In the past, government has said that it is a local matter, and that authorities already have the power to fund travel concessions for young people. But local authorities in turn say that they need support from central government to fund concession schemes. To date government action has been focused on assisting pensioners. The Transport Act 2000 required all local authorities to provide a minimum

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In North Devon concern arose that a lack of affordable, accessible transport for young people might be a barrier to continued participation in education post-16. A young people- led consultation showed much demand for cheaper, more flexible services.

The outcome was that Devon County Council, together with North Devon College and First Red Buses, applied to the Government Office of the South West Rural Bus Challenge fund, and were successfully awarded an initial £640,000 followed by a further £300,000 grant to subsidize the initiative. This paid for:

- *subsidized bus travel*
- *seven new buses*
- *four new bus routes*
- *purchase of a student smartcard costing £100 a year, which entitles them to travel to and from college free of charge daily, and half price travel after 6pm on weekdays, and any time at weekends*

Information from the National Youth Agency website

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standard of a half fare for men and women of retirement age. Further concessions for pensioners were announced in the 2006 Queen's Speech. Everyone needs access to transport, most require access to public transport. Young people are particularly reliant on it. As they progress to adulthood, their needs typically become greater and more complicated. Children and young people share many of the concerns and criticisms of public transport expressed by adults. Issues of availability, frequency, reliability and comfort are of concern to both. Recent National Youth Agency dialogue sessions with young people found a repeated desire for affordable and appropriate transport to enable them to get to youth clubs, leisure venues and support services. Particularly prominent was the need to address rural disadvantage, the cost of travel, staff attitudes and passenger safety.

The lack of reliable affordable transport can be a particular barrier to young people living in rural areas. Thirty per cent of the rural population is under 25 and many struggle to access the services they need. They have to travel more than 40 per cent further than their urban counterparts each week because services and facilities are likely to be further away. Young people rely heavily on public transport, and local bus services in particular, to access education and youth provision. Recent research shows that 30 per cent of all young people travel by bus and when their views are sought, public transport comes top of the list of young people's concerns. For education alone, journeys to educational establishments often get longer as people move from primary to secondary schools and on to college.

Our goal

To secure free or subsidized public transport concessions for young people resident in the Forum area, whilst in full-time study or training.

Our considerations

1: In order to undertake such a initiative, we need to fully understand the implications: the numbers of young people involved, preferred routes and times, levels of demand and potential use, and the costs involved. This will involve a survey of the young people resident in the Forum area to determine feasibility.

2: Undertake negotiations with public transport providers, Unitary Authority, and education establishments to review the results of the survey, look at other models such as that in North Devon, and consider options in order to achieve our goal.

The potential partners in the initiative

Penwith College; Penwith District Council/Unitary Authority; West Cornwall & Isles of Scilly Rural

Initiative 22: A review of public transport services

This initiative is designed to address feedback from the community survey that asked for better public transport. We recognize that transport providers cannot simply lay on more buses over more routes without evidence of demand, so we propose a proper evaluation of the services we currently enjoy in terms of meeting community need, how well they are used, and how well they meet the needs of the community. Link to initiatives 20, 21 and 24.

Our goal

To ensure that our community is properly served by appropriate public transport and to make proposals to address locally any deficit in the services.

Our considerations

- 1: Working with public transport providers, undertake a household survey in order to properly understand how well current provision meets the needs of the community.
- 2: Explore a range of options to address any shortfall in provision, by proposing alternative times, routes, types/size of transport used; proposals may include a local transport support service operated as a community venture.

The potential partners in the initiative

Public transport service providers; Marazion and District Forum; West Cornwall & Isles of Scilly Rural Transport Partnership; West Cornwall Community Wheels; Town and Parish Councils

Initiative 23: All Saints Church: meeting the needs of the community

The Marazion Parish All Saints' Church proposal '*The Way Forward*', currently still in draft form, looks with clarity and reality at the current role served by the church, and how it can better meet the changing needs of the wider community. The proposal raises the question that the church might not in fact be needed by the people of Marazion; whilst the 2001 Census noted that of the 1825 residents in the Marazion and Perranuthnoe ward, 1374 considered themselves Christian; but this is not

reflected in the congregation numbers. The church has a mission to serve non-members in addition to its commitment to its current congregation. *‘The Way Forward’* states: *‘In summary, All Saints Church at best is maintaining the status quo but mostly managing decline. In terms of relevance to the residents of Marazion we fail to touch their top priority of concerns with the exception of maintaining a Victorian heritage building. In achieving stewardship of an historic building we are finding that the changing needs of the community is leaving the church in Marazion moving backwards.’*

The church recognizes that it needs to change, for the benefit of others; to listen to others and provide for their needs. The challenge is to draw in and inspire a much wider cross-section of the community to help identify the opportunities for change, and to help shape change, if the church is to have a long-term future in Marazion. *‘The Way Forward’* proposes an action plan that goes beyond the scope of the part-time volunteers that support the church, therefore this community plan sets out to endorse and support the proposals.

Our goal

To support All Saints’ Church Marazion in achieving their declared mission: to become relevant to the residents and community of Marazion and to meet their needs.

Our considerations

- 1: To help the church in its mission to engage in consultation with the community, and to engage with local social issues, in order to determine the ways in which the church can work with, and for, a far broader sector of the community.
- 2: To work with the church collaboratively in reviewing initiatives proposed within this plan that could offer the church opportunities to meet their goal.
- 3: Seek the creative input of individuals, groups, organisations and businesses in Marazion in the development of ideas that will enable the church to ensure a long-term future within the community.

The potential partners in the initiative

Marazion and District Forum; Marazion Parish All Saints’ Church; Marazion Methodist Church; Marazion Residents Association; St Aubyn Estate; Marazion Town Council; Marazion Town Trust; Marazion Community Association; Marazion School; Marazion Chamber of Commerce; volunteers from the business and residential community

Initiative 24: Developing youth facilities

The Youth Consultation identified that there is a real need to invest in facilities for young people in the Forum area; at the Community Services Theme meeting it was agreed that due to the nature of the area, we should look for a different way of addressing youth needs, recognizing that the nature of the Forum area community means that we have small numbers of young people in different locations. Therefore it is not realistic to duplicate facilities in each of the communities, but rather to set up a network of activities, each being unique to the community in which it is based, and devise a scheme whereby young people from the wider area are enabled to move from one facility to the other to meet each other, and to participate in the activities on offer in each location. It was proposed that we consider the development of the following facilities: sports; music; IT; drama; cricket and football, each delivered at a venue within the Forum area.

Our goal

To develop a network of activities for young people based across the Forum area, and to provide a programme of free transport to each venue.

Our considerations

- 1: Investigate the current provision of facilities in Marazion and the parishes of Perranuthnoe, St Hilary and Ludgvan, and the potential for providing youth facilities: i.e. the availability of playing fields, cricket/football pitches, village halls, community centres, youth initiatives.
- 2: Consult with young people to determine the activities they would most like to see in the Forum area.
- 3: Link to initiatives 25 and 26 below.

The potential partners in the initiative

Marazion and District Forum; Ludgvan Community Centre; Marazion Community Centre; Marazion Town Trust; Marazion Methodist Chapel; Marazion All Saints Church; Sport For All; National Playing Field Association; Town and Parish Councils; youth organisations

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Initiative 25: Community Centres in the Forum area

Community halls and community centres play a key role in bringing the community together: they form a focal-point for young and old, for special-interest groups, for clubs and societies, and often serve as the base for local government at town and parish council level. A sample of the range of groups that use Ludgvan Community Centre demonstrates this important social function:

Senior citizens; Stroke Association; Penzance and District Canine Society; bingo; ballroom dancing; Ludgvan Lions junior football team; Ludgvan School; Oasis toddlers group; Ludgvan football and cricket clubs; Parish Council; badminton; Weight-Watchers; yoga.

