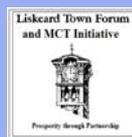


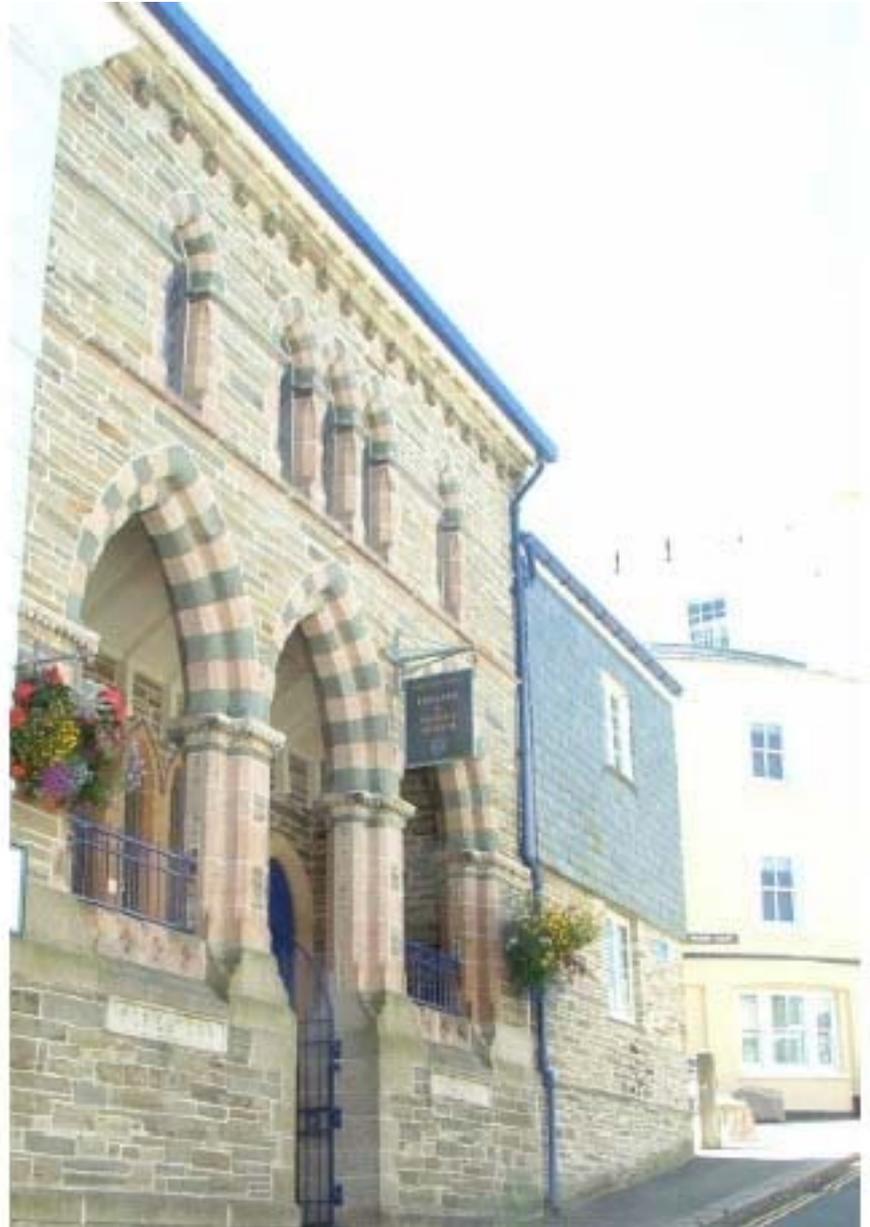
LISKEARD COMMUNITY STRATEGIC PLAN 2008



Volume 1



◀ *Cover Picture*
Artist's impression of
redevelopment of the
cattle market site with
new iconic building and
civic space.
by John Barwell



Right ▶
Foresters Hall -
housing Liskeard
and District Museum
and Information Centre

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Why Produce a Plan?

By 2030, it is estimated that Liskeard will have grown from its current size of just under 9,000 residents to a population of over 14,000.

This boom in numbers will happen in spurts - some years by huge amounts, at other times merely a trickle - as new complexes of houses are built, families grow and people migrate to the town.

This growth is inevitable. Also inevitable is that, with the increase in residents, there will be greater demands on public services. More pressure will be put on the infrastructure of the town, more traffic will fill our streets, more school places, doctors, hospital beds, shops and crucially - more jobs - will be needed.

It's true that we don't know exactly how things will turn out. But, having studied the government policies, assessed the statistical trends and consulted widely in the area, we feel we have a good understanding of the dynamics of the town and the needs of its residents.

What we have found over the past two years that we've spent working on the Town Plan, is an exciting groundswell of enthusiasm and a desire to help regenerate our town.

People want, and are prepared, to work hard for a Liskeard that is prosperous, viable and sustainable, a town that has a vibrant commercial centre at its heart and a place that provides high quality living for all. In short, a community where people want to live and work.

How It All Began

This Community Strategic Plan has been drawn up under the direction of a Steering Committee of Liskeard Town Forum. The Forum, which has existed for 13 years, was established to bring together all bodies interested in the regeneration and development of Liskeard. Members include Town, District and County Councillors, the Chamber of Commerce, residents associations, local charities and interested individuals.

In 2005, it was recognised that there was a need to produce a new plan for the town. With limited funds, the Town Forum and Town Council began the process by generating a questionnaire to find out the views of town residents on a range of topics. The responses would inform policy decisions of the Council and help articulate and evidence the views of the town to other bodies including local and regional government organisations. As a follow-up to this work, it was decided to formulate a long-term plan for the town based on the outcomes of the questionnaire and the projects from two previous studies undertaken by WS Atkins. Work started with volunteer groups studying 6 strategic themes and reporting views

● *They say you have to break eggs to make an omelette. But to do things piecemeal - a housing development here, a supermarket there - is a recipe for a mess. What we want to do is to look at Liskeard, its environs and its future growth in an holistic way.*

● *So what is our vision? Essentially, it's an integrated concept that weaves together jobs with training, housing with transport and health with leisure. A co-ordinated scheme that will lead to a renaissance for Liskeard, turning the town into a thriving centre of wellbeing.*

● *To achieve this we must address some big issues - how to create more well-paid employment, how to improve as well as just enlarge the housing stock, how to reduce the traffic flow through the town, how to sustain our commercial core, how to attract more visitors and money, how to regenerate the market site, how to raise our profile.*

This ambition requires vision – a clear, focused vision – a central idea followed by a bold plan.

on how these themes might be taken forward over the next 25 years.

In 2006, the Forum applied to join the Market and Coastal Towns initiative (MCTi), a scheme administered by the Market and Coastal Towns Association (MCTA) on behalf of the Regional Development Agency. The MCTi provides funds for communities to research and express their views on how their towns should develop in the long term. In December, the Forum was accepted into the MCTi and, once contracts had been finalised, took on the task of producing the Community Strategic Plan. This dovetailed neatly with the work already undertaken which had to be completed through procedures acceptable to the MCTA. To this end, a Steering Committee was formed with individuals who had participated in the work of the theme groups.

At the same time, a change to the constitution of the Forum to reflect the formal incorporation of the Forum into the MCTi was proposed and passed at its AGM. The composition of the Steering Committee and contributors to the various theme reports are shown at the end of this document. The consultation carried out in producing this strategic plan, and required by the MCTi process, is significantly greater than previous practice. Starting with questionnaires to households and businesses, it continued with a consultation of young people as part of the local school's citizenship programme. After this, a request for volunteers to participate in the study groups elicited over forty individuals who gave their time to research the current situation and propose how things might improve in the future.

This whole body of work provided an input to the Steering Committee from which this plan has been formulated. All the original reports and questionnaire responses have been stored in electronic format and can be ordered separately for a fee. For completeness, edited versions of the reports are included in Volume 3 of this plan. While the draft plan did not include every suggestion made by the theme groups, it did include everything judged to be of significance or achievable by the Steering Committee. The draft plan also included issues where different theme groups proposed incompatible solutions in order to test which had most community support. The publication of the draft plan in such detail was made possible only by funding from the MCTi.

The exhibition and publicity that followed publication has elicited further responses which have been taken into account in producing this final document entitled *The 2008 Community Strategic Plan*.

Nick Mallard
Forum Chairman 2002-2008

- We see this Plan as a living document which should be revised every five years or so in the light of new developments and changing circumstances.

- With regard to major proposals - such as new housing areas, new roads or more employment land - nothing will happen without further detailed consultation and public inquiry.

- The Town Forum will remain both the focus for taking forward this work and the body for people who wish to be involved in the progress of this Plan.



Liskeard's Guildhall clock striking the quarter hour

Table of Contents

Volume 1 - The Strategic Plan

Contains an overview of the progress and process of producing Liskeard's Community Strategic Plan

Why Produce a Plan?
Presenting Liskeard
Liskeard Today
Our Vision for Liskeard
Your Town, Your Choice
The Six Thematic Strategies
The Town Centre
Future Possibilities
Monitoring and Delivering the Plan
Our thanks

Volume 2 - Policies and Projects

Contains detailed information on proposals, partnerships and delivery of the Plan

Proposed Policies
Project List

Volume 3 - The Reports

Contains the full, edited reports produced by the Theme Groups and blank questionnaires

The Theme Group Reports
Town Centre Report
Residents Questionnaire & Open Field Results
Business Questionnaire & Open Field Results
Young People's Project
Final Consultation

Volume 4 - The Statistics (CD only)

This material is available on CD and only on request.

Original Theme Group Reports
Cross Tabulation Of Residents Questionnaire Results
Cross Tabulation Of Business Questionnaire Results

These documents collectively set out a proposal for the development of Liskeard over the next twenty-five years, and constitute a statement of community involvement that will inform the Local Development Framework. Our plan has been prepared in consultation with the public, community groups, public agencies, local business interests, education as well as representatives of the rural parishes that surround us. It covers all aspects of our community life.

