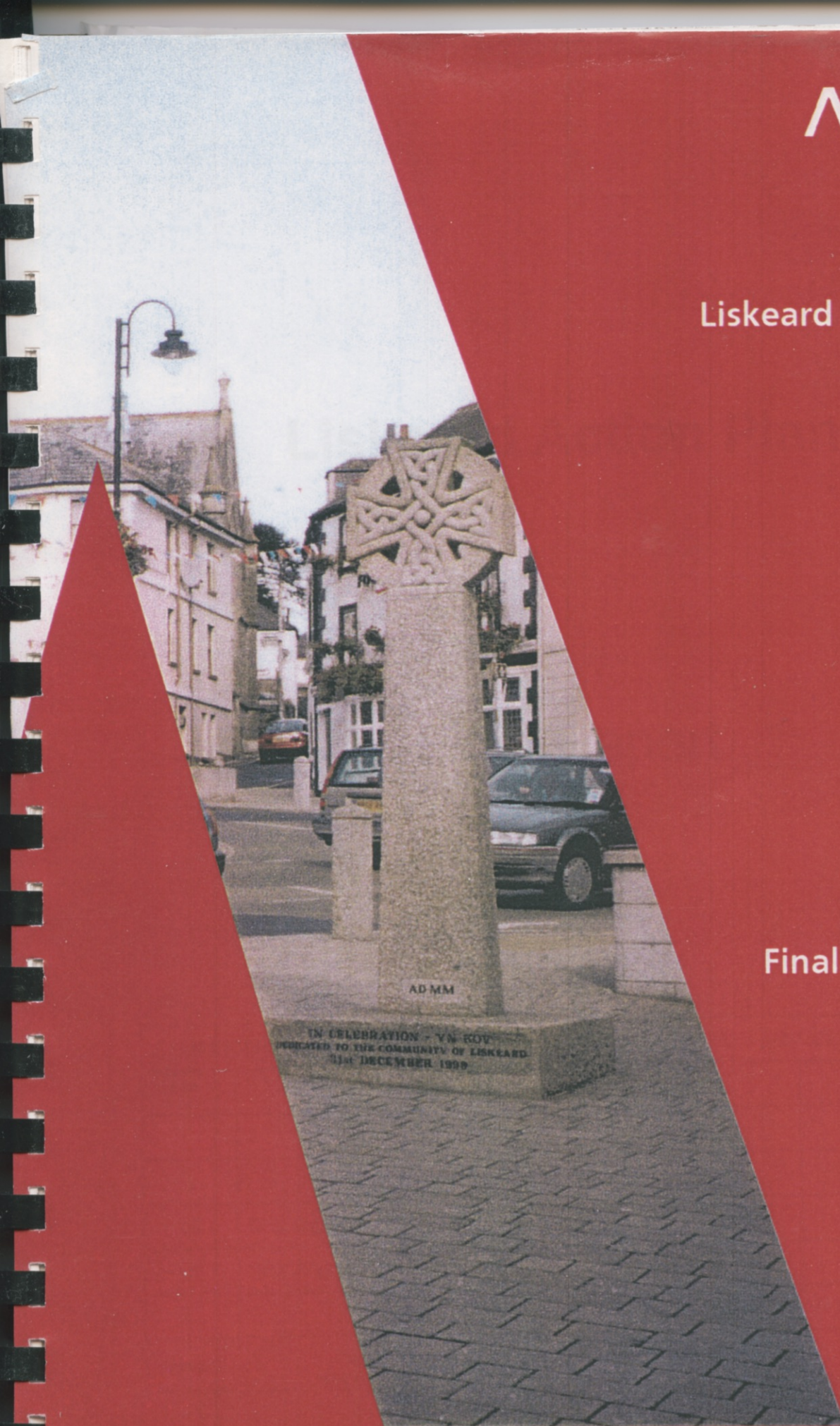


ATKINS

Liskeard Action Plan

Final Report



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Liskeard Action Plan

Final Report

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	Projects					
	Employment					
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5. Action Plan

5-1

5.1 Manager/Facilitator

5-1

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1. Introduction

- 1.1 Atkins was commissioned by Liskeard Town Forum in September 2002 to undertake a review of the existing Regeneration Strategy for Liskeard, prepared in 1996 and develop a regeneration framework for the future. The study has been funded by the Forum partners and the Single Regeneration Budget through the South West Regional Development Agency.
- 1.2 The study has involved the following tasks:
- ◆ Review of the Liskeard Town Centre Regeneration Strategy;
 - ◆ Consultation with key stakeholders on the role of Liskeard and key issues facing the town and its hinterland;
 - ◆ Identification of the key issues to address;
 - ◆ Development of a Vision for Liskeard;
 - ◆ Development of a series of projects to move towards the Vision; and
 - ◆ Development of an action plan to take the projects forward.

STUDY REMIT

- 1.3 The original Strategy, completed by Atkins in 1996, was focussed on the town core with the aim of guiding the future development of the town to the year 2011, adding greater detail to the development plan and fulfilling the stated aim of the Forum, which is to *"To promote the regeneration of Liskeard town centre so as to enhance its attractiveness to shoppers, residents and visitors and to work together to provide a centre of quality that reflects Liskeard's unique character"*.
- 1.4 The brief for the Action Plan study emerged through discussion with the Town Forum and officers of the District Council. While the study revisits the original Regeneration Strategy for the core area, it has given consideration to the function of Liskeard in the wider context, examining linkages with the surrounding communities and taking into account the projected expansion of the town and how this growth may best be accommodated. The location and general extent of the study focus is depicted in Figure 1.

CONTEXT

- 1.5 Originally called 'Liscerruyt', meaning Court of Cerruyt, Liskeard has a long history as an administrative centre, with the original growth of the town being focussed upon the Pipewell. The town experienced considerable expansion in medieval times, with the introduction of charters, the borough jury, a castle, tin coinage, fair and two MPs.
- 1.6 Having been significantly affected by the Black Death, a general shift of population towards coastal areas and the turbulent politics associated with the Cornish Rebellions, the town recovered somewhat following the growth of farming and the need for development of Liskeard's function as a market town. Bernard (1989) includes the following quote in 'Liskeard and its People' as a description of Liskeard Market in the early 19th Century:

"amply supplied with all sorts of provision; a great portion of which is purchased for the supply of the market at Plymouth Dock".

- 1.7 The town continued to grow with the development of woollen spinning and leather making in small tanneries. Webbs Hotel was constructed in 1833, forming the centrepiece of the Parade and by 1841 the population had grown to around 3,000.
- 1.8 The identification of copper at Caradon Hill, followed by the discovery of lead in Menheniot sparked a boom in population as mining opportunities encouraged mass in-migration. This rapid population increase is considered to have shaped the modern form of the town, the need for housing resulting in the construction of many courts off the main streets and a succession of middle class terraces around the core itself. It was also during this period that the town acquired its 'granite face'.
- 1.9 The collapse of copper prices and reduction in mining activity prompted a number of bankruptcies from the end of the 1860s, however in more recent times, the town has experienced successful development as a service centre. The town currently has a population of just over 8,000. Given Liskeard's strategic location on the A38 at the gateway to Cornwall, increasing pressure for residential and industrial development and the growing function of the town as a base for tourists, there is a clear need to identify the strengths and opportunities within the town and its' hinterland and provide a steer for future development.

PROGRESS SINCE 1996

- 1.10 The original Liskeard Town Centre Regeneration Strategy was completed by Atkins in 1996, on behalf of Caradon District Council and the Liskeard Town Forum. Following appraisals and consultations, ideas for the regeneration of different areas within Liskeard were brought forward in response to the aim of the Forum, with four main objectives:
 - ◆ To bring about enhancement of the environment in the historic town centre, thus attracting greater numbers of visitors, sustaining the built heritage of Liskeard for future generations and creating confidence in Liskeard through public investment;
 - ◆ To identify possible development opportunities to enhance the commercial attractiveness of the town centre, to bring back into use key vacant sites and buildings and to capture maximum spending from the catchment area;
 - ◆ To reduce the impact of traffic on the quality of the town centre, making the town more pedestrian friendly; and
 - ◆ To improve access to and the provision of car parking and to ensure that parking charges are reasonable and simple to use, thus ensuring that Liskeard can compete with other town centres.
- 1.11 The Regeneration Strategy comprised twenty-two projects, arranged under four priority/timescale bands (short term 1-3 years, medium term 3-5 years, longer term 5-10 years and beyond 10 years).



LISKEARD TOWN CENTRE

Study Area

Figure 1

1.12 Since 1996 Caradon District Council, Cornwall County Council, Liskeard Town Council, Liskeard Town Forum and other organisations and individuals have been active in the pursuit of action on the ground and much has been achieved. The projects, together with an indication of progress, are detailed in Table 1.1.

Table 1.1 – Original Town Centre Regeneration Strategy Projects and Progress

No.	Project	Priority	Progress
1	The Parade and Barras Street Enhancement	1-3 years	The scheme has been implemented by Cornwall County Council.
2	Enhancement of Pike Street and Market Street	1-3 years	The scheme has been implemented by Cornwall County Council.
3	Cattle Market Access and Circulation	1-3 years	The scheme has been implemented by Caradon District Council.
4	Signing Strategy	1-3 years	Project has been progressed by Cornwall County Council and is included in the County Council's Transport Strategy.
5	Parking Strategy	1-3 years	The parking strategy is in place. A new 35 space car park has been provided at West Street by Caradon District Council.
6	Town Centre Manager	1-3 years	There have been extensive ongoing discussions with regard to a possible appointment jointly with other settlements, but at present a TCM is not regarded as the most appropriate way forward.
7	West Street/Old Road Traffic Calming	1-3 years	The scheme has been implemented by Cornwall County Council.
8	Refurbishment of Webbs Hotel Complex	1-3 years	Currently the focus of private developer interest with potential RDA investment. Planning permission has been approved for a pub/restaurant on the ground floor, 12 town houses to the rear and offices on the first and second floors.
9	Bay Tree Hill Enhancement	1-3 years	Remains as a committed project. It is included in the adopted Caradon Local Plan and the County Council's Transport Strategy and Local Transport Plan programme. Various concept designs have been produced but there is at present no agreed design.
10	Forrester's Hall Cinema/Theatre	1-3 years	Has been refurbished and extended by Liskeard Town Council and was opened in 2002 as a town heritage museum and Tourist Information Centre.
11	Pigmeadow Lane Pedestrian Access	3-5 years	The end adjacent to Barras Street has been pedestrianised as recommended.

No.	Project	Priority	Progress
12	Westbourne Car Park Access and Extension of Public Parking	3-5 years	Project has not been implemented but is included in the County Council's Transport Strategy.
13	Public Art Project	3-5 years	Liskeard Town Council led the Celtic Cross Millennium Project to install 6 Celtic Crosses in the Town Centre and on approach roads. Four murals have been completed.
14	Tourist Information Centre	3-5 years	Completed and opened at Forrester's Hall in May 2002 by the Town Council as a town information centre. Currently investigating the possibility of becoming networked as a TIC.
15	Car Park at Junior School Site	5-10 years	The Liskerrett Centre has been developed in the school and some parking has been provided.
16	Castle Street Gateway	5-10 years	Not implemented.
17	Central Area Development Site	5-10 years	The potential of this site has not been realised.
18	Barn Street Road Link and Development	5-10 years	Taylor's Garage remains operating on the site and it has not been developed.
19	Old School/New Uses	5-10 years	The Old School was opened as the Liskerrett Centre in 2002, incorporating a range of community uses.
20	Repaving of Fore Street	Over 10 years	Not implemented.
21	Decking of Sun Girt Car Park	Over 10 years	Not implemented.
22	Creation of Public Square and Paving of Well Lane	Over 10 years	Not implemented.

1.13 Of the 22 projects and proposals identified in the original Strategy, ten are fully implemented, three are partially implemented or ongoing, one is no longer considered by partners to be the best way forward, two are not implemented but are included in future programmes and six have not yet been implemented. The relative merits of the projects not yet implemented have been considered as part of this study and included, where appropriate, in the Action Plan.

1.14 In addition to projects identified in the Strategy, the District Council, Town Council and Town Forum in particular, have been instrumental in attracting funding from a wide range of sources and developing and implementing other projects. The Liskeard Enterprise Park has been completed on the north eastern edge of the town and has high occupancy; and a Conservation Area Partnership was established and has been instrumental in funding structural repairs and improvements to historic

buildings within the Conservation Area. The CAP scheme funded improvements to 17 properties, totalling £352,000 of works.

- 1.15 The commissioning of this 'follow-up' study represents an ongoing commitment to promoting change and improvements within and around the town. The widened scope of the study reflects the awareness of the importance of Liskeard as a service centre for the surrounding agricultural hinterland. Despite this, there is increasing concern that the town is acting as a dormitory settlement for Plymouth. This concern is compounded by the revised Structure Plan requirement for an additional 1,500 dwellings to be accommodated in and around the town. It is imperative that this population growth is matched by an appropriate upgrade to the town's facilities and status to ensure that the service function, employment opportunities and attractiveness of the town to its residents is further strengthened.
- 1.16 Figures 2 and 3 show the key land uses of the town as a whole and the town centre respectively.

RELATIONSHIP TO OTHER STRATEGIES AND DOCUMENTS

- 1.17 The re-visit of the Regeneration Strategy has taken place concurrent with the production of the first alteration to the Local Plan by Caradon District Council. This will address the allocation of sites for possibly 1,500 additional homes in the Plan period in Liskeard, as well as additional employment land adjacent to the Enterprise Park. An Issues Report has been produced identifying a number of possible sites. Discussions have been held between the officers responsible and the consultants to ensure that proposals are compatible. This report refers to the emerging preferred housing and employment sites although they have no status prior to the issue of the Deposit Alteration.
- 1.18 Liskeard Town Council is conducting a Parish Appraisal which will involve a questionnaire on a wide range of issues to all households in the Parish. Unfortunately it has not been possible, due to timescales, to feed the results into this study. Atkins has, however, noted the results of a number of other Parish Appraisals, undertaken over the past year, which highlight key issues of relevance to the study.
- 1.19 It is intended that this report provides a framework for future development compatible with the Local Plan and emerging policies of the First Alteration. It is not the Parish Plan, which will provide more detail taking into account the direction and principles of the strategy.

CONSULTATIONS

- 1.20 In undertaking the appraisals of the town and surrounding areas, Atkins has carried out a range of consultations with key interests in the town and surrounding area, in particular:
- ◆ The Town Forum (including the Town Council and residents groups);
 - ◆ Liskeard Chamber of Commerce;
 - ◆ Officers of Caradon District Council and Cornwall County Council;
 - ◆ Key landowners with town centre interests;

- ◆ Student representatives from Liskeard School and Community College;
 - ◆ The Train Operating Companies and local bus operators;
 - ◆ Government agencies (English Heritage and the Countryside Agency);
 - ◆ Cornwall Enterprise; and
 - ◆ North and East Cornwall Healthcare Trust.
- 1.21 A press release was issued by Caradon District Council in November 2002 inviting members of the public to raise issues regarding the town. Atkins received a number of responses following press articles in the Cornish Times and Western Morning News.

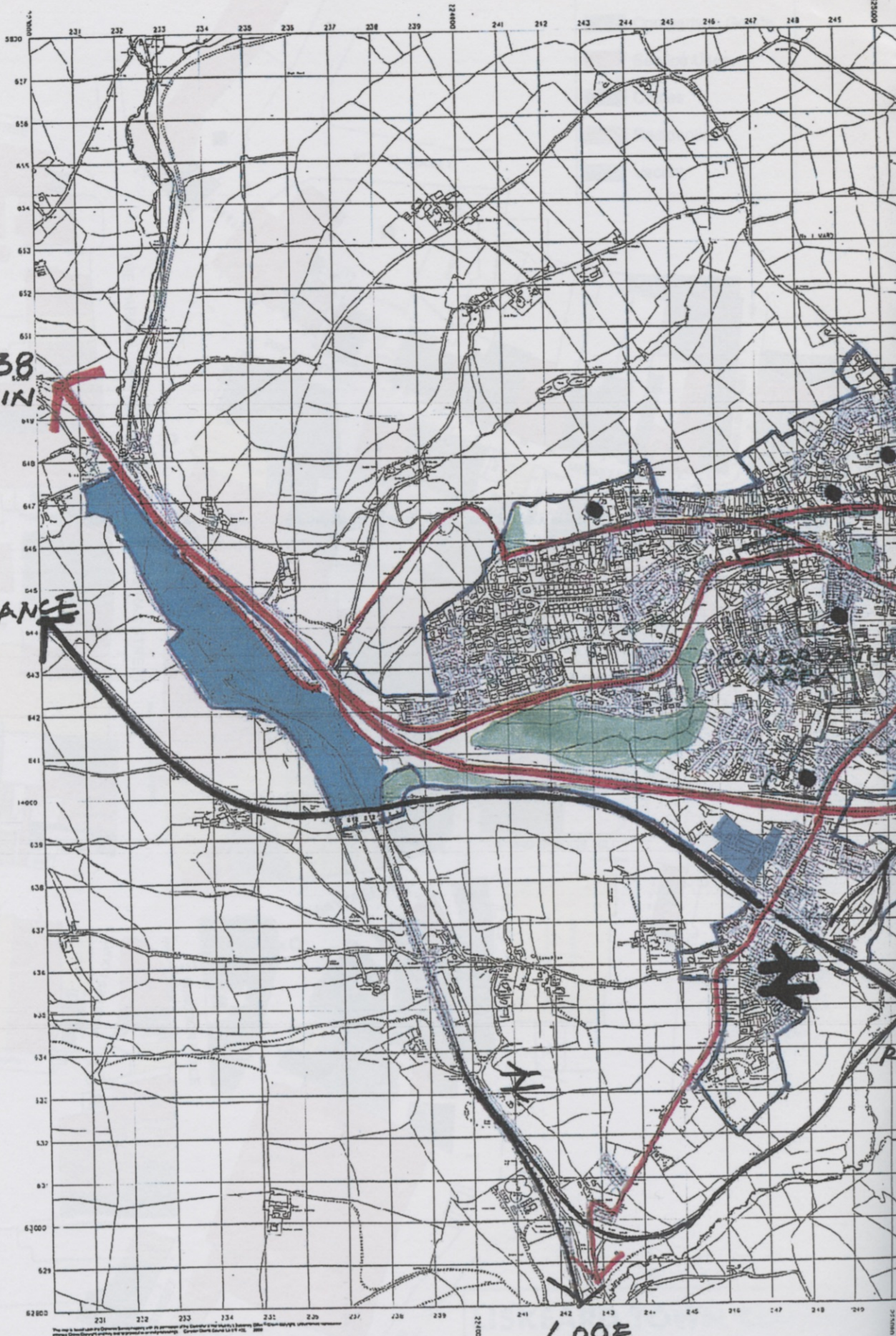
REPORT STRUCTURE

- 1.22 This report is the Final Report of the study. The structure of the report reflects the study approach and is as follows:
- ◆ **Section 2 – Key Issues:** a thematic summary of the key issues affecting the town, drawing upon planning policy, social and economic indicators, residential and industrial land requirements, transport related issues, community, recreation and tourism and environment;
 - ◆ **Section 3 – Vision for Liskeard:** this section builds upon the key issues and themes to present a 'Vision' for Liskeard, supported by the key actions to enable the vision to be realised;
 - ◆ **Section 4 – Projects:** a discussion of the various projects and longer term development opportunities in and around Liskeard, including illustrated proposals; and
 - ◆ **Section 5 – Action Plan:** this section contains a suggested programme for the project, costs where appropriate and the identification of possible funding sources.
- 1.23 There is also an appendix to the report: Appendix A contains the background data and socio-economic indicators utilised in the identification of key issues.