However there is a need to update and improve facilities, to bring them in line with more sustainable practices such as energy efficiency, if we are to ensure their longevity. Work is in hand to improve Ludgvan Community Centre, and initiatives include Community Energy Plus, refurbishment, essential Health and Safety work, and improvements in the sports hall amongst others. We also need to look at those parts of our community where we need to develop such a facility. At Long Rock, the community survey and Theme group meetings have identified a real need for a facility; and St Hilary Parish Council wishes to rejuvenate St Hilary Institute for parish council and community purposes.

In addition to supporting refurbishment initiatives and the creation of a centre at Long Rock, we also need to look more widely at the provision across the Forum area, at the current range of user groups and at those who are not represented; and we need to consider ways in which to promote and network activities and facilities across the Forum area.

Our goal

To ensure the future of our existing community centres, and to develop a provision across the Forum area that meets the needs of all members of our wider community.

Our considerations

- 1: Support Ludgvan Community Centre and St Hilary Parish Council in their refurbishment and development programmes.
- 2: Explore the potential for a community centre at Long Rock: set up a Steering Committee that represents potential user groups; establish a site; seek funding for architect plans and development of the centre, particularly in the context of (3) below.
- 3: Evaluate the community hall/community centre provision across the Forum area, and the groups that currently use that provision, in terms of activities, age profile, and opportunities to serve the needs of other community groups such as young people.

- 4: Develop a Forum-wide policy of community activities, promoting activities across the town and the villages, so that all the communities benefit from a wider 'offer', to ensure we are serving the needs of all our community groups, and to create more use of the facilities to help ensure their future.
- 5: Explore links to initiative 23 above, to determine if All Saints Church Marazion can offer facilities.
- 6: Link to initiative 26 below, to meet the specific needs of young people.

The potential partners in the initiative

Marazion and District Forum; Ludgvan Community Centre; Marazion Community Centre; residents associations; Town and Parish Councils; youth organisations; representatives of user groups; All Saints Church; Schools in the Forum area

Initiative 26: A dedicated building for young people in Marazion

For many families with young children, Marazion is a town in two halves. The majority of the housing development has taken place at the 'top' end of Marazion, where the large housing estates have been built, and where there are plans for a further 25 homes. It is not realistic to expect young children to make their way through Marazion to access leisure facilities located at both ends of the town: the volume of traffic, narrow roads, narrow or non-existent pavements, and the well-publicised dangers to young children on their own, all weigh heavily against any such expectation.

Marazion Community Centre offers a range of accommodation and activities, and young people's groups are as welcome as any other to hire space and hold activities. There is no space dedicated specifically to young people, or available to be dedicated to young people, and no resource to fund regular bookings if space were regularly available.

Marazion Residents Association wish to promote the case for a dedicated building for young people, where they would have access without cost, and without conflict of bookings with other community groups. At the same time, the Association argues strongly for the benefits to the community longer-term if the young people in this area of intense housing development feel valued, and are given the opportunity to effectively manage their own centre. Vital skills would be gained in key areas such as working with others, taking responsibility, making decisions, respecting the opinions of others, and these skills would permeate into wider life-skills.

Our goal

To develop a centre dedicated to the full-time use of the young people of Marazion.

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Our considerations

- 1: Build a case for funding applications: determine projected numbers of young people in each age group, types of activity required, type of space required.
- 2: Identify an existing building available for adaptation, or a site for a new building.
- 3: Seek volunteers from the community to support and staff the centre.

The potential partners in the initiative

Marazion Residents Association Youth Centre Committee; Marazion and District Forum; Marazion Town Council

Initiative 27: An NHS dental practice serving the Forum area

A clear message arising from the community survey: that the community wants its own NHS dental practice to serve the communities in the Forum area. 34% of respondents to the survey had registered with a private dental practice, as no NHS provision was available in the area. As much as possible should be done to sustain the strength of the local community by offering appropriate health services in the community. Access to dental health care is a fundamental expectation and many people registered their disquiet about the situation.

The proposal therefore that a mobile or part-time dental practitioner could service each of the communities in the Forum area would mean that the service came to the people, rather than the people going to the service; particularly relevant to an increasingly elderly population and the specific needs of a rural community.

Our goal

To introduce a (possibly part-time or mobile) NHS dental practice to serve the communities in the Forum area.

Our considerations

- 1: Undertake a more detailed survey to establish a business case to support the goal.
- 2: Look for areas of good practice in other parts of the country to inform our business argument.

The potential partners in the initiative

Marazion Residents Association; Marazion and District Forum; Marazion Town Council; Marazion Surgery

Initiative 28: Community policing

Whilst the crime figures for the Forum area are low, it is the fear of crime rather than the reality of crime that is of concern to many members of the community who completed the survey, and this was the most significant of all the issues at the prioritizing event. We recognize that we have an ageing population due in part to this being a retirement area for many people, who will be most likely to demonstrate a fear of such crimes as anti-social behaviour. We also recognize that in the summer season the population increases dramatically, presenting greater opportunity for criminal acts by opportunists. This initiative is concerned therefore with increasing the visible presence of police officers or police community support officers on the streets of our communities.

Our goal

To increase the presence of police officers and police community support officers in our community.

Our considerations

- 1: Work with the Town and Parish Councils, residents associations, and community groups to build a case for increased policing, identifying key areas and specific locations where people are most at risk, vulnerable groups, and particular events and activities which require additional policing
 - 2: Lobby the police authorities to provide additional policing
 - 3: Explore the potential for a Police Liaison Group; initiate the police PACT meetings: (Partners and Community Together)
-

Initiative 29: Introduce a 'Community Pride Officer' scheme

In anticipation of the opportunity for community groups and local councils to undertake new responsibilities as a result of the introduction of a Unitary Authority for Cornwall, the introduction of

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a new post for the town and for the parishes, that of Community Pride Officers, would address issues raised throughout the consultation period about the need for cleaner streets and cleaner beaches. This post- or several posts to serve all the parishes in addition to Marazion- would undertake the following duties:

- To maintain all public spaces free from litter, graffiti, dog waste.
- To advise the appropriate Town or Parish Council on the installation of bins, and take responsibility for emptying or for ensuring they are emptied.
- To work with the relevant authorities on street-cleaning and beach-cleaning where appropriate to ensure streets and public spaces are litter and rubbish-free.
- To trim and maintain public green spaces such as verges.
- To oversee contracts for footpath trimming and monitor standards.
- To oversee the maintenance of Town or Parish Council facilities such as cemeteries and allotments, in conjunction with any users group.
- To maintain public benches in good order.
- To keep bus shelters clean, litter-free, and painted.
- To ensure all public signs and notices are clean, visible and in good order.
- To oversee play-sites, ensuring equipment is maintained according to H&S requirements, and regularly painted.
- To report on fly-tipping and monitor its removal by the relevant authority.
- To encourage a sense of community pride amongst the public.
- To advise the respective Town or Parish Council on other 'community pride' needs.
- To liaise with the local authority in order to call in specialist services when required.

Our goal

To introduce a Community Pride Officer Scheme to the Forum area, to undertake maintenance and cleaning duties throughout the communities, working through the respective Town and Parish Councils.

Our considerations

- 1: To determine to pilot the scheme in one particular parish and to agree which parish should host the pilot scheme.
- 2: To agree a specific job description.
- 3: To agree with the respective Councils specific communal locations for attention.
- 4: To seek from Penwith District Council an agreement to second staff to this new role.

5: To work with the appropriate Town or Parish Council to provide additional funding for essential equipment such as a (leased) pick-up truck, safety clothing.