Presenting Liskeard

Historic Roots

Recorded as a market town in the Domesday Book, Liskeard is over a thousand years old. Its importance, both as a trading centre and a royal seat, established Liskeard as one of the principal towns in Cornwall and earned it its charter in 1240. The town flourished in the Middle Ages, becoming a Stannary Town and growing wealthy with the success of its markets and by collecting taxes on minerals. Its prosperity continued through the 16th and 17th Centuries, attracting tanning and paper-making industries and expanding its population. The town's royal connections were yet again reaffirmed when King Charles I made Liskeard his headquarters for a short period during the Civil War. But it was the 19th Century that saw Liskeard truly boom, benefiting from the wealth generated by the tin, lead, silver and copper mines in the area. This not only endorsed Liskeard's importance as a market place but also established it, as the town remains to this day, as the administrative and commercial centre of the region.

- *Liskeard is a longstanding administrative headquarters- a role which we expect will continue. In the town can be found one of the two Community Hospitals in the district, one of the two publicly-owned leisure centres in the area and the local offices of many County Council and other bodies*

Geographic Setting

Nestled in the rolling landscape to the south-east of the county, Liskeard lies conveniently between the dramatically rugged coast to the south and the compellingly atmospheric Bodmin moor to the north. Plymouth, its nearest city, is found 15 miles to the east. Sitting astride both the main London-to-Penzance rail line and the A38 trunk road, Liskeard is easily accessible and thus a fast and convenient route out to all areas in Cornwall, and also with good links to the rest of the country. Immediately around the town is a ring of parishes, which are generally rural in nature. On its outskirts lie Areas of Great Landscape Value, places of antiquity, historical remains and heritage sites. Indeed, Liskeard has the distinction of being the southern gateway to the newly appointed World Heritage Site at Minions.



The Fountain on the Parade

The Hub of South-East Cornwall

As part of the process of establishing the base for a plan that would address the needs of both the town of Liskeard and its hinterland, we needed to establish exactly what our catchment area comprised - not a simple issue! Menheniot, St Cleer and Dobwalls, the three parishes closest to the town, are obvious neighbours. Beyond these lie the parishes of St Neot, St Keyne and St Pinnock which, being linked by transport and other factors to Liskeard, also have a natural connection with the town. It was then decided to look to other nearby parishes who, it was thought, might wish to be included as a part of the hinterland. Of the four considered, St Ives expressed the wish for inclusion and thus the “inner catchment” of seven parishes (see illustration on right) was established, and together form part of our total MCTi area. Four of the ten largest villages in the district lie within these seven parishes that closely surround Liskeard, thus adding a further catchment area population of some 13,000 to that of the town.



The Inner Catchment Area

Further out lies a far larger area that looks to Liskeard to a greater or lesser degree for some service provision. This includes the towns of Looe and Callington and a further three of the ten largest villages in the Caradon District. This outer area, shown below, increases the total population of the outer catchment to somewhere in the region of 40,000. While this extended area is not considered as a part of this Community Plan, it will obviously be of significance when considering projects for the provision of infrastructure and the like, and should therefore affect the policies of the Local Planning Authority when levying Community Benefit.



The Outer catchment Area



Given its strategic location at the centre of this considerable hinterland effectively makes Liskeard the hub of the district, providing services to settlements and communities over a considerable area of south-east Cornwall.

Liskeard Today

Character and Charm

There are many elements that give Liskeard its local distinctiveness. A predominantly medieval core, narrow streets, an eclectic mixture of Georgian and Victorian architecture and even a weekly livestock market all add to the town's essential character and charm. But, despite its many qualities and assets, like most other market towns across the country, Liskeard is not without its problems and challenges. Now, as the town is poised in preparation for the predicted boom in its population, this is an appropriate moment to pause and assess Liskeard with a critical eye.

The Downside

Liskeard's quaint narrow streets and poor road layout cause severe traffic congestion in the town centre. The hilly topography and the extensive conservation area have, in the past, hampered regeneration programmes. A significant skills deficit compounded by a shortage of modern employment sites and premises, together with an unbalanced housing stock and an uninspiring retail centre, have resulted over the years in low disposable incomes with all the knock-on economic consequences that this entails.

Recognising The Challenges

This lack of suitable employment opportunity, and appropriate housing, is a real economic threat to the town. It inevitably leads to increased commuting which, as well as being unsustainable, undermines Liskeard's vital and viable central focus in the local economy and could eventually result in a greater dormitory role for the town. There is a fear, too, that the town is becoming 'invisible', that its fading attractiveness will deter new talent and exacerbate the drain of bright young people from the town. Moreover, the imminent reorganisation of Local Government could remove the largest employer from the town - the latest of a series of public-sector rationalisations that has reduced employment in Liskeard.

A Chance To Put Things Right

In comparison to many other places, Liskeard is still relatively unspoilt and is thus ripe and ready for development. Little comparative investment in rebuilding programmes has taken place which also lessens the possibility of structural complications that might otherwise exist when planning improvements. Here, then, is our opportunity to create a new identity for the town so that Liskeard can become the community of choice in which to live, work and visit.

If this historic town's character is to be retained, and its vitality and sustainability enhanced, it is critical that we take the necessary steps now to plan, in detail, for the forthcoming expansion in population that awaits Liskeard. A sympathetic, timely and well-planned programme of regeneration must urgently be put in place otherwise the predicted population growth will swamp the town's infrastructure and destroy its character.

Fortunately, we do have the chance - and the will - to address many of the problems we anticipate. But only if we can attract funding and investment. And we must act fast!

A fully integrated regeneration scheme for Liskeard must:

- Provide employment prospects which offer higher per-capita GVA to meet the needs and aspirations of the current and future population of the area.
- Upgrade the retail core to attract quality outlets serving an increased population within the town and surrounding parishes and attracting customers from further afield.
- Boost Liskeard's position as the hub of south-east Cornwall enabling businesses to offer a full range of public, professional and commercial services.
- Drive through initiatives to capitalise on the World Heritage Site and exceptional natural environment to help promote the town and attract inward investment and tourism.
- Harness the enthusiasm and goodwill of both the members of Liskeard's well-established Forum and other successful, proactive community groups who have a proven track record of delivery.

● *GVA: Gross Value Added – a term that defines the differential between the value of goods and services (or end product), and the basic raw materials and costs required to produce those goods.*



Liskeard - an eclectic mixture of architecture dating from the Georgian and Victorian era.

But to move things forward first requires a plan - a plan that is born from a vision

When we sat down to discuss how we envisioned Liskeard in the future, we found that our emotions evoked images of the sort of town we really want to live in. We've tried to recreate those feelings in a snapshot here.

“We would like a commercially successful town, busy and bustling with activity and life.

A place where you can go to the Post Office to post a parcel, to the bank to get out cash, to the hospital for a check-up. Where you can buy shoes for the children, fresh rolls for breakfast, locally-grown vegetables from the greengrocer on the High Street. Where shopkeepers are happy to serve, homeowners take pride in their properties and the streets are clean. Where you can walk or cycle to work, find a good job whether you're a boss or trainee, go out after dark and know that you're safe. A town where there's plenty for the family to do and see, where it's a pleasure to stop for a cup of coffee in late afternoon, hear the Guildhall clock strike and the church bells ring. Where you can look forward to a swim after work, to cheering on your local team at the weekend and - the place you want to come home to after you've been away.

A town where people want to live, want to work, want to spend their money and want to visit.”

Our Vision for Liskeard...

...is that our town will be a flourishing, forward-looking employment and retail centre; that it will be a welcoming community providing high-quality living and amenities for all, a community in which people want to live and work and which non-residents want to visit.

To achieve this we will have a concerted drive for improvement across a broad range of themes:

1. Housing

Future housing development will be controlled through the master planning process to provide a balanced stock for the needs of all sectors of a growing community. It will incorporate ecological and sustainable values, be of good design and of high quality construction.

2. Employment

Sufficient suitable well-paid jobs will be available for our local workforce who will be well prepared to fill them. The Infrastructure for business expansion will be allocated and employment sites protected where appropriate. Support for new businesses exploiting opportunities in high technology and generating high per capita GVA will be a priority. There will be local delivery of the training required to ensure local people have the skills and qualifications needed to meet the demands of 21st century employment.

3. Getting Around

The local-road network and its links to the trunk road system will be planned to reduce congestion in the town centre. Our public transport system and parking facilities will accommodate future users in a well-planned and sustainable way. Ample provision will be made for travel by non-motorised transport.

4. Health and Community Services

Our growing community will have easy access to modern medical services together with the supporting health, social and other professionals necessary to ensure the well-being of everybody.

5. Recreation and Leisure

Liskeard will be a thriving dynamic centre with a large wealthy hinterland. As our population grows, a range of social and recreational facilities that meet the needs of all sectors of the community will be provided. Our community will be well-informed through a range of local media.

6. Environment, Heritage & Culture

Our community will continue to value, protect and develop all the beautiful aspects of our town and its environs. Liskeard will capitalise on its very special position, standing as it does between moor and sea. It will act as a vibrant hub, a source of diverse and interesting activities for all in the local area.



Locally-sourced products for sale in the Guildhall arcade



The newly-restored Webb's House



The Viaduct - Old and New

Refining the Vision

While we might debate the nature of a new focus for Liskeard, we cannot deny that the town needs to be promoted as a place for business, a place to live and a place worth visiting. According to the responses from our business survey, the lack of proper marketing of Liskeard is a major concern and considered a stumbling block to the healthy growth of the town. The problem is that, to be effective, such a promotional effort needs a central theme, a unique selling point (USP) on which to base the marketing campaign.

One possibility, which in our opinion was the most promising of the ideas put forward, was to position Liskeard as a centre for well-being - something akin to a Victorian spa since the town is unusual in possessing a well (traditionally reputed to have healing properties) at its centre. With a new hospital, two medical centres, several impressive dental surgeries and a clutch of thriving complementary practices, we have a strong cross-section of conventional and non-conventional NHS medical facilities. Adding to this, outlets for the arts, some choice food stores, cosmetic services and of course our beautiful natural environment - all of which contribute to the sense of well-being - would give us a USP for healthy living that could be used as a focus to a wide range of marketing activities.

The 'centre for well-being' theme could not only generate jobs in its own right, but also be an attractive draw to new businesses of all types thinking of locating in Liskeard. With several holy (healing) wells in the area, together with access to an important part of the Cornwall and West Devon Mining Area World Heritage Site, Liskeard need not be shy about promoting itself as a centre for tourism in SE Cornwall. Not all visitors come to our beautiful county for a solely sea and sand holiday - we have an opportunity here to attract them to Liskeard for a more cerebral and restorative experience where people have the opportunity to explore history, absorb culture and enjoy a more tranquil pace of life.

