

REVITALISE! HAYLE COAST AND COUNTRY

The Market and Coastal Towns Initiative for Hayle, Gwinear-Gwithian and St Erth

Final Report by Consultants

HRA 

October 2005

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1. Introduction

This is the Final Report from Hannah Reynolds Associates, consultants to **Revitalise! Hayle Coast and Country** (RVH). The report first outlines the progress that the steering group has made in developing its Community Strategic Plan, with support from the consultants and other partners. It identifies the key issues that were identified through the Healthcheck ‘ and the consultations undertaken with the community in Hayle and in the surrounding parishes of Gwinear Gwithian and St Erth. These have been grouped by the consultants using the Healthcheck format of Economy, Social and Community, Environment and Transport and Access.

Section 3 outlines a Draft Vision for what the area could become over the next 20 years. The Draft Vision is based on the priority areas for action and aspirations identified by the community during consultations.

The Priority Actions and Projects of Section 4 have been divided into:

- those actions/projects which RVH will **Action** itself
- those in which it will seek to **Influence** actions or policies
- those in which it will **Support** action by others.

The consultants have clustered projects/actions together under headings.

Section 5 highlights some issues in respect of capacity and the building of strategic partnerships on which the consultants recommend further discussion by the RVH steering group. Section 6 gives key actions in a suggested workplan for completion of the Community Strategic Plan

Appendix One is a suggested structure for the Plan; Appendix Two is a Projects/Actions Table outlining the projects and actions, clustered to show how they address the issues.

2. Actions carried out by Revitalise Hayle and partners

- Over 1200 people consulted through street surveys, youth conference, Kneehigh events, Business Breakfast
- Healthcheck and Key Issues identified
- Partial review of strategies (Penwith District Council)
- Presentations to:
 - Chamber of Commerce
 - Town Council
 - Area Forum (with ING present)
- Parish consultations and appraisals
- Project Development Workshops – tourism and culture and Environment
- Stakeholder agency conference
- Steering Group discussions

3. Key Issues identified from Healthcheck and Consultations

The Economy

- The poor condition of the *harbour* and the lack of development there means that the area is not making the contribution that it should to Hayle by creating new jobs, attracting more tourists and visitors, improving the environment and preserving wildlife
- There is a shortage of good quality, well paid *jobs* for local people and the *infrastructure* which will encourage existing companies to expand, new companies to be formed and companies to relocate to the area is inadequate – this includes the supply of suitable sites and premises, workforce skills and training, support for business and the promotion of the area as a place to do business

- Hayle *does not do enough to attract visitors* to the area by celebrating, protecting and promoting its natural and heritage assets
- Although the high quality of the area's beaches attracts visitors there is a feeling that Hayle itself does not get *the maximum economic benefit from tourism* and that the *access to the beaches and the facilities provided for visitors and residents are inadequate*
- The area lacks a *distinctiveness, or 'brand'*, which would help to promote Hayle as an attractive location for visitors, residents and for business and leisure
- *Hayle town centre* is unattractive to residents and visitors – the range of shopping is poor, shop fronts are unappealing and in poor condition, some buildings are in disrepair and there is little to do in the evening

Social and Community

- The level of *community apathy* in Hayle could mean that the benefits that the plan might bring may not be realised
- There is a lack of *attractive sports, and leisure facilities* for the local community and for visitors
- There is no *local learning centre* available to the community
- There is no *local meeting place* for the local community
- There is a shortage of *affordable and social housing* in the area mainly due to the inadequate supply of available sites

Environment

- The *towans area* is inadequately protected

Transport

- *Public transport provision* to and from Hayle and the surrounding area is poor

Note: In the following tables issues and projects identified in the consultations and the Healthcheck are in normal text. Actions from the Healthcheck are in *italic text*.