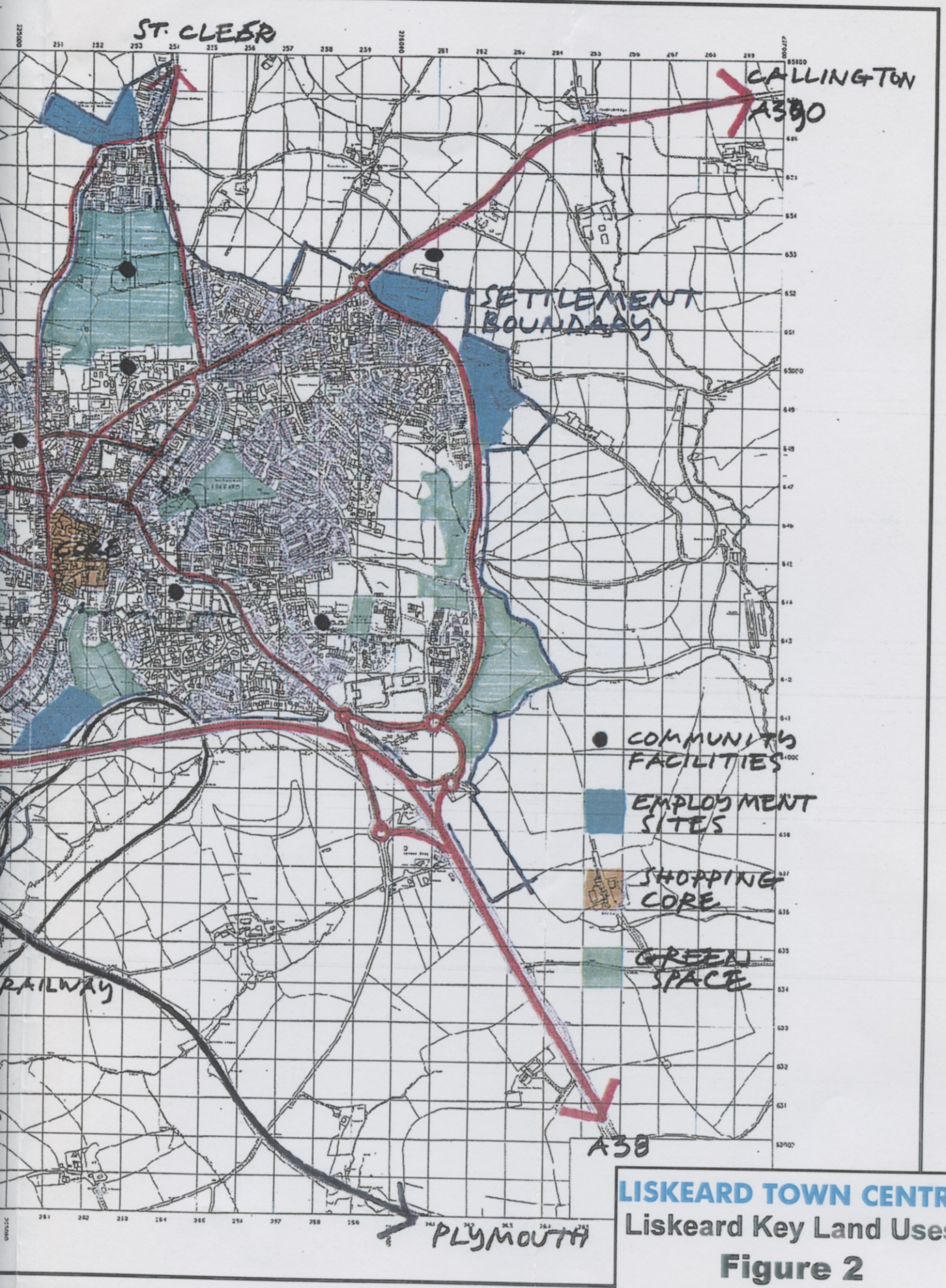
A38
BODM IN

PENZANCE

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This map is based on the Ordnance Survey maps and is the property of the Director of the Survey of the United Kingdom. It is not to be used for any purpose other than that for which it was prepared. Crown Copyright 1988.



LISKEARD TOWN CENTRE
Liskeard Key Land Uses
Figure 2



KEY:-

Yellow	Convenience Goods
Green	Comparison Goods
Red	Service Uses
Blue	Offices
Brown	Residential
Grey	Vacant

LISKEARD TOWN CENTRE
 Town Centre Land Uses
 (October 2002)
 Figure 3
 ATKINS

2. Key Issues

SOCIO-ECONOMIC CONTEXT

2.1 In order to assist the process of issue identification, it is important to appreciate the socio-economic context of the Liskeard sub-area. Detailed below are key statistics, which represent a summary of the supporting background data set out in Appendix A:

- ◆ Based upon the Parish appraisal data (1998), Liskeard was estimated to have a population of just over 8,000. Taking into account the population estimates for the surrounding parishes (Dobwalls and Trewidland; Menheniot; St Cleer; St Ive; and St Neot), the approximate population of the study area is in the region of 17,000;
- ◆ Caradon District has a lower proportion of people of pensionable age than Cornwall as a whole, however, the proportion is greater than that for both the South West region and Great Britain as a whole. In addition to this, both Caradon District and Cornwall have a lower proportion of their respective populations under the age of 25 than the nation as a whole. Taken together, these statistics indicate a predominant trend of an ageing population;
- ◆ The National Index of Multiple Deprivation indicates that Liskeard North and Liskeard South wards are amongst the more deprived wards in the District, although in the wider County context, Liskeard is relatively less deprived, largely due to accessibility and educational advantages;
- ◆ The principal employment sector in Caradon is service industries, which employ 88% of the population (the national average is 73%). Within the services, the largest sub-sections are distribution, hotels and restaurants (39%); and public administration, education and health (29%);
- ◆ The average unemployment rate for the study area as a whole is 3.1%, within which Liskeard North has the highest rate – 4.6%. The overall rate is above both the District and regional averages, which are 2.4% and 2.3% respectively.

THEMATIC APPROACH

2.2 Following a review of the original strategy, our appraisal work, the consultations with key stakeholders in the town, planning policy and social and economic indicators, it is possible to identify a number of key issues affecting the study area. These issues are summarised here, arranged under the following seven key themes:

- ◆ Tourism and Heritage;
- ◆ Travel and Transport;
- ◆ Commercial Development;
- ◆ Social, Community and Recreation;
- ◆ Housing;
- ◆ Employment; and
- ◆ Environment.

TOURISM AND HERITAGE

- ◆ **Tourist Accommodation:** there are only five accommodation facilities within 1 km of Liskeard, all of which are small and independently run. The South East Cornwall Tourism Strategy recognises an under-representation of a number of sectors in the locality as a whole: luxury and business accommodation; facilities to accommodate large groups; and camping and caravan sites. Anecdotal evidence from the TIC and local operators suggests that there is a shortage of accommodation compared to demand. As the administrative centre of the Caradon District, coupled with the role of the town as a service centre and a gateway to south-east Cornwall, plus the wide range of natural and other attractions such as the Eden Project, Liskeard is well positioned to support increased development in the accommodation sector. It would be important that any such development is of a good quality, meeting nationally recognised standards.
- ◆ **All Weather Attractions:** it is recognised that there is a limited range of things for visitors to do in and around Liskeard in inclement weather (South East Cornwall Tourism Strategy). Liskeard is well placed in terms of accessibility and size to provide a facility to increase this range, which could serve to both raise the profile of the town and enhance its potential role as a gateway to Cornwall. This might be for example, an innovative 'big idea' that could serve as a catalyst to the re-development and growth of the town as a whole.
- ◆ **Exploration of the Town's Heritage:** the opening of the heritage museum alongside a TIC in the town has provided a quality centre for visitors and residents, exploring the town's heritage. However, the importance of the town in relation to the mining heritage to the north and the canal links to the coast is relatively unexploited. There is a need to consider the wider role of Liskeard in the strategic development of heritage tourism.
- ◆ **Preservation of the Historic Core:** The Conservation Area Partnership programme has led to the rejuvenation of a number of key buildings, and environmental improvements to the Parade and Pike Street have improved the townscape. There are, however, parts of the town core that remain dilapidated and there are locations where the street scene as a whole does not complement the quality of surrounding buildings;
- ◆ **Cohesion and Direction in the Marketing of Tourism and Heritage:** at present, the majority of people visiting Liskeard tend to be day trippers, attracted mainly to the Looe Valley Line, but also spending a couple of hours getting a feel for the town. If Liskeard is to achieve its full potential as a tourist town, then there is a need to consolidate and augment the existing offer and promote distinctive aspects of the town. There may be potential to achieve such augmentation based upon the rich stannary heritage of Liskeard and its linkage to Caradon Moor; focus on the Looe Valley Railway and Canal; through rebranding focussing on one particular aspect such as arts or technology; or perhaps through the promotion of Liskeard as a festival venue.

TRAVEL AND TRANSPORT

- ◆ **The Road Network:** access and circulation by car in the town has been noted as a key issue through consultations. There is only one full movement junction providing access to the town from the A38. There is a need to reduce unnecessary penetration and circulation by traffic of the core of the town yet facilitate good access for servicing and to car parks, businesses and residents in the centre.
- ◆ **Parking:** there is a perceived lack of parking within Liskeard Town Centre. In terms of absolute numbers of spaces this does not appear to be the case as an utilisation survey indicated that there is some spare capacity in the towns' car parks during a typical shopping day. As in 1995, there is generally adequate supply within the town centre to meet the demand in the busiest periods. There are problems of lack of use of the Lower Sun Girt and Rapsons car parks and intense demand for short term spaces on the Parade, Barras Street and Bay Tree Hill, due to location relative to the main shops and services. There have been considerable revisions to parking charges since the 1995 strategy, however, a key issue remains that the main short stay car park charging structure allows purchase of a ticket for under half an hour and these tickets are in high usage: since 1995, there has been a reduction in the average length of stay purchased in the pay and display car parks, from 66% parking for less than one hour to 73%. This is not a positive sign of the spending and use of the town centre, although it does indicate a higher number of parking opportunities available for shoppers and visitors. The future growth of the town's population together with developments means that the amount and management of parking needs to be addressed.
- ◆ **Pedestrian Routes and Safety:** narrow footways and steep gradients impede pedestrian flow around Liskeard, particularly in Pike Street, Pondridge Hill and the Bay Tree Hill area. There is a need to identify and address particular points of conflict and implement junction and crossing improvements.
- ◆ **Bus Services:** Liskeard is served by three principal bus operators – Liskeard Omnibus, Plymouth City Bus and First Cornwall. Jointly, the operators provide a reasonable coverage although frequencies of services to outlying settlements are low (Figure 4). The Liskeard Omnibus routes have recently been taken over by DAC coaches, who have enhanced some route frequencies. The Local Transport Plan identifies that approximately 20% of residents in Caradon District have service levels of less than 5 buses per day. Frequencies of less than five services per day are unlikely to encourage use for work trips and are often not convenient for leisure/social purposes.
- ◆ **Rail Services:** In the context of the proposed improvements to Liskeard's main line railway station and the potential introduction of even interval rail services across Cornwall (the Riviera Project), the role of rail, particularly for journeys to Plymouth, is likely to increase. There may be potential to improve the interchange of bus services with the rail station and increase service frequencies within the Liskeard sub-region. In addition to this, both the Tourism Strategy for Caradon and the Issues Report of the forthcoming Local Plan Review highlight a need to safeguard and enhance the role and facilities of the Looe Valley Line station both for tourists and the community.

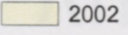
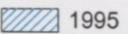
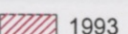
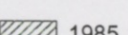
- ◆ **Cycle Network:** the County Council's Transport Strategy for Liskeard identifies a range of discrete measures to improve facilities for cyclists. In order to exploit cycling as a favoured means of travelling short distances, the issue requires addressing in a more holistic manner. The nature of the town's roads and the connections to outlying villages means that the majority of cycle routes are on-road (some on quiet roads). There is a need for a complete cycle network making use of minor roads and short dedicated linkages, thus improving segregation and therefore safety, as well as providing a more sustainable range of travel choices.

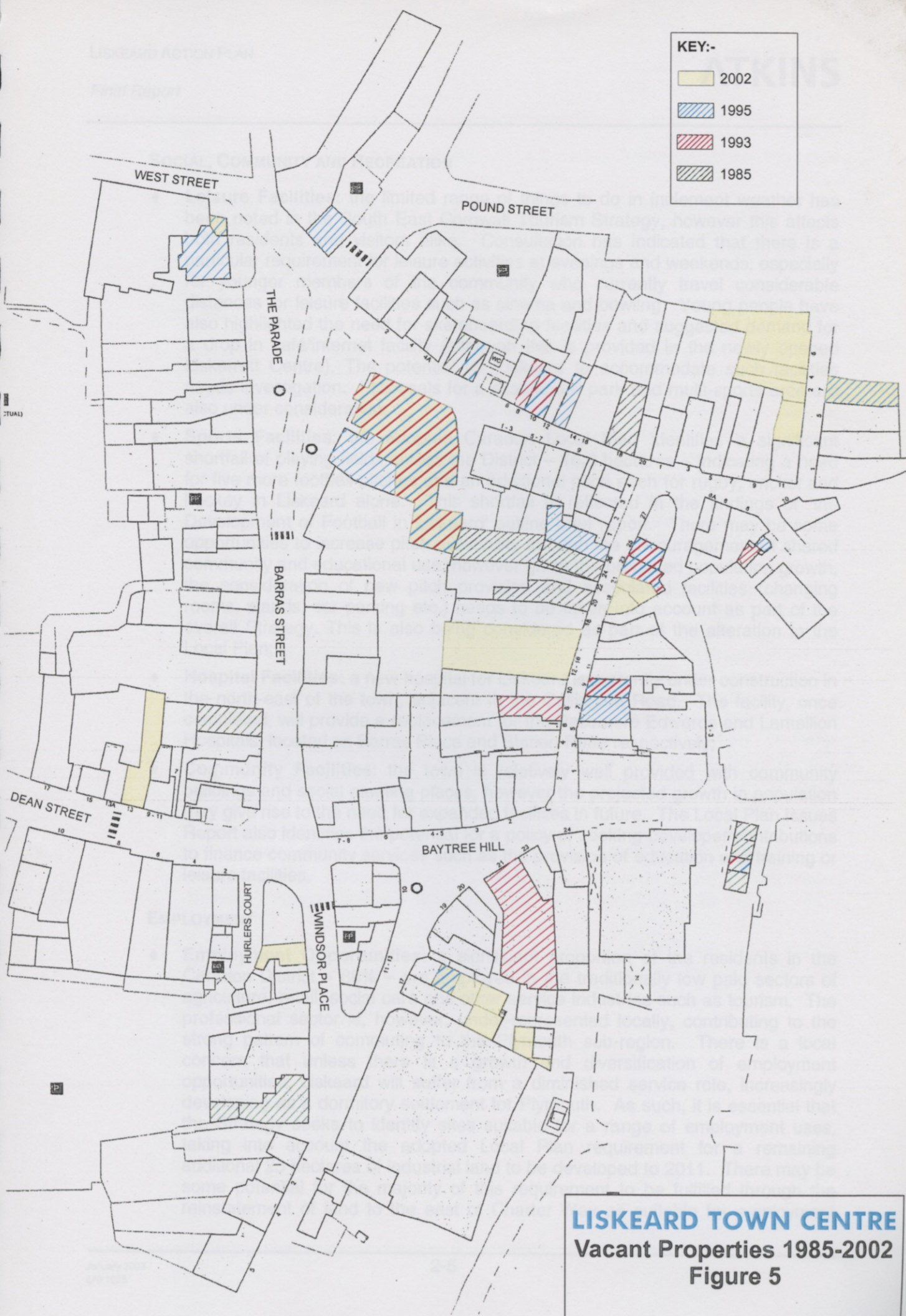
COMMERCIAL DEVELOPMENT

- ◆ **Town Centre Development:** with its history as a market town, Liskeard has served as the commercial and administrative centre for South East Cornwall since Medieval times. Recent changes in the commercial profile of the town (Figure 5) indicate a reduction in convenience units and continued vacancy rates of around 12%. There has been some retraction of the retail core, particularly in the Lower Lux Street area. There is a need to identify means of reducing vacancy, possibly through refurbishment of units, or the amalgamation of adjacent units to provide larger retail outlets or offices, which may better meet current commercial requirements. In addition to this, the present arrangement of buildings and land uses in the core of Liskeard does not serve to make the maximum use of available space.
- ◆ **Food Retailing:** at present, Liskeard is served by a sizeable Safeway foodstore on the eastern approach to the town and town centre stores – Somerfields, Co-op, Alldays and Spar convenience stores. Given the proposed expansion of the town's population, coupled with the potential amalgamation of Co-op and Alldays, there is some evidence from consultation with food retailers that there is interest in Liskeard, suggesting that there may be sufficient market demand to justify additional food retailing. In addition, the Somerfields' site is poor in townscape quality and there may be potential to improve the attractiveness of this area of the town, leading to Sun Girt, to shoppers.
- ◆ **Webbs Hotel:** the former Webbs Hotel building, constructed in 1833, occupies a prominent position as the centre-piece of the Parade, yet has remained vacant since the late 1980s. It is considered that, in the historical context of Liskeard, and the present day Parade, the Webbs Hotel Building represents a critical site. Planning approval for a mixed use development (leisure, residential and office) has been granted to a private developer – it is considered that the successful completion of this proposal is essential to reinforce public confidence and provoke further investment in Liskeard.
- ◆ **The Bubble:** this is a key site adjacent to the A38 and at the gateway to the town from the trunk road. It is designated in the Local Plan for:
 - (i) Non food retail;
 - (ii) Use classes B1, B2 and B8; and/or
 - (iii) The relocation of town centre activities displaced by development.