Such an effort might encourage new investment in the holiday accommodation sector and even a new quality hotel. Extra activity, plus a growing population, should lead to investment in the retail sector providing quality shops in the narrow streets of the current shopping area, and highlighting the need for a flagship development in the most accessible site in the town - the current cattle market which in turn could move to the edge of town.

There are many chicken and egg arguments to be had around this issue but one thing is certain: unless we make a bold decision and throw our efforts behind a concept such as this we will continue a slow decline to become a dormitory town with a focus on charity shops, estate agents and perhaps a bank or two.

Historically, the town of Liskeard first came into being precisely because of the Pipe Well with people settling around the well and using its waters for their domestic purposes. As the settlement grew over the centuries, successive industries such as paper manufacturing and leather tanning became established, each time clustering themselves around the Pipe Well. It was industries such as these - reliant on the water from the well - that made Liskeard a name for itself and contributed to the town's wealth. How appropriate, then, for Liskeard yet again to turn its focus on the Pipe Well as an emblematic source from which to draw inspiration for its regeneration in the 21st Century.



*Where there's water,
there's life*

Your Town, Your Choice

One of our first tasks was to find out what the residents of Liskeard felt about their town and how *they* wanted it to develop in the future. To do this we devised three sets of questionnaires which we entitled, 'Your Town, Your Choice'. The first set was specifically designed for residents, the second for businesses and the third for the young people of the town which was incorporated into their Citizenship curriculum. Example copies of the blank questionnaires may be found in Volume 3.

The household questionnaires were distributed with the local free newspaper, with spare copies available at strategic places around the town. At the same time, collection points, like at the library and local supermarkets, were set up for returning the completed forms. There was no such simple route into businesses and so these were delivered by hand and the responses collected also by hand.

Getting Results

We received a very reasonable, and statistically valid, response to the household questionnaire, with responses coming from all areas of the town and representing a valid cross section of age groups. We were also pleased that well over half of the busy managers took the time to complete and return the business questionnaire. We were delighted, too, that the students of Year 12 who took part in the exercise showed a lively interest in the project, some even remaining engaged and subsequently assisting us in further stages of producing the plan.

Doing the Maths

To make sense of the data we received, we commissioned a statistical analysis of the responses to both questionnaires. The results make interesting reading and the cross-tabulations in particular have yielded some fascinating trends. Volume 4 of this report, which contains all the cross tabulations, can be made available on a CD by request.

Top Ten Priorities

In the past, a common response from both households and businesses has been, 'Why bother? No-one takes any notice anyway'. This time, by consulting with our residents, business managers and young adults, we have been able to draw conclusions about how people want their town to 'work' for them in the future. This information has yielded 'priority lists' across all respondents which we have kept uppermost in our minds throughout the progress of this Plan. A cinema/theatre complex, reducing traffic through the town centre and creating a pannier market were the top three 'needs' across the board. The full set of 'priority lists' compiled from the responses in these questionnaires can be found in Volume 3.

● *Not only have we listened carefully to what our respondents have told us, but we have taken direct quotations from the questionnaires and kept them in the forefront of our minds while researching and debating this strategic plan. We have scattered a selection of these quotations where relevant throughout this volume. Look in the margins for the 'you said' texts like the ones below.*

you said...

"Make residents of the town feel a part of the community not outsiders unable to accept change. Questionnaire is a beginning but now need more direct contact"

quote from the questionnaires

you said...

"Liskeard has many things going for it but really could do with a lot of improvement."

quote from the questionnaires

you said...

"The creation of a tourist attraction in town or some all-weather entertainment for all ages would be good."

quote from the questionnaires

Identifying the Themes

From the huge amount of information that came out of the responses to the questionnaires we identified broad themes that concerned our community. These we grouped into six thematic categories:

- Population and Housing
- Good Jobs for Locals
- Getting Around
- Health and Community Services
- Recreation and Leisure
- Heritage, Culture and the Environment.

Meanwhile, as the work was progressing, it became obvious that many of the issues the individual groups were discussing either stemmed from, or fed back to, the centre of the town. So a decision was made to put together a seventh group to focus specifically on this area, the findings from which would cross-cut the other six. Thus the Town Centre holistic group was created.

These themes, we knew, would have to be studied in depth, and because we wanted to involve people across a broad spectrum of the community to help with the task, we advertised widely in the town for volunteers. We had a massive response right across the community and we were soon able to form seven groups, each dedicated to one of the topic areas.

Additionally, because it was also necessary to establish a team to make decisions and co-ordinate the work, members from each of the individual groups came forward to form a Steering Committee. A full list of the members of this group is shown on the right.

Getting Down To Work

Many hours of debate and discussion ensued over the following months as the individual groups met and trawled through mountains of national statistics (as well as regional, county and local ones!), studied national, regional and local policies, weighed up facts and figures, minutely dissected issues and eventually drew their conclusions. We were determined throughout that we would operate within laid down constraints in order to achieve a programme that was essentially deliverable.

After months of research, each group produced a report of its work from which thematic strategies were distilled and recommendations made. As might be expected, the theme groups produced reports in varying formats and with varying degrees of depth of analysis. These reports are in Volume 4. In Volume 3 we have put together an edited set of reports that formed the key input to this plan. Detailed recommendations of policies and projects can be found in Volume 2. Highlights and an overview of these recommendations are given in the following chapter.

The Steering Committee

Chairman:
Nick Mallard

Chairman Elect:
Roger Holmes

Members:
Chris Ferguson
Mike Gregory
Alan Groves
Julie Groves
Bruce Hawken
Elanor Hoskins
Lori Reid
Iain Rowe
Mark Taylor



Liskeard's Public Hall where much of the work on the Town Plan took place and many meetings were held

1 Population and Housing

Introduction

Currently, Liskeard's population is around 8,750. If the future of the town is to be planned, it is necessary to make some predictions about its growth pattern and to assess the desirability of the potential changes that could lie ahead. This work must be completed first as it is required in order to inform all the other themes.

Central Government predicts growth and movement of populations. Their assessments and figures are supplied to the Regional Planning Bodies (RPBs) who are required to make the plans that will accommodate the necessary changes. RPBs in turn instruct Local Planning Authorities on what provision they must make for new housing in their forward planning. National and Regional policies also prescribe how new housing should be distributed.

Growth has both advantages and disadvantages. An increase in population can bring opportunity for a greater range of employment and will support more facilities as a larger population renders these more economically viable. Furthermore, a larger population in the town, and the settlements it serves, will make it more attractive to a greater range of retailers - especially to national companies and brands. On the other hand, and arguably of greater importance, excessive growth can destroy the character and atmosphere of any existing settlement.

Key Issues and Proposals

1.1 Issue: Policies indicate Liskeard would more than double its size by 2030. This would lead to the loss of identity and attractiveness of Liskeard as a unique and historic market town.

1.1.1 Proposal - *Notwithstanding the policies, growth should be restricted to a sustainable level which ensures that the character of the town is protected and its infrastructure does not become overwhelmed. A maximum growth of 110 households a year is recommended.*

1.2 Issue: Demographic projections show that the number of older people will increase disproportionately and the average size of households will decrease. It is also expected that there will be more people working from home. This has consequences both for employment and for the type of housing needed.

1.2.1 Proposal - *Master planning must be used to address these issues and the specific needs of other groups.*

The Goal

That the town should grow at a rate that ensures it retains the essential features that provide its unique character. New developments must provide quality, well-designed housing together with appropriate infrastructure and community benefit. Developments must reflect the needs of all sectors of our community and be in the forefront of innovation in sustainability.

◇ *See Volume 2 for this group's detailed recommendations on Population and Housing, and Volume 3 for their report.*

◇ *Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.*

1.3 Issue: Consultation reveals that it is considered very important that Liskeard should remain compact with clearly defined boundaries in order to retain its character. Also, residents liked everything to be within easy reach.

1.3.1 Proposal - Working within a “virtuous circle” with a radius of 1.45km will enable us to contain sprawl, facilitate internal links and permeability and maximise the sustainability of the settlement. Centred on the Parade, this circle incorporates virtually all of the existing settlement and can accommodate the level of development proposed without having to use areas whose access to the town centre is difficult.

1.4 Issue: Sites for new housing need identification.

1.4.1 Proposal - Within the circle, sites are identified which are considered to most closely accord with current guidance on access and sustainability. These are also suitable for assisting with the delivery of essential infrastructure. Site boundaries shown are, however, only indicative.

1.5 Issue: Although there is considerable variety of age, architecture, housing styles and design in Liskeard, recent developments have been largely uninspiring.

1.5.1 Proposal - Master planning must ensure good design.

1.6 Issue: The current housing stock is severely unbalanced compared with England, Cornwall and even the rest of Caradon in that 60% is in Council tax bands A or B. (See Chart on Page 14 which gives comparison figures of housing stock by Council Tax Bands both nationally and county-wide, and highlights a disparity between those and the housing stock in Liskeard.) While the issue of affordability is recognised, that of a healthy community requiring balance and variety is equally important. For Liskeard to be truly sustainable, it needs to attract a more balanced cross-section of society, and hence must provide appropriate accommodation to suit their requirements.

1.6.1 Proposal - This imbalance must be addressed in the master planning process.

1.7 Issue: Any growth of the population will necessitate improved infrastructure services, and facilities - these will have to be paid for. The Audit Commission recommends strong policies to maximise the Community Benefit obtained from development. It indicates that, for residential properties, a contribution of up to 10% of the market value or increase in value of a property may be appropriate. There should also be a contribution from non-residential developments. A robust policy and comprehensive guide has also been found to be welcomed by developers as this means that right from the outset there is visibility and transparency regarding the contribution requirement their plans will incur.

1.6.1 Proposal - A guide and tariff should be introduced.



Rooftops

you said...

“Liskeard is stuck in a time warp.”

quote from the questionnaires

you said...

“Please do not spoil a lovely market town like Liskeard into a sprawling and faceless, soulless building plot”

quote from the questionnaires

you said...