4. Vision

HRA have summarised local aspirations into the following draft Vision

By 2026 the Hayle area will be:

- **A *distinctive* area, celebrating, protecting and promoting its natural and heritage assets**
- **A *friendly* area, embracing new residents, businesses and visitors in the warmth of its welcome and traditions**
- **A *skilled* area, providing skills and quality employment for local people and growth opportunities for local businesses**
- **A *sustainable* area, making sure that all new initiatives are planned and developed for the benefit of local people**

5. Priority Actions and Projects

Discussions at the Workshops (Tourism and Culture, Environment, Stakeholder) and at presentations (Chamber of Commerce, Area Forum, Youth Conference, Business Breakfast) have identified the following potential priority actions that RVH will either 'Support' (i.e. support others in delivering the project), seek to 'Influence', or take 'Action' Itself in the forthcoming Community Strategic Plan. The actions/projects have been clustered for ease of reference under [theme headings](#).

Projects in **bold** indicate projects that have been identified through the consultation process. Projects in *italics* have been identified through the Healthcheck.

'Action' Projects (RVH delivers the project itself)

- **Promoting Community Involvement** (includes promotion of volunteering, plus support for continuation of RVH and implementation and monitoring of the Plan)
- **Strategic Actions with other MCTi** – e.g. joint action through LSP, working with West Cornwall Community Network, single issue joint action e.g. transport, skills strategies, business support

‘Influence’ Projects (RVH seeks to influence the form and delivery of a project which is being delivered by others)

Economy

- **Hayle Harbour Development Plan**
- **Workforce Skills Development Strategy**
- **Business Support Strategy**
- *Survey of sites and premises for business*
- *Leisure and Learning Centre*
- *Develop Hayle Business and Conference Centre*
- *Prepare Town Centre Retail Strategy*

Tourism

- **Hayle Promotional Strategy**
- **Develop the Penwith Tourism Information Gateway**
- *Survey of local tourist businesses*
- *Review of tourist accommodation*
- *Promote Hayle Harbour*
- *Produce visitors’ Guide*
- *Relocate Hayle TIC*
- *Prepare large scale maps of the area*
- *Promote Hayle festivals*
- *Develop cultural/ historic/ environmental trails*
- *Promote Hayle as National surfing and watersports centre*
- *Improve access to beaches*

Environment

- **Marine Protected Status for Hayle area Coastline**
- **Cultural and Environmental Interpretation Centre – including ‘Fragile Coast’ permanent exhibition**
- **Town Centre Townscape Strategy**
- *Allotment provision in Hayle*
- *Protection measures for the towans*
- *Removing electricity pylons from the towans*

Community Facilities

- **Audit of existing community facilities**
- **Leisure Centre**
- **Cinema/community meeting space**
- **Youth facilities**
- **Provision of Affordable Housing**
- *Support for single pensioner households*
- *Patient loadings at surgeries and dentists*
- *Provide part time surgeries in villages*
- *Provide CCTV in towns and villages*

Transport and Access

- **Evaluate progress on Hayle Area Transport Survey**
- *Support Paddington to Penzance sleeper service*
- *Develop Hayle railway station*
- *Provide disabled access to transport*
- *Dial-a-ride scheme*
- *Late night buses*
- *Cycle route network*
- *Rural footpath provision*
- *‘A30 Gateway’ improvements*
- *Review parking Provision*
- *Gwithian/ Godrevy park-and-ride scheme*

‘Support’ Projects (RVH supports the delivery of a project by another organisation)

- **Sustainability – use local labour and local, sustainable materials on harbour and all other large scale development**
- *Promote importance of tourism*
- *Tail back signs at Loggans Mill*
- *Audit of tourist plans*
- *Achieve Blue Flag Status for beaches*
- *Tolroy Junction improvement*

6. Issues for further consideration by RVH Steering Group

a) Capacity of RVH

RVH are developing a *community-led strategic plan* for the Hayle area, which the community will also monitor and review. Run with largely volunteer labour, RVH must therefore be realistic about the number of projects/actions it will be able to move forward – hence the need to prioritise projects with which RVH feels it can make real impact. As RVH is a relatively new, volunteer-led organisation, it is unsurprising that most of the projects/actions of its Plan will be ‘Influence’ projects, while RVH concentrates on building its own capacity to deliver. The consultants recommend that the Plan details only the 10 or so priority projects/actions upon which RVH will concentrate its efforts. Other projects/actions will be outlined in the Projects Matrix of the Plan and may move up to priority status at a later date.