The potential partners in the initiative

Penwith District Council; Marazion and District Forum; Town and Parish Councils; Residents Associations

Initiative 30: Engage a Community Development Officer

‘A community development worker's role is to work with particular communities in order to collectively bring about social change and justice. They work with individuals, families or whole communities to empower them to:

- identify their needs, opportunities, rights and responsibilities;
- plan what they want to achieve, organise themselves and take action;
- evaluate the effectiveness and impact of the action.

Community development workers often act as a link between communities and local government and other statutory bodies. They are frequently involved in addressing inequalities, and initiatives tend to target communities perceived to be disadvantaged, for example due to race, economic circumstances or geography. Community development work seeks to engage communities actively in analysing the issues which affect their lives, and setting goals for improvement and taking action, by means of empowering and participative processes. A good deal of the work is initiative-based, which means that community development workers usually have a remit of a specific location or social issue. Considerations typically involve:

- identifying community issues, needs and problems
- developing new community-based programmes and resources
- evaluating and monitoring existing programmes
- enlisting the co-operation of government bodies, community organisations and sponsors
- helping to raise public awareness on issues relevant to the community
- providing leadership and co-ordination of programmes
- acting as facilitator to promote self-help in the community
- preparing reports and policies
- networking to build contacts and fundraising
- developing and agreeing strategies

- liaising with interested groups and individuals to set up new services
- mediating and negotiating with opposing parties
- recruiting and training paid and voluntary staff
- planning, attending and co-ordinating meetings and events
- overseeing the financial management of a limited budget
- encouraging participation in activities
- challenging inappropriate behaviour and political structures
- carrying out various administrative considerations

Community work can be generic or specialised. Generic community work takes place in a given geographical area, focusing on working with the community to identify their needs and issues and jointly formulating strategies to address those issues. The context is either urban or rural, with rural community development work increasingly attracting attention in recent years. Specialised community work focuses on either specific groups within a region (such as the homeless, the long-term unemployed, families with young children or ethnic minorities) or on particular concerns (such as public transport, mental health or drugs action)?.

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The consultation process that underpins this plan has identified that much of what we seek to achieve can best be served by such professional support, and this initiative identifies our ambition to appoint a Community Development Worker to tackle specific issues such as youth needs, the needs of the elderly, but also to advise on other implications for the community in delivering this plan.

Our goal

To appoint a Community Development Officer to work with the Forum in achieving our vision, particularly in the context of addressing the needs of young people, and in engaging the community and building community spirit.

Our considerations

- 1: Based on the information above and the goals described in this plan, prepare a work specification.
- 2: Prepare a case for funding applications.

The potential partners in the initiative

Marazion and District Forum; Town and Parish Councils; youth groups; community groups

Initiative 31: Recognizing the work of Community Volunteers

The role of community groups and volunteers is to become far more significant under a unitary authority for Cornwall; every community is dependent on the energy and commitment of volunteers, and it is our wish to recognize and celebrate such work, and thereby to encourage others to come forward and give whatever time they can to the community.

Our goal

To publicly celebrate the valued work of our volunteers by instigating an award scheme that recognizes their contribution to the community.

Our considerations

- 1: Consider different ways of generating interest in the scheme, and of eliciting nominations from community groups and individuals.
 - 2: Decide on the nature of the award scheme, and whether it recognizes one individual or has a number of categories.
 - 3: Address details such as the criteria for selection, the panel, and the physical nature of the award.
-

Initiative 32: Developing improved beach facilities

The area benefits from a superb sweeping stretch of coastline from Marazion to Long Rock, enjoyed by both visitors and residents. The beach scene is becoming more active as families, and wind-and kite-surfers, seek out the area, yet the sea-front to the west of Marazion is devoid of facilities, and within Marazion the facilities cater mostly for young children and their parents. Feedback from the survey identified the need to provide more facilities for young people, and better beach facilities particularly at Long Rock, so this initiative considers how best to provide a wider range of facilities along the coastline.

Our goal

To provide an increased range of public amenities along the coast from Marazion to Long Rock.

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Our considerations

- 1: Identify suitable locations within easy access of the two settlements, where both permanent and seasonal facilities may be developed.
- 2: Undertake a survey with young people, families and visitors to identify what facilities they would welcome.
- 3: Consider any proposals in the context of plans to minimize traffic coming into Marazion, and seek links with a Park and Ride facility serving the town.
- 4: Introduce Beach Clubs for young children at Marazion, possibly working collaboratively with local playschool groups, so that young children can be safely occupied by a range of beach games and sports in the summer holidays, organised by professional staff.
- 5: Develop a toilet block at Long Rock to meet the needs of beach-goers.

The potential partners in the initiative

Ludgvan Parish Council; Penwith District Council/Unitary Authority; existing sports providers

Initiative 33: A community orchard, and community garden scheme

Part of the overall intention of this plan is to foster a return to healthier living, promoting the benefits of locally grown produce. We want to see a healthier local economy by encouraging our community to shop locally and enjoy local produce, but we also want to encourage, long-term, a return to a community that grows much of its own produce, so that we reduce the impact on our environment of 'food miles'. We plan to re-invigorate interest in our allotment scheme by a different approach: by developing communal facilities worked on and enjoyed by a greater cross-section of the community. We wish to create three things: a community orchard, a community garden, and a community vegetable garden, encouraging the young people of our community to take an active part. We will seek to involve local schools in the initiative, perhaps through school-time gardening and teaching / learning linked to the curriculum, or through after-school growing clubs.

Our goal

To create a community orchard, garden, and vegetable garden, in order to engage children and young people in the production of food crops as part of a longer-term investment in their health and in their environment.

Our considerations

- 1: Measure the degree of support for such an initiative: work with local schools to determine how such an initiative could add value to the delivery of the curriculum.
- 2: Use local expertise, particularly amongst the retired sector of our community, to advise on, manage and develop the initiative.
- 3: Consult with the Town and Parish Councils, and the District Council, as to the most suitable location, and the availability of land.

The partners in the initiative

Town and Parish Councils: volunteers, local schools; gardening clubs; allotment holders; St Aubyn's Estate; Duchy College

Initiative 34: Home and garden help for the elderly and incapacitated

This plan has identified elsewhere that we have a high percentage of elderly and retired residents, all of whom no doubt value their independence, and their ability to 'manage'. This initiative is concerned with helping them continue with their independence, and with helping them to manage aspects of their daily lives that may cause them worry and anxiety. Specifically, the initiative sets out to recruit volunteers, including experienced tradespersons, to give time to helping the elderly and incapacitated with managing their gardens, with maintenance and redecoration jobs, or with seemingly simple considerations like moving heavy objects within the home.

Our goal

To establish a pool of volunteers to offer help in the house and garden for the elderly and incapacitated, to make this volunteer force known to our elderly residents, and to give them confidence to use the volunteer scheme.

Our considerations

- 1: Establish a pool of volunteers with specific skills such as painting and decorating, removals, certificated electrical, heating and plumbing skills, and those generally willing to offer help around the house or garden, for those members of our community unable to do the work or employ others.
- 2: Ensure that those currently engaged in those trades in our community support the initiative and that such a scheme would not affect their livelihood.

3: Consider how best to promote the scheme to our elderly and incapacitated residents, and to offer them the reassurance they would need.

4: Similarly, ensure that the volunteers have co-operated in appropriate checks in order to reassure the elderly and incapacitated, and to avoid opportunist criminals gaining access to vulnerable people.

