



case study

equal opportunities



Objective One is
part-financed by
the European Union



The Objective One Partnership
for Cornwall & the Isles of Scilly

CORNWALL RIVERS PROJECT

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the project

The main aim of the project has been the rehabilitation of key rivers and their catchments across the Objective One area, whilst improving the economic viability of local rural communities.

The Programme has invested £919,581 from the European Agricultural Guidance and Guarantee Fund (EAGGF) in the project which has a total cost of £2,628,511.

The project works with farmers and landowners. The aim is to increase their profit by encouraging them to use different methods which will create environmental benefits as well as cost savings. This will then result in an improved standard of living. For instance, improving the quality of water increases fish stocks, which encourages more fishing. More people fishing brings benefits to the farmer and the community in increased licence fees, fishing revenue, overnight stays, and associated angling spending in tackle shops etc.

measures of equal opportunities adopted

Eight demonstration sites have been installed which are open to the public all year round helping Cornwall Rivers Project to reach a large and diverse audience. Several of the demonstration sites are in public parks along watercourses and are now accessible by wheelchairs along paved paths. Interpretation signage and seating areas have been provided.

The Cornwall Rivers Project website has been updated and whilst not accredited has been made accessible to a wider population by means of links to large print pages and alternative colours.

Integrated management plans for farmers and landowners are usually provided in written form. However, they can also be made available in large print or on audio tape.



Farmer Dominic Fairman being interviewed by BBC's Simon Hall at the start of the Cornwall Rivers Project

Westcountry Rivers Trust operates a robust equal opportunities policy spanning all aspects of its operation. Selection of partners and subcontractors is carried out without reference to gender, age, ethnicity, marital status or disability etc.

As a result of the advice provided by the project, disabled access and parking is provided to a number of fishing sites in the Angling 2000 scheme.

The project has provided advice to 871 farm businesses of which 81 were women farming alone, 205 were male/female teams and 585 were men farming alone or where a female was not a major part of the business.

benefits of equal opportunities

The integrated management plans have identified opportunities to improve farming practices which, whilst protecting the environment, also make economic savings. Increased access to rivers for people wishing to fish have brought increased revenue in the form of fishing token sales through the Angling 2000 scheme.

One farmer has been able to further diversify into offering corporate fishing events as a result of the changes made.

Another landowner offers a service for disabled anglers by appointment where he collects them in their



wheelchairs and drives them down to the river in a special disabled access buggy (which he has as his daughter is disabled).

Project staff often work from home, many in isolated areas and a flexible working policy helps them to fulfil family or farming commitments. Several staff members with young families appreciate the flexibility that this allows.

lessons learnt

Gillian Dixon, project manager, said that she felt the project had been very successful, but that they could potentially have undertaken more publicity to show others what can be done to improve access, although they did specifically target women's groups such as the Women's Institute and the Women's National Farmers Union. Her advice to others is: *"Have equal opportunities in mind when you design the project and make sure you have systems in place to ensure equality of opportunity to all from the start."*

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