b) Project Development

Some of the projects/actions in the priorities list above are at present underdeveloped. There seem to be 2 reasons for this:

1. Some projects *are* at an early stage of development or even at idea stage and need further discussions before they are fleshed out, with more information, for the Plan
2. Some projects are progressing through public agencies or private companies, but Revitalise Hayle is not yet a key partner in discussions and therefore is unaware of this progress.

c) Building Strategic Partnerships

When communities lack the experience, trust, skill, co-ordination or other capacity to engage in negotiations with public or private agencies, they can become passengers in the regeneration process, with decisions being made on their behalf. RVH must either establish itself as a credible community partner in negotiations or ally itself more closely with community-based organisations which already have influence.

Much can be gained by RVH through working jointly with Hayle Area Forum and the Chamber of Commerce to get early agreement with on Plan priorities, then speaking with one community voice in strategic partnerships over, for example, the development of the harbour. A key component in establishing a community voice is the development of an infrastructure – a *presence* in the town – through established office base, good communications, website, leaflet, co-ordination and promotion of community meetings. RVH could, in effect, become the executive arm of Hayle Area Forum.

Establishing infrastructure is not (as some organisations may see it), empire building. It is a business-like and long term approach to involving the community in regeneration processes. Like any emerging business, RVH would also need staff, and a budget for volunteer expenses and training.

The formation of the infrastructure to be able to engage effectively in strategic partnerships should be a key project in the Plan. It is also an area where RVH can be a lead strategic partner, in alliance with the Hayle Area Forum. It is

also an area where early discussions with other MCTi steering groups and West Cornwall Community Network may prove productive for economies of scale in sharing resources.

RVH will, of course, base its priorities for the Plan on:

- issues from the Healthcheck
- issues and aspirations from the consultations

But before deciding for the Plan which projects/actions to support, influence or take action on itself, RVH should find out which of the community priorities are already being developed or supported by other agencies. The consultants recommend that the lists of priorities identified through consultations and Healthcheck (as above) should now be sent to all stakeholder agencies on the stakeholder agency conference mailing list, asking them to respond by detailing the areas where they are taking action already.

7. Outline Workplan to Plan completion - Recommendations for Action

Action	Timescale
Agree Vision, priority projects and other projects for consideration at a later stage	Now
Consult Stakeholders for their views on projects, , details on costs and timing of implementation	Give stakeholders four weeks to respond
Amend project and priorities	1 week
Prepare draft Plan	3 weeks
'Trail' priorities by article in local press	
Take any comments into account in priority projects	1 week
Develop 'project profiles' for priority projects for inclusion in Plan	6 weeks
Complete draft Plan	1 week
Presentation of Plan to Steering group	
Amend Plan and get steering group approval	1 week
Send Plan to Stakeholders for comment	Give stakeholders four weeks to respond
Finalise Plan	1 week
Finalise Healthcheck	3 weeks
Finalise Strategic Review	3 weeks
Finalise consultations Scrapbook	3 weeks
Design format for public documents	1 week
Print public documents	2 weeks
Arrange public release of Plan	
Arrange Stakeholders Meeting	Set target date

Note: Much of this time will run concurrently

Appendix One: Suggested Structure for Plan

The Hayle Area Community Strategic Plan is due in draft in January. HRA suggest that a structure for the Plan may be:

