

BODMIN MOOR & CAMELFORD IAP



EXECUTIVE SUMMARY

This IAP is about improving the lives of the residents of Bodmin Moor and Camelford.

A separate IAP has been produced for this relatively small population of 18,000 because of the distinct economic challenge faced by the residents and businesses of the area. Hence the working title for the IAP is “Meeting the Challenge of Change.” The challenge is distinct in that it incorporates a dependency on low-income agriculture in an Area of Outstanding Natural Beauty with severe practical and regulatory limits on what economic activity can take place. Although not unique, the challenge of balancing community and economic development and growth against environmental enhancement and protection is apparent in this IAP area as nowhere else in Cornwall. This within a community that is long-standing, distinct and proud of a history and culture that binds the people of the Moor and has served them well as their economic fortunes have declined.

Our communities are dispersed across the area – the IAP will bring them together in a partnership to tackle these challenges and to access services and opportunities that arise from Objective One and economic and social change. The IAP will identify and stimulate new opportunities, from Camelford and the prospective by-pass to Colliford and water sports.

The IAP is about providing all members of our society with the opportunity to participate in Cornwall’s Objective One programme. Our mechanisms for involving all interests in an open and transparent fashion will be proactive and fair. At the heart of this will be a nominated Steering Group, endorsed on an individual basis by a Local Development Group open to all residents and business interests in the area. A capacity building programme that will provide local people and community groups with the means, be it training or physical access, to develop and implement projects, will support this.

The IAP’s objectives are:

- *Safeguarding existing employment and improving employment prospects: supporting and stimulating the demand side of the labour market;*
- *Improvement of access and opportunities for employment, goods and services: improving the operation of the supply side of the labour market, and also the ability of people to secure goods and benefits, and other services;*
- *Conservation of the natural resource base of Bodmin Moor: good in itself and a pre-condition for economic regeneration;*
- *Improvement and conservation of the area’s distinctive identity: something that local people want and an economic opportunity in itself;*

These objectives will be achieved through the final point that holds this IAP together:

- ***Capacity building: improving the ability of local people to put the IAP and other plans into practice.***

The IAP is valued at some £6.08m over three years starting in 2001. This includes £1.08m from the European Regional Development Fund, £1.01m from the European Agricultural Guidance and Guarantee Fund, £0.4m from the European Social Fund and £2.72m from other UK public funds. This will create gross extra sales in the area of £4.48m, providing for 108 jobs created, 131 jobs safeguarded, 88 businesses assisted, 12 new business starts and training for some 420 people.

The area covered by this plan incorporates the Parishes of: Warleggan; St. Ive; St. Clether; Altarnun; St. Breward; Helland; St. Neot; Linkinhorne; Camelford; Michaelstow; Lewannick; Cardinham; St. Cleer; Davidstow; Advent; St. Tudy; Blisland; North Hill.

Objective A - Conservation of the Natural Resource Base of Bodmin Moor

Rationale

Meetings, including community workshops, and consultations with landowners, farmers, environmental agencies, South West Water, as well as with other agencies having interests in natural resource conservation and environmental management¹ show that the natural resources and features of Bodmin Moor are unique and are a key part of the rationale and branding of Bodmin Moor and Camelford IAP.

The future challenge for this IAP is the reconciliation of agriculture, tourism, recreation and leisure on Bodmin Moor with the management of its fragile environment, its importance as a major source of water supply for Cornwall, its ecology and historical and cultural assets. The environment is one of the major cross cutting themes of the SPD and it is at the centre of this IAP.

Activities

The IAP will seek to improve the management of domestic and commercial wastes, including waste management in rural settlements, on farms and tourism and visitor waste on Bodmin Moor. This will include the minimisation of waste production and recycling.

Improvements to on farm environmental management have already been set in train through EAGGF supported grant schemes, and Countryside Stewardship programmes managed by Bodmin Moor Project (see Bodmin Moor Project, 1998), and the management of grazing on Bodmin Moor is a key issue with respect to environmental management of the area. The IAP will continue to promote and support agricultural practices that are compatible with the environment, including conservation of heathland, wetlands and anti - erosion measures.