It is currently the subject of a planning application for non food retail units with a cinema and bowling complex. It is important that the uses of such a key site contribute to the commercial vitality and attractiveness of the town and do not detract from the town centre.

KEY:-

	2002
	1995
	1993
	1985



LISKEARD TOWN CENTRE
Vacant Properties 1985-2002
Figure 5

ATKINS

SOCIAL, COMMUNITY AND RECREATION

- ◆ **Leisure Facilities:** the limited range of things to do in inclement weather has been noted in the South East Cornwall Tourism Strategy, however this affects both residents and visitors alike. Consultation has indicated that there is a particular requirement for leisure activities at evenings and weekends, especially for younger members of the community who currently travel considerable distances for leisure facilities such as cinema and bowling. Young people have also highlighted the need for skateboarding facilities and suggested demand for a drop in café/internet facility (although this is provided in the newly opened Liskerrett Centre). The potential for Liskeard to accommodate such facilities needs investigation. Proposals for a skateboard park and multi-sports area are also under consideration.
- ◆ **Sports Facilities:** the adopted Caradon Local Plan identifies a significant shortfall of playing fields across the District – 16.6 hectares – indicating a need for five more football pitches and an additional pitch each for rugby, cricket and hockey in Liskeard alone. This shortfall is reflected in the findings of 'the Development of Football in Liskeard' outline brief report. There may be some opportunities to increase pitch availability through the encouragement of shared community and educational use, however given the proposed population growth, the consideration of new pitch provision and associated facilities (changing rooms, stands, car parking etc.) needs to be taken into account as part of the overall Strategy. This is also being considered as part of the alteration to the Local Plan;
- ◆ **Hospital Facilities:** a new hospital for Liskeard is currently under construction in the north-east of the town, adjacent to the Callington Road. The facility, once completed, will provide a replacement for the Passmore Edwards and Lamellion Hospitals, located on Barras Place and Station Road respectively;
- ◆ **Community Facilities:** the town is relatively well provided with community buildings and social meeting places, however the projected growth in population may give rise to the need for expanded facilities in future. The Local Plan Issues Report also identifies the potential for a policy of seeking developer contributions to finance community services such as the provision of education and training or leisure facilities.

EMPLOYMENT

- ◆ **Employment Opportunities:** a significant proportion of the residents in the Caradon District – 88% – are employed in the traditionally low paid sectors of agriculture, retail, social care and other service industries such as tourism. The professional sector is, however, under-represented locally, contributing to the strong pattern of commuting to the Plymouth sub-region. There is a local concern that unless there is a growth and diversification of employment opportunities, Liskeard will suffer from a diminished service role, increasingly developing as a dormitory settlement for Plymouth. As such, it is essential that the Strategy seeks to identify sites suitable for a range of employment uses, taking into account the adopted Local Plan requirement for a remaining additional 25 hectares of industrial land to be developed to 2011. There may be some potential for the majority of this requirement to be fulfilled through the reinstatement of land to the east of Charter Way as suitable for employment

development, which is being considered by the Local Authority through the Local Plan Review process.

- ◆ **Training:** at present there is no vocational training provided within the town and residents of the area travel to Saltash, Bodmin or St Austell for courses. There may be potential to provide some training and an appropriate skills base is important if employment opportunities are to increase.

HOUSING

- ◆ **Housing Land Allocation:** the housing land requirements for the Caradon District are set out in the Cornwall Structure Plan, which indicates a need for about 8,800 dwellings in the period 1991-2011. Taking into account all committed development to 1995, the Issues Report for the forthcoming Local Plan Alteration indicating a requirement for approximately 1,500 additional dwellings to be located in Liskeard to 2011. A range of sites to accommodate this requirement has been identified in the Local Plan Review Issues Report, all of which represent significant design challenges, particularly with regard to drainage and topography. There are two main preferred sites which are likely to be contained in the Alteration – Lamellion Farm to the south of the A38 and land to the east of the St Cleers Road on the north side of the town.
- ◆ **Housing Balance:** a District Housing Needs Survey was completed in July 2002 and provides a useful overview of the housing market and shortfalls in housing provision by sector. The Liskeard sub-region has been identified as having 13.5% of the population in unsuitable housing, for a range of reasons including major disrepair, unfitness, mobility and/or health problems and difficulty maintaining the home. As a result of this, the survey estimates that there is a shortfall of 566 affordable houses in the District, which should be provided in the five year period 2002-2007. In order to meet this shortfall, the survey concludes that a target of 40% affordable housing on suitable sites 'would be justified in securing relevant overall contribution', based upon the following definitions of affordability:

"Mortgage Affordability: a household is not eligible for a mortgage if it has a gross household income of less than one third of its mortgage requirement

Private Rental Affordability: a household is unable to afford private rented housing if renting privately would take up more than 30% of its net household income."

In meeting the housing requirements of Liskeard, it will be important to ensure that a balance of housing types is delivered – Liskeard currently has only 14.73% of its housing stock above council tax band D, compared to 23.31% in the District and 22.62% across Cornwall.

ENVIRONMENT

- 3.1 From an environmental standpoint Liskeard is particularly fortunate – the Conservation Area is of great historic and visual merit, has a strong identity and is largely intact and the surrounding hinterland is attractive, comprising rolling, unspoilt countryside often viewed from the town. This environment, however, is vulnerable to threats, particularly in times of growth and change. It will be important to ensure that new development does not give rise to further deterioration of the public domain in terms of poor paving and general clutter of signs, over-use of lines and inappropriate street furniture.
- 3.2 The vision has been developed from coming an understanding of the aspirations of all those involved in the consultation process as part of the review of the regeneration study as well as to address the key issues facing the town.
- 3.3 In undertaking the consultations it is clear that although there are considerable concerns regarding certain issues facing the town, many people feel proud of Liskeard and consider it to be a special place in which to live or work. In particular, its strengths are:
- An attractive location close to the coast and countryside;
 - A wealth of heritage and cultural interest in the area;
 - A range of facilities, services and employment, serving a wide hinterland;
 - A highly accessible town, with easy access to the mainline rail network and main road network to Plymouth and beyond; and
 - A good size, giving potential to be a sustainable community.
- 3.1 The aim of the vision is to recognise the town's potential and develop this effectively to regenerate the economic and community life of the town.

THE VISION FOR LISKEARD

Liskeard will be a community where everyone is able to enjoy a high quality of life in a way that respects the heritage, culture and rural environment of the town and surrounding parishes. It will be a town that:

- Is economically and socially self-sustaining, providing for the employment, housing and social needs of residents of the town and surrounding area;
- Develops its role as a major retail, service and administrative centre for south-east Cornwall;
- Is strongly connected to the rural hinterland;
- Makes best use of its highly accessible location as a gateway to Cornwall and close to the coast, countryside and major attractions;
- Has a clear cultural identity, celebrating its heritage yet looking to the future.

Above all, it will be a community of which everyone is proud to belong and people wish to visit.

3. Vision

- 3.1 A clear long-term vision for Liskeard and its role in south-east Cornwall is fundamental to developing a regeneration strategy for the town. Without a vision there is a danger of focussing on projects to tackle immediate problems without sight of the longer term impacts on the town and surrounding areas' economic and community life. A vision for the future is essential given that the town is likely to experience significant growth over the next 10-15 years. This means that the risks of losing its role and identity are greater, but if planned appropriately, the potential to be a sustainable town offering a high quality of life is higher.
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3.2 A vision is inevitably aspirational and therefore requires translation into specific actions if it is to be achieved. It is considered that the key actions to move towards the vision are:

- ◆ The strengthening and diversification of the retailing base;
- ◆ The generation of additional employment opportunities for all age groups and skills;
- ◆ The conservation and enhancement of the town's environment, heritage and identity;
- ◆ The promotion of new attractions, cultural, commercial and environmental, for visitors and residents alike;
- ◆ The development of safer and more sustainable means of movement to and within the town;
- ◆ The creation of new and improved social and recreational facilities; and
- ◆ The careful exploitation of all opportunities for developing a range and mix of housing in the town.

4. Projects

- 4.1 The consideration of the various issues in Liskeard, coupled with the input from consultation has informed the identification of a range of actions to assist in the future development of the town. These take the form of opportunities that could be promoted and specific projects that could be taken forward by the Forum and partners. This section discusses the various projects under each of the seven themes.

TOURISM AND HERITAGE

Key Attractor

- 4.2 It has become increasingly apparent through consultation and appraisal that, although Liskeard is an attractive town with a reasonable range of places to eat, some choice of accommodation and well located to major tourist attractions such as the Eden Project, the full tourist potential of Liskeard is yet to be realised. Significant development of the market could be facilitated through the delivery of commercial development in the town centre, coupled with an increase in the level, quality and range of accommodation provided locally, however Liskeard would still lack recognition as a tourist attraction in its own right.
- 4.3 The South East Cornwall Tourism Strategy indicates that there is a lack of things to do in inclement weather. As such, it is considered that the time may be right for Liskeard to seize upon the opportunity to develop a key tourist attraction of its own – essentially a 'Big Idea' – an exciting conceptual development with the ability to draw visitors into Liskeard for a specific reason.
- 4.4 The range of possibilities is vast. As such, rather than making specific suggestions, it is considered more useful to focus upon a range of characteristics that the 'idea' would ideally have:
- ◆ Accessible;
 - ◆ Innovative;
 - ◆ All-weather;
 - ◆ Family orientated;
 - ◆ Exciting; and
 - ◆ Interactive.
- 4.5 It may be appropriate to encourage local community involvement through a major consultation exercise or competition seeking ideas and proposals for a brand new attraction in the town – such a process often uncovers a wealth of innovation and through careful development work, could foster a sense of local ownership amongst members of the local community.

4.11 Liskeard and Looe Canal and Railway

- 4.6 The Looe Canal has been the subject of a feasibility study, completed in 2001, which sets out a series of recommendations to improve access and upgrade the quality of the canal and its features, aimed at enhancing its attractiveness to both residents and visitors for recreational purposes. As yet, funding has not been secured to carry the recommendations forwards as a project, however there may be some merit in pursuing the improvements as part of a wider recreational and visitor attraction, in accordance with the South East Cornwall Tourism Strategy's identified issues to be addressed – the continued development of recreational footpaths and niche products.
- 4.7 It is considered that the Looe Valley Railway, which begins in Liskeard and already attracts significant numbers of tourists, offers great potential for further development. The track gauge is of the correct size to accommodate steam engines, which could, in theory, operate on an occasional or weekend basis, in tandem with the existing diesel services. A feasibility study would be required to assess the condition of the track, particularly in respect of hammerblow loading and routing. There may be some potential to develop a new station and visitor facility in the valley, or this might form part of the refurbished visitor interpretation centre (The Riviera Project).
- 4.8 Given the proximity of the canal to the railway, coupled with the fact that the canal route passes through railway owned land, there could be merit in pursuing any development project jointly, promoting the linkages between the two modes of transport. There may be potential to incorporate interpretation of the role of both the canal and the railway in the development of Liskeard's stannary functions and the wider context of Caradon Hill, thus providing an educational and recreational facility, with the prospect of acting as a standalone attraction, in addition to serving a local recreation role.

Accommodation

Hotel

- 4.9 With regards to hotels, Liskeard currently has three accommodation facilities within easy reach of the centre of the town – Hotel Nebula, Lord Eliot Hotel and Pencubbit Country House Hotel. Each is privately run, offering a personal welcome and distinctive environment, however the balance of accommodation is much better suited to small family groups or couples as opposed to touring groups, with even the largest of the three – the Lord Eliot Hotel – only having 15 rooms.
- 4.10 Although the South East Cornwall Tourism Strategy identifies the further development of facilities for short breaks as an aim, it also highlights a need to assess and if necessary, meet any need for large hotels able to accommodate large parties. The Liskeard Local Area Statement (Caradon Local Plan) also recognises that tourism is viewed as relatively unexploited in Liskeard and is seeking to encourage both land use measures to assist in the development of tourism in the town, as well as high standards of tourist accommodation.

- 4.11 As such, both the need and potential for the development of a sizeable hotel in Liskeard should be promoted. Opportunity sites include the incorporation of a budget travel hotel as part of a service station development (as contained in the Caradon Local Plan) at the eastern approach to the town; and the Lamellion hospital site to the south west of the centre, which already contains an attractive and substantial historic structure that may be suitable for redevelopment. Other sites will also inevitably come forwards over the period of the Strategy and should be given thorough consideration in conjunction with potential operators.

Self-Catering in the Countryside

- 4.12 In the wake of the foot and mouth crisis, both the vulnerability of modern farming processes, as well as the strength of linkages and inter-dependence within the rural economy has become clear. As such, there is an increasing pressure to promote rural diversification, largely as a means of improving economic stability.
- 4.13 It has been noted by Caradon District Council that recent trends in planning applications include a growing number of barn conversions for business and tourism uses, particularly the provision of self-catering holiday accommodation. While such enterprise is clearly to be encouraged as a means of increasing economic stability, it is imperative to ensure that the benefits of such redevelopments are felt in the wider rural economy.
- 4.14 Developing accredited accommodation to meet national standards should be encouraged among prospective landlords. The Tourist Information Centres may have a greater role to play in the joint promotion of tourist accommodation tailored to meet individual needs, and encouragement of greater communication links within the industry as a whole.

Youth Hostel/Bunkhouse Accommodation

- 4.15 A feasibility study for the Liskerrett Centre, which has newly opened, was completed in 1998, examining a full range of community needs through consultation and proposing a range of compatible uses for the former school site in Liskeard. One of the uses considered was youth hostel/bunkhouse accommodation, however at the time it was discounted as the Youth Hostel Association (YHA) stated that they would prefer a coastal location for a new hostel (for example Looe), as this would better follow the demand for accommodation created by the South West Coastal Path.
- 4.16 In 1998 the nearest hostels to Liskeard were located at Golant, Fowey (approximately 10 miles to the south west) and Plymouth (15 miles to the south east), however in the intervening years, the hostel at Plymouth has been closed. This closure therefore leaves a considerable 'gap' in the provision of hostels between Salcombe or Dartington to the east of Liskeard and Fowey to the west.
- 4.17 At present, the YHA is continuing the process of site identification in Plymouth, as yet with no success. Similarly the YHA is keen to develop a facility in Looe but there are currently no opportunities that they are aware of. With specific regard to the Liskeard area, negotiations are at a very early stage with regards to a site in Minions, however it is considered that the Cornish market is currently extremely buoyant and has significant capacity to accommodate a denser distribution of hostels than previously.

- 4.18 Consultation has indicated that the YHA would be willing to consider any proposals on their individual merits and given the good road and public transport links between Liskeard and the surrounding area, there may be potential to identify a central site suitable for renovation or redevelopment as a youth hostel or similar order accommodation. Particular regard should be given to the Lamellion hospital site, which is in walking distance of Liskeard town centre and in close proximity to both the main line railway station and the Looe Valley Line, both offering good connections to the wider region.