1. Chairman's Statement (Executive Summary & thanks)
2. Introduction – the key issues we will address through the Plan
3. Our Vision for 2026 – the written vision statement
4. Our Priorities (key projects and actions being taken forward (Endorse/Influence/RVH Action), 250 words each priority, text to contain
 - *Description of action*
 - *What need this is addressing*
 - *What will be better as a result of the action*
 - *Who the key stakeholders are and who will take the lead*
 - *Approximate costs and timescale of action, if known*
5. How we developed the Plan
 - *The process – consultations / presentations/project development workshops*
 - *Healthchecks*
 - *Strategic review*
 - *Values & principles – inclusion etc*
6. How we will deliver the plan
 - *Legal structure*
 - *Monitoring & review*
 - *Keeping the community engaged and informed - Publicity etc*
7. Project Matrix – list of all projects/actions under consideration in the Plan, including Priority Projects/Actions – identifying investors / champions & whether Now / Short Term / Long Term

Appendices

- *Healthchecks*
- *Strategic review*
- *Communications scrapbook*

Appendix Two: Issues and potential actions - DRAFT

Implementing the Plan						
No	Key Issue	Objective (Desired Outcome)	Proposed Action	Action to be taken by	RVH	Potential Partners
	Community apathy	To achieve successful implementation of the MCTi plan for Hayle by ensuring continuing support and involvement in the plan from all sections of the community, promoting volunteering, and securing support for the continuation of RVH and implementation and monitoring of the plan	Secure future of community-led regeneration process through building capacity and strategic alliances with other community partners: <ul style="list-style-type: none"> • Agree long-term structure • Staffing/office base • Development budget • Training • Community Events and promotion of successes in Plan implementation 	RVH	Action Project	Local community Local Area Forum, C of Commerce, Community groups Local businesses
	Lack of co-ordinated action with Hayle's MCTi partners and other Penwith MCTi towns	To achieve successful implementation of the MCTi plan for Hayle by ensuring joint action in implementing aspects of the Plan through the Local Strategic Partnership and West Cornwall Community Network, addressing single issues and joint action on transport, skills, business support	Develop strategic partnership with other MCTi towns to promote joint action and lobbying.	RVH	Action Project	CCC, PDC LSP, WCCN Other MCTi Towns in Penwith SWRDA MCTiA

Economy						
Hayle Harbour						
No	Key Issue	Objective (Desired Outcome)	Action	Action to be taken by	RVH Action	Potential Partners
	Hayle Harbour Area Development	To increase the numbers employed in tourism and other businesses, to increase business turnover and to improve the environment of Hayle by the development of Hayle Harbour by ING, ensuring this is in tune with the community's wishes and with other proposals for the area, that it proceeds at the earliest and that the benefits promised for Hayle are delivered	Analyse the likely impact that the ING development will have on the local economy in terms of increased expenditure and employment and work with ING to achieve the desired development at the earliest. Ensure that the ING proposals safeguard the historical aspects of Hayle harbour.	PDC	Influence - may require independent advice	ING HTC RVH CCC Owners Harbour Master Local Community
			Prepare a Development Plan with for the whole of the Hayle waterfront and ensure that the proposals in the Plan become statutory guidelines for future developments	PDC	Influence – may require independent advice	ING. HTC RVH

Employment and business						
No	Key Issue	Objectives (Desired Outcome)	Actions	Action to be taken by	RVH Action	Potential Partners
	Shortage of well paid, quality jobs for local people	<p>An increase in the number of local residents employed in well paid, full time, quality jobs, a reduction in the local level of unemployment to the national average, and reduced reliance on seasonal tourism employment by:</p> <ul style="list-style-type: none"> •Ensuring that the right conditions exist to encourage the formation of new companies, the expansion of existing ones and the attraction of companies that might wish to locate in Hayle •Creating 'shoulder month' and out-of-season employment opportunities •Increasing the levels of qualifications in the workforce and the percentage of qualified people in employment •Developing Hayle as a centre for non-residents to work •Increasing opportunities for local people to be employed in professional and managerial roles 	<p>Prepare a Workforce Skills Development Strategy, which includes a skills audit of local unemployed, to identify employment ambitions and skills needs, identification of the skills needs of local businesses, those Penwith companies likely to expand, companies likely to relocate to the area and the growth sectors in the Penwith economy.</p>	PDC	Influence	CCC SWRDA PDC HTC RVH LSC C of Commerce Business Link LSP Local Businesses Local Job Centre
			<p>Prepare a Business Support Strategy by evaluating the effectiveness in Hayle of past and existing business support programmes such SRB, European Programmes, Business Link support measures and PDC Policies and estimate the likely benefits from future plans and programmes</p>	Business Link	Influence	CCC SWRDA PDC HTC RVH LSC C of Commerce LSP Local Businesses Objective 1
			<p><i>Hold a business support events to bring together all businesses and all support organisations to substantially increase business awareness and usage of services and support infrastructure</i></p>	Business Link	Influence	HTC PDC RVH C of C Local Businesses
			<p><i>Undertake survey of users of industrial sites and premises and survey providers of business space to determine the level of demand for new sites and premises</i></p>	PDC	Influence	Developers Local Businesses HTC SWRDA C of C LSP