Business development in the area should be compatible with the environment. Green Accreditation of businesses, including farming and other businesses and tourism may reduce costs, improve the environment and therefore raise the economic value of Bodmin Moor in national economic terms.

Actions might include:

- Zoning according to environment risk and degradation and support to measures to reduce environmental risk through soil erosion and river degradation.
- The development of renewable energy (agricultural waste) and renewable natural resources (woodland).
- Support to the development of indigenous woodland and woodland management, including hedges and banks.
- Business support and advice for improved environmental management, including the agriculture sector.
- Development of a scheme for green accreditation.
- Development of a **Bodmin Moor Environmental Management and Interpretation Centre, possibly in Camelford**, (incorporating history, flora and fauna, geology and mining, agriculture, water resources and landscape and networking to existing actions e.g. at Minions).

¹ These include the Countryside Agency, English Nature, the South West Regional Development Agency, South West Forests, district councils and the Duchy College.

Objective B - Improvement and Conservation of the Area's Distinctive Identity

Rationale

The community groups, farming groups and specialised interest groups with interests and/or activities within the IAP spatial coverage recognise the distinctive nature of the area. This includes the natural environment described under Objective A as well as the historical, built and cultural environment. These factors together with the economic activities within the area, particularly agriculture and land-based activities are a central plank in the future promotion of the area (The Vision and Branding of Bodmin Moor and Camelford). The promotion of the area's unique qualities is vital if new economic activities are to be created and the social cohesion of the area is to be maintained.

Activities

The IAP will seek to maintain the quality of the natural, historical and built environment not merely for the benefit of the resident population but also as an attraction for tourists, business visitors, educational groups and others. This applies very much to maintaining and improving the fabric of Village communities.

Indicative activities for **the improvement and conservation of the area's distinctive identity** could include the following:

- New and improved buildings with respect to design and energy conservation.
- The enhancement of visitor attractions.
- Development of the area's arts and cultural base.
- Environmental enhancements to signage and key built and natural assets.
- The production of guides to the historical, cultural and built environment of the area.
- Agreement and production of a Bodmin Moor 'brand' for products and services from the area – form the work of the Best of Bodmin Moor group and in line with regional brands e.g. Cornish King.
- Support for appropriate design and conversions of existing buildings.
- Protection of historical settlements and heritage sites of archaeological and historical interest.

Objective C - Safeguarding Existing and Improving Employment Prospects

Rationale

The protection of employment and the development of new employment prospects are vital to improving incomes and social conditions for the population of the area. Certain groups are vulnerable in terms of access to employment, notably youth, women, single parents and the disabled. There are also successful agricultural and other businesses in Camelford and on Bodmin Moor. They must be supported and encouraged to grow. Where they offer evidence of good practice they shall be presented to other businesses as virtuous and worthy of imitation e.g. Key Organics, Davidstow Creamery and Lynher Dairies.

Activities

The IAP will seek to develop new employment activities by encouraging and supporting the development of new businesses, particularly those with scope for expansion and which use local products and services. The IAP team will co-ordinate with other IAPs and with the South West Regional Development Agency, the County, District and Parish councils and community groups to identify areas where there are prospects for employment creation. At the same time it will be important to monitor those areas where employment is at risk, for example in quarrying and agriculture.

Projects will include:

- Supporting new and existing small business development.
- Management and workforce development.
- Agricultural diversification.
- Product branding.
- Development of rural crafts and retailing e.g. pottery.
- Supply chain linkages.
- Value added to products.
- Specialist new products in agriculture.
- Business development fund.
- Workspace.
- Waste management.
- Farm administration, advice and support services.
- Farm women's group/network.
- Opportunities in and use of ICT.
- Secondary co-operation e.g. joint marketing, between businesses/farms.