The partners in the initiative

Marazion and District Forum; Age Concern; West Cornwall Together Stronger Safer Communities Delivery Partnership; Cornwall Centre for Volunteers; Penwith Volunteer Bureau; Penwith Older Peoples Forum

4: Housing and the built environment

Setting the context

Housing and the built environment is concerned with what is happening to our town and villages as we observe a combination of issues fundamentally threatening the nature of our built environment, and the fabric of our communities. As home ownership becomes remote, if not impossible, for the young people of the area, we are seeing a displacement of the local community from the heart of their town or village as more homes are bought as holiday homes or as letting property. Therefore this theme sets out initiatives that seek to manage the process of second home ownership, the provision of second homes, and the development of holiday accommodation. We also set out our priorities for the way in which new buildings in our communities should be designed if we are to preserve that which makes the area special for future generations of residents and indeed visitors.

Initiative 35: A policy to manage development within the Forum area

There is insufficient local control over that which impacts most strongly on our communities: the development of our town and villages. Town and Parish Councils are able to comment on planning applications, but not to make decisions on new buildings, infill, or even the use of materials and the design of new or refurbished properties. It follows therefore that members of the community have even less opportunity to manage what happens to their built environment, other than by writing to the planning authority, and making views known to their local council and elected representatives. This initiative proposes that the community, working closely with their respective Town and Parish Councils, prepare clear statements based on wide consultation about the way in which any development in their parish will be managed.

The initiatives:

- A policy to manage development within the Forum area
- A policy for the provision of affordable homes and social housing in the Forum area
- A policy for second home ownership in the Forum area
- A policy for holiday accommodation in the Forum area
- A 'Design Statement' for our town and villages

Our goal

To take greater control of planning decisions affecting our community.

Our considerations

- 1: To understand what new building will be required over the next twenty years to meet predicted population growth in the context of each of the partner villages and town. Refer to initiative 36.
- 2: To identify where, as a community, we would accept further development, and where we would oppose development; working collaboratively with and between the respective Town and Parish Councils.
- 3: To agree and prepare clear guidelines for those seeking to build as infill, to develop, renovate or extend existing properties, about the preferred nature of design and use of local and traditional materials: a 'design statement'. Please refer to initiative 39.
- 4: To consider implications of the need to build or develop to support new businesses, including a policy regarding holiday accommodation as described in initiative 38.
- 5: To consult with the community about proposals in order to elicit majority support.
- 6: To work with the Town and Parish Councils to adopt such measures so that any planning applications coming before them for consideration will need to meet agreed guidelines.
- 7: To make clear to the planning authorities the decisions and policies of the community and their local representatives.
- 8: To provide clear guidance to those submitting planning applications in the Forum area.

The partners in the initiative

A collaboration between the Town and Parish Councils working together with representatives drawn from the community

Initiative 36: A policy for the provision of affordable homes and social housing in the Forum area

For Marazion alone, there are 122 people on the housing needs matrix; for Perranuthnoe, 107; for St Hilary, 23; for Ludgvan, 136. Of the 122 in Marazion, 69 want 1-bedroom accommodation, as do 42 in Perranuthnoe, 6 in St Hilary, and 61 in Ludgvan. The majority of those on the housing needs matrix cannot afford more than £40,000, so it is likely that rental and self-build dwellings will be the solution. However it is desirable to look at existing building stock in our community, whether

derelict, empty, or long-term unused, and consider this as potential for development as affordable homes.

The draft South West Regional Spatial Strategy sets a target of 7,800 dwellings in the next twenty years, supported by jobs and facilities necessary to this growth. Penwith District Council's current plan is to concentrate development in Penzance/Newlyn and Hayle: the preferred option is 3,250 new homes in Hayle, 1,625 in Penzance/Newlyn, 1,300 in St Ives/Carbis Bay, and a sharing of the remaining 1,625 required new dwellings amongst smaller communities. Penwith currently has a need for approximately 3,000 affordable homes, which needs to be seen in the context of the predicted expansion of the community to create 7,800 new dwellings in total.

Current policy requires that in an urban/main town development of 15 dwellings or more, a minimum of 30% must be affordable. Penwith District Council hopes to lower this threshold to a development of 5 dwellings or more. Penwith District Council is seeking a figure of 50% affordable housing. An 'exception policy' allows new building outside community boundaries if it is for 100% affordable dwellings, and PDC is looking to keep exception site policies.

Homes that people can afford are a fundamental requirement to maintaining social stability and continuity in our community; yet the issue of affordable housing in our area is particularly problematic. The average house price in this region today is approximately 15 times the average wage- the highest in Britain. The local average wage is low and house prices are high due to a number of factors that include a high number of people moving to the area; a demand for holiday homes as investment; a lack of investment in genuinely affordable homes, and high interest rates. It is a part of our culture that people want to own a house, rather than rent indefinitely; and any affordable housing policy must address the need to make renting or part rent / part buy schemes more acceptable and attractive to new home-seekers.

Penwith District Council has undertaken community consultation that shows there is a high demand for live/work units: these are effectively small work units with affordable flats above, and we have more home-based workers than anywhere in the country. Consultation will continue: the Rural Areas Action Plan, which affects the Forum area, will ask communities where land could be allocated to new developments. Penwith District Council are also continuing to consult with communities, and community engagement with planning decisions will be extremely important in the next few years. We also need to support the work of our Town and Parish Councils by advising how the community would like them to proceed in their dialogue with planners.

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Our goal

To provide sufficient high-quality housing that can be afforded in our communities over time to enable those that wish to live, work and remain in the community to do so, and at the same time to ensure that we make best use of existing vacant or derelict buildings by seeking to redevelop them as affordable homes. To ensure that any new building development meets the guidance described in initiative 34 above; that any affordable housing development is properly integrated into the community, and contributes positively to the quality of our built environment.

Our considerations

- 1: To determine a set of principles for the development of affordable dwellings consistent with the needs of sustainable communities, in order to inform Town and Parish Council decisions, and to advise the planning authority on any development of affordable homes in the Forum area. Those principles to include recommendations on appropriate use of local materials and the design of any new or regenerated buildings to ensure they contribute positively to the built environment.
- 2: Specifically, to manage the increase in the provision of affordable and social housing available for rent, purchase and mixed equity.
- 3: To ensure that the affordable housing stock will be retained in local public ownership to meet future needs.
- 4: To ensure that all social housing, and private sector housing occupied by vulnerable households, meet the Governments' Decent Homes Target.
- 5: Work to ensure the suitability of supported housing for those with special needs.
- 6: Promote the use of sustainable design and construction techniques, and energy and water efficient solutions.
- 7: To consider in any recommendations the impact on issues such as travel to work, shopping and leisure, community healthcare services, access to good quality education, and the needs of those seeking affordable dwelling accommodation.
- 8: To ensure that the wider community understands the issues surrounding the need for affordable homes, recognizes the need to house local residents or those with a local connection seeking to live and work in the community, and enables them to integrate into the community as valued members of our society.
- 9: To explore with the Town and Parish Councils the opportunity to acquire housing stock for the benefit of the local community.
- 10: Look for best practice throughout the U.K. and beyond.

The partners in the initiative

Collaboration between the Town and Parish Councils working together with representatives drawn from the community

Initiative 37: A policy for second home ownership in the Forum area

Cornwall is the prime holiday destination within the UK, and the quality of its coast and countryside, the historic ports and harbours, the proximity of the sea on both coasts, attracts visitors not just to return time and again, but also to move or retire to Cornwall. Genuine ‘incomers’ can make a real and valued contribution to our communities; in many senses we are dependant on attracting particular skills and professions into the area where we have a need that cannot be met locally. Our environment also attracts those seeking to purchase second homes, possibly as an escape from hectic work schedules and the need to work in less attractive environs in order to pursue their career.

However, there is a cost. Increasingly our housing stock is being bought as holiday homes or second homes- or as holiday letting properties. The reality is that the majority of our community is not in a position to pay inflated house prices to buy properties as they come onto the market, and are therefore being displaced away from the central locations, the ‘old’ part of the town or village, into satellite housing developments. The consequence is that the nature of the community changes, becomes less sustainable without a permanent resident population using local services throughout the year, and contributing to the community through work and leisure.