Employment and business						
			<p><i>Review potential for a Leisure and Learning centre</i></p> <ul style="list-style-type: none"> <i>-vocational training in key target industries</i> <i>-upskilling for the employed</i> <i>-new horizons training for those seeking to improve working life</i> 	<p><i>Cornwall College</i></p>	<p><i>Influence</i></p>	<p><i>Cornwall College</i> <i>LSC</i> <i>LSP</i> <i>PDC</i></p>
			<p><i>Create a Hayle Business and Conference Centre</i></p> <ul style="list-style-type: none"> <i>-supported by a business directory, business website</i> <i>-tie in with training and qualifications see action point</i> 	<p><i>PDC</i></p>	<p><i>Influence</i></p>	<p><i>Cornwall College</i> <i>C of Commerce</i> <i>Local Businesses</i> <i>LSC</i> <i>Business Link</i> <i>SWRDA</i> <i>LSP</i></p>

Tourism						
No	Key Issue	Objective (Desired Outcome)	Actions	Action to be taken by	RVH	Potential Partners
	Failure to attract enough visitors to the Hayle area and Hayle in particular and the lack of a Hayle 'brand' to attract tourists and businesses	<p>Increase the economic contribution of tourism to the local economy in terms of new jobs and increased business turnover by increasing the number of visitors and tourists to Hayle, particularly the town centre by:</p> <ul style="list-style-type: none"> • Better promotion of Hayle as a tourist destination through the development of a distinct Hayle 'Brand' • Improving the performance of existing tourist facilities • Introducing new tourist attractions • Improving and widening the range of tourist accommodation available 	Prepare a Hayle promotional strategy, identifying Hayle's target markets and developing a unique Hayle 'brand' which will appeal to its target customers	PDC	Influence	Local Businesses South West Tourism CCC LSP TIC
			<i>Increase the understanding of the importance of tourism to local businesses and residents through presentation and workshops</i>	South West Tourism	Support	Local Community Cornwall College Business Link PDC CCC TIC
			Survey local tourist businesses about future prospects and needs and complete an audit of the performance of existing tourist facilities and	PDC	Influence	Local Businesses C of Commerce HTC South West Tourism TIC
			Complete an audit of the performance of existing tourism plans for the area	PDC	Support	CCC South West Tourism LSP Business Link CCC TIC
			<i>Review the provision of existing tourist accommodation and investigate the provision of new accommodation such as non-camping/chalet accommodation and low-cost youth accommodation for backpackers and surfers</i>	PDC	Influence	Local providers C of Commerce Developers TIC
			<i>Promote Hayle Harbour as a safe haven on the north coast including creation of marina facilities, mooring fuelling, eating out</i>	ING	Influence	ING Harbour authorities HTC PDC TIC