Objective D - Improvement of Access and Opportunities for Employment, Goods and Services

Rationale

The enhancement of skills and opportunities is vital if this IAP is to survive economically and to support socially cohesive communities. Hidden deprivation in certain parishes has already been referred to and there is a need for training and skill support for women, the young, the poor and the disabled who suffer most due to barriers, principally physical isolation, that prevent their access to mainstream support. Training and skill upgrading will offer new opportunities for employment and self-employment and will be an important factor in the future economic development of the area.

Activities

The IAP will be an active partner in measures taken to achieve Objective D. It will be important that the IAP team maximises its use of local educational and training sources, particularly the Duchy College, schools, FEIs, PROSPER/LSC and the private sector. There will also be a need to address the issue of access to training and skills enhancement. This will mean that issues of transport, childcare, disabled access and training cost will need to be addressed.

The **improvement of access and opportunities for employment, goods and services** will mean an investment programme in continuing education and the targeting of training taking into account the existing skills base and the skills needs of the area. Indicative projects could include:

- The use of parish halls and schools for training centres.
- Village service centres.
- Development of rural crafts and traditional countryside skills e.g. walling and furniture making.
- Improvements to access e.g. Visitor Management Strategy implementation.
- Financial infrastructure e.g. credits unions.
- Community business formation and development.
- The reinforcement of linkages with the Duchy College, Plymouth University (which accredits qualifications for the Duchy College), FEIs and schools in the area.
- Investment in training equipment including ICT.
- Countryside skills programme.
- Childcare and youth facilities.
- Crime prevention projects.
- Funding and training for trainers, including community development workers.
- The production of training and skills guides.
- Better co-ordination between stakeholders, including Employment Services, PROSPER/LSC, Connexions, the Environment Agency, South West Lakes Trust and private sector companies.

The improvement of access to employment and the upgrading of skills will enhance employment and incomes and therefore access to goods and services. Enhancing skills and opportunities will create opportunities for employment and small business development (Objective C). It will also contribute to the empowerment of communities and capacity building (Objective E). Appropriate training could also contribute to meeting Objectives A and B, through creating employment opportunities in environmental management and restoration and the protection and conservation of the historical and built environment.

Objective E - Capacity Building

Rationale

Local people are at the heart of this IAP. If economic, social and environmental objectives are to be realised and sustained we must provide local people with the means to manage their own destinies. Support will allow them to participate in the IAP process and the wider objective one programme through increasing their self-esteem, demystifying the bureaucracy and providing them with project development and implementation skills. There is a need to develop a more coherent approach to environmental, economic and community development and to avoid some of the problems of institutional overload and lack of strategic coherence that act as barriers to individual participation. The value of the IAP is the collaboration between institutions and individuals that previously was limited and a proactive approach to involving local people and to the creation of networks where traditionally there has been limited community activity.

Experience in Bodmin Moor and other parts of Cornwall (e.g. the Helston and Lizard Peninsula areas) has shown the value of community support professionals and countryside officers in identifying with their communities' needs through projects and solutions to problems at the local level.

Activities

The introduction of measures to strengthen existing networks and community organisations and to develop new networks where appropriate will be important to develop the sense of community ownership of the IAP project.

Community enterprises and possible credit associations are a way of building capacity, social cohesion and entrepreneurship within the area. Another possibility is the development of social, not for profit, firms that employ intermediate labour market techniques to provide a bridge to the formal economy for disaffected groups.

Key issues to address within capacity building and development of community based development will be the redevelopment of old buildings for community use and training, and the possibility of using other buildings for social and community functions including primary schools and church and other community buildings.

Capacity building includes developing the awareness and values of new technologies. The use of social centres discussed above could provide core facilities for training in ICT. Indicative projects might include:

- Community groups/networks supported e.g. community chest.
- Buildings refurbished.
- ICT facilities created and/or improved.
- Community facilities provided and/or enhanced.
- Training programmes in business skills for the community and voluntary sector.
- Community and Social enterprises established.
- Community courses, seminars, fora and workshops held.