

Town Investment Plan

Vision

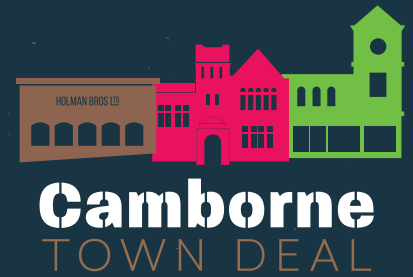
Camborne Town Deal Board
November 2020



Camborne
TOWN DEAL

cambornetowndea.com

Town Investment Plan Vision



Introduction

Once the centre of the industrialising world, Camborne's 22,000 residents have suffered from disproportionately high levels of social and economic deprivation since the decline of the tin mining industry and closure of a large engineering company and there are now areas of the town ranked in the top 20% in the UK for multiple deprivation indices.

As the largest conurbation in Cornwall, in Autumn 2019 the Government recognised the potential Camborne has to transform its recent struggles and invited the town to set out its vision for economic growth as part of the Ministry of Housing, Communities & Local Government (MHCLG) £25million Towns Fund.

This timely opportunity arose following a determined increase in outward-looking and forward-thinking actions by key partners in the town, including:

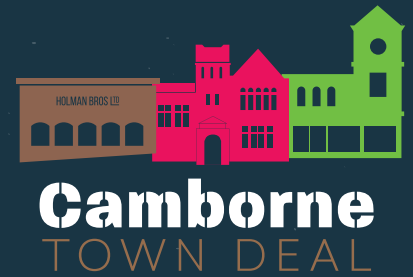
- Formation of the Camborne-Redruth Place Shaping Board by Cornwall Council, led by the Community Network of the Council
- Creation of a new post, Engagement Officer, by Camborne Town Council
- Comprehensive supplier review to deliver efficiency savings to reinvest in the town by BID Camborne
- A partnership team setting out an intention to innovate and deliver in the town's Future High Streets Fund bid
- Designation for creating a Neighbourhood Development Plan by Camborne Town Council
- Close partnership working between all tiers of local government, the private and community sector

Having already committed to directing energies to addressing climate change and high streets vitality, the lead authority, Cornwall Council, demonstrated its appetite for the programme in its swift allocation of Government capacity funding to support Camborne's bid. Camborne Town Deal Board was convened, accessing talented individuals from across all three sectors and installing the BID Camborne lead as Chair, to ensure the private sector focus that is integral to the Towns Fund's purpose. A Towns Fund Lead was appointed in Spring 2020 to support the Board in setting out its vision for Camborne.

This document sets out the interim view from the high street in how Camborne envisages disbursing the capital injection from the Towns Fund to involve, innovate and inspire through the creation and delivery of a shared prosperity for the town, its people and the wider economy.



Town Investment Plan Vision



The Vision, Values and Strategic Objectives for Camborne Town Deal

Vision: Camborne will return to being a place where the extraordinary becomes possible.

Explanation of our Vision:

An innovative, inspiring and welcoming town, which is generous of spirit and aspirational in its aims. It will be a healthy, clean, proud and loved town that celebrates its rich history, heritage and achievements, which will in turn act as a catalyst for its bold look to the future.

With the aim of Camborne, Pool, Illogan and Redruth coming together to re-establish itself as Cornwall's economic powerhouse, Camborne's economy will be driven by innovation and an entrepreneurial spirit (as the Cradle of Locomotion innovation, we believe this Vision is rooted in our rich heritage), with a growing creative and digital cluster that is focused on the town centre and adjacent community of Pool. Residents will have access to services and facilities that will enable them to thrive, including world class education and training opportunities. High quality green infrastructure permeates throughout the town, including a network of pedestrian and cycle paths, featuring history and health, which are routed in the town centre but spread out like plant tendrils into surrounding communities.

Our Buzzing Heart

At our Vision's heart is an iconic, architecturally designed community, business and cultural space that will provide a living, bustling, vibrant hub where locals and visitors can work, live, play, learn and care. It will be a place to spend time, create and achieve. It will have a real sense of energy and optimism.

We will explore pedestrianisation for the town centre and will play on the level geography which makes it ideal for pedestrians, cyclists as well as people with mobility challenges. This will allow the introduction of a healthy natural element, with cared for plants, trees, and flowers that link to the architecture and spaces.

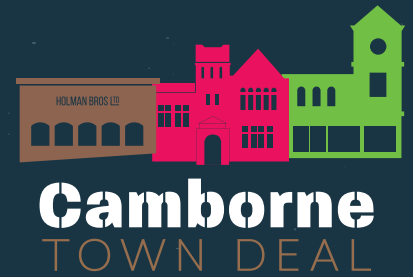
A celebratory covered piazza will host and stimulate an array of cultural performance, creative expression and entertainment, markets, cafes, bars and restaurants, street food and independent and artisan crafts and retailers. There will be street theatre and exhibitions as well as just places to walk or sit and watch the world go by.

Exciting, high quality workplaces will be home to businesses from single artisan crafts people to entrepreneurial tech start-ups and small companies who want to be located on the digital high street of Cornwall. That street will continue after work as people stay on to meet friends and family to enjoy Cornwall's only urban promenade.

The centre of the town will be linked to the rest of the town through innovative sustainable transport solutions to achieve strong connectivity to the railway station, and to nurture cycling and walking routes.

Grounded and affordable, safe and accessible, with its community spirit woven through every aspect, it will be a place for everyone.

Town Investment Plan Vision



Values

Ways of Treating others

Welcoming, caring, empowering, empathetic, appreciative, humanitarian and generous, with a strong passionate belief in others.

Ways of working

Grounded, honest and humble, but aspirational, inspiring and innovative, with great inclusive community spirit and civic pride.

Strategic Objectives

Our key projects will address these themes:

- Local transport
- Digital Connectivity