Staying over the Shops

- 4.19 The concept of 'living over the shops' has been the subject of heightened interest in recent years, particularly following the publication of the revised PPG6: Town Centres and Retail Developments, in 1996. This encourages mixed-use development in town centres and more specifically, an increase in housing in town centres, advocating diversity as a means of making an important contribution to greater vitality and viability. In a similar way to housing, the introduction of visitor uses above central shops can help to diversify town centre uses and therefore contribute to the same aim.
- 4.20 It is considered that Liskeard, in addition to offering potential for a higher level of residential conversions and/or upgrades on upper floors, experiences sufficient demand to warrant an examination of the possibility of developing holiday accommodation in the heart of the town. Such development could have significant benefits to the local economy and may particularly promote the continued development of the local evening economy through heightened demand for facilities such as restaurants, pubs and entertainment.
- 4.21 A number of opportunities may be explored with regard to the management of such a scheme: properties may be privately owned and operated independently from each other; private landlords might pay a fee to employ the services of a central letting agency or organisation; or the properties could be under single ownership, offering prospective holidaymakers a wide choice of property types and locations. The relative merits of each of these scenarios would require thorough consideration, particularly in the context of the wider accommodation and tourism offer.

Promotion/Festivals

- 4.22 The Tourism Strategy for South East Cornwall identifies a series of 'Issues to be Addressed' in the locality, two of which are: the stronger marketing of rural destinations and better information for visitors, particularly via the internet; and the promotion of distinctive attributes of the area. Furthermore, one of the weaknesses affecting the industry is identified as the lack of cohesion or direction in the marketing and promotion of tourism.
- 4.23 The Local Area Statement for Liskeard (Caradon Local Plan) recognises that tourism within the town remains relatively unexploited. It is considered that Liskeard may benefit from the targeted promotion and subsequent development of one or more aspects of its wider offer. Such an approach has proved successful in many locations across Britain, for example the promotion of the artistic community in St Ives coupled with the development of the Tate Gallery; the continued growth of the music scene and venues in Brecon, supporting the renowned Jazz Festival; and on a

larger scale, the development of performance space, maritime links, music and the arts in Penzance connected to the Golowan Festival.

- 4.24 Similar opportunities exist in Liskeard and careful consideration could be given to how the town wishes to develop in future years.
- 4.25 There is plenty of scope to strongly promote the heritage of the area. Links could be fostered between the Caradon Hill Project, which focuses on mining and development of the Liskeard and Looe Valley Canal and Railway,
- 4.26 Alternatively, work could be undertaken to investigate how the town could be 'rebranded' to provide a specific focus for new development. If such rebranding were to be favoured, it would be important to promote Liskeard in such a way to ensure that it complements as opposed to competes with the existing local tourist offer. This could be linked to the 'Big Idea', for example, the development of a technology based exploration and educational facility of excellent architectural quality, in a similar mould as Techniquet in Cardiff, or the @Bristol centre could potentially form the centre-piece of a shift to the introduction of more modern architecture and cutting edge technology to complement the town's historic elements, yet promote Liskeard as a modern, forward looking community.
- 4.27 Another option may be the promotion of Liskeard as a festival venue, taking advantage of the accessibility advantages of the town over other comparable centres in Cornwall and encouraging further development of the growing performance and artistic community. Experience suggests that there are several advantages of this approach over the development of a permanent attraction, not least of which is the reduced impact of seasonality on turnover and moreover, the favourable balance of returns and economic benefits over physical disruption to the local community.

Caradon Hill Heritage Project

- 4.28 An outline business plan for the Caradon Hill Heritage Project was prepared in September 2002. The focus of the project is the internationally important mining heritage of the Caradon Hill area and the eight neighbouring former mining villages. The site is located on the south east edge of Bodmin Moor, extending over 5,800 hectares. In its entirety, the area falls within the Cornish Mining World Heritage Site Bid, which comprises nine bid areas in total. The World Heritage Site bid has been submitted and a decision is awaited in June 2005.
- 4.29 The vision of the Caradon Hill Heritage Project is to develop:
- "an environment which is sustainably managed and accessible, reflecting the high standards appropriate to a World Heritage Site and ensuring that the area's special qualities are conserved and thereby contributing significantly to the economic and social well-being of the local community"*
- with the principal focus being the five key themes of cultural heritage; local distinctiveness; community participation; sustainability; and inclusiveness.
- 4.30 It is envisaged that the mine sites will be linked strategically via a network of trails and paths, providing both multi-use and dedicated pedestrian connections between the outlying villages, other heritage features and attractions. The proposed trail

4.30 network includes a multi-use route directly connecting St Cleer and Liskeard – this will serve to reinforce the heritage linkages between Caradon Hill and the stannary history of Liskeard. As such, the delivery of the Caradon Hill Project has the potential to provide significant opportunities to develop a cohesive mining heritage product for visitors, as well as affording educational and recreational benefits to the local community. The project therefore complements the aspirations to develop and promote the heritage product for Liskeard.

4.30 Preserving the Historic Core

4.31 Liskeard has operated as a service centre since medieval times, with the original town focus being the Pipewell, and it is this fact coupled with significant growth to accommodate in-migration during the nineteenth century that has contributed to the unique streetscape of modern-day Liskeard. While the original burgage plots and narrow streets continue to characterise the centre, Victorian terraces, which retain much of their original aesthetic appeal, line the radial routes out of the core area.

4.32 The value of retaining historic streetscapes is beginning to be realised more widely and Liskeard has already been successful in facilitating improvement works through a Conservation Area Partnership. As pressure for development increases over time, it will become ever more important to ensure that the historic features that currently characterise the town – the narrow streets, strong rhythm and inter-relationship of buildings – are not eroded by development or poor quality treatment of the public realm. Equally, however, it would not be desirable to preserve for preservation's sake, which can often result in formerly grand buildings and features falling into disrepair and becoming awkward eyesores.

4.33 For the future, there may be benefit in undertaking an audit of the town centre, identifying features worthy of retention, historic buildings suitable for well-designed redevelopment, and highlighting areas that, due to neglect or other reasons, would benefit most from demolition or complete reconstruction as opposed to renovation. The results of this audit would then be utilised to inform the development of a programme of associated improvements such as the decluttering of signs, renovation of shop frontages and re-creation of public open spaces, all of which would contribute to an enhanced setting for important buildings as well as an improved environment.

TRAVEL AND TRANSPORT

4.40 Road Network

4.34 Access to the town from the strategic road network is provided by two junctions on the A38 Trunk Road. The junction to the east is a full movement junction providing access to the town centre via Plymouth Road and to Charter Way and the eastern link around the town centre. The junction to the west of the town at Moorswater is a limited movement junction, enabling traffic from the west to enter the town centre on New Road/ Dean Street and traffic to leave the town centre on the same route but in a westerly direction. Access to the Moorswater Industrial Estate is provided by a direct priority junction with the Trunk Road or a minor road linking under the A38 to Old Road.

- 4.35 There could be benefits for the town centre if the junction at Moorswater was a full movement junction as it would enable drivers to access the western side of the town when arriving from the east without needing to pass through the core of the town. The site at Lamellion Farm, to the south of the A38 and the railway, will also require access from the A38 if taken forward for housing. It would not be appropriate for vehicular access to be from Station Road for such a large site.
- 4.36 The Highways Agency (HA) is currently consulting on a proposed route for a Dobwalls Bypass. At present, the manner in which a bypass could link to the existing A38 at the eastern end near to Liskeard has not been determined. Traffic modelling of movements in the area including a possible full movement junction at Moorswater is taking place by consultants on behalf of the HA.
- 4.37 There would be benefits if the work undertaken to assess the Dobwalls bypass and its junctions could be used to examine the benefits for the town centre of a full movement junction as well as the feasibility of an access to the possible housing site. This is not strictly speaking within the remit of the HA but if the public agencies were to co-ordinate assessment work, the issues of benefit to the town and its development could be addressed in the most effective manner.

Parking Strategy

- 4.38 The objective of a parking strategy for the town is to provide adequate spaces to meet demand in off street car parks that are accessible from the main road network and have good pedestrian routes to the shopping centre. This needs to be balanced however, with ensuring that there is not an over-supply, which would detract from transport policy aims of reducing car dependence and encouraging use of more sustainable modes of travel.
- 4.39 In the future it is anticipated that the number of shoppers and visitors to the town will increase as additional retailers are attracted to the town and the role of Liskeard for tourism is developed, possibly with a new all-weather attraction. Moreover, the population of the town could increase by something in the region of 3,500, or 40%.
- 4.40 These factors will lead to an increase in trips to the town centre. While it is anticipated that there will be an increased proportion of trips by public transport, cycling and walking, there is likely to be increased demand for parking in the town centre.
- 4.40 Furthermore, the enhancement of the attractiveness of the town centre to shoppers and visitors would be expected to lead to an increase in the average length of stay, which affects overall parking opportunities.
- 4.41 The provision of areas of additional town centre parking *per se* is not compatible with highway authority or national policy. However, there may be opportunities to improve the overall supply and parking opportunities when required as part of town centre developments. This would be the most effective way forward as the provision of additional parking would be directly linked to increasing requirements.
- 4.42 Table 4.1 shows the possible future parking supply that could result if these developments take place and assuming that average length of stay increases by 10%. The increase in spaces is anticipated to arise from the following:

- ◆ Westbourne: 20 additional spaces if new access provided;
- ◆ Cattle Market: 80 additional spaces if market relocates and site is developed for retail/tourism;
- ◆ Lower Sun Girt: 85 additional spaces if site is developed and decked parking provided.

4.43 The developments are discussed later within this project section. Overall the proposals could lead to an increase in supply of approximately 200 spaces and 1,000 daily parking opportunities.

Table 4.1 – Future Parking Supply

Car Park	Existing Supply (spaces)	Average Length of Stay (minutes)	Existing Supply (Daily Opportunities)	Future Supply (spaces)	Future Supply (Daily Opportunities)	Change in Daily Opportunities
Westbourne	236 (not incl. reserved)	48	2368	256	2335	-33
Cattle Market	171 (non market day)	50	1632	250	2170	537
Upper Sungirt	54	49	527	54	479	-48
Lower Sungirt	90	60	714	175	1262	548
Rapsons	115	240	230	115	209	-21
Total	666	51	6247	850	7248	1001

Note: Car Park capacities have been calculated by a count of marked spaces. There are some anomalies between the base figures in 2002 compared to 1995.

4.44 The proposals for additional parking, together with the enhancement scheme for Bay Tree Hill will need to take into account the need for access for the mobility impaired, with the guideline of main services within 50 metres walking distance of designated parking spaces.

4.45 Usage of the long stay Rapsons car park could be encouraged if there are increased bus feeder services to the station, which could potentially stop adjacent to the car park on route to the town centre and through improved bus information on Station Road, for services into the town centre.

Parking Charges

4.46 The charging structure of car parks needs to be rationalised, as the current half hourly bands are confusing for newcomers and encourage people to purchase the absolute minimum time which does not encourage spending in the town. The 30 minute parking band could be removed, encouraging people to spend up to one hour.

Cycle Network

- 4.47 A cycle network is recommended to be developed for the town. The UK National Cycling Strategy sets the target of doubling cycle use by the year 2002 (from a base year of 1996) and to double it again by 2012. Cornwall County Council recognises the potential role of cycling for the contribution towards economic, social and environmental objectives, as well as health benefits. It is noted in the Local Transport Plan that cycling can contribute to an improved quality of life within communities. Of all trips, 72% are less than five miles and half are less than two miles therefore if appropriate facilities are provided, cycling along with walking can prove to be a viable alternative to motorised transport.
- 4.48 Individual local targets have been determined by the County Council for Cornish towns based on resident population and scope for improvements. Liskeard is however, not included in the seven towns. To date there have been a number of improvements undertaken in the town to assist cyclists, such as a cycleway along Charter Way, a local safety scheme on Station Road and road narrowing with carriageway markings on Pound Street/Plymouth Road. There are inherent problems with developing cycle routes in Liskeard, notably the topography, narrowness of the streets and densely built up nature of the town making off-road routes difficult to achieve. However, it is considered that there is scope to increase the role of cycling in the town as a mode of access to the town centre, to services and facilities for local residents particularly with the anticipated growth in the population. It is very important that the possible new housing areas are well served by non-motorised modes from the outset to encourage more sustainable patterns of travel.
- 4.49 There is a need for the development of a network of routes linking the main existing and possible future residential areas to the town centre and to the main employment area on Charter Way. Figure 6 broadly indicates the direction of routes, the feasibility of which requires exploration. For each route, a range of possible transport and traffic management measures to assist cyclists requires consideration, such as:
- ◆ Junction priority improvements;
 - ◆ Cycle strips within the carriageway;
 - ◆ Shared cycleway/widened footways;
 - ◆ Marked routes using quiet residential streets; and, where possible
 - ◆ Off road, segregated routes/sections.
- 4.50 The network of improved facilities for cyclists will complement provision for cycling within large developments such as secure cycle parking at the redeveloped Liskeard School and Community College.

Westbourne Car Park Access

- 4.51 The original Town Centre Regeneration Strategy identified the benefits of providing a link to the Westbourne car park from Dean Street. The objective of the project was to provide a more direct access to the car park for traffic arriving from the A38 and residential area to the west, thus reducing circulation of traffic through Barras Street and the Parade. It is considered that this project should remain part of the strategy given the benefits for the environment and traffic circulation in the town shopping centre.
- 4.52 The access to the Westbourne car park is currently from West Street. This car park has the highest usage of any in the town centre, and generates an estimated 1280 vehicle trips in each direction per day. West Street towards the Parade is narrow and the junction with the Parade has delays, particularly for right turning vehicles. Some traffic re-routes to Dean Street via Dean Hill to avoid the traffic in West Street and Barras Street. Visibility from the car park to West Street is also unsatisfactory, because of the gradient approaching the 'give way'.
- 4.53 There is no possibility of providing an alternative access from Barras Street or directly south to Dean Street because of the continuous frontage of listed buildings, which back onto the car park. The only opportunity is to provide an access road running south west from the car park to Dean Street. An access road from Dean Street could be 5.5 metres wide and would require a lower standard of visibility splay on Dean Street.
- 4.54 An alignment could pass across Westbourne Lane, at the lower end of the Westbourne House garden and link to Dean Street. The most appropriate option is for this to link through the Council owned property east of Graylands House. The route would affect the setting of the gardens and a number of trees and would require the removal of a significant length of wall on Dean Street in order to provide adequate visibility.
- 4.55 In conjunction with any new access road, 20 additional parking spaces could be provided either for the public or for Westbourne House at the lower end of the garden area.
- 4.56 The detailed alignment of this road needs careful consideration with regard to the existing trees and the monument in the park, with a view to minimising any adverse impact. The crossing of Westbourne Lane also needs sensitive handling.
- 4.57 As part of this option the junction of the car park access and West Street should be improved. One possibility would be a mini roundabout on West Street. This would have the benefit of further reducing traffic speeds on West Street and thus improving the safety for pedestrians. The possibility of improving the footway in Dean Street west of the new access road should also be considered.



Possible Cycle Network
Figure 6

Rural Transport Links

- 4.58 Adequate transport links between the rural parishes and Liskeard are essential if residents of the parishes are to be able to take up employment opportunities and access the range of shops, services and leisure and recreation in the town. Moreover, links are in two directions and transport access to the rural area, particularly the Caradon Hill and Bodmin Moor areas is an important component of a tourism strategy.
- 4.59 In the issues section it is noted that rural bus services are rather limited in frequency and do not provide for the full range of trips in order to offer an attractive alternative to the car. The County Council is keen to secure greatly enhanced services for the travelling public through Quality Bus Partnerships. The bus services strategy identifies that services between Liskeard and Looe, Pensilva, Saltash and the west should be at least one per hour. This level of service is already achieved. There is a trend at present towards increasing non-commercialisation of services and given the resources of the County council, retention of the existing network and level of frequency is a key aim.
- 4.60 Given that enhancements to the tendered/commercial bus services are unlikely to be extensive, the role of community transport is increasing in importance. Community transport has the advantage of being more tailored to local needs and flexible in provision and community transport is increasingly being viewed as complementing the mainstream bus service network, rather than providing mainly for special requirements (such as the elderly or disabled).
- 4.61 A Rural Transport Partnership Officer for East Cornwall is employed by the County Council, the three east Cornwall districts and the Countryside Agency to assist communities in developing community transport services. At present in the Liskeard area there are schemes such as a community bus from Pelynt/ Lanreath to Liskeard, and from Linkinhorne Parish to Liskeard on market days. Such services tend to provide a service to the shops and services of the town, rather than for employment. Transport to the hospital and other health facilities are provided mainly by voluntary car schemes.
- 4.62 In the context of the overall strategy for Liskeard and the outlying parishes, it is important that community transport services are developed and supported to meet identified community needs. This is most appropriately done through the Parish Plans and contact from community groups to the partnership officer. As such, it is not proposed that services be developed as a project within the strategy, but that the Forum and Parish Councils might work together to bring forward schemes to improve provision, assisted by the public agencies.