We therefore need to develop, as a community, a policy on second homes and holiday homes, and seek to ensure that our policy is adopted on behalf of the community by our partner Councils. We can draw upon the experience, hopefully, of existing organisations such as the Porthleven Action Group, and work alongside Penzance Area Market and Coastal Towns Initiative (*Penzance Futures*) as it tackles the same problems in Mousehole, Newlyn, and, to a lesser degree, Penzance and the surrounding villages.

Our goal

To ensure our communities remain sustainable in the long term, by preparing and implementing a policy that makes clear the community view regarding second home ownership; that seeks to cap or restrict second home purchasing, return holiday-let taxation to the community, and ultimately restore second homes to permanent local

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housing stock through legislation.

Our considerations

1: A study into the percentage and location of second homes, holiday homes or holiday letting properties in our communities. The purpose of this study is to build a comprehensive and visual picture of the nature of our resident and 'second-home' population, and to determine the extent of the displacement of permanent residents from the centres of their communities, particularly in Perranuthnoe and Marazion. Comparison with council registers over a period of time will indicate changes in home ownership over time in order to prepare a longer-term projection.

2: Present the results of the study to the community at a public meeting, in order that the community and our elected representatives at Parish/Town, District and County levels, are all fully aware of the issue and the consequences of lack of control measures.

3: Prepare a policy statement on the management of second home ownership and seek a majority mandate from the community and the Town and Parish Councils to adopt the policy. The policy may make recommendations that any levy on second homes should be held by the appropriate Town or Parish Council for re-investment in housing stock.

4: Take action to get the policy adopted as legislation, working in partnership with those communities in Cornwall that are facing similar problems: seeking the support of our Member of Parliament to help invoke the power of our legislators to adopt our policy.

The partners in the initiative

Collaboration between the Town and Parish Councils working together with representatives drawn from the community

Initiative 38: A policy for holiday accommodation in the Forum area

If we are to ensure the long-term sustainability of our communities, then in addition to adopting a policy on second homes, we need to recognize two things: firstly, as discussed, that the process of buying existing housing stock as holiday accommodation is removing housing stock from the local market and inflating the cost of homes here; and that secondly, displacing the local community actually changes the very nature of the community that people come to visit.

We therefore need to adopt a more managed approach to the nature of the holiday/tourist accommodation we would support, and be clear about where that accommodation might be located.

The majority of tourists and holidaymakers are mobile, in that they choose to visit many different sites in this part of Cornwall and beyond; it is not necessary for holiday accommodation to dominate a location in order to enjoy that location as a visitor. This next initiative seeks to tackle such issues.

Our goal

To ensure that we are able to accommodate our visitors in a high standard of accommodation that is also appropriate to sustaining our communities. To ensure that we separate the process of building homes for our communities, and building holiday accommodation for the holiday market.

Our considerations

- 1: An analysis of the holiday accommodation available in the Forum area: understanding what tourist numbers stay in what sort of accommodation, and the comparative costs of each. We should also seek to understand more clearly the accommodation needs of our visitors, and whether or not we are meeting those needs.
- 2: Working alongside initiative 35, prepare recommendations for any development of dedicated holiday accommodation, as the second-home and holiday-home stock returns to full-time occupancy, that ensures the sustainability of the local community of permanent residents, and that maintains the integrity and character of the built environment, as a community, intact.

The partners in the initiative

Town and Parish Councils; tourism organisations; accommodation providers

Initiative 39: A 'Design Statement' for our town and villages

From the *Natural England* website: 'Many people feel that they have no say over what development takes place in their community; but Village Design Statements (VDSs) offer a constructive solution to this dilemma. Local communities have a unique appreciation and understanding of their own place, and a VDS is based on this knowledge. It describes the qualities that residents value in their village and its surroundings. Around 200 English communities have completed Design Statements to date. A Village Design Statement sets out clear and simple guidance for the design of all development in a village, based on its character. It is an advisory document produced by the village community, not by the planning authority. It will not stop change from happening, but it can help effect how any new

building fits in to the village. VDSs are intended to influence the operation of the statutory planning system, so that new development is in harmony with its setting and makes a positive contribution to the immediate environment. What does a VDS cover?

- It describes the distinctive character of a village and its surrounding countryside
- It shows how character can be identified at three levels
 - the landscape setting of the village
 - the shape of the settlement
 - the nature of the buildings themselves
- A VDS sets down design principles based on the distinctive local character
- Production of a Statement fosters working in partnership with the local authority, engenders understanding of current planning policies, and offers the chance to influence future policies

Design Statements have been completed by villages in all parts of England - from Cumbria to Cornwall, and from Shropshire to Suffolk. They are of value to residents, planners, designers and developers. There should be broad involvement of local interests so that the finished design statement is a representative document, and one that presents ideas for stimulating and sustaining community involvement in planning issues. It is important that the parish council, plus planning authority councillors and officers are drawn in to the VDS process. Preparing a Village Design Statement doesn't demand design or planning knowledge - the only requirement is an interest in the future well being of your village. But it will need time, energy, imagination and determination!

An effective Village Design Statement:

- is developed, researched, written and edited by local people;
- reflects the representative views of a community;
- involves a wide cross-section of residents in its production;
- describes the visual character of the village;
- demonstrates how local character and distinctiveness can be protected and enhanced in new development;
- is compatible with the statutory planning system and its local application;
- should be accepted as supplementary planning guidance (and thereby influence developers and decisions on individual planning applications);
- is relevant to all forms and scale of development, and
- is about managing change in the village, not preventing it.

A Village Design Statement is unlike any other planning document. It gives planning advice directly applicable to the statutory planning system and is entirely community based.'

This initiative proposes therefore that in order to preserve the unique character of Marazion and the surrounding villages of Ludgvan, Perranuthnoe and St Hilary, that each prepare a Village Design Statement, working collaboratively.

Our considerations

- 1: To conduct a survey to determine the views of the community in order to ensure that any Design Statement properly represents their views.
- 2: To draft a Design Statement that meets the criteria bulleted above.
- 3: To fully involve the Town and Parish Councils in all stages of the process.
- 4: To present a draft Design Statement to the community for consultation.
- 5: to establish partnership working with the Town and Parish Councils and the local planning authority in order to implement the Design Statement.

The potential partners in the initiative

Marazion and District Forum; Town and Parish Councils; working group of members of the community; local planning authority representative

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5: Our culture and heritage

The initiatives:

- Festivals, feasts and events
- Supporting and promoting the use of the Cornish language
- An Archive Centre
- Celebrating our heritage

Setting the context

This Theme is concerned with all those aspects of life in our town and villages, past and present, that describe and make up our culture and heritage, and with identifying ways of ensuring that we preserve those aspects, and continue to celebrate and promote them. It is concerned with promoting greater awareness of the significance of our festivals and events to our communities, so that we ensure they enjoy continuity and growth. It is also concerned with the engagement of our young people by involving the schools in the dissemination and experiencing of our culture and heritage.

Initiative 40: Festivals, feasts and events

The Forum area enjoys a number of important and historic events each year, such as the Marazion Carnival (Marghas Yow Day), Goldsithney Charter Fair (an 860 year-old traditional fair), Ludgvan Country Fair, and the parish Feast Days. Over time, the history and heritage behind these events gets muddled or lost, and the organisation of such events falls to a small band of volunteers. It is essential to the retention of any community identity that not only are the celebrations kept alive each year, but that each successive generation understands the history behind the events. That can be achieved in many ways, from the nature of the event itself through to collaborative work with schools, community groups and societies, and with the local business community.

Our goal

To ensure the continued success of our festivals, feasts and events through wider community participation.