Tourism

			<i>Produce visitors' guide including Parishes including reference to SSSI's AONBs</i>	<i>PDC</i>	<i>Influence</i>	<i>National Trust; C of Commerce attractions; farm shops and restaurants; Bird paradise</i>
			<i>Relocate Hayle TIC in an agreed 'shop-window' in a prime location and open all hours</i>	<i>PDC</i>	<i>Influence</i>	<i>HTC C of Commerce TIC</i>
			<i>Prepare large-scale maps in key locations describing what the area has to offer</i> <i>-where to park (Hayle park-and-ride)</i> <i>-where to surf</i> <i>SSSI's, AONB's</i> <i>-walks and cycleways</i>	<i>PDC</i>	<i>Influence</i>	<i>CCC TIC English Nature Local organisations</i>
			<i>Promote and develop Hayle festivals</i>	<i>HTC</i>	<i>Influence</i>	<i>PDC C of Commerce Local Organisations TIC</i>
			<i>Develop the ' Information Gateway to Penwith'</i>	<i>PDC</i>	<i>Influence</i>	
			<i>Develop a cultural/historic trail based on Hayle's remarkable industrial heritage and its relation to the ocean: fishing, surfing, wrecks, beach culture etc</i>	<i>PDC</i>	<i>Influence</i>	<i>TIC Owners CCC English Heritage</i>
			<i>Develop a 'history' cycle-path, connecting town and villages</i> <i>-perhaps connecting the churches and landing sites of the Irish missionaries/saints</i>	<i>PDC</i>	<i>Influence</i>	<i>Godrevy Team Ministry NCN TIC Owners CCC</i>

Tourism						
			Develop a history/science trail for the river and estuary -Bronze Age, Romans, tin-stamps, smelting -linking to St Erth	PDC	Influence	TIC Owners CCC English Heritage English Nature
			Develop a history trail for our industrial heritage -expand on shipbuilding, foundry history -capitalise on links with Trevithick etc	PDC	Influence	TIC Owners CCC English Heritage
			Link Gwinear, Gwithian, Godrevy, St Erth and Hayle with a circular history/science/environment cycle-path	PDC	Influence	TIC Owners CCC English heritage English Nature
			Develop a 'Fragile coast Centre' and achieve 'marine protected' status		Influence	
			Develop and promote Hayle area as national surfing and watersports destination including: •A watersports centre with indoor training •Surf schools •An adventure shop as per Queenstown	PDC	Influence	ING South West Tourism CCC C of Commerce Local Businesses
			Develop an Interpretation Centre for cultural and environmental issues		Influence	
	Failure to benefit from the attraction of the beaches	Increase the economic contribution of tourism to the local economy in terms of new jobs and increased business turnover by increasing the number of residents, visitors and tourists visiting Hayle's beaches by: •Improving the condition of the beaches	Achieve Blue Flag status for all of Hayle's beaches at the earliest including increasing anti-litter awareness; dog-waste awareness for dog-owners using beaches	PDC	Support	Owners ENCAMS PDC Environment Agency English Nature
			Provide better access to the beaches by improving parking, park and ride schemes and	PDC	Influence	Owners

Tourism						
			<i>Introduce measure to protect the towans (See environment)</i>	<i>PDC</i>	<i>Influence</i>	<i>Owners Environment Agency English Nature</i>

Hayle Town Centre						
No	Key Issues	Objective (Desired Outcome)	Actions	Action to be taken by	RVH Action	Potential Partners