COMMERCIAL DEVELOPMENT

- 4.63 In order to maintain a strong degree of self-sufficiency, exploit its potential as a shopping destination for south-east Cornwall, and capture some of the passing trade and visitor spending in the County as a whole, it is essential that Liskeard strengthens and diversifies its retailing base.
- 4.64 An appraisal of potential demand from a range of multiple High Street retailers has been undertaken with the aim of assessing potential interest in the town. The response has been positive and encouraging. Potential interest has been shown for:
- ◆ medium sized food stores, say 7,000 to 12,000 square feet plus ancillary space;
 - ◆ medium sized hardware stores, for say 10,000 to 16,000 square feet plus ancillary space;
 - ◆ high street multiples, for 1,000 to 5,000 square feet, including clothing, sports, chemists, motor accessory shops and opticians.
- 4.65 The latent demand for smaller, specialist shops or, say, individual cafés has not been ascertained but these can constitute a significant element of the retail offer in market towns in Devon and Cornwall attracting discerning visitors. The growth of quality cafés and restaurants in England as a whole in recent years has been dramatic and this trend can already be felt in Liskeard. A growth in tourism may support this trend and the potential demand for specialist retailers in, say, the field of arts and crafts, books or antiques.
- 4.66 Consultation has indicated that the Farmers' Market is successful in Liskeard. Experience elsewhere suggests the trend for such markets is strong and once a market is established, it can become a more frequent event than just monthly or fortnightly. Further encouragement and development of the Farmers' Market in Liskeard could increase the attractiveness of the town for retailing in general. Against this background, several development possibilities have been identified.

The Heart of the Town

- 4.67 The 'backland' sites between Barras Street and Fore Street have long been recognised as a potential development area for town centre growth. The area includes buildings and land vacant or underused in a strategic location, 'the Heart of the Town'. The sites and buildings are illustrated in Figure 7 and include:
- ◆ Webbs Hotel and outbuildings;
 - ◆ the Post Office and Royal Mail delivery office;
 - ◆ the petrol filling station;
 - ◆ the rear of the Purdy's premises;
 - ◆ 12-16 Fore Street, previously Solomons, and other under used backlands behind Fore Street.
- 4.68 Together these sites and buildings comprise a major town centre development opportunity for retailing, offices, housing and high quality public spaces. A development concept has been prepared (Figure 8), which embraces all five sites and shows the optimum development potential that could be achieved while creating

LISKEARD TOWN CENTRE
Heart of the Town
Land Parcels
Figure 7
ATKINS





LISKEARD TOWN CENTRE
 Concept for the
 Heart of the Town
 Figure 8
 ATKINS

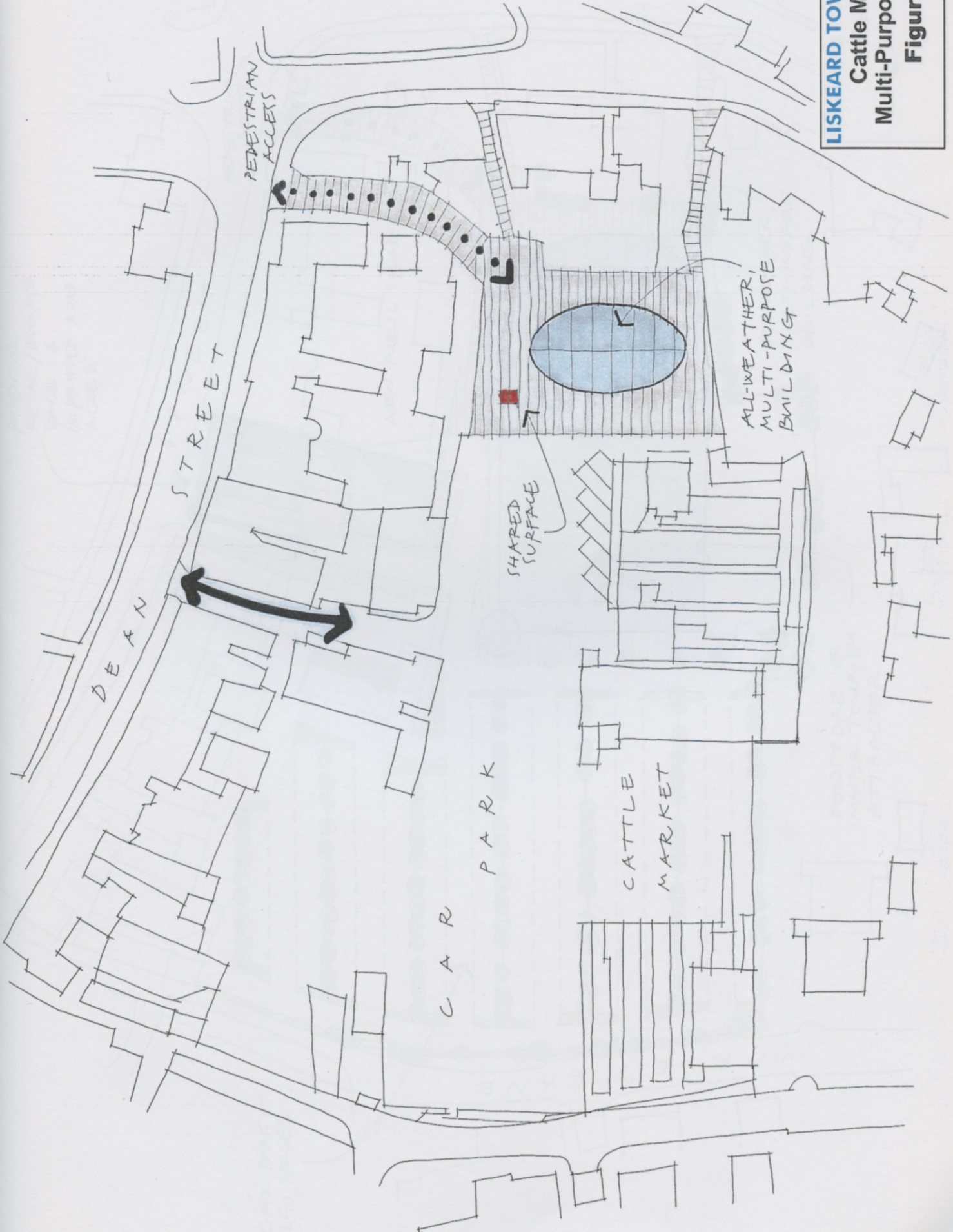
- a high quality of public amenity in general. The concept is for a mixed use development of two and three storeys with frontages on Pike Street, The Parade, Barras Street, Fore Street and an entry below an arch on Bay Tree Hill. This is a 'permeable' concept with pedestrian or pedestrian/vehicular routes linking all the frontages providing both good service access and the potential for an attractive network of small streets and courts appropriate to Liskeard. The courtyard of Stuart House could play an attractive role as a quiet sitting area in the town centre.
- 4.69 The concept comprises: retail units, flexible in size, totalling some 11,000 square feet of floorspace; residential apartments or offices above the shops; ten three storey townhouses; two storey offices totalling some 1,800 square feet; and the use of Webbs Hotel as a pub and restaurant with offices above and twelve units of residential accommodation.
- 4.70 It is appreciated that there may be obstacles to the assembly of all five of the sites, particularly in the short term, however, other options may be available using, say, only two or three of the sites. There are a number of permutations of both sites and possible land use mixes.
- 4.71 Several of the present activities in the area would need relocating. The petrol filling station could be relocated elsewhere in the town with traffic benefits and given the Conservation Area designation, considerable environmental gains. The sorting office and yard in the Royal Mail premises could also benefit from relocating to a more accessible location, say in an employment area, particularly in the context of the planned expansion of Liskeard. It is important, however, that the Post Office itself remains in the town centre and may need relocation or temporary relocation during redevelopment.
- 4.72 There is a need for the commitment of a programme manager to take forward such a development in conjunction with landowners, the RDA and Caradon District Council.
- Webbs Hotel**
- 4.73 Constructed in 1833, Webbs Hotel has formed the centre-piece of the Parade for over 150 years yet, as noted in the original Liskeard Strategy, the building has remained vacant since the late 1980s. Despite recent work to enhance the environment of the Parade and provide better quality public open space in front of the Hotel site, the loss of the hotel represents the loss of an important focal point for the town centre.
- 4.74 In the historical context of Liskeard, Webbs Hotel is a critical building. Moreover it was highlighted in consultations as the key building to bring back into use. As such, sensitive redevelopment of the site enabling re-use of the building could provide the catalyst for considerable investment in other parts of the town, particularly the adjacent sites discussed above.
- 4.75 The site is currently the focus of interest from both a private developer and the Regional Development Agency. It has been included as a project in this study as it is considered that the site could accommodate a wide range of significant potential benefit to the town as a whole including tourist accommodation; residential development; offices; recreation and leisure uses; and community facilities. The present proposal includes a pub/restaurant, offices and twelve houses and flats.

The Cattle Market

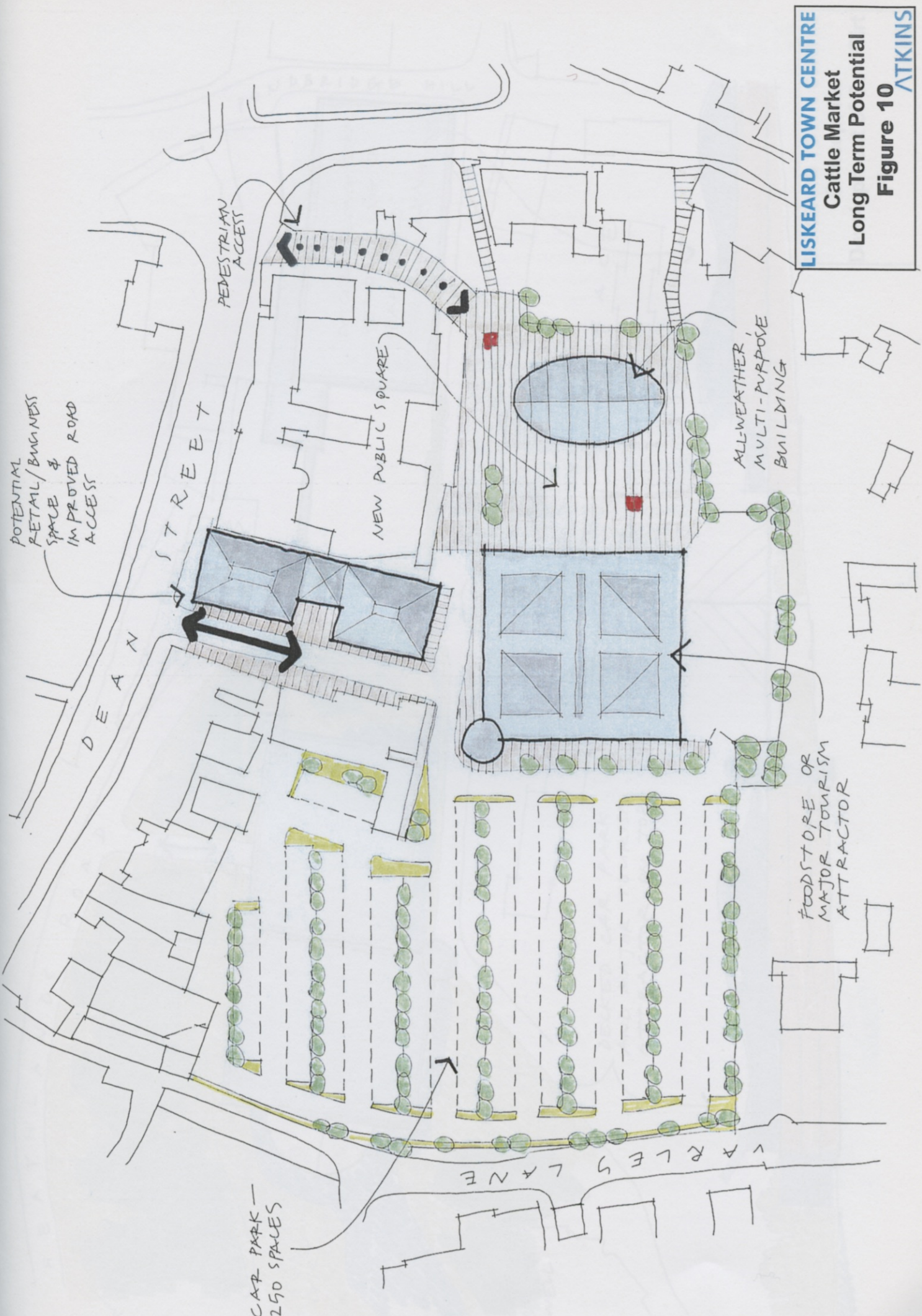
- 4.76 It is understood from discussion with the operators that the cattle market is to remain for the foreseeable future and, through wider consultation, that there is enthusiasm in the town for it to remain for a range of direct and less tangible benefits.
- 4.77 However, it has already been agreed that the calf sheds in the south eastern part of the market will be removed for the construction of an all-purpose building which could house complementary uses such as the Farmers' Market and craft fairs. A feasibility study of uses is proposed. Prior to the development of a design for the site an indicative design concept is provided in Figure 9.
- 4.78 Although the retention of the Cattle Market on its present site is important, there remains a possibility that it might eventually be relocated or closed. In view of this a concept for the possible long-term use of the site has been developed. This concept is illustrated in Figure 10 depicting:
- ◆ the potential all-purpose building as in the basic concept;
 - ◆ a car park for approximately 250 cars;
 - ◆ a major building such as a foodstore or a tourism attraction; and
 - ◆ a new public square or open space.

Sun Girt

- 4.79 The surface car park at Upper Sun Girt was identified in the 1996 study as a potential location for the expansion of parking in Liskeard, possibly by means of creating a decked car-park. At present both funding availability and the policies for a more sustainable transport system mitigate against such expansion. However, with the anticipated growth in housing and the aim of expanding tourism, a stronger case may be put forward in the future, if linked to a major development of that part of the town.
- 4.80 As an example of how decked parking may be achieved on the lower part of the site, we illustrate in Figure 11 a concept integrating parking, a tourism attraction and the potential remodelling of Somerfields.
- 4.81 The concept shows:
- ◆ ground floor and two decks of parking accessed directly off Heathlands Road;
 - ◆ a split-level top floor family tourism attraction such as a 'centre for children's' creativity and imagination' or a focus for the story of Cornish engineering (the 'Big Idea');
 - ◆ a roof garden and multi-level south facing sun lounge/café overlooking a new waterbody fed by the well in the town centre;
 - ◆ a remodelling of Somerfield's for commercial or community use in an attempt to overcome the visual and movement problems created by the present building and use;
 - ◆ the linking of all the above elements with lifts and a footbridge bringing visitors out almost at the level of Fore Street.
- 4.82 There is a need to develop a design brief for the area alongside a feasibility study of the 'Big Idea' to progress proposals.