Our considerations

1: Explore opportunities to promote the history behind our festivals and events to the community, so

that there is a greater understanding of our history and traditions.

- 2: Work collaboratively across the Forum area and with the organisers of the Golowan Festival in Penzance and the Lafrowda Festival in St Just, to share expertise, resources and ideas.
- 3: Link events such as Marazion Carnival and Goldsithney Charter Fair to initiatives and workshops in our primary schools.
- 4: Consider how each event might be expanded to offer 'something for everyone', such as by including performance, music, art, parades, stalls, and competitions.
- 5: Gain approval for each community to recognize the importance of its particular celebration by recognizing the day as an official school holiday.
- 6: Consider events aimed specifically at schoolchildren either at school leading up to the celebration, or on the day itself.
- 7: Gain consent to close off streets to traffic for the duration of the celebrations.
- 8: Recruit more volunteers from the community to act as stewards and in other capacities, and determine any appropriate training needs, such as undertaking risk assessments, possibly as part of (2) above.
- 9: Explore ideas for a Five-Parish Festival, promoted by the Forum as a way of drawing the wider community together.

The potential partners in the initiative

Marazion and District Forum; Marazion Chamber of Commerce; local schools; Marazion Carnival Committee; Goldsithney Charter Fair Committee; Ludgvan Country Fair Committee

Initiative 41: Supporting and promoting the use of the Cornish language

The Cornish Language is one of the three Brythonic Celtic languages and shares many characteristics with Welsh and Breton. There are, in addition, similarities that exist with the three Gaelic Celtic languages which are Irish Gaelic, Scots Gaelic and Manx and all six languages have a common root.

Cornish, or Kernewek, was spoken by 39,000 people at its height and by the time the last native speakers were dying out, the revival had begun. The revival has been remarkable and is a tribute to many dedicated individuals and groups. In November 2002 the UK Government specified Cornish under the Council of Europe's Charter for Regional and Minority Languages, and the existence of Cornish as evidence of regional distinctiveness was an important factor in Cornwall being awarded Objective 1 status. As part of an inclusive and fully consultative process a Single Written Form of

Cornish (Kernewek)

Cornish is a Celtic language closely related to Breton and Welsh with currently about 300 fluent speakers. Many more people have some knowledge of the language.

History

Old Cornish was used from about 800-1250 AD and the earliest known examples of written Cornish date from the 9th century AD. The Cornish used between 1250 and 1550 is known as Middle or Medieval Cornish and quite a lot of literature from this period survives, including religious plays, poems and sermons. Literature in Late or Modern Cornish - used between 1550 and the end of the 19th century - includes folk tales, poems, songs, and translations from the Bible. At the end of the 19th century Cornish disappeared from everyday use and the last native speaker was probably John Davey of Zennor who died in 1891.

Revival

Henry Jenner (1848-1934) was the first to revive the language and his work was continued by Robert Morton Nance (1873-1959), who reconstructed Unified Cornish. During the 1980s as an increasing number of people became interested in Cornish, they started to notice the inaccuracies and shortcomings of Unified Cornish. Subsequently they adopted a new version of Cornish devised by Dr Ken George called Kernewek Kemmyn based on Medieval Cornish manuscripts and using a computer to analyse the pronunciation. In the early 1980s, a version of Cornish based on Late/Modern Cornish was reconstructed by a group led by Richard Gendall. In 1995, Nicholas Williams devised Unified Cornish Revised or UCR which addressed some of the shortcomings of Unified Cornish. The differences between the various versions of Cornish are not huge and do not prevent speakers from communicating with one another and differences will decrease further following standardisation.

Cornish acceptable to the four main orthographic groups was agreed in December 2007 under the stewardship of the Cornish Language Partnership and six international Commissioners.

In the Forum area we are surrounded by place names in Cornish - Tregembo, Gwallon, Halamanning, Colenso etc and the use and correct pronunciation of these names needs to be preserved in order not to be lost. The practice of creating new house and street names in Cornish should be encouraged and re-inforced.

There is a growing demand for people to learn Cornish. Ludgvan Community Centre hold classes and with a standardised Cornish and increased teaching materials, this demand is set to grow. Additionally, Cornish will enter the schools Language Ladder, something that St Hilary School has been preparing for as the children from the school performed a play in Cornish for the 2007 Gorseth concert from which an excellent CD has been made. There is every indication the 2011 Census will include a question to monitor the use of the Cornish Language in Britain and we will do all possible to aid the objectives and requirements laid out in the Charter.

Promoting Cornish is a key part in celebrating our heritage, our 'Cornishness' and the history of the language tells us much about the history of the Cornish people.

Our goal

To encourage the revival of the Cornish language by promoting teaching and learning and by using Cornish in aspects of our everyday lives.

Our considerations

- 1: Create interest in and demand for the teaching of Cornish at all levels, both at school and as a leisure/adult education provision.
- 2: Seek funding to support innovative learning initiatives in our schools.
- 3: Create interest in and demand for the use of Cornish wherever possible throughout our community, such as on bilingual notices, on any local currency scheme, throughout our festivals and events.
- 4: Promote the Cornish language with dedicated events such as oral history presentations, music, drama, and workshops. Consider the introduction of a 'Cornish Week' as a new festival for our collective communities.
- 5: Seek specifically to get bilingual town, village, road and street signs throughout the area.

The potential partners in the initiative

Marazion and District Forum; Marazion Chamber of Commerce; local schools; Education Authority; Penwith College; The Cornish Language Council (Cussel an Tavas Kernuak); the Cornish Language Society; The Cornish Language Partnership; Agan Tavas (The Society for the Protection and Promotion of the Cornish Language)

Initiative 42: An Archive Centre

Marazion and the parishes of Perranuthnoe, St Hilary and Ludgvan have a rich history to celebrate, and residents, as well as public bodies, hold a substantial amount of material about this area. It is essential that we gather together, catalogue and preserve this information, and seek ways to make it available to the community, to visitors, and to researchers worldwide. An Archive Centre will hold information on every aspect of the area in the form of newspaper articles, oral history recordings, maps, legal documents, correspondence, photographs, catalogues and books. Comprehensive data will be available for researching family history and migration using census returns, baptismal records, burial books and trade directories.

The Archive Centre would be staffed by knowledgeable volunteers to assist personal visitors with their queries, and to respond to enquiries received by post, telephone and e-mail. The Archive Centre will play a major role in the community, by working closely with the local schools, colleges and other educational establishments and by linking with libraries, museums, art galleries and other archives in the area.

The Archive Centre will promote special initiatives, including exhibitions, lectures and the recording of reminiscences from the public to supplement the written material. The centre will work collaboratively on community initiatives such as festivals and events, and promoting the Cornish language, and may function as a cultural information centre for the area.

Our goal

To establish an Archive Centre within the Forum area.

Our considerations

1: Determine a suitable location for an Archive Centre taking into consideration any current

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provision such as Marazion Museum, and other suitable venues, for example All Saints Church Marazion.

2: Address funding issues: consider funding by membership subscriptions, donations, sales of books and photographs, charges for research, visit fees, grants, and fundraising activities.

3: Promote the initiative in order to encourage the collection of materials from the community.

4: Work collaboratively with other centres to share expertise and resources.

5: Work closely with the schools in the area to develop materials and organise collections specifically for their use.

6: Explore the potential for the archive centre to also function as a cultural information centre for visitors to the area.

7: Develop links between the archive centre and the festivals and events programme to explore and promote historical influences and traditions.

8: Consider how we incorporate information about the importance of the area for mining in bygone years.

9: Consider how we capture the work and the records of local historians in order to preserve their material for future generations.