“Affordable housing does not work when mixed in with privately owned communities. New housing flats etc need parking to be available.”

quote from the questionnaires

you said...

“When houses are put up the builders should include a play area.”

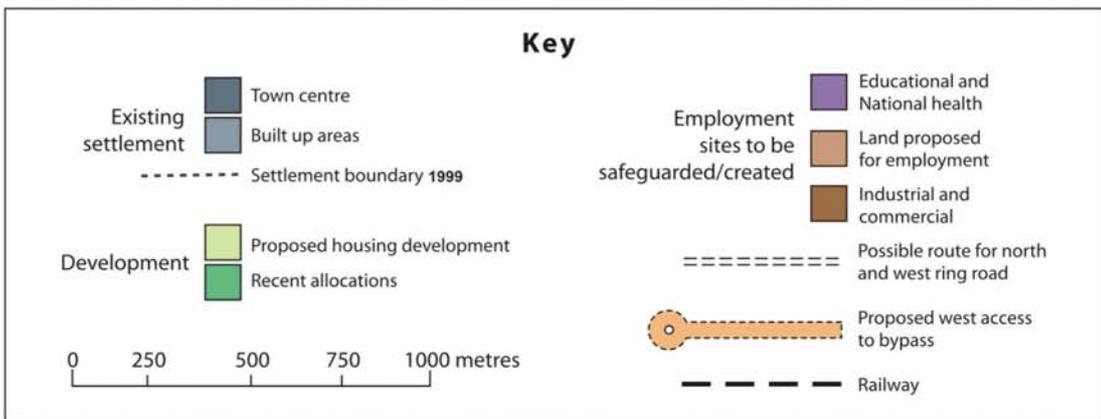
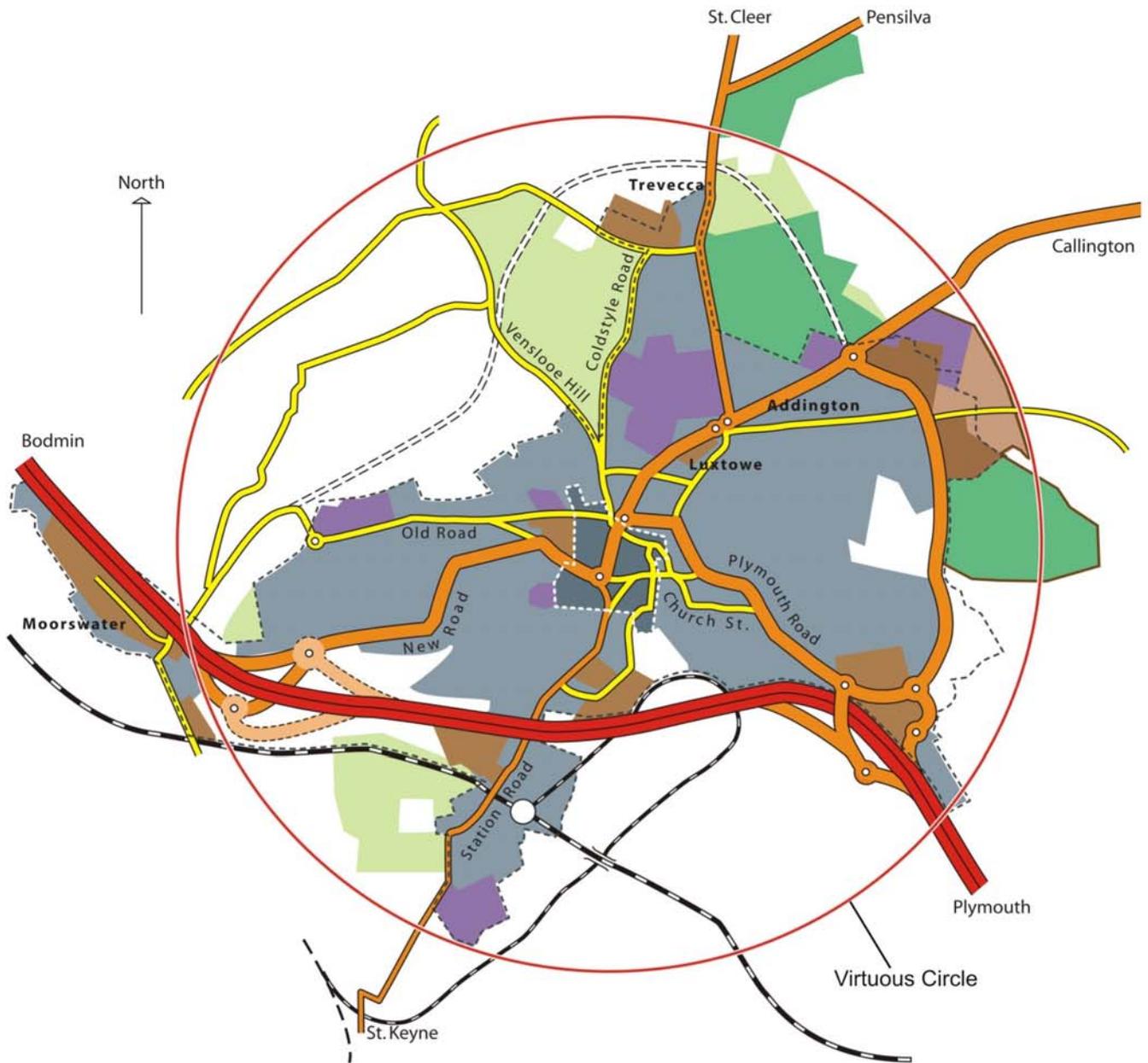
quote from the questionnaires

Council Tax Band Comparison Chart

Taking Band 'D' as the average in the Council banding categories, the chart below compares properties valued nationally, in Cornwall and in Caradon. Figures on the far right for Liskeard show a significantly greater proportion of the properties in the town classified below the Band 'D' rating.

Housing stock by Council Tax Band - April 2006											
Tax Band	National		Cornwall & IoS			Caradon			Liskeard		
	Below Band D Median	Above Band D Median	Number	Below Band D Median	Above Band D Median	Number	Below Band D Median	Above Band D Median	Number	Below Band D Median	Above Band D Median
A			54866	22.8%		7115	18.5%		923	22.3%	
B			60597	25.2%		10836	28.2%		1526	36.8%	
C			50881	21.2%		8252	21.5%		808	19.5%	
D/2	50.0%		19427	8.1%		3102	8.1%		264	6.3%	
D/2		50.0%	19362		8.0%	3101		8.0%	264		6.3%
E			22400		9.3%	4103		10.7%	259		6.2%
F			8267		3.4%	1271		3.3%	74		1.7%
G			3823		1.5%	501		1.3%	18		0.4%
H			282		0.1%	31		0.0%	1		0.0%
			239905	77.3%	22.3%	38312	76.3%	23.3%	4137	84.9%	14.6%

Proposed Developments for Liskeard Over the Next 25 years



2 Good Jobs For Locals

Introduction

As a town, Liskeard is the hub of South-East Cornwall and considered the service centre of the district. Currently, unemployment is low but the majority of the employment that does exist is poorly paid. The available labour pool is generally comparatively unskilled, with no work-related training facilities available in the town. There is a lack of modern, high-quality business premises and a shortage of the type of residences to attract senior managerial workforce and business owners with money to invest. Also lacking are suitable premises into which existing businesses can expand.

Key Issues and Proposals

2.1 Issue: Providing Sufficient Zoned Land and employment units.

With 11.5 hectares of newly-zoned employment land, effort must now be put into the provision of infrastructure and employment units. It is critical that the town never again suffers from a lack of land to accommodate new and expanding businesses.

2.1.1 Proposal - We will place the highest priority on initiatives to build modern, high quality employment units to allow both existing businesses to expand and to attract new businesses.

2.1.2 Proposal - We will work with the planning authority to ensure that the land of about 8.5ha such as that identified on map at page 15 is allocated for employment use in future plans and ensure that sufficient modern, high-quality units will be provided.

2.2 Issue: Attracting high 'Gross Value Added' Employment

Gross Valued Added employment means work that generates high income both for businesses and employees, and which boosts the economy of the town as a whole. The impact of broadband and future technology, e.g. audio and video conferencing, collaborative working with "virtual meetings" and knowledge-based industries will mean that small business units are needed -or perhaps larger homes with an extra room for a home office. These jobs will be high in GVA.

2.2.1 Proposal - We will seek to increase the proportion of high value added employment in Liskeard by attracting new knowledge- based sector businesses that utilise information and communications technology.

The Goal

To provide the environment, opportunities, facilities and training that will enable people in Liskeard and surrounding villages to find both suitable employment and skills-training locally. To attract more well-paid jobs particularly in high quality knowledge-based businesses, thus enabling local people to find work and remain in Liskeard.

◇ See Volume 2 for this group's detailed recommendations on Good Jobs for Locals, and Volume 3 for their report.

you said...

"More people visiting the town would bring greater investment into the town centre shops."
quote from the questionnaires

◇ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

- 2.2.2. *Proposal - We will work with partners to secure the development of the appropriate infrastructure by the provision of a Wi-max point on Caradon Hill to provide broadband to the surrounding villages.*
- 2.2.3 *Proposal - We will examine the feasibility of creating a science park or a hi-tech cluster.*
- 2.2.4 *Proposal - To build more new larger houses with room for a home office to accommodate people who want to set up businesses or work from home.*

you said...

“ All of my three children who were born and grew up in Liskeard cannot work here through lack of jobs. ”
quote from the questionnaires

2.3 Issue: Viability of the Town Centre

As the town evolved, a number of valuable employment sites with ready access to the centre became established and added to the vitality of the town. Because these sites have so far been unprotected, many of those which have become vacant have been granted change of use from business to residential.

- 2.3.1 *Proposal - We will work with the planning authorities to ring-fence all town centre and edge-of-centre employment sites and where appropriate protect these from being redeveloped for other use.*

you said...

“More help should be given to set up local business to provide employment for Liskeard residents.”
quote from the questionnaires

2.4 Issue: Skills, Training and Education.

There is a lack of suitable skills locally, which constrains businesses. Training is a problem since there are few outlets available locally where training is offered.