LISKEARD TOWN CENTRE
Cattle Market
Multi-Purpose Space
Figure 9 **ATKINS**



LISKEARD TOWN CENTRE
Cattle Market
Long Term Potential
Figure 10 **ATKINS**

POTENTIAL
 RETAIL/BUSINESS
 SPACE &
 IMPROVED ROAD
 ACCESS

DEAN
 STREET

PEDESTRIAN
 ACCESS

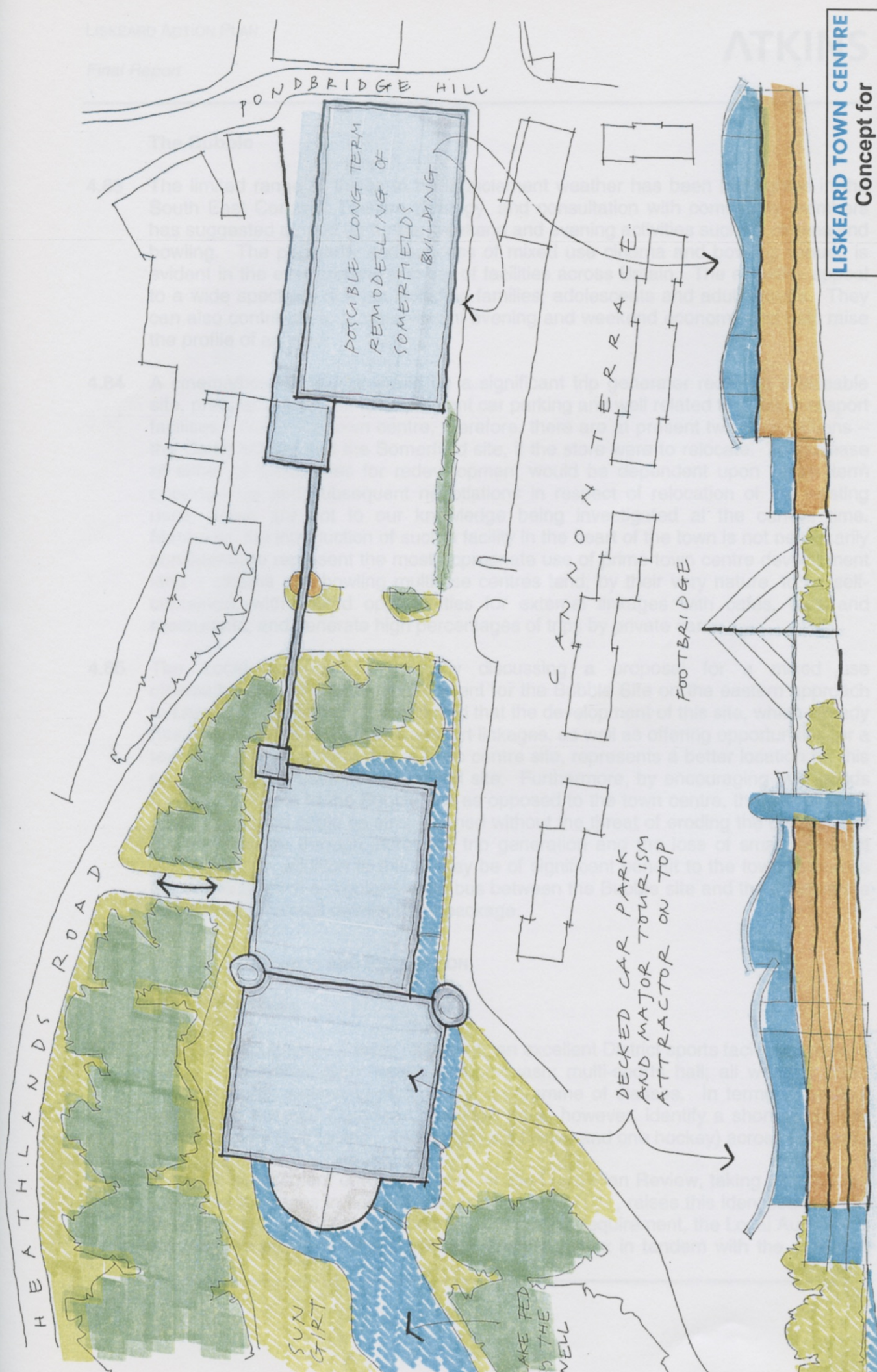
NEW PUBLIC SQUARE

ALL-WEATHER,
 MULTI-PURPOSE
 BUILDING

FOODSTORE OR
 MAJOR TOURISM
 ATTRACTOR

CAR PARK -
 250 SPACES

VARELYS LANE



LISKEARD TOWN CENTRE
 Concept for
 Development of Sun Girt
 Figure 11
 ATKINS

The Bubble

- 4.83 The limited range of things to do in inclement weather has been highlighted in the South East Cornwall Tourism Strategy, and consultation with community members has suggested a need for further weekend and evening activities such as cinema and bowling. The popularity and success of mixed use cinema and bowling venues is evident in the ever-growing number of facilities across Britain. The activities appeal to a wide spectrum of ages including families, adolescents and adult groups. They can also contribute to a more vibrant evening and weekend economy and help raise the profile of an area.
- 4.84 A cinema/bowling facility would be a significant trip generator requiring a sizeable site, preferably adjacent to convenient car parking and well related to public transport facilities. Within the town centre, therefore, there are at present two main options – the Cattle Market and the Somerfield site, if the store were to relocate. The release of either of these sites for redevelopment would be dependent upon longer term opportunities and subsequent negotiations in respect of relocation of the existing uses, which are not to our knowledge being investigated at the current time. Moreover, the introduction of such a facility in the heart of the town is not necessarily considered to represent the most appropriate use of prime town centre development land – cinema and bowling multi-use centres tend, by their very nature, to be self-contained, with limited opportunities for external linkages with cafés, bars and restaurants, and generate high percentages of trips by private car.
- 4.85 The Local Authority is currently discussing a proposal for a mixed use cinema/bowling and retail development for the Bubble Site on the eastern approach to Liskeard. On balance it is believed that the development of this site, which already has infrastructure and public transport linkages, as well as offering opportunities for a less dense development than a town centre site, represents a better location for this particular mix of uses than a central site. Furthermore, by encouraging bulk goods retailers to locate to the Bubble site as opposed to the town centre, the overall retail offer of Liskeard could be strengthened without the threat of eroding the character of the town centre through increased trip generation and the loss of small, compact retail units. In addition to this, it may be of significant benefit to the town to pursue the introduction of a regular shuttle bus between the Bubble site and the town centre as part of the overall development package.

SOCIAL, COMMUNITY AND RECREATION

Sports Facilities

- 4.86 The Lux Park Leisure Centre represents an excellent District sports facility in terms of range of activities: gym; health suite; squash; multi-sports hall; all weather pitch; bowls; crèche; swimming pool; and a programme of classes. In terms of outdoor sports, the adopted Caradon Local Plan does, however, identify a shortfall of eight sports pitches (five football, one rugby, one cricket and one hockey) across Liskeard.
- 4.87 A formal assessment of requirements for the Local Plan Review, taking into account projected increases in housing and population to 2011, raises this identified shortfall to between 20 and 22 acres. In order to meet this requirement, the Local Authority is seeking the provision of a significant sports complex in tandem with the proposed

4.82 housing development to the north of the town centre. It is envisaged that the development might include the following:

- ◆ 3 football pitches;
- ◆ 1 mini-sports pitch;
- ◆ 1 cricket pitch;
- ◆ 6/7 rugby pitches;
- ◆ 1 Astroturf hockey pitch;
- ◆ an athletics area/track; and
- ◆ a central changing and play facility

4.88 This level of provision is congruent with the findings of the outline brief prepared by the football and rugby clubs. Provided due consideration is given to appropriate design, siting and accessibility, such a development could represent the provision of a high quality sporting facility for both residents and visitors.

Skateboarding/Rollersports

4.89 Skateboarding and rollerblading are activities that have maintained their popularity, particularly amongst young people, over a considerable period of time and are increasingly being recognised as sports with specific facility requirements. The provision of a skateboarding and rollerblading area in Liskeard would clearly be popular among the younger population and may be beneficial in reducing the potentially dangerous conflicts between rollersports and vehicle movements in and around the town's roads.

4.90 At their basic level, rollersports require little more than a hard surfaced area, however the use of ramps and obstacles that challenge the user are increasing in popularity. Having begun to undertake a consultation exercise with younger members of the local community, the Town Council is currently in the process of seeking funding to progress the development of a site on disused fields adjacent to Rapsons car park. The project comprises a phased development of a dedicated skateboarding and rollersports area, to be followed by the introduction of a hard-surfaced multi-sports area. Such a facility could deliver significant benefits to the local community and should be encouraged through inclusion in the overall Action Plan for the town.

Performing Arts Facilities

4.91 The recent opening of the Liskerrett Centre in the former school building has further increased the already sizeable range of community and arts facilities in Liskeard – there is local provision of a wide variety of community meeting rooms; the Lux Park Leisure Centre offers a good quality sporting facility and function room at reasonable prices; the Public Hall has 330 seats and has recently had new state of the art performance lighting and sound systems, enabling a wider range of performances; the Sterts Art and Entertainment Centre at Upton Cross includes a 450 seater open air theatre, exhibition gallery and studio; and there are a number of venues suitable and/or equipped for performing arts, training, public computing and library facilities. Local consultation has, however, suggested that Liskeard could benefit from the provision of smaller-scale performing arts space.

- 4.92 Given that there is already some provision of performing arts space in Liskeard, there is a need to carefully consider the need before developing any further facilities, however, there may be an opportunity to develop a performing arts space as a further phase of the development of the Liskerrett Centre, utilising outbuildings. This would increase the role of the centre as the focus for a range of community and cultural uses. The need and viability of permanent performing arts space, and whether the Liskerrett Centre could provide for requirements, as stated however, requires investigation.

EMPLOYMENT

Employment Opportunities

- 4.93 It will be vitally important that the anticipated growth in the number of households and population of the town is matched by an increase in employment opportunities, if the town is to be self-sustaining. Since the 1996 Regeneration Study, Objective One funding has enabled Caradon District Council to develop a 20 unit Enterprise Park at Charter Way. Take up of the units has been strong and the local authority continues to receive enquiries from a range of prospective occupiers mainly seeking small sized industrial units.
- 4.94 The existing Caradon Local Plan indicates that in 1999 there was considered to be a reasonable choice and variety of industrial sites within the Liskeard sub-area, but included provision for land to the east of Charter Way and south of the existing industrial estate to be developed for employment purposes. The Issues Report for the Local Plan revision has been published and provides an update on current proposals.
- 4.95 The Report reiterates the Cornwall Structure Plan requirement for about 70 hectares of employment land to be provided in the District for industry, business and commerce over the period 1991-2011. It also states that most of this has been developed, or has planning permission, or is allocated in the adopted Local Plan, however there is still a need to identify approximately 25 hectares across the District. It is suggested that much of this could be found through the re-instatement of previously allocated land to the east of Liskeard comprising 11.9 hectares, which would tie in well with the town's identified potential role as a major location for new housing. The Issues Report goes on to suggest that, given the scale of potential development at Liskeard, the remaining shortfall of 8 hectares may be best located in one of the other towns within the District.
- 4.96 The site identified for employment would be an extension of the Enterprise Park. It is a large allocation and would suit a mix of small/medium sized serviced industrial units, together with some serviced plots providing the opportunity for larger size occupiers to locate in the town. The location of the site at a gateway to Cornwall provides an opportunity to attract distribution or warehousing uses. There is also considered to be potential to include high quality offices, in a business park setting, providing that such units are aiming to attract an alternative market to commercial offices in the town centre. The site could eventually provide in the region of 45,000 m² (485,000 square feet) of floor space, giving for example, the opportunity for:

- ◆ 1 x 100,000 sq ft/9,300 m² unit (distribution/warehousing);
- ◆ 2 x 50,000 sq ft/4,650 m² units (distribution/warehousing/ light industry) ;
- ◆ 10 x 10,000 sq ft/930 m² units (light industry);
- ◆ 20 x 2,500 sq ft/200 m² units (starter/light industry);
- ◆ 50,000 sq ft/4,650 m² of offices; and
- ◆ a construction training centre (30,000 sq ft/2,800 m²).

4.97 The development of the site would be as a major employment site for south-east Cornwall and would enhance the role of the town as a centre serving a wide area. While it has been considered from anecdotal evidence, the study has not involved a market assessment of demand for industrial or office floor space. The volume of development that might be achieved means that the development of the site is likely to be phased into the long-term.

Training Facilities

- 4.98 A growth in employment opportunities will only benefit the local community if the skills of the local labour force match those required by new employers, as well as the wider skills needs of the area. Vocationally based training courses are currently offered by a range of providers such as St Austell College; through facilities in Saltash and St Austell; Joblink, offering vocational skills training such as Modern Apprenticeships in Bodmin and Truro; and management courses provided by Cornwall Enterprise.
- 4.99 The Construction Industry Training Board has identified the need to increase the number of people with trade skills in the County and has launched a new scheme to address the issue, in partnership with other agencies. There may be potential for construction based training to be provided from Liskeard, with the need for vocational training, and this has been raised for consideration by the Federation of Small Businesses. Moreover, if there were facilities provided in Liskeard, training agencies might be encouraged to offer selected courses in the town, thus reducing travel distances for people in the area.
- 4.100 It is considered that there is a need for a feasibility study to be undertaken to investigate the potential for a training and skills centre, which could be located within the proposed employment site. A study would need to address gaps in training provision, likely uptake of courses if offered in Liskeard and whether additional people would be encouraged to take courses, the physical requirements for a centre and how a centre might be set up, managed and funded.

ENVIRONMENTAL ENHANCEMENT

- 4.101 The enhancement of the Parade, Barras Street and Pike Street has set a good standard for the wider improvement to the public domain in the town centre. There is a wide range of actions that could be made to upgrade the Conservation Area as a whole but it may be unrealistic, in the short to medium term, to expect funding at the desired level. Because of this a short list of priority schemes has been identified.

Bay Tree Hill

4.102 The triangle of shops at Bay Tree Hill forms an excellent focus to retailing in the town centre and it will grow in importance if the 'heart of the town' scheme can be implemented with a greater footfall and a sense of quality and diversity. However, at present the space does not fulfil its potential, with poor footways, an unnecessary expanse of tarmac and ambiguities with regard to parking. To this can be added accident problems at the mini-roundabout at the foot of Barras Street, particularly with respect to vehicles emerging onto the junction from Bay Tree Hill.

4.103 In Figure 12, four possible solutions are illustrated, all aiming to create wider footways enabling the 'colonisation' of the pavement with cafés, florist's displays and suchlike. Parking is regularised, yellow lines minimised and quality stone paving employed. These illustrations raise questions of servicing, the relocation of the bus stop and, of course, parking, but they have been provided with the intention of acting as a possible catalyst to public consultation over the future of the space. There is a need for a detailed design exercise that includes the key interests around the area to ensure that the resulting scheme meets wide aspirations.

Fore Street and Well Lane

4.104 Fore street appears to be a successful pedestrianised street where it is attractive to stroll and 'comparison shop'. However, when it was paved it was done in utilitarian, concrete pavers. This is unfortunate in Liskeard, which has a great reputation as a granite paved town, and deserves to maintain its traditional materials in the public domain. The higher initial cost of stone paving will be repaid over time as inferior materials need replacement periodically. Upgrading of paving on Fore Street using granite should be a priority for the public realm, where repaving is required. Such a scheme should attempt to link Fore Street to the Well and the Well Lane area with its interesting buildings and history.

Public Art

4.105 The Liskeard Conservation Area is an area of special character, deserving of a high quality approach to the public realm, which seeks to complement and reflect the town's history and identity. The introduction of 'public art', designed by local artists and created in high quality, often local materials, can have significant benefits.

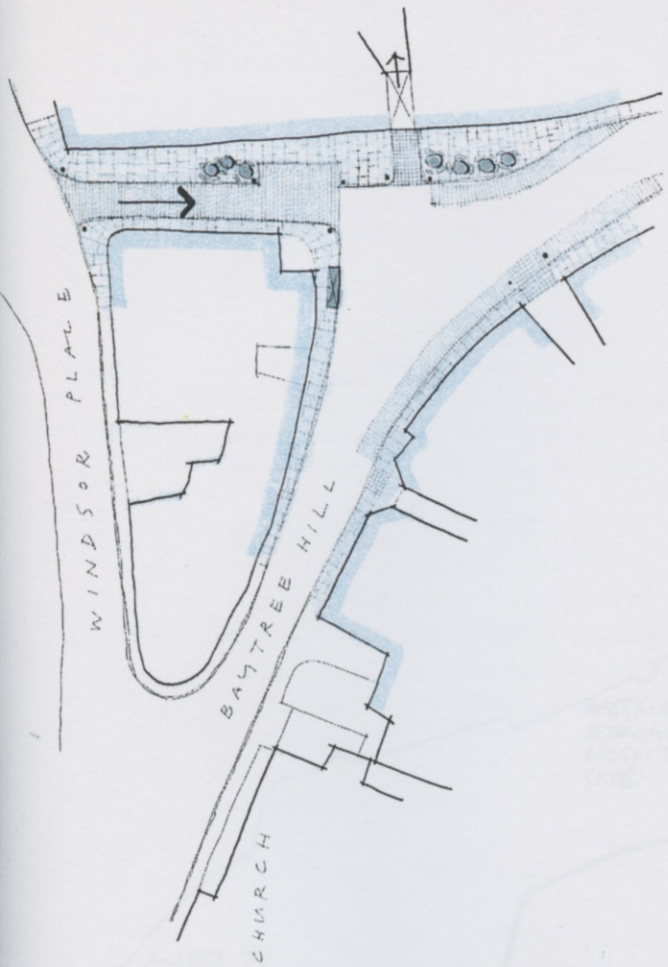
4.106 Thoughtful design and placement of features such as sculpture, decorative street furniture and murals, often based around a common linking theme (for example mining or performing arts), has been found to be a particularly potent means of strengthening and promoting local identity, as well as instilling a sense of community pride. There are also opportunities for community involvement, for example the art workshops within the Liskerrett Centre could be used as a means of encouraging local people to be involved in public art based projects under the tuition of resident artists.

4.107 Furthermore, physical improvements to the public realm can have the effect of raising the attractiveness of an area to residents, visitors and potential investors. There may be some benefit in considering the potential for the inclusion of public art within major new development schemes around Liskeard, particularly in the 'heart of the town'.

HOUSING

Major Housing Sites

- 4.108 As noted in the issues section, there are two major housing sites likely to be put forward in the alteration to the Local Plan. It is recommended that the preparation of development briefs for these sites be pursued as a project that is essential to the successful development
- 4.109 The two key housing allocations (see Figure 13), to the north east and south west of the town, when developed, will create a significant impact on the life and appearance of Liskeard. The anticipated population growth will create additional levels of movement and demands for parking as well as greater requirements for community and commercial services. Both sites are relatively large in comparison with Liskeard, and the Lamellion Farm site in particular, has a complex landscape pattern highly vulnerable to environmental damage through ill-conceived development. However, both sites could be seen as exciting challenges where, with imagination and sensitivity, there is the opportunity for exemplary large scale residential design based on principles of sustainability.
- 4.110 Elsewhere in England where large scale housing is being designed, it has been recognised that the process most likely to lead to successful development is through the formulation of a widely agreed 'development brief' leading on to the design of a master plan. Public, private and voluntary sector interests can be brought on board by an 'inquiry by design' process.
- 4.111 The development of the two major sites could benefit greatly by this approach and, indeed, it is probable that the Lamellion Farm site is so complex that it would be unwise to proceed without a comprehensive development brief setting out the design objectives for a master plan.
- 4.112 Such a development brief should consider:
- ◆ A comprehensive study of the landscape of the site and its context including slope and aspect, drainage, soils and ground conditions, microclimate, local history and archaeology, views, field patterns, vegetation and ecological resources and habitats;
 - ◆ Highway access particularly with regard to the A38 and the potential Dobwalls Bypass (as discussed under Travel and Transport);
 - ◆ The potential for foot and cycle access within the site possibly using the existing lanes;
 - ◆ Existing site infrastructure;
 - ◆ Existing patterns of housing in the site;
 - ◆ Foot, cycle and public transport linkages into Liskeard town centre; and
 - ◆ Commercial and community needs that could be satisfied within the site.
- 4.113 The brief should conclude with concepts for developing the site for housing reflecting the constraints and opportunities that could arise from the above studies. These should be used to generate an agreed master plan by the prospective developers.