Hayle Town Centre

	<p>Poor quality town centre</p>	<p>To improve the number of people employed in hayle businesses and the business turnover by improving the appearance and performance of Hayle town centre so that it is attractive to residents in Hayle and the surrounding parishes, local businesses, new retailers, visitors and tourists by:</p> <ul style="list-style-type: none"> • Widening the choice of shopping available • Improving the appearance of existing shops • Making the town centre more accessible • Improving car parking provision • Improving the general appearance and condition of the built environment • Encouraging an active evening economy 	<p>Prepare a Town Centre Retail Strategy which will involve:</p> <ul style="list-style-type: none"> • Discussions with existing retailers to identify how they might improve their shopping offer and how the town centre might be promoted to residents in Hayle, in the parishes and to visitors and tourists • Consultations with retailers not currently represented in the town centre • Discussions with development interests about the provision of additional retail space • Conducting a shoppers' survey to determine shoppers' preferences • Assessing the likely impact of the Hayle Harbour development on the town centre • Identifying the current performance of the town centre particularly the level of local expenditure and any leakage and whether the centre can sustain additional shopping provision • Carrying out a parking survey and bring forward and implementing proposals to improve parking provision • Consideration of the implementation of a free bus service from the parishes • Development of a weekly farmers' market promoting local produce • Development of an attractive, pedestrianised or traffic calmed zone with restaurants, bars and bistros – possibly in a waterfront location including a traffic management scheme • Develop a town centre or focal point for people to gather naturally, and for pre-determined purposes such as retail, festivals • Survey shops and public places to evaluate compliance with legislation for the disabled 	PDC	Influence	<p><i>Local farm shops;</i> <i>C of Commerce</i> <i>PDC</i> <i>ING</i> <i>CCC</i> <i>Local Retailers</i> <i>National Retailers</i></p>
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Hayle Town Centre						
			Assess the progress and effectiveness of the Hayle Townscape Strategy and its impact on the town centre and carry out an audit of town centre buildings in need of attention	PDC	Influence	PDC Local Community Local Retailers

Community						
No	Key Issue	Objective (Outcome)	Actions	Action to be taken by	RVH	Potential Partners
	Lack of attractive sports, and leisure facilities	Improvements in the health of local residents, enhancing the quality of their leisure time, and encouraging new visitors and tourists to Hayle by Developing range of attractive sporting and leisure facilities to satisfy the needs of residents, visitors and tourists including: <ul style="list-style-type: none"> •A sports centre •Community learning centre •Community Meeting Place •Watersports centre •Drama/cinema and conference facilities 	Complete an audit of existing sports and leisure facilities and a survey of <i>public demand and likely usage of a range of facilities</i> in Hayle and the parishes and prepare a strategy to upgrade and/ or replace existing facilities. (See tourism)	PDC	Influence	<i>Hayle Canoe Club;</i> <i>HTC</i> <i>PDC</i> <i>Sport England</i>
	Lack of a local community learning centre					
	Lack of a local community 'meeting place' and cinema					
	Shortage of affordable and social housing	Ensuring that all residents in Hayle have satisfactory housing conditions by providing sufficient affordable housing for purchase and rent to satisfy the needs of the local community	Identify the level of demand for the various types of housing tenure required and to identify sites and buildings which the community would support being developed for this type of housing	PDC	Influence	Housing Associations House builders RVH Local Community
	Community Support	Ensuring the health and well being of single pensioner households by providing adequate health and social support	<i>Evaluate existing levels of support for single-pensioner households</i>	<i>Social Services</i>	<i>Influence</i>	<i>HTC</i> <i>Social Services</i> <i>PDC</i>
	Health Issues	Ensuring that the health of the local population is maintained by providing satisfactory health cover within the plan area	<i>Evaluate patient loadings at surgeries /dentists</i>	<i>WCPCT</i>	<i>Influence</i>	<i>West Cornwall Primary Care Trust</i>
			<i>Re-establish part-time surgery facility in the villages: operating across a wider range of health-care practitioners</i>	<i>WCPCT</i>	<i>Influence</i>	
	Crime Prevention	Seek to ensure that towns and villages are perceived as safe places to be, particularly in the evenings and for young people	<i>Install CCTV in key locations in town and villages. Consult young people re appropriate safety on roads and in leisure areas</i>	<i>Devon and Cornwall Constabulary</i>	<i>Influence</i>	<i>Home Office</i>
	Allotments		<i>Develop an allotment provision for Hayle</i>	<i>Hayle Town Council</i>	<i>Influence</i>	

