



case study

environmental sustainability



Objective One is
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The Objective One Partnership
for Cornwall & the Isles of Scilly

KYNANCE COVE ENHANCEMENT PROJECT

The National Trust
Poltesco Farmhouse
Ruan Minor, Helston
TR12 7LR
Telephone: 01326 290865
www.nationaltrust.org.uk

the project

The project has improved the visitor facilities and experience at the site by installing water and electric services, refurbishing the existing buildings (including the café) and constructing a new toilet building.

The Programme has invested £380,000 from the European Regional Development Fund (ERDF) in the project which has a total cost of £780,000.



measures of environmental sustainability adopted

To promote the prudent use of natural resources

The recycling of tins, paper and plastics are encouraged at the café and they also recycle their green waste. This system will soon be reinforced with formal recycling points at the café and car park. The project is currently researching the sourcing of recycled and recyclable packaging for the café and will compensate the café for any cost difference through a rent reduction. The project is striving to be energy neutral by selling the energy created by solar tiles on the roof of the café to the national grid. This will offset the energy needed to operate the water treatment system. Sheep's wool insulation also provides energy efficiencies. The toilets are flushed using an established spring water supply and water is conserved by flow controls on the taps and shower, and reduced volume cisterns.

To protect and improve the environment

The local bus service is flagged up through the National Trust member's handbook, the Coast of Cornwall leaflet and local transport campaigns. Timetables for the bus service are provided at the car park and staff talk to visitors to encourage them to use public transport. The site has a wealth of international, national, regional and local designations including SSSI status and is a candidate Special Area of Conservation (the highest category of European Designation). The waste treatment of water uses a bio bubble which exceeds water quality discharge consents. A species rich turf roof on the toilet block has been created using turf from

another National Trust site as part of that site's habitat management plan. Some of the wood used in the refurbishment of the café and construction of the toilet block is from local sources. The café sources local and organic produce where possible with much produce being home baked.

To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services

The tourism product on offer at Kynance is intimately based on the very high quality environment (landscape/coast/wildlife) of the Lizard. The café is trading on the environmental credentials it can claim from the sustainability of the project.

To increase awareness of residents, businesses and visitors of the value and importance of the environment

A panel in the café displays the electricity generation of the solar panels and information on the back of the toilet doors explains how the biological water treatment works. There are plans to provide interpretation of environmental sustainability measures on café trays and through activity sheets for children. The project has produced a report to share best practice and this case study will go on the National Trust website.



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benefits of environmental sustainability

Increasing the quality and value of the public product to reflect the designations and high quality of the surrounding natural environment has improved the visitor experience and this will secure and grow the visitor spend now and into the future.

The environmental sustainability measures have supported the café business and helped them to develop a different experience for their customers, a competitive edge and a niche market. Not only do the environmental principles adopted help with the café's branding it also means they are able to provide a better quality service not least through having a reliable energy and water supply which has meant a reduction in the turn around of an order on average from up to 40 minutes to just 10.

This project showcases more environmentally responsible tourism and encourages others to do the same. Local people and businesses together with visitors can all see the improvement of the facilities in a way that protects this important environment. National Trust members are particularly interested in environmental sustainability and are keen to see it happening on the ground. The project contributes positively to the profile of the National Trust as an environmental charity.

The aesthetics and local distinctiveness of the site are improved by using local materials (which also weather and survive better) and also the local economy benefits.

The fact that the water treatment exceeds water quality discharge consents generates support from local people for the National Trust and their work.

In summary the economic benefits created through the adoption of environmental sustainability measures long-term have been costs savings, improved customer services and branding for the tenant business, work for local suppliers and contractors and increased visitor spend in the local area.

lessons learnt

Project manager Mike Hardy has a few pointers for those wishing to incorporate environmental sustainability within a project:

"Budget for a feasibility study which provides all the options at the start of the project and keep your mind open. You could spend a day with someone who's



already gone through the process. Be realistic about the costs involved in terms of staff time, resources and finances.

"Consulting with the community and amending things accordingly will help get funding support and will build capacity and support for the project. Engage your beneficiaries; the café leasees have been involved all the way along and have learnt a vast amount in the process. All the small efforts add up together to make the whole."

David Lang, Director of the Cornwall Tourism Forum states, *"This project is an excellent example of partnership working that matches the tourism industry's aim of 'making tourism sustainable'. It is an exemplar of best practice that shows Cornwall is taking a lead in developing and promoting sustainable activities."*

Victoria Donovan, who runs the cafe business at Kynance Cove with her husband Luke, said: *"Lots of visitors have commented on the quality of the building work, especially the use of the solar tiles. It's great to see the facilities improved in a way that protects such a special place."*

For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email objectiveone@cornwall.gov.uk.