Option 1



Option 2



Option 3



Option 4

Opportunity Sites

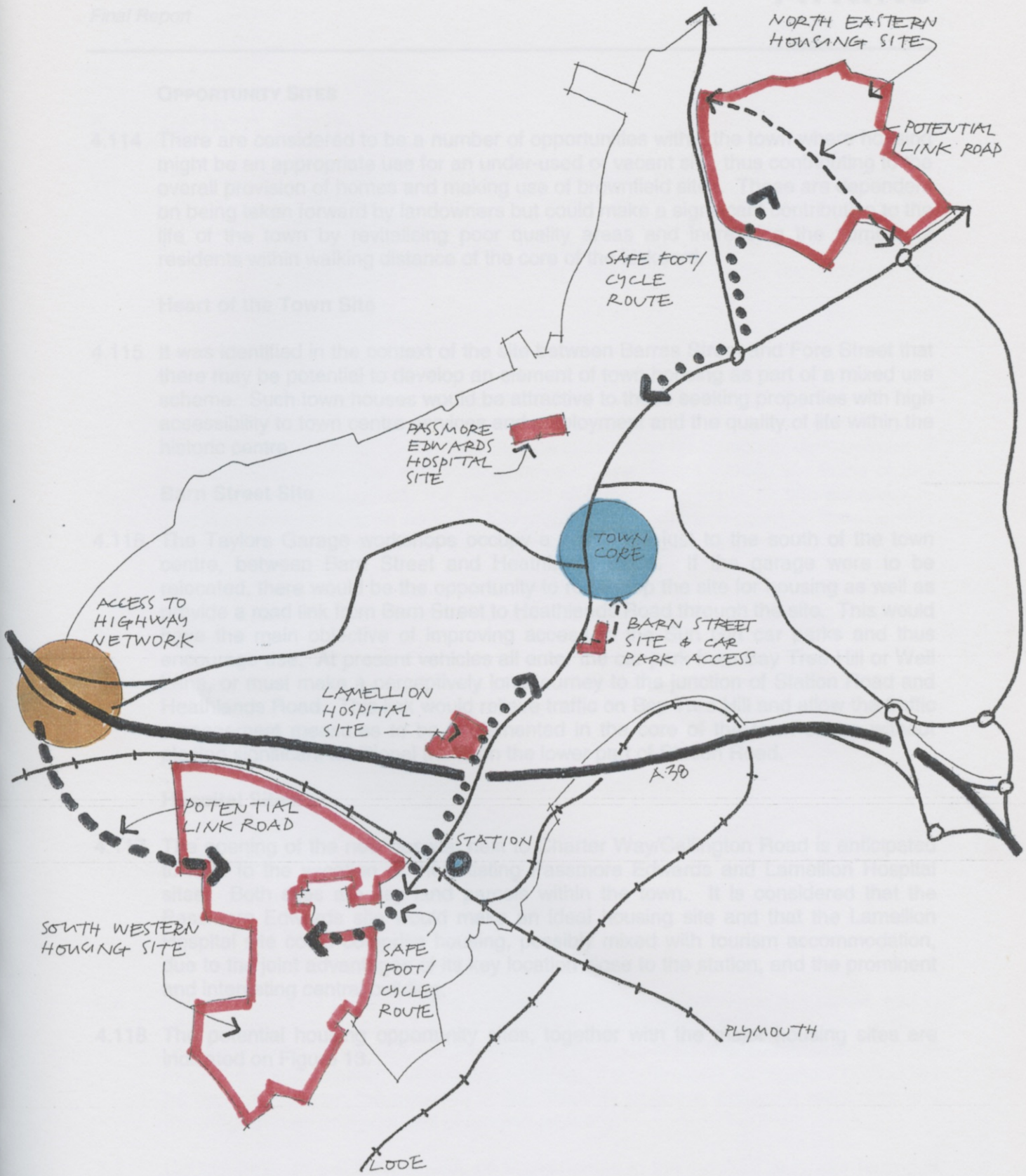
4.114 There are considered to be a number of opportunities which might be an appropriate use for an under-used or vacant site. The overall provision of homes and making use of buildings which are an being when forward by businesses but could be used to improve the life of the town by redeveloping poor quality buildings and providing residents with walking distance of the core.

Head of the Town Site

4.115 It was identified in the context of the Head of the Town Site that there may be potential to develop a new residential area. Such town centre sites are attractive to housing and are being proposed with high accessibility to town centre facilities and services. The quality of life within the town centre will be improved.

Street Site

4.116 The Taylor's Garage site is a prime location for a new residential development. The site is well located in the south of the town centre and is well served by public transport. The site is also well served by the A390 and the Plymouth Looe road.



LISKEARD TOWN CENTRE
Potential
Housing Developments
Figure 13
ATKINS

OPPORTUNITY SITES

- 4.114 There are considered to be a number of opportunities within the town where housing might be an appropriate use for an under-used or vacant site, thus contributing to the overall provision of homes and making use of brownfield sites. These are dependent on being taken forward by landowners but could make a significant contribution to the life of the town by revitalising poor quality areas and increasing the number of residents within walking distance of the core of the Liskeard.

Heart of the Town Site

- 4.115 It was identified in the context of the site between Barras Street and Fore Street that there may be potential to develop an element of town housing as part of a mixed use scheme. Such town houses would be attractive to those seeking properties with high accessibility to town centre services and employment and the quality of life within the historic centre.

Barn Street Site

- 4.116 The Taylors Garage workshops occupy a prime site just to the south of the town centre, between Barn Street and Heathlands Road. If the garage were to be relocated, there would be the opportunity to redevelop the site for housing as well as provide a road link from Barn Street to Heathlands Road through the site. This would have the main objective of improving access to the Sun Girt car parks and thus encourage use. At present vehicles all enter the car park from Bay Tree Hill or Well Lane, or must make a perceptively long journey to the junction of Station Road and Heathlands Road. This link would relieve traffic on Bay Tree Hill and allow the traffic management measures to be implemented in the core of the town centre without placing significant additional traffic on the lower part of Station Road.

Hospital Sites

- 4.117 The opening of the new hospital next to Charter Way/Callington Road is anticipated to lead to the vacation of the existing Passmore Edwards and Lamellion Hospital sites. Both sites are key land parcels within the town. It is considered that the Passmore Edwards site would make an ideal housing site and that the Lamellion Hospital site could comprise housing, possibly mixed with tourism accommodation, due to the joint advantages of its key location close to the station, and the prominent and interesting central building.
- 4.118 The potential housing opportunity sites, together with the major housing sites are indicated on Figure 13.

5. Action Plan

- 5.1 The strategy for Liskeard comprises 32 projects, actions and opportunities as outlined in the previous section. This section includes an Action Plan that puts forward a recommended programme for the implementation of the proposals, with an indication of the level of investment required, where possible, potential funding sources and the way forward, together with issues relating to the resourcing of the programme.

PROGRAMME COSTS

- 5.2 The programme costs have been derived from budget capital cost estimates. They are based, where possible, on recent projects with which Atkins has been involved. When related to infrastructure, they include allowances for design or development of the project, preliminaries and contingencies. They do not include the costs of any third party land acquisition, the relocation of services or plant, or site supervision. The costs include fees on an individual project basis but there could be considerable savings if a number of projects were implemented at the same time.
- 5.3 Where projects were in the previous Regeneration Strategy, and have remained largely unchanged, an inflation factor has been applied to the previous cost estimates.
- 5.4 Projects that are wholly or primarily private sector have not been costed as there are too many unknown factors. The possible need for funding from the public sector is however identified.

TIMESCALE FOR IMPLEMENTATION

- 5.5 In Table 4.1, there is a suggested timescale for implementation. This is given according to three categories:
- ◆ Short term (1-3 years);
 - ◆ Medium term (3-5 years); and
 - ◆ Longer Term (beyond 5 years).
- 5.6 The timescale for projects is the recommendation of Atkins within this report, taking into account issues relating to the ease of implementation, the nature and scale of problems being addressed, the priorities of the public and other stakeholders and the level of funding required. Ultimately, however, the timescales for implementation will be dependent upon the priorities of the Strategy partners, available resources and the programmes and priorities of funding partners.
- 5.7 Certain projects are likely to only be implemented in the medium or longer term due to the required level of funding and implementation issues but development work will still be required in the short to medium term. These projects are identified according to the period within which the majority of the project expenditure might be expected to occur, not when work related to the project would be undertaken. Such a project is the redevelopment of the Heart of the Town, which is a key priority but will require

considerable development work before a scheme is implemented in the medium term.

- 5.8 It is important that certain projects are achieved within the short term to continue to address the town's problems, and ensure that the benefits of imminent changes, such as the housing developments, are maximised. A number of the projects for the short term relate to the development of proposals and further study.

Table 5.1 – Suggested Timescale for Implementation

Project	Short Term (1-3 years)	Medium Term (3-5 years)	Longer Term (beyond 5 years)
TOURISM AND HERITAGE			
TH1: Key Attractor Feasibility Study	✓		
TH2: Liskeard and Looe Canal and Railway		✓	
TH3: Hotel Accommodation		✓	
TH4: Self-Catering Accommodation	✓		
TH5: Youth Hostel/Bunkhouse Accommodation		✓	
TH6: Staying over the Shops		✓	
TH7: Promotion/Festivals	✓		
TH8: Caradon Hill Heritage Project		✓	
TH9: Preserving the Historic Core		✓	
TRAVEL AND TRANSPORT			
TT1: Road Network	✓		
TT2: Parking Strategy			✓
TT3: Parking Charges	✓		
TT4: Cycle Network		✓	
TT5: Westbourne Car Park Access			✓
TT6: Rural Transport Links	✓		
COMMERCIAL DEVELOPMENT			
C1: The Heart of the Town		✓	
C2: Webbs Hotel	✓		
C3: The Cattle Market	✓		
C4: Sun Girt Area		✓	
C5: The Bubble Site	✓		

Project	Short Term (1-3 years)	Medium Term (3-5 years)	Longer Term (beyond 5 years)
SOCIAL COMMUNITY AND RECREATION			
S1: Sports Facilities		✓	
S2: Skateboarding/Rollersports	✓		
S3: Performing Arts Facilities		✓	
EMPLOYMENT			
EM1: Employment Opportunities		✓	
EM2: Training Facilities – Feasibility Study	✓		
ENVIRONMENTAL ENHANCEMENT			
E1: Bay Tree Hill		✓	
E2: Fore Street and Well Lane			✓
E3: Public Art			✓
HOUSING			
H1: Major Housing Sites – Development Briefs	✓		
H2: Heart of the Town Site		✓	
H3: Barn Street Site			✓
H4: Hospital Sites	✓		

PARTNERS

- 5.9 The proposals of the strategy will only be achieved through partnership between Caradon District Council, the Town Council, other members of the Forum, the County Council, the South West Regional Development Agency and other key stakeholders. This will vary by project but will include other public bodies, local traders, interest groups, private investors and transport operators. It will be important that dialogue continues to take place with the stakeholders as the strategy and each of the individual projects is taken forward.

ACTION PLAN

- 5.10 Table 5.2 provides a breakdown of the projects and proposals, according to timescale, indicating the main components of each project, lead partners to carry the project forwards, a cost estimate and an indication of potential funding sources. The funding sources are indicative and would require discussions with the funding partners.

THE WAY FORWARD

- 5.11 The preparation of the Action Plan is only the first stage in taking forward the strategy. The next key stage is for the Town Forum to give consideration to priorities within the strategy and consult more widely on projects, proposals and opportunities. There is a need for dialogue between the Forum through Caradon District Council and the main potential funding partners, notably the Regional Development Agency, Cornwall Enterprise and key land owners/private developers.

- 5.12 Many of the projects involve promoting opportunities and taking forward complex sites for redevelopment. It is considered that in order to achieve the effective implementation of a strategy programme of this size and complexity, it will be necessary to identify a dedicated programme manager. Such a manager would be responsible for facilitating and progressing the projects including: undertaking community consultations; negotiations with land owners and private investors; funding applications; liaising with key officers; and reporting on progress to the appropriate bodies. A manager/facilitator would require a budget for administrative costs, which may include some secretarial support, in addition to an element of legal and technical assistance. The cost for project management is estimated to be in the region of £30,000 per year for three years. Project management could be supplied by a new post within the local authority or secondment/commissioning of a commercial surveyor/planner to act on behalf of the Forum.

Table 5.2 – Action Plan

Project	Main Components	Lead Partners	Cost	Potential Funding Sources
SHORT TERM PROJECTS (1-3 YEARS)				
TH1: Key Attractor Feasibility Study	Feasibility study to investigate potential for major tourist attractor	Caradon District Council SECTA	£25,000	Caradon District Council SWRDA Objective 1 (5.1)
TH4: Self-catering in the Countryside	Encourage and promote conversion to self-catering accommodation meeting national standards	Caradon District Council Liskeard Town Council SECTA	-	-
TH7: Promotion/Festivals	Undertake exercise to determine and pursue the branding and promotion of Liskeard based on a particular theme and/or image	Caradon District Council Tourist Board SECTA	£5,000 per year for 3 years (additional if major re-branding takes place)	Objective 1 (5.1) Local Businesses Caradon District Council
TT1: Road Network	Assess the benefits of a full movement junction at Moorswater; examine the feasibility of an access to the possible housing site	Cornwall County Council Caradon District Council	£15,000	Caradon District Council Cornwall County Council Private Sector
TT3: Parking Charges	Rationalise parking charging structure, removing 30 minute band	Caradon District Council	-	Caradon District Council

Project	Main Components	Lead Partners	Cost	Potential Funding Sources
TT6: Rural Transport Links	Seek development of community transport services through liaison with Rural Transport Partnership Officer.	Liskeard Town Forum Parish Councils	-	-
C2: Webbs Hotel	Promote the re-development of Webbs Hotel to support a wide variety of uses: tourist accommodation; residential development; offices; recreation and leisure uses; community facilities	Private Developer Caradon District Council SWRDA	-	Private Sector SWRDA
C3: The Cattle Market	Feasibility study of use of the calf pen area. Possible long term commercial redevelopment.	Caradon District Council	-	Objective 1(5.1) Caradon District Council Private Sector (Note: if commercial redevelopment there could be positive contribution to local authority)
C5: The Bubble Site	The development of the Bubble Site to provide a major retail and leisure facility and promotion of linkages to the town centre	Private Developer	-	Private Sector
S2: Skateboarding/ Rollersports	Promote the development of land at Rapsons to provide community skateboarding and rollersports facilities	Liskeard Town Council Caradon District Council	£115,000	Currently being put in place

Project	Main Components	Lead Partners	Cost	Potential Funding Sources
EM2: Training Facilities	Commissioning of feasibility study to identify local training needs	Caradon District Council Cornwall Enterprise Federation of Small Businesses	£15,000	SWRDA Objective 1 (3.2)
H1: Major Housing Sites	Preparation of development briefs for the major housing sites (traffic access included in Project TT1)	Caradon District Council	£40,000	Caradon District Council SWRDA
H4: Hospital Sites	Investigate opportunities for the most appropriate re-use of the two former hospital sites	North and East Cornwall Primary Health Care Trust Caradon District Council	-	-
MEDIUM TERM PROJECTS (3-5 YEARS)				
TH2: Liskeard and Looe Canal and Railway	<ul style="list-style-type: none"> Carry forward the recommendations of the Liskeard and Looe Union Canal study. Commission feasibility study to assess the potential for steam engines to use the Looe Valley Railway, with wider recreational linkages 	British Waterways Caradon District Council Looe Valley Line Train Operating Company	£325,000 £15,000 (Feasibility Study)	Heritage Lottery Fund SWRDA Landfill Tax Credit Caradon District Council Objective 1 (5.1)
TH3: Hotel Accommodation	Promotion of the need and potential for a hotel in Liskeard, involving site investigation and promotion work	Caradon District Council Liskeard Town Council SECTA	-	SWRDA -

Project	Main Components	Lead Partners	Cost	Potential Funding Sources
TH5: Youth Hostel/ Bunkhouse Accommodation	Investigate and promote possible sites with the YHA and/or other operators. Development costs of building would then need to be identified, dependent on site.	Caradon District Council	-	-
TH6: Staying over the Shops	Undertake work to assess the potential for the development of a 'staying over the shops' scheme and promote opportunity to private sector	Caradon District Council Liskeard Town Council	-	-
TH8: Caradon Hill Heritage Project	Support the Project and promote linkages with other projects in the locality	Cornwall County Council Caradon District Council	(total Cost £2.9 million)	Heritage Lottery Fund Wide range of partners
TH9: Preserving the Historic Core	Undertake an audit of the town centre and develop a programme of associated improvements	Caradon District Council	£10,000 (audit) £75,000 annual budget for 3 years	Caradon District Council Objective 1 (5.2) Private Sector
TH4: Cycle Network	Development of a comprehensive network of routes across Liskeard, including traffic management. Cost includes for feasibility, design work and implementation budget	Cornwall County Council	£325,000	Cornwall County Council
C1: The Heart of the Town	Design brief, site assembly and redevelopment (possibly in phases) for retail/commercial and housing development	Caradon District Council Land Owners SWRDA	Dependent on Viability and Funding Gap	SWRDA Private Sector

Project	Main Components	Lead Partners	Cost	Potential Funding Sources
C4: Sun Girt Site	Design Brief for long term redevelopment, depending on outcome of Key Attractor study	Caradon District Council Key Land Users	£10,000	Caradon District Council Private Sector
S1: Sports Facilities	Development of sports and recreation facilities	Caradon District Council Sports Clubs and Societies Liskeard Town Council	-	Private Sector (developer contributions)
S3: Performing Arts Facilities	Investigate the need and viability of additional performing arts space and develop space as required	Caradon District Council Performing Arts Groups	-	Arts Lottery
EM1: Employment Opportunities	Investigation of market demand and viability of employment site. Development of employment site in phases. Provision of access and services to a Phase 1 site area and marketing and promotion of site.	Caradon District Council SWRDA	£5,000 Market Assessment £550,000 Phase 1 Site layout and promotion	Caradon District Council Objective 1 (1.1/ 2.1/ 2.2) SWRDA
E1: Bay Tree Hill	Enhancement of environment and traffic and pedestrian safety in the Bay Tree Hill area	Cornwall County Council Caradon District Council Local Businesses	£160,000	Cornwall County Council Objective 1 (5.2) SWRDA
H2: Heart of the Town Housing Site	Included in Project C1	Private Sector	-	-

Project		Main Components	Lead Partners	Cost	Potential Funding Sources
LONGER TERM PROJECTS (BEYOND 5 YEARS)					
TT2: Parking Strategy	Provision of car parking as part of commercial/ tourist developments	Private Sector Caradon District Council	-	-	-
TT5: Westbourne Car Park Access	Develop a new access to Westbourne Car Park from Dean Street via Graylands House, including possible introduction of mini-roundabout and additional parking spaces	Cornwall County Council Caradon District Council	£280,000	Cornwall County Council	
E2: Fore Street and Well Lane	Re-paving of Fore Street and Well Lane in granite	Cornwall County Council	£110,000	Objective 1 (5.2) Cornwall County Council	
E3: Public Art	Policy amendments and provision of advice to incorporate public art within redevelopment proposals	Caradon District Council Cornwall County Council	-	Within re-development costs: private and public sector	

A. Background Data

A.1 This Appendix provides the background data that has been utilised to identify key issues affecting the study area.