The potential partners in the initiative

Marazion Museum; local historians and members of the public; St Ives Trust; County Archives Truro

Initiative 43: Celebrating our heritage

Cornwall and West Devon were the world's greatest producer of tin and copper for periods of the 18th and 19th centuries. The Cornwall and West Devon Mining Landscape world heritage site bid was submitted for nomination to UNESCO by DCMS (the UK Government's Department for Culture, Media and Sport) in January 2005. For much of the Forum area mining was important to the economy, and mines in St Hilary and Perranuthnoe contribute to Mining World Heritage Site status. In addition to material that can and should be archived, (refer to the initiative above), we need to actively identify and preserve the buildings and sites that record the importance of this area as a mining centre.

We also need to record for future generations the other traditional and maritime crafts that were practiced in the area, together with a record of the music played, the songs they sang, and the food they ate: capturing a way of life that our forbears practiced, that is such a vital part of our heritage.

Our goal

To capture and record the elements of our heritage that shaped our area, and to present and promote that heritage to our community and to our visitors.

Our considerations

- 1: Determine those aspects of our heritage that we wish to record and celebrate.
- 2: Consider the most suitable ways in which to capture and promote different aspects of heritage: for example, mining heritage trails supported by signage and leaflets; a heritage festival of music and song supported by demonstrations of old crafts, with period recipes being cooked throughout the festival.
- 3: Consider the potential for a Heritage Centre within the community, or ways in which an archive Centre and a Heritage Centre might be combined.

The potential partners in the initiative

Marazion and District Forum; Old Cornwall Society; English Heritage; Cornwall County Council
Historic Environment Service

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Implementing the plan

The way in which the plan is implemented will be key to its success. For each initiative, we have identified who could be considered as potential partners in delivering that initiative, but more importantly, we need to consider how we implement the plan over time in a coordinated and sequential manner. The proposals below are based on first-hand experience of good practice, but are recommendations only. As the plan process matures, changes to any initial structures may become necessary.

Engaging the wider community in the implementation process

The Forum will need to achieve 'buy-in' from the wider community. The success of the plan will require wider participation than current Forum membership can facilitate, so the next task on publication of the plan is to excite the community about the potential the plan offers, and to engage them in the implementation process. This can be achieved by holding a number of meetings that present the content of the plan in visual terms, and encourages members of the community to come forward and join either a Theme Group, or an individual initiative team, in order to help realize the goals of the plan.

A possible structure for implementation

The plan is composed of five Themes, each of which contains a number of initiatives designed to address the issues raised by the community through the consultation process. We propose that an appropriate structure for implementation of the plan should build upon this, be as follows:

- A Plan Management Team
- Five Theme Groups
- Initiative teams

A Plan Management Team

The role of an overall Plan Management Team would be to maintain an overview of plan progress,

and represent the Forum, Theme Groups and Initiative Teams on matters concerning the plan in interactions with local and regional authorities, funders, other agencies, and the wider community. The Management Team would be responsible for updating the Forum and the wider community on plan progress. This team would be drawn from the Forum membership, and should include a representative of each of the Town/Parish Councils, and, ideally, either the Chairperson of each of the Theme Groups, or a representative elected by those Chairpersons. Specifically, the role would be

- To oversee the delivery of the vision and the goals described in this plan on behalf of the Forum, by working in partnership with the private, voluntary and public sectors.
- To enable new initiative proposals based on community consultation to be encompassed within the plan over time.
- To work with elected representatives of the community to ensure a single, unified vision for the area.
- To enable the community to recognise the Forum as a body through which they can advance their concerns on issues of regeneration in the area.
- To be seen by key agencies, local and regional authorities, and the proposed Community Networks as a significant consultative body on issues concerned with the development and regeneration of the area.
- To put in place necessary arrangements for properly constituting the group.
- To set up or appoint a development trust, community interest company or any other body appropriate to applying for and managing funds for initiatives.
- To provide a mechanism for Chairs of Theme Groups to discuss and resolve common issues.
- To represent the Theme Groups and advocate on their behalf to other key stakeholders and influencers.
- To own or manage property and land, and employ staff, if required.
- To ensure a proper process of accountability to the Forum, the community, funders, and partner organisations and agencies.

Five Theme Groups

Theme Groups drawn from the community, one for each of the five Themes, to manage the implementation of the initiatives described in that Theme. They would maintain an overview of progress on initiatives within their Theme, manage their own programme of meetings and provide reports to the Management Team. Members of each Theme Group would elect their Chairperson to manage their meetings and to provide representation on the Plan Management Team.

Initiative Teams

Dedicated Initiative Teams, to deliver individual initiatives. Members of the team can be drawn from the community, from the potential partners identified within each initiative, from members of the Theme Group itself, or from Forum membership.

The role of the Forum

The Plan Management Team will be accountable to the Forum for plan implementation, and provide regular reports to the Forum on progress. The Forum will continue to play a key role in ensuring that the implementation of the plan, and new initiative proposals, continue to be based on community consultation and the wishes and aspirations of the community. The Forum will undertake further surveys on specific topics over time, to ensure the continued relevance to the community. The Forum will also ensure that the community is properly updated on plan progress and achievements, and provide an ‘open-door’ approach to members of the community to bring forward new ideas, issues, and aspirations.