- 2.4.1 *Proposal - We will work with relevant bodies to give a high priority to the provision locally of the skills training necessary for school leavers, those needing new skills and the long-term unemployed.*
- 2.4.2 *Proposal - Urgently conduct a feasibility study to establish whether a new training centre providing suitable upskilling courses is viable.*

you said...

“It’s a disappointment to find that shops and cafes in the town centre often close down on Saturdays at about 3pm or 4pm. The shopkeepers claim that customers go to Plymouth to do their shopping on Saturdays. What a negative attitude!”
quote from the questionnaires

2.5 Issue: Tourism.

Currently, tourism forms a small sector in Liskeard.

- 2.5.1 *Proposal - Now that Caradon Hill mines are included in a newly- designated World Heritage Site there is an opportunity for Liskeard to provide the gateway to this attraction. We will work with the industry to encourage the expansion of tourist-related services.*
- 2.5.2 *Proposal - We will work with relevant organisations to give priority to the establishment of a full service hotel in or close to the town centre.*
- 2.5.3 *Proposal - We will support green tourism by promoting the Looe Valley Line, researching the feasibility of restoring the old canal and creating cycle ways to Caradon Hill.*



Looking across to the post office yard

3 Getting Around

Introduction

Liskeard is at the heart of a large farming hinterland. Over 2,000 people are drawn into the town daily in order to work or to use the town’s amenities. Although incomes are relatively low, the rural nature of the area and lack of public transport means that there are more cars per head of population than is average for the West-country. This dependence on the motorcar is unlikely to change in the foreseeable future and congestion is a significant issue in the town centre. This report sets out the measures needed to (i) address the traffic problems that already exist in the town, (ii) lay down a framework that will improve the current situation and, (iii) minimise the impact that any forthcoming increase in population is likely to have on the roads in and around Liskeard.

The Goal

To promote the use of public transport, cycling and walking while providing sustainable vehicle access to the town’s facilities, utilising schemes which prioritise pedestrians, reducing vehicle speeds and thereby minimising congestion, noise and pollution.

Key Issues and Proposals

3.1 Issue: Public Road Transport

There is inadequate provision and use of public transport around town. Operating hours and frequency do not reflect the townspeople’s needs.

- 3.1.1 *Proposal - Investigate timetable changes to encourage the increased use of public transport to and from town.*
- 3.1.2 *Proposal - Seek funding to resource a free-of-charge ‘hail & ride’ Town Hoppa Bus.*

3.2 Issue: Under-use of Rail Transport

The Main-Line station is an asset and is under-used both as a method of commuting to Plymouth and as a link to Looe.

- 3.2.1 *Proposal - Support actions to promote and improve the use of our rail links.*
- 3.2.2 *Proposal - Encourage use of rail by working with partners to explore making rail the preferred method of transport to both Plymouth & Truro.*

3.3 Issue: Road congestion and poor traffic flow in the town.

Access to and from the town is uneven with a bias towards the eastern junction with the A38. Those living in residential areas in the south and west of the town can only access or egress eastbound on the A38 **via the Parade**. Anyone approaching the town from the north or east can only access car parks **via the Parade** and return the same way. Vehicles to Business Parks and the rail station all have to **use the Parade**. This draws many more vehicles through the town centre causing unnecessary congestion.

◆ See Volume 2 for this group’s detailed recommendations on transport and Volume 3 for their full report.



Liskeard’s charming main-line railway station

◆ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

- 3.3.1 *Proposal - Make available sustainable vehicle access to the town's facilities that reduces congestion while utilising schemes which reduce speed, give priority to pedestrians/bicycles and minimise emission and noise pollution.*
- 3.3.2 *Proposal - Provide a Full Flow junction with the A38 at Moorswater. This would remove significant traffic from the town centre and would bring greater balance to traffic flows and help alleviate problems identified elsewhere.*
- 3.3.3 *Proposal - Investigate a West and North ring road to link Charter Way with Moorswater. Such a scheme would ease congestion in the Town Centre and provide proper access to proposed new housing areas west of Coldstyle Road and both the Moorswater and Pencubitt areas. This should ideally join the existing B3254 at the St. Cleer junction.*
- 3.3.6 *Proposal - Foster speed reduction measures and 20mph zones. Establish a Community Speed Watch Scheme, install speed-activated warning signs and ensure the Transport Strategy for Liskeard document is updated.*

you said...

“Visitors drive into this choked town, can’t see anything worth stopping for and are relieved to get out of the congestion.”

quote from the questionnaires

you said...

“We need more buses. ”

quote from the questionnaires

3.4 Issue: Parking

The lack of Parking was a major irritant for residents and businesses in our questionnaires. Parking prices, parking on streets, access to car parks, wasted space, parking enforcement, short term parking and lack of parking provision for residents were all issues that exercised them.

- 3.4.1 *Proposal - Re-examine current parking charges to incentivise greater use of the town car-parks and maximise the use of the town as a retail centre.*
- 3.4.2 *Proposal - Maximise the number of spaces in all of the town's current car parks by implementing simple measures to make better use of the current space available.*
- 3.4.3 *Proposal - If the Cattle Market car park is re-developed as a retail or entertainment complex space, existing parking provision must be preserved or enhanced.*
- 3.4.4 *Proposal - Provide additional parking by examining the possibility of building a well-designed, low-rise multi-storey construction in any of the existing parking areas.*

you said...

“The recent move of Parade surgery to Charter way was a disastrous decision, encouraging more car journeys.”

quote from the questionnaires

you said...

“Location of bus shelters should be discussed with local residents. ”

quote from the questionnaires

3.5 Issue: Cycle-Ways

- 3.5.1 *Proposal - Cycling should be promoted in the future structure of the town by the establishment of dedicated “off road” cycle-ways.*

you said...

“We would like a town tripper that goes around the town and town outskirts. ”

quote from the questionnaires

3.6 Issue: Pedestrian and Disabled Access

- 3.6.1 *Proposal - Encourage walking by providing wide footpaths with direct user-friendly links to town facilities.*

4 Health And Community Services

Introduction

As the town grows, the provision of quality community services - particularly specific health and social care services e.g. dentistry, orthopaedics, general practice etc. - will be critical to residents' perception of the attractiveness of the town as a place to live. Broader public health issues that emphasize the wider influences that have an effect on health and wellbeing are also important. In addition to our growing population it is anticipated that the age of town residents will continue to rise at a greater rate than the size of the population, producing its own challenges. It is, however, probable that there will be a healthier older population than there is now which will be helpful in terms of the scale of provision needed. Significant advances in medical science might mean that procedures currently carried out in District General Hospitals could become routine either in General Practitioners' Surgeries or in Community Hospitals.

Other community services, such as the Police and Fire Services, are also stationed in Liskeard serving a wide area around the town. These services will need strengthening as the growth in local population and industry will probably mean more call-outs. Unless there is an increase in the number of either retained or (more unlikely) full-time fire fighters, employers will become increasingly reluctant to release these volunteers, whilst the volunteers may themselves become disillusioned with the increasing loss of their free time.

Key Issues and Proposals

4.1 Issue - Access to medical services.

Access to services is important especially for those who cannot drive. As fuel costs rise and concern about carbon footprint increases it will also be important to provide as many services as possible on a local level and to make access by public transport convenient. Access is also about knowing the range of services available and how these might be afforded if they are outside the NHS.

4.1.1 Proposal - Improve access to medical services through:

- improved public transport to link with all health care centres
- an increase in services provided at the community hospital
- an initiative to create, maintain and publicise a directory of 'health services' in the broadest sense with a secondary objective of attracting additional services to a centre of excellence.

The Goal

To have easy access to modern medical services together with the supporting health, social and other professionals necessary to ensure the wellbeing of everybody, and to have a responsive set of community services manned to a level that gives public confidence in their safety.

◇ See Volume 2 for this group's detailed recommendations on Health and Community Services, and Volume 3 for their report.

◇ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

4.2 Issue - Growing Population.

Projections show that the town will almost double in size over the next 25 years and that the proportion of over 60s in the district will grow to over 30%. Within the town, the proportion of over 50s is already at 40%. Even allowing for the fact that we are getting healthier, the ageing population profile of the town combined with increasing overall numbers, will require additional medical services and supporting healthcare professionals.

4.2.1 Proposal - Seek PCT support for an increase in health service provision in line with population increases including:

- additional GPs performing the widest possible range of services to link with 4.1.1.;
- additional beds at the community hospital with enhanced services provided locally to link with 4.1.1 and improved social care services particularly for the elderly and disadvantaged;
- additional NHS dentists to provide affordable services in a low wage district.



Liskeard's new prestigious award-winning hospital

4.3 Issue - Promoting Healthy Living.

Improving health has as much to do with non-medical factors as it does with the treatment of illness. Appropriate housing, adequate employment provision, affordable fresh food, physical activity and a supportive community all contribute to the health and wellbeing of the residents of the town. Increasing energy costs, and the need to reduce our carbon footprint, when combined with the issues above, mean that as much as possible should be sourced locally.

4.3.1 Proposal - Promote healthy living and improve wellbeing by requiring best practice in the design of new houses and estates. This would include energy conservation, energy production, links to local services and the provision of cycle and walkways; providing specialist housing for needy groups such as the elderly, disabled and those with mental health problems living in the community; providing more allotments in proportion to the increasing population; developing a sustainable food network supported by local authorities, farmers, businesses and individuals; promoting and facilitating a more active lifestyle for all residents; providing help for those least able to afford the use of leisure centre activities.



Oak Tree Surgery - our modern purpose-built health care clinic

4.4 Issue - Care and Treatment not Available on the NHS.

There are a wide range of treatments and care that are not available, or are sparingly available on the NHS - these need to be made known and included in the directory mentioned in 4.1.3. It would greatly help the overall provision of healthcare if NHS (mainly traditional) and other providers of health care services worked closely together. Improved cooperation with those providing social care is also necessary, particularly with so many older residents living alone.

4.4.1 Proposal - Seek an integrated care approach to treatment. Develop policies and examine the feasibility of a charitable organisation providing the coordination of care across NHS and non-NHS services for those in need in the community.

you said...

“Doctors/hospital/dentists are at saturation point already. This issue needs to be addressed before more building takes place.”

quote from the questionnaires

5 Recreation And Leisure

Introduction

Within a ten mile radius of Liskeard town centre there is a population of more than 40,000. Liskeard will provide recreational and leisure amenities in order to promote the enjoyment of life for the whole community.