Environment						
No	Key Issue	Objective (Desired Outcome)	Actions	Action to be taken by	RVH	Potential Partners
	The inadequate protection for the towans area	Seek to ensure that the environment of the towans area is adequately protected and enhanced	Prepare and implement a new strategy for the protection of the towans	PDC	Influence	Owners Environment Agency English Nature
	<i>Visual blight of electricity pylons on the towans</i>		<i>Work with electricity provider to remove pylons from Towans or have them relocated underground</i>	<i>PDC</i>	<i>Influence</i>	<i>SWEB</i>
	Lack of use of local materials and labour	To ensure that local, natural and sustainable materials and local are labour are used in all developments in the area		PDC	Support	Developers Contractors

Transport						
No	Key Issue	Objective (Desired Outcome)	Actions	Action to be taken by	RVH Action	Potential Partners
	Poor public transport provision	To ensure that the transport infrastructure in the area meets the needs of all members of the community, businesses, visitors and tourists by: <ul style="list-style-type: none"> •Ensuring adequate public transport provision throughout the area •Maintaining and improving the pedestrian footpath and cycle network •Improving the road network •Improving the provision and appearance of car parking 	<i>Evaluate progress on actions proposed in the Hayle Area Transport Survey 2004</i>	<i>Hayle Area Forum Transport Group</i>	<i>Influence</i>	<i>PDC CCC LSP</i>
			<i>Support continuation of the Penzance-Paddington service and reinforce value of Hayle as destination stop, particularly post-harbour regeneration</i>	<i>First Great Western/Railtrack</i>	<i>Influence</i>	<i>PDC CCC C of Commerce LSP Forum Transport Group</i>
			<i>Develop Hayle rail station</i> <i>-ensure trains stop here</i> <i>-ensure links to town are immediate for rail travellers</i> <i>-address disabled access, inc. St Erth</i>	<i>First Great Western/Railtrack</i>	<i>Influence</i>	<i>First Great Western Rail operators</i>
			<i>Increase awareness of disabled and other users (cyclists, mothers with children) needs of public transport including proper disabled alighting facilities at westbound platform, St Erth</i>	<i>CCC</i>	<i>Influence</i>	<i>First Great Western Rail operators</i>
			<i>Support Dial-a-Ride scheme with annual funding rather than current situation with links to development of part-time surgery facilities in rural areas</i>	<i>CCC</i>	<i>Influence</i>	<i>First buses Sunset buses WCPCT Local Communities</i>
			<i>Consider implementation of villages-town-beach route for small groups at key times: eg Friday/Saturday night; Surfer's Bus</i>	<i>CCC</i>	<i>Influence</i>	<i>First buses Sunset buses PDC Local Communities Interest Groups</i>
			<i>Establish viability of safe cycle route network between town and villages, and residential areas and schools / town centre</i>	<i>CCC</i>	<i>Influence</i>	<i>PDC Local Communities</i>
			<i>Review provision of pavements or alternative footpaths in rural areas</i>	<i>CCC</i>	<i>Influence</i>	<i>Parish Councils PDC</i>

Transport						
			<i>Improve Tolroy junction on Hayle by-pass</i>	<i>CCC</i>	<i>Support</i>	<i>CCC local packers transport users</i>
			<i>Re-design northern A30 gateway to make more attractive: refer to other visitor-facing action points</i>	<i>CCC</i>	<i>Influence</i>	<i>PDC TIC C of C Attraction operators</i>
			<i>Tail-back signs erected on approach to Loggan Mill roundabout west-bound</i>	<i>CCC</i>	<i>Support</i>	<i>TIC PDC</i>
			<i>Re-think the provision and location of car-parks</i> <i>-remove from key sites by water-frontage</i> <i>-remove from key sites that could be people-focussed</i> <i>-relocate to more useable venue for shopping and leisure</i>	<i>CCC</i>	<i>Influence</i>	
			<i>Provide park-and-ride scheme from Hayle to Gwithian and Godrevy</i> <i>-address overflowing car-parks and coastline covered in vehicles</i>	<i>CCC</i>	<i>Influence</i>	<i>PDC National Trust Sunset buses</i>

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