SOCIO-ECONOMIC CHARACTERISTICS

Table A.1 - Population by Age - mid 2000

	Cornwall		Cornwall		South West		GB	
	(total)	(%)	(total)	(%)	(thousands)	(%)	(thousands)	(%)
Under 15	14,200	17	85,700	17	890	19	10,940	18
15-24	8,100	10	49,300	10	1,17	11	7,007	12
25-59	40,000	49	234,100	47	2,361	47	28,204	49
60-74	12,400	15	79,300	16	712	14	7,805	13
75+	7,500	9	45,300	10	455	9	4,300	7
TOTAL	82,200		492,300		4,975		59,056	

APPENDIX A

SOURCE: ONS mid-year population

Background Data

Table A.2 - Indices of Multiple Deprivation 2000

	Cornwall		Relative Deprivation in Cornwall		Cornwall		Relative Deprivation in Cornwall	
	100th	50th	100th	50th	100th	50th	100th	50th
Income	2	7	7	23	35	63	26	47
Employment	6	2	20	7	72	32	54	24
Health	3	2	10	7	35	31	27	23
Education	20	25	67	83	103	124	91	93
Housing	1	21	3	70	14	102	10	76
Access	26	27	87	90	112	116	84	88
Child Poverty	4	5	13	20	47	51	35	38
Overall Index	3	8	10	30	65	82	51	61

SOURCE: Cornwall County Council

A. Background Data

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SOCIO-ECONOMIC CHARACTERISTICS

Table A.1 - Population by Age – mid 2000

	Caradon		Cornwall		South West		GB	
	(total)		(total)		(thousands)		(thousands)	
Under 15	14,200	17	85,700	17	890	18	10,940	19
15-24	8,100	10	49,800	10	557	11	7,007	12
25-59	40,000	49	234,100	47	2,361	47	28,204	49
60-74	12,400	15	79,300	16	712	14	7,605	13
75+	7,500	9	48,300	10	455	9	4,300	7
TOTAL	82,200		497,200		4,975		58,056	

SOURCE: ONS mid-year population estimates

Table A.2 - Indices of Multiple Deprivation 2000

	Rank in Caradon		Relative % Deprivation in Caradon (1=most deprived)		Rank in Cornwall		Relative % Deprivation in Cornwall (1=most deprived)	
	North	South	North	South	North	South	North	South
	Income	2	7	7	23	35	63	26
Employment	6	2	20	7	72	32	54	24
Health	3	2	10	7	36	31	27	23
Education	20	25	67	83	109	124	81	93
Housing	1	21	3	70	14	102	10	76
Access	26	27	87	90	112	118	84	88
Child Poverty	4	6	13	20	47	51	35	38
Overall Index	3	9	10	30	68	82	51	61

SOURCE: Cornwall County Council

Table A.3 - % Employment by Sector 1998/1999

	Caradon	South West	GB
Service Industries	88	72	73
Distribution, Hotels and Restaurants	39	21	20
Transport and Communications	4	5	7
Banking, Finance, Insurance etc	11	15	16
Public Administration, Health and Education	29	26	25
Other Services	5	6	6
Construction	4	8	7
Manufacturing	8	17	18

SOURCE: Cornwall County Council and ONS via NOMIS

Table A.4 - Unemployment Statistics

Area	Unemployed Claimant Count (2001/2002 average)	Economically Active Population (Census)	% Claimants
Dobwalls and Trewidland	31	992	3.1
Liskeard North	57	1,766	3.5
Liskeard South	77	1,687	4.6
Menheniot	26	814	3.2
St Cleer	30	1,375	2.2
St Ive	28	978	2.9
St Neot	11	545	2.0
Study Area	260	8,157	3.1
Caradon	839	35,033	2.4
South West	50,497	2,228,498	2.3

SOURCE: ONS Statistics from NOMIS

SOURCE: Analysis of published bus timetable data

TOWN APPRAISAL

Table A.5 - Changing Commercial Structure of Liskeard 1985-2002

Use Type	1985		1993		1995		2002	
	Units	%	Units	%	Units	%	Units	%
Convenience	34	21	23	14	22	13	16	10
Comparison	50	31	62	36	62	36	58	35
Service	56	35	57	34	56	33	61	37
Private Office Use	8	5	9	5	8	10	10	6
Vacant	11	7	19	11	20	12	20	12
TOTAL	159		170		170		165	

SOURCE: Atkins appraisal work

Table A.6 - Bus Routes and Frequency

Route No.	Route Description	Frequency (Hourly/Daily)
280	Liskeard - Looe	2 per hour
281	Liskeard - St. Neot	2 per hour
77/X77/ 78	Liskeard - Saltash - Plymouth	Hourly
281	Pensilva - Liskeard	Hourly
277	Liskeard Town Service: Addington - Caradon Heights - Briarwood	Hourly
268	Liskeard - Pensilva - Launceston	4 daily
280	Looe - Polperro	4 daily
273	Pelynt - Looe	4 daily
20	St Austell - Lostwithiel - Liskeard	3 daily
262	Liskeard - Callington - Tavistock	3 daily
276	Duloe - Trewidland - Liskeard	3 daily
275	Liskeard - Trewidland - Duloe	2 daily
260	Tavistock - Liskeard - Bodmin - St. Austell - Truro	1 daily
283	Dobwalls - Liskeard - Derriford Hospital Plymouth	1 daily
293	St. Austell - Plymouth	1 daily
293	Fowey - St. Austell - Truro	1 daily
290	Looe - Polperro - Polruan	Irregular service

SOURCE: Analysis of published bus timetable data

Table A.7 - Accommodation in Liskeard

Ref. No	Name	Type	Price
1	Elnor Guest House	Guest House	From £19 pppn
2	Hyvue House	Guest House	From £25-40 prpn
3	Hotel Nebula	Hotel	From £28-54 prpn
4	Lord Eliot Hotel	Hotel	£40-55 prpn
5	Pencubbit Country House Hotel	Hotel	£30-45 prpn
6	Lower Lamellion	Farmhouse B&B	From £15 pppn
7	Lodge Barton Farm Cottages	Self-Catering	From £120 pwk
8	Millers Tale	Serviced	From £15-25 prpn
9	Higher Trevartha Farm	Farmhouse B&B	From £25 pppn
10	Beechleigh Cottage	Holiday Home	From £165 pwk
11	Rosecraddock Holiday Village	Self-Catering	From £135 pwk

SOURCE: Information provided by Liskeard TIC

Table A.8 – Length of Stay in Pay and Display Car Parks

Car Park	Length of Stay (%of Tickets Sold)			
	Up to 1 Hour	1-2 Hours	2-4 Hours	Over 4 Hours
Westbourne	77	15	8	1
Cattle Market	73	15	8	4
Upper Sun Girt	79	16	5	0
Lower Sun Girt	62	5	34	0
Rapsons	0	0	0	100
Total	73	14	9	3

Source: Caradon District Council, Car Park Ticket Data, April 2001-March 2002

CORNWALL LOCAL TRANSPORT PLAN

A.2 Chapter 10 of the LTP sets out the investment programme for individual settlements within the County. The transportation study for Liskeard is cited in the document and identifies the following key proposals:

- ◆ Further scope for reduction of pedestrian vehicle conflict in the historic town centre, with the general principle being the removal of through traffic. Specific improvements for the Bay Tree Hill area have been identified;
- ◆ The potential for the further enhancement of the historic centre with the possibility of a 'no yellow line zone';
- ◆ Improved pedestrian facilities to combat community severance within the town and improve safety around schools;
- ◆ Provision of improved cyclist facilities in several streets specifically Station Road, providing access to the railway station and residential areas;
- ◆ Widespread introduction of 20mph zones across the town;
- ◆ Comprehensive signing improvements to direct traffic through the town away from the town centre using the new A390 Charter Way as opposed to the main shopping streets;
- ◆ Support for changes to access to major car parks, again with the key objective of removing traffic from the main shopping streets;
- ◆ Residents parking schemes where conflict with commuter parking exists, and management of central parking stock;
- ◆ 'Safer Routes to School' studies are being undertaken and will be implemented.

A.3 The Transport Expenditure Programme for Liskeard is reproduced here in Table B.1.

Table A.9 - - Cornwall LTP - Liskeard Transport Programme

Scheme	5 Year Expenditure Profile						
	Total 2000 -01	2001 -02	2002 -03	2003 -04	2004 -05	2005 -06	Est. 2006 -11
Town Centre Improvements	140	50	25	25	20	20	200
Public Transport (on highway)	-	75	-	25	25	25	100
Cycling Network	45	15	15	5	5	5	50
20 mph Zones	125	25	25	25	25	25	150
Signing Improvements Including VMS	60	30	30	-	-	-	50
Pedestrian Improvements	65	25	25	5	5	5	25
Traffic Management Schemes	95	10	10	25	25	25	100
TOTAL EXPENDITURE	605	155	130	110	105	105	675

CARADON LOCAL PLAN LAND USE REQUIREMENTS

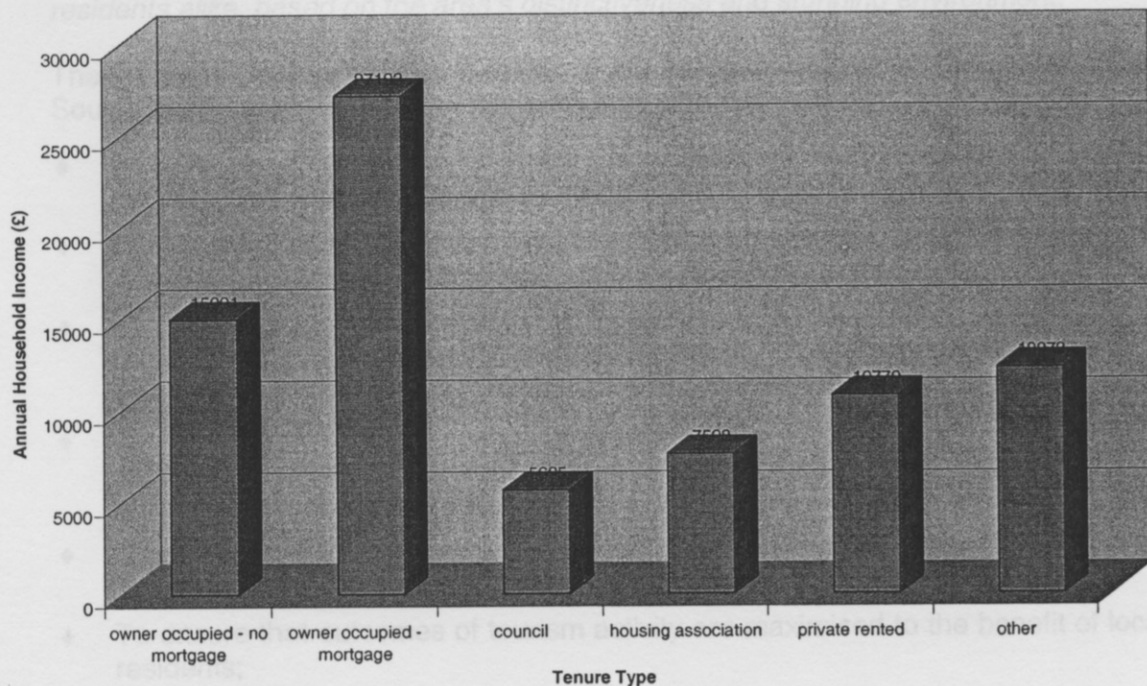
Housing

A.4 The Issues Report for the forthcoming Local Plan Review suggests the following distribution of housing allocations across the District, providing a total of 3,200 dwellings:

◆ Liskeard	1500 dwellings
◆ Saltash	0 dwellings
◆ Torpoint	0 dwellings
◆ Looe	200 dwellings
◆ Callington	1000 dwellings
◆ Larger Villages	500 dwellings

A.5 The estimated total requirement for affordable housing to meet housing need, as stated in the Housing Needs Survey, is 748 households per annum – 252 from formation of households; 349 from existing households in the Caradon District; and 147 in-migrant households. Taking into account existing stock, the annual need is estimated at 288 dwellings. The survey states that this equates to a shortfall of 566 affordable homes over the five year period 2002 – 2007, with the principal deficit being one bedroom accommodation. In order to meet this shortfall, the Survey concludes that ‘a target of 40% (affordable housing) on suitable sites would be justified in securing relevant overall contribution’.

Figure A.1 - Average Annual Household Income – Caradon District



Recreation Land

- A.6 The adopted Caradon Local Plan identifies an overall shortfall of 16.6 hectares of playing fields across Caradon. The breakdown of the spatial distribution of this requirement, as featured in the Local Plan, is provided in Table A.9.

Table A.10 – Shortfall of Playing Fields - 2001

	Football	Rugby	Cricket	Hockey	TOTAL
Torpoint	1	1	0	2	4
Saltash	2	0	0	1	3
Looe	0	1	1	0	2
Liskeard	5	1	1	1	8
Callington	0	0	1	0	1
TOTAL	8	3	3	4	18

SOUTH EAST CORNWALL TOURISM STRATEGY

- A.7 The tourism context for Liskeard is detailed in the South East Cornwall Tourism Partnership's 'Caradon Tourism Strategy – Final Report', completed in August 2001 by Atlantic Consultants. As a means of focusing the development of the tourism industry locally, the strategy sets out the Vision for South East Cornwall:

“To transform the tourism industry in South East Cornwall so that it consistently offers a high quality, sustainable and economically viable product, valued by visitors and residents alike, based on the area’s distinctiveness and stunning environment.”

- A.8 The Vision is underpinned by a series of Aims and Objectives for the whole of the South East Cornwall area. The Aims are reproduced here:

- ◆ To help all sectors of the tourism industry maximise their potential and provide services and products required by visitors to the highest possible standard;
- ◆ To ensure that all tourism businesses have access to current information to inform the development of new and improved tourism products;
- ◆ To ensure that the marketing of South East Cornwall is based on sound research, is targeted on sectors with significant potential and is promoted in a way that is consistent with a high quality tourism industry;
- ◆ To ensure that tourism information systems allow easy access to information in an attractive form and enable visitors to convert their interest into visits using facilities in South East Cornwall;
- ◆ To provide visitors with guaranteed high standards and the quality of service throughout the tourism industry that they are demanding;
- ◆ To ensure that outcomes of tourism activity are maximised to the benefit of local residents;
- ◆ To develop a sustainable tourism industry that is compatible with the needs of the environment; and

Appendices

- ◆ To maximise the opportunities provided by the availability of external help and funding to achieve an internationally competitive tourism industry in South East Cornwall.

A.9 The strategy suggests that the major attraction for tourists visiting the area is the scenery and coastline, which form a clear asset for the local industry. The document does, however, also identify a number of weaknesses affecting the industry:

- ◆ Limited availability of evening entertainment;
- ◆ Limited range of things to do in inclement weather;
- ◆ Lack of quality and/or achievement of recognised standards in accommodation, attractions and support services (shops, pubs, restaurants);
- ◆ Lack of cohesion or direction in marketing and promotion of tourism;
- ◆ A decline in the resort tourism product; and
- ◆ General fragmentation within the industry.

A.10 The Tourism Strategy identifies a number of 'Issues to be Addressed'. A summary of the most pertinent points in relation to Liskeard is provided here:

- ◆ Stronger marketing of rural destinations and better information for visitors, particularly via the internet;
- ◆ More research into new and existing markets;
- ◆ Continued development of recreational footpaths;
- ◆ Pursuance of the opportunities of the Market and Coastal Towns Initiative;
- ◆ Continued development of niche products (garden tourism; film and photography; family heritage; cycle routes; sustainable tourism; and railway tourism);
- ◆ Increased focus on locally produced food and goods, including 'Taste of the West' initiatives;
- ◆ Further development of facilities for short breaks;
- ◆ The promotion of distinctive attributes of the area;
- ◆ Establishment of a wider range of indoor and bad weather activities for all ages;
- ◆ Assessing and meeting any need for large hotels able to accommodate large parties; and
- ◆ Increased accessibility.

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