Key Issues and Proposals

5.1 Issue - Lack of Leisure Facilities, Particularly for Young People.

Residents value the leisure, recreational and cultural facilities that already exist in the town. But there is considerable growing demand for a cinema and for other leisure facilities that are especially attractive to young people.

5.1.1. *Proposal - We will work with partners to help support, protect and enhance facilities for the promotion of literature, culture, visual and performing arts and other pastimes.*

5.1.2. *Proposal - We will seek partners to undertake a feasibility study into sites for, and financial viability of, a leisure complex such as cinema and bowling alley, or multi-purpose building accommodating a cinema, theatre or large event space.*

5.2 Issue - Lack of Quality Hospitality Establishments in the Town.

There is need for more good quality restaurants, pubs and clubs in the town.

5.2.1. *Proposal - We will work to support and encourage the development and improvement of establishments in all areas of the hospitality trade to ensure that there are facilities of a high quality.*

5.3 Issue - Shortage of Sports Pitches and Facilities for Minor Sports.

Although Liskeard seems well-catered for in terms of the major sports, there is a shortage of pitches and sports fields. Minor sports such as athletics merit better provision and facilities. If facilities were owned and managed by an independent body, such as a charitable trust, they would stand a better chance of attracting additional funding from non-public bodies.

5.3.1. *Proposal - We will work with partners to develop new sports grounds and facilities to meet the needs of a growing population to a level at least that laid down in national guidelines. While maintaining and enhancing existing facilities for the most popular sports of football, rugby and cricket, attention will also be paid to creating opportunities for other sport.*

The Goal

To enrich quality of life - for all ages and tastes - by a diverse range of recreational and leisure facilities, areas of interest, all-year round activities, entertainment and events.

◇ See Volume 2 for this group's detailed recommendations on Recreation and Leisure, and Volume 3 for their report.



The Multi-Use -and much used - Games Area

◇ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

5.3.2 *Proposal - We will commission a feasibility study to examine whether a new body such as a Leisure and Recreation Trust should be established to take over and manage the sporting facilities of the town.*

5.4 Issue - Green Spaces in the Town are Few and Need Protection.

Residents value the parks, playgrounds and other open spaces in and around the town. Such spaces add to the attractiveness of the town.

5.4.1 *Proposal - we will maintain existing green spaces within the town and seek to ensure that all further developments will include additional green spaces for public use.*

5.5 Issue - Poor Communications Between Public Bodies and the Public.

Residents have difficulty in finding out about facilities, clubs and events in the town. It is clear that existing communications are not reaching their target audiences.

5.5.1 *Proposal - with our partners we will seek to improve communications locally. We will encourage more groups to advertise events centrally, to cooperate in the compilation of the town's 'What's On' electronic listing.*

5.5.2 *Proposal - We will seek funding for a study into the potential for the creation of a community radio station.*

5.6 Issue - Community Events need Active Support

Community events such as the Carnival, St Matthew's Fair and Christmas Lighting are popular. The Continental Markets are also proving attractive and increasing footfall in the town. Successful events are good for business and enhance the well-being of all who attend.

5.6.1 *Proposal - We will actively support groups within the town that organise community-wide events which offer the opportunity to meet and celebrate.*

you said...

"Liskeard on the whole as a town compared to those around us really does lack activities or places to visit. Most weekends we go out as a family elsewhere."

quote from the questionnaires

you said...

"Swimming pool/leisure centre requires upgrading. We would like to see more adult-only swimming sessions available and better hotel facilities for visitors/business people."

quote from the questionnaires

you said...

"A bandstand would be nice in the park in Dean Street. A summer music festival i.e. jazz and folk."

quote from the questionnaires

you said...

"A huge need for better publicity of all matters relating to the town - town notice boards in more places."

quote from the questionnaires



Happy smiles all round for the Liskeard Cricket Club 1st team after winning the 'Jolly's Drinks Cornwall Cricket League' Division 3 East title.

6 Heritage, Culture And The Environment

Introduction

Liskeard is a town of antiquity, mixing a medieval core with fine Victorian architecture best seen by following the town's popular Heritage Trails. Surrounded by beautiful countryside, the town is connected to the south coast via the Looe Valley Branch Line and linked to moorland sites immediately to the north. Once the administrative centre for mining in the area - by which Liskeard made its wealth - the town is now rediscovering its industrial past via its gateway link to the newly designated Cornwall and West Devon Mining World Heritage Site. In town, there are cultural exhibitions, art displays, musical and staged events to enjoy although currently performance space is limited. Its narrow roads and problems with access, however, can lead to unacceptably high levels of traffic and congestion.

Key Issues and Proposals

6.1 Issue - A need to 'connect' the town to the World Heritage Site to its north.

The World Heritage site on the outskirts of Liskeard confers a certain prestige to the town which sets it above other areas of interest; it stimulates curiosity and attracts people in. Its potential draw must be harnessed and worked on to form a major part of the "Big Idea" for Liskeard's new role and identity.

6.1.1 *Proposal - Create a base that will establish the town as a centre for Family History/Mining History research, the nearest centres for which are currently at Truro, Redruth & Exeter - all of which are distant and are oversubscribed.*

6.1.2 *Proposal - Establish safe walking / cycling routes from the town into the countryside and up onto Bodmin Moor, preferably using a combination of the former track bed of the Liskeard & Caradon Railway, (which is now itself part of the World Heritage Site), and existing and proposed lanes, bridleways and footpath routes.*

6.1.3 *Proposal - Introduce a week-long festival celebrating Liskeard's Heritage. Medieval, Civil War, Mining - one or all three would be appropriate, and all connect the town to the moor.*

6.2 Issue - Encourage locals and visitors to discover Liskeard's hidden gems.

Liskeard's layout and topography obscures the town's 'hidden jewels'. Places like Castle Park are difficult to find (for visitors), hard to get to from the main town and are consequently underused. Other precious green areas, like Sungirt Valley and Lamellion Valley, are also similarly hidden and consequently underused. Increasing public usage of open spaces decreases instances of vandalism and abuse of the area by drug addicts, etc.

The Goal

To protect, enhance and capitalise on the stunning cultural landscape - both natural and built - that forms part of Liskeard's environment. To celebrate the richness of our traditions and historical roots, and promote a wide range of activities and interests for residents and visitors of all ages to enjoy.

◇ See Volume 2 for this group's detailed recommendations on Heritage, Culture and the Environment, and Volume 3 for their report.

◇ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

6.2.1 Proposal - Ensure that all parks and green spaces are well-maintained and raise people's awareness of Liskeard's assets by actively promoting recreational areas and activity resources to increase their social usage and enjoyment.

6.2.2 Proposal - Carry out restoration work on both the Pipe Well and the site at Moorswater so that these historical gems can be opened up to the public with accompanying publicity and maps.

6.3: Issue - Liskeard lacks family entertainment.

There is little in Liskeard to cater for family or group entertainment. An entertainment complex in the centre of town would be an asset to Liskeard, bringing people into the centre who would not normally stop and visit.

6.3.1 Proposal - Initiate a full feasibility study on the viability of building an entertainment complex in the town, locating a suitable site, producing a business plan, calculating running costs and seeking capital investment.

6.4 Issue - Build-up of traffic, congested roads and parking problems.

Too many cars already drive through the centre of town where roads and pavements are dangerously narrow. The imminent population increase will only exacerbate the situation.

6.4.1 Proposal - Initiate a major pedestrianisation programme for Liskeard coupled with a park-and-ride scheme. Baytree Hill has already been singled out by the Atkins report for partial pedestrianisation. Pike Street, Market Street, Well Lane, Church Street, Castle Street and Higher Lux Street, all have heavy pedestrian use on narrow or non-existent pavements, and all would also benefit from traffic restrictions. Suitable locations for P&R include the Premier Inn at Maudlin and at Moorswater.

6.5 Issue - The appearance of the town needs improving to make it more attractive to live in and desirable to visit. In order to attract interest here to draw business and visitors to boost our economy, a concerted effort is needed to brighten up and enliven the town.

6.5.1 Proposal - Create pleasant areas for alfresco dining from nice cafés etc. Pipe Well and Market Street, as well as Bay Tree Hill, could be suitable locations. Carry out restoration work on Pipe Well - the raison d'être for Liskeard's existence - which has the potential for being one of the town's unique selling points, with its ancient & healing waters.

you said...

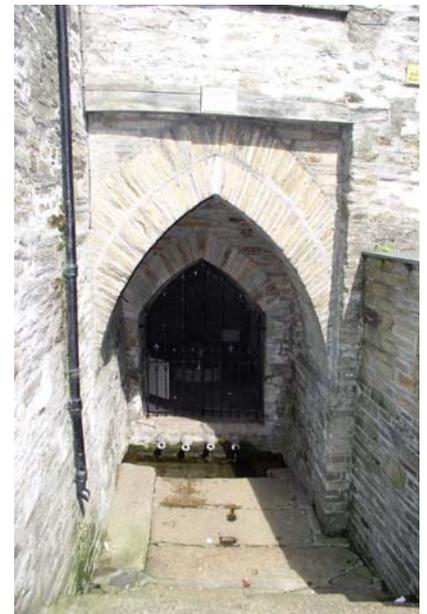
"A pannier market would be an excellent idea."
quote from the questionnaires

you said...

"More trees should be planted on available spaces to improve the look, character and environment around the whole town."
quote from the questionnaires

you said...

"We feel there should be better leisure facilities i.e. cinema so that don't have to travel to Plymouth."
quote from the questionnaires



The Pipe Well

7 The Town Centre

Introduction

As the theme-by-theme analyses came together, it became obvious that the future viability and prosperity of the town depended on a flourishing town centre. “Something to come here for” was described as a critical factor in attracting employers to Liskeard and encouraging homebuyers to settle here. So, improving the town centre, which is the hub around which everything moves, is seen as the key to Liskeard’s regeneration. A large number of Town Centre issues were raised by all the other Theme Groups and by including these, it was felt, would give an holistic picture of the town as a whole.