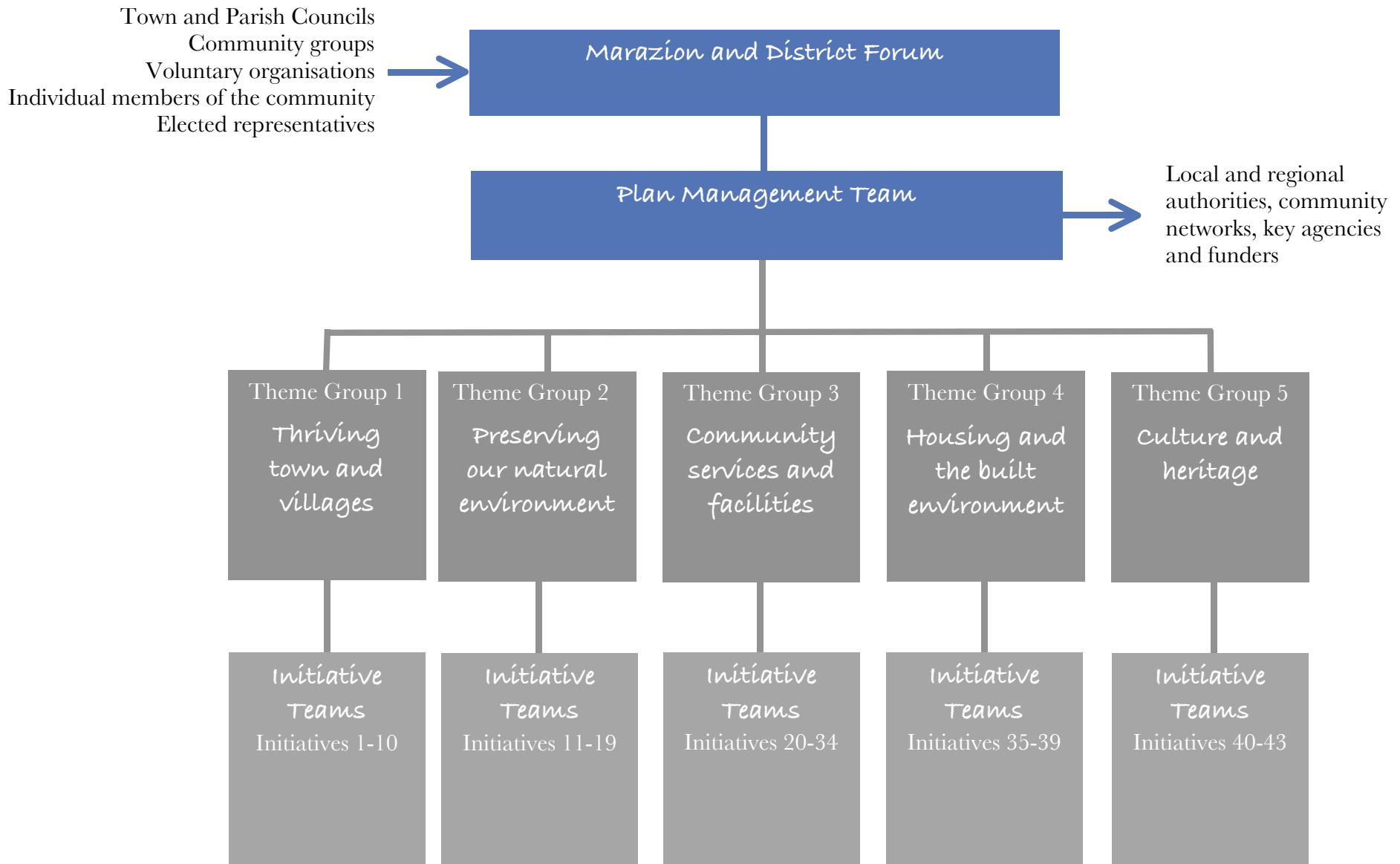
The role of elected representatives

Clearly, the collaboration and enthusiasm of the Town and Parish Councils are vital, and whilst each of these Councils are represented on the Forum, we hope that each Council will actively engage with the initiatives in the plan and elect to lead on those that impact on their community.

The Management Team will need to consider the value of having elected representatives at District/ County level sit on that group. Experience suggests that their participation not only greatly assists the achievement of the goals of the plan, but also provides to that elected representative a valuable insight into the wishes and aspirations of the community.

Changes to Local Government

Changes to Local Government will see additional decision making bodies working in the Forum area within the Unitary Authority structure. The initiatives detailed in the Community Plan express a grass roots consensus and delivery should always be by or with the majority approval of the Marazion and District Forum, Marazion Town Council, St Hilary, Perranuthnoe, Ludgvan and St Michael's Mount Parish Councils (according to specific Initiatives) and the bodies and organisations that currently exist.



Evaluating new initiative proposals

The role of the Plan Management Team includes that of the monitoring and evaluation of overall progress, so that it may demonstrate to the Forum, and to other key partners as appropriate, that the plan continues to work towards achieving the Vision, and achieves the goals described in these pages. We recognise that over time, circumstances may change, and that initiatives may need to be modified, or abandoned, and new initiatives introduced. What must remain consistent over time however is that the plan continues to represent the views of the community, and that any new undertakings are based on proper community consultation.

We anticipate that members of the community, community groups and associations, partner Town and Parish Councils and others will wish to bring to the table new proposals for initiatives. We suggest that such proposals should be presented to the relevant Theme Group, who will review the proposal against agreed criteria, possibly drawn from the suggestions below, in order to ensure the initiative is in the best interests of the community and represents community opinion.

- Is the initiative effective in helping us achieve the Vision?
- Is the initiative based on community consultation? If not, what is the evidence of demand for the initiative?
- Does the initiative provide local economic benefit?
- Does the initiative make use of local resources and local expertise?
- Does the initiative help create permanent and well-paid jobs?
- Does the initiative support the retention of our young skilled and qualified people?
- Does the initiative protect and enhance the quality of the built and natural environment?
- Does the initiative encourage the involvement of local people?
- Does the initiative ensure widest possible inclusion?

Additional initiatives identified by the Town and Parish Councils

Additional initiatives identified by St Hilary Parish Council

- A pavement linking Relubbus with existing pavement just below St.Hilary School. The pavement will serve several purposes by a) by narrowing the road which would help with traffic calming b) provide a safe walking area for children going to and from school and helping to reduce the number of cars at the school c) generally help to encourage people to get out of their cars and walk more.
- Renovation of St. Hilary Institute, to become the headquarters for St Hilary Parish Council and to provide a community facility as a meeting-place for clubs, groups, and other organizations. (Refer to initiative 25).
- Complete the restoration of the Relubbus Green and pump area
- The conservation areas in the Parish enlarged and more native deciduous trees planted
- In the medium-term, the unofficial Plain an Gwarry junction on the Marazion by-pass to be made safe.
- An overall reduction in the speed of traffic in the Parish, especially near St. Hilary School at start/finish times. (Refer to initiative 9).
- The traffic problems at St. Hilary School resolved by initiatives such as a car park or traffic restrictions at school times. (Refer to initiative 9).
- A greater focus on the proper implementation and enforcement of planning rules
- A community bus for our Parish. (Refer to initiatives 20, 21, and specifically 22).
- Faster broadband connection for homes in the Parish.

- An increase in the number of recycling collection points.
- The Parish Council to get more involved with the funding of any initiatives in our area.
- Improvements to stretches of footpath, particularly those managed by the County Council.

Additional initiatives identified by Marazion Town Council

- To secure a site for a new cemetery.
- To establish a footpath from Oats Road to the beach.

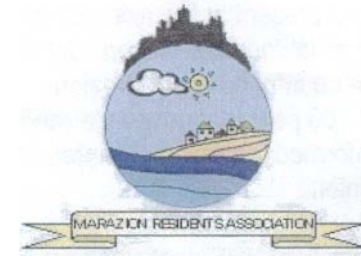
Additional initiatives identified by Perranuthnoe Parish Council

- To create a footway from Goldsithney to the Marazion roundabout.
- Support the refurbishment of St Piran's Hall and the installation of CCTV to guard against vandalism.
- In the medium-term, the unofficial Plain an Gwarry junction of the Marazion by-pass to be made safe.
- A greater focus on the proper implementation & enforcement of planning rules.
- Faster broadband connection for homes in the Parish.

Additional initiatives identified by Ludgvan Parish Council

- Duelling of the A30 trunk road from the St Erth to Newtown roundabouts.
- Safety improvements throughout the Parish, e.g. Crowlas cross-roads; pedestrian crossing at Canonstown etc.
- Retention of the full- and part- time Post Offices within the Parish.
- Retention of the weekly waste disposal service.
- Development of the Old Barracks in Ludgvan Lower Quarter as a safe drop- off/collection point and off- road parking for both the school and residents.

Marazion Residents Association initiatives



- A youth centre with paid youth workers and sited where the majority of young people live. This is at the top part of Marazion. Although we have some community buildings they are already used for other groups and cannot fill the local youth need. Children need continuity and ownership, this we still do not have and with more houses due to be built in this area it will become even more urgent. This need has been highlighted by CN4C's report on the correlation between areas of economic deprivation and social housing patterns in Cornwall.
- More children's play areas, for the different age groups also sited in the same area.
- More school places.
- More new homes for rent only, provided for local residents by registered social landlords.
- Better access considered when building new homes, and adequate parking.
- More off road residents parking.
- Free transport to hospitals for elderly patients and residents who need long term treatment.
- More doctors are needed, dentists and chiropodists.
- Quiet zones outside the elderly residents homes.
- More interaction/activities between different age groups, to bridge gap, and to create a more unified community.
- Better public transport, we never know times of buses and it's an infrequent service, if it ran more frequently it would be better used.
- We would like to see, at the bottom of the town, a leisure centre. Somewhere where all age groups and families can go and enjoy activities together, such as ten pin bowling, bingo and café.
- Regular removal of smelly seaweed from the beaches.

Sub Committee:

Marazion Youth Centre Committee

The Marazion Youth Centre Committee was set up to try to provide a youth centre and outside play facilities for young people. The centre will provide internet facilities, workshops, health advice and help with job finding/interviews. The outside play areas will accommodate all age's amenities which may include tennis courts and a hard standing 5 a-side football/basketball play area.



Further copies of this plan are available on CD from Penney Hosking, Chair,
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