Key Issues and Proposals

- 7.1 Issue - Streetscape needs to be made more attractive.**
The historic core contains significant numbers of buildings of architectural merit but the narrow streets are seen as presenting difficulties for shoppers and visitors.
- 7.1.1 Proposal - Encourage Property Owners to Maintain Smart Attractive Buildings in the Conservation Area.**
- 7.1.2 Proposal - A feasibility study to turn Fore Street into a Covered Arcade**
- 7.1.3 Proposal - Implement the Atkins ‘Bay Tree Hill’ scheme.**
- 7.2 Issue - Lack of Development Sites in the Town Centre.**
There are virtually no unused and undeveloped sites in the centre of the town that can simply and easily be used for retail or leisure purposes. If Liskeard is to be equipped with modern town centre facilities to meet the needs of its expanding population, some radical thinking is required to free up the necessary sites for development. Sites previously identified by Atkins include both the Cattle Market and the area between the Parade and Fore Street, although development subsequent to those reports may make the latter unviable.
- 7.2.1 Proposal - Seek funding for a full- scale review of all possible development options for the Cattle Market area, the redevelopment of this site is seen as both key to the regeneration of Liskeard and to the provision of much of what the town needs to make it a thriving centre for the whole area.**
- 7.2.2 Proposal - Review all future development options for Sungirt and Lower Sungirt areas.**
- 7.2.3 Proposal - Specifically exclude housing from the above two sites and consider iconic buildings, additional parking, high quality retail, hotel or entertainment projects.**

The Goal

To regenerate and reinvigorate Liskeard Town Centre as the hub of a thriving community with a central theme that can be used as the basis for future marketing of the town to businesses, visitors and residents.

◇ See Volume 2 for this group’s detailed recommendations on the Town Centre and Volume 3 for their report.



Fore Street

◇ Turn to the map on Page 15 to see the proposed developments for Liskeard over the next 25 years.

7.3 Issue - Traffic Congestion and Access for Car Parking.
Currently, virtually every traffic movement in, or through, the town has to cross the Parade. Car park usage nears capacity - future growth of the town will require additional provision. Access to the current car parks is also far from ideal.

• *Similar traffic issues were raised by both the Getting Around and the Heritage & Culture Groups - See those reports for our Proposals.*

7.4 Issue - Many actual or potential employment sites converted to residential use.
Town Centre residential units reduce vitality whereas employment sites preserve town centre footfall, especially during the working day.

you said...

“Liskeard is a dying town, if something isn’t done soon it will be too late. It once was a lovely market town where you could get everything. ”

quote from the questionnaires

7.4.1 Proposal - Re-establish the planning need for off-street parking for all residential developments in the town centre.

7.4.2 Proposal - Protect significant Town Centre employment sites from housing development.

7.5 Issue - A central Traffic-Free Space for Major Events
With the Parade being such a crucial transport artery, its use as a civic space is limited and Liskeard lacks any other similar civic space in the town centre.

you said...

“Liskeard could be a beautiful place as it’s got lots of character but it needs a little extra to bring in the tourists. ”

quote from the questionnaires

7.5.1 Proposal - Provide a Multi-Purpose Civic Space, ideally covered, to support a Pannier Market and other civic events. This was a high priority for residents.

7.6 Issue - Lack of a Unifying Theme that can be used to promote the Town for Business and Tourists.
Despite being an attractive town with an ancient heritage and many historic merits, Liskeard is ‘invisible’ and requires a clear and unique marketing identity.

you said...

“Owners of badly neglected properties should be encouraged to improve them or face compulsory purchase by the town council. ”

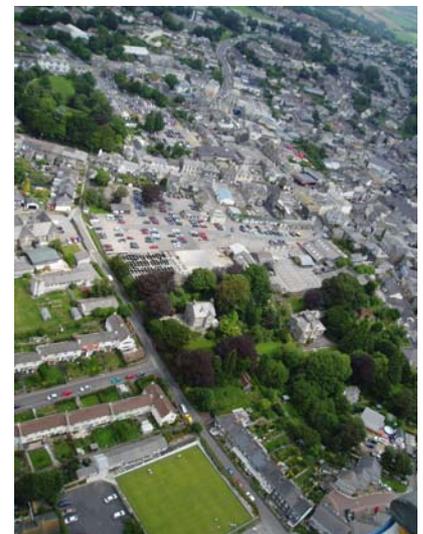
quote from the questionnaires

7.6.1 Proposal - We will seek funding and partners to undertake a branding exercise for the town. The slogan “Where there’s Moor there’s more, suggested by the recreation and leisure theme group, offers a good link to the town’s connection with the world heritage site. There is also considerable mileage in the idea of positioning Liskeard as a centre for ‘health and wellbeing’ using, as an emblem, the reputed healing waters of the Pipe Well for the unifying theme of our vision for the future.

7.7 Issue - The need for Modernisation Clashes with Conservation in the Historic Core of the Town.
The historic features of the town add to its attraction and help make Liskeard an interesting place in which to live and visit. The downside is that restrictions on development that come with listing and conservation requirements create difficulties for businesses in the retail core.

7.7.1 Proposal - We will seek to protect our conservation areas as places of special interest while recognising and balancing the needs of the business sector.

7.7.2 Proposal - We will seek a review of listed buildings to ensure that such listing remains appropriate and does not stifle business development within the core of the town.



Cattle Market Site

Future Possibilities

This document, together with Volume 2, contains a large number of suggestions some of which could become policies for various bodies. Others are designed as potential projects - for which we will need to find support and funding. We acknowledge that some projects will take a long time to come to fruition and indeed some, such as the north and west ring road, may well be beyond the period of this report.

Our contention is that unless these projects are considered and ear-marked early, it will be too easy for permission to be inadvertently granted to developments that would make these strategically important projects more difficult - if not downright impossible - to achieve in the future. We also acknowledge that there will need to be further work to verify that the land allocations we have suggested are indeed the best options for their proposed use. What we seek is that the issues raised here are taken up quickly so that there is clarity and some certainty about the future.

What has also become clear is that there are some strategically important areas where a group of potential projects come together symbiotically to provide greater benefits than any one project might if it were developed on its own.

The Moorswater Project

Moorswater provides the first such area. A full-flow junction is critical - both for the present and more so in the future as the population rises - for reducing congestion in the town centre and improving access to the west of the town. Moorswater is also a potential start point for walking/cycle routes to Caradon Hill and the World Heritage site in the north, and to the Looe valley in the south. Easy access to this site would then open up the possibility of making more of the industrial archaeology of the area, thus enhancing the potential for improving the contribution of tourism to the local economy.

A Collaborative Initiative

To the east of the town at Tenecreek farm is a second such area originally zoned for trunk road services. We acknowledge that this is actually in the parish of Menheniot but, being adjacent to Liskeard's boundary, affords a mutual interest in this site. In fact, this edge of the town was identified by the 'Getting Around' group as a potential site for a park-and-ride scheme to serve both visitors to the town and residents wishing to travel to Plymouth by bus. The excellent access to the A38 makes this a potential location to

you said...

"Town development - there does not seem to be a concerted effort to develop the town in any planned way favouring out of town developments instead."

quote from the questionnaires

you said...

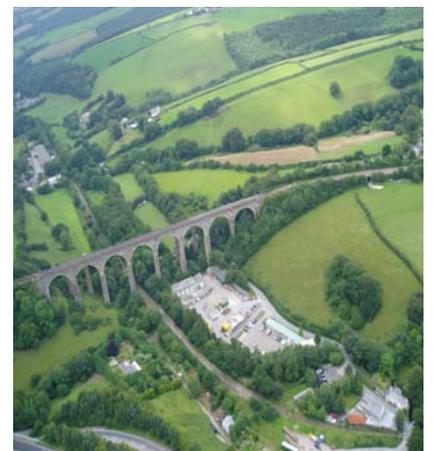
"We do not need large supermarkets e.g. Asda/Tesco there are plenty in other areas - they ruin small towns"

quote from the questionnaires

you said...

"Liskeard is a great town - apathy must not be allowed to spoil it"

quote from the questionnaires



The viaduct over Moorswater

which the cattle market could move, thus removing heavy lorries from the town centre and freeing up the most important central site for the regeneration of the town. Farming is important to the town and to the whole of South East Cornwall, so we would not wish to see a premature closure of the livestock market that has provided so much benefit to the local economy for the last 80 years. A dual-use site may make for a viable scheme that would be unaffordable if either project were taken individually.

The Kingpin Proposal

Lastly, we have the cattle market and Sungirt car parks in the town centre. In volume 3, only one option was presented as a possibility for redeveloping the cattle market. Subsequent to that research, however, other options have emerged and come under discussion. Clearly, the time is right to carry out a full feasibility study in order to maximise this area's potential. Sungirt was identified as a possible site for a multi-story car park and, by Atkins, as a site for a major attraction for the town. The Town Centre group considered that this site might be suitable for a quality hotel. Several groups identified the need for an entertainment complex, often in the context of something for young people. A complex at Sungirt, or in a redeveloped cattle market, would draw people to the town to the benefit of all traders. Again, all these strands are linked.

Making It Happen

Having researched and written the Plan for Liskeard, the next step is to conduct a serious feasibility study to examine the viability of these 'cluster projects' which, practically, will have to be staged over time. Given the inevitable need for a public inquiry, and delays as local government reorganises, it could be half-way through this plan's period before anything constructively can begin to happen. That's why we need to get the ball rolling and start on the feasibility studies as soon as possible.

The Flow Diagram

Over the page is a schematic representation of the key elements that we believe are central to Liskeard's future prosperity and wellbeing. We call this the 'The Flow Diagram' which depicts the regeneration of the town flowing holistically from the proposed Moorswater full-flow junction, rebalancing traffic through a rejuvenated town centre which, in turn, attracts and creates good jobs that link with well-designed housing that, collectively, lead to an improvement in the quality of life for all those who live in and around Liskeard.

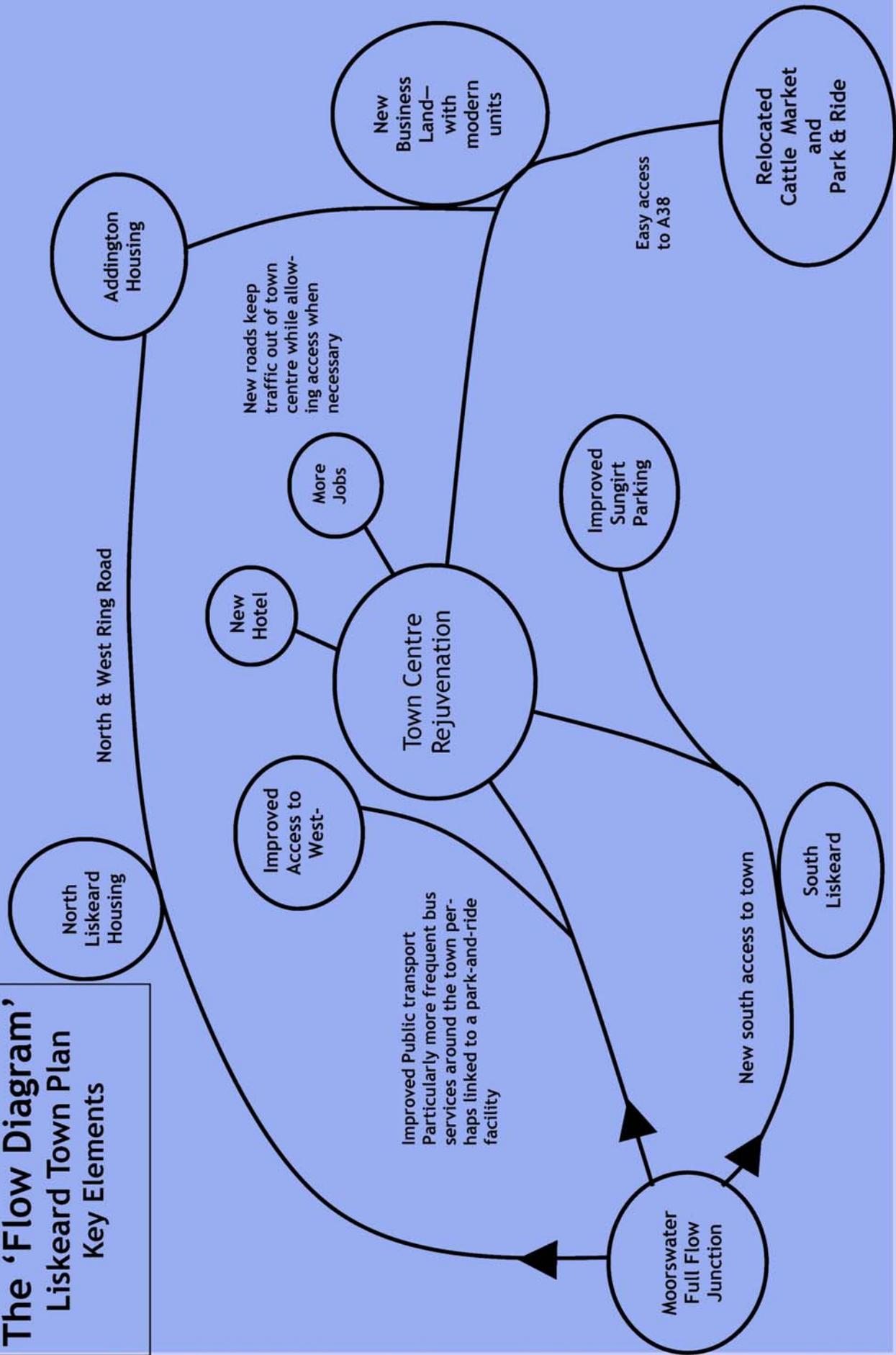
Consultation Process

Finally, we would like to acknowledge the many helpful comments we have received during the final consultation process. Some of these have been new ideas that have not been considered before - these will need to be taken up when this plan is updated in a few years' time. There have been three specific objections:

- 1: to the suggested *allocation of industrial land on the grounds that there was no detailed analysis of the need or options for meeting that need.*
- 2: *over a new access for Westbourne car park and the impact that this would have on Westbourne gardens.*
- 3: *to the area between Coldstyle Road and Venslooe Hill being allocated for housing on the grounds that it is further away from transport links to the A38.*

Again, all of these objections can be addressed in the formal planning process. A list of the main comments and suggestions is included in Volume 3. The archive of all comments is retained with all other original documents for future reference.

The 'Flow Diagram' Liskeard Town Plan Key Elements



Monitoring and Delivering the Plan

The production of this Community Strategic Plan for Liskeard represents a massive achievement on the part of the local community. *But* we all recognise that this is only the start of the process.

Liskeard must now face up to the fact that the plan generates new tasks.

First, we have to decide on the structure of any organisation that is set up to manage the delivery of the plan. Many towns and parishes which have been faced with this question before have formed a Development Trust, Community Interest Company or other similar body. The various options have been more, or sometimes less, successful and each has its problems.

We must not forget that, relatively recently, we have brought over £3 million of investment into Liskeard without forming any such companies. Instead, we agreed a lead partner from the membership of the Forum to take each project forward. In the few cases where an obvious partner did not exist, a working group of the Forum managed the project, in one case setting up a company limited by guarantee to take on the project for both the construction phase and its subsequent operation.

At the same time as deciding the type of delivery management to be used, we must also turn the ideas contained in this plan into specific project briefs. This is essential if either the Forum, or the delivery management organisation, is to meet with partners who can help to put together funding packages and actually get the work done.

Planning in Regular Updates

The Forum will need to regularly review the content of the plan to ensure continuing fitness for purpose, re-consulting and updating the plan as and when necessary. It will also need to periodically review the progress that is being made with its delivery, and to re-assess the relative priorities of the various projects. These reviews will need to be reported to a meeting of the Forum. Because a plan is a dynamic process, it is inevitable that ideas for new projects will emerge from time to time. The Forum will need to address and assess these changing elements and include them as amendments either to this plan or to its replacement.

Working With Our Partners

Inevitably, the future will bring changes to the structure and roles played by (particularly local) government and Quasi-Non-Governmental-Organisations. To keep abreast of these developments, the Forum will need to review its membership, as

Past, Present, Future

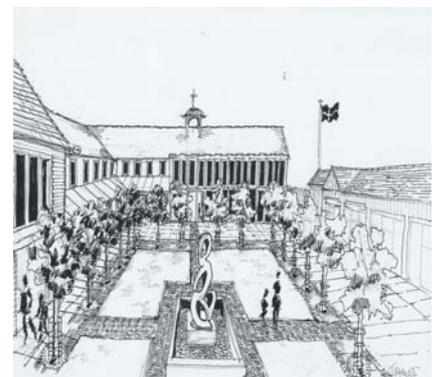
Liskeard cherishes its historical links but also looks to the future.



Stuart House, a jewel in Liskeard's crown, where Charles I stayed during the Civil War



Keeping faith with the past while also planning for tomorrow



Artist's impression of Liskeard in the future

well as its list of partners and their roles, both in the Forum itself and in the delivery process.

While the work of the MCTi Steering Group effectively ends with the publication of this document, the Forum may wish to invite it, or a modified version of this team, to remain functional while any new organisation is set up to manage the implementation of the plan.

Achieving Our Goals

If we are to achieve any success as a result of this plan, it is of the utmost importance that we are able to influence the plans, policies and priorities of other bodies and agencies. Significantly, the Local Development Framework *must* address the spatial issues raised in this plan. The appropriate projects outlined here *must* be considered in the commissioning of development under the Convergence programme. The transport infrastructure projects *must* be reflected in the County Transport Plan.

The Forum must, therefore, work to ensure that this is the principal plan for Liskeard and that all the organisations affected embody this plan into their own objectives. This list includes:

SW Regional Development Agency
Highways Agency
Sport England
Natural England
Devon and Cornwall Constabulary
West Country Ambulance Trust
Cornwall County Council
Cornwall Economic Forum
Cornwall NHS Primary Care Trust
Local Area Authority
Cornwall Enterprise and Cornwall Pure Business
Rural Cornwall & Isles of Scilly Partnership
East Cornwall Rural Transport Partnership
Caradon District Council
Local Strategic Partnership
Caradon Community Safety Partnership
Liskeard Town Council
Liskeard Chamber of Commerce

The Town Awakens



St Martin's church tower rising through the misty dawn.

Our Thanks

The compilation of this plan would not have been possible without the contributions of a large number of people living in the town and surrounding parishes. It is not possible to name them all individually and we are bound to have missed some from the following list, but our heartfelt thanks go to all those who have contributed.

Special thanks go to Lori and Bruce for picking the project up and helping the Chairman drive it through to completion. Special thanks, too, to Fraser Reid for producing the statistical analysis of the residents and business surveys.

Without the efforts of Brenda, the Town Clerk, and her team in the office, Helen, Gillian, Domini, Trudy and Judy, progress would have rapidly ground to halt. Thanks for their efforts in providing all the secretarial and administrative support that has been such a help throughout the project.

We are grateful to all the many busy business people who took time to complete the business questionnaire and to those many residents who completed and returned their residents survey forms; also to Mrs Pritchard and the young people of Year 12 at Liskeard School who, as a citizenship project, provided us with such a valuable insight into the opinions of those who will, hopefully, have most to gain from the plan.

Then there are:

Steve Barrett	Julie Groves	Tony Piper
John Barwell	Barbara Harvey	Jon Pollard
Roger Bennison	Nick Hawken	John Rapson
Jenny Besford-Foster	Roger Holmes	Ann Rochester
John Blake	James Horton	Glen Rogers
James Brett	Elanor Hoskin	David Rowe
Eileen Crouch	David Howard	Iain Rowe
Graham Duttall	Jackie Jenkins	Gabby Schooling
Chris Ferguson	Sean Kelly	Harvey Slater
Andrew George	Helen Leon	Mark Taylor
Mike George	Iain Lindsay	George Vaughan-Ellis
Josiah Gillespie	Pam McKeown	Steve Vinson
John Goldsworthy	Jenny Marchant	Hilary Warren
Mike Gregory	Judith Markes	Derris Watson
James Griffiths	Heather Medlen	Ron Waxman
Alan Groves	Malcolm Mort	Tony Wood

who have given so much time and effort to the work of the various theme committees which have transformed the raw ideas and data into a comprehensive picture of the needs of the town, and/or have contributed in a variety of other ways to this task.

We Gratefully Acknowledge:

Market and Coastal Towns Association



Caradon District Council



Liskeard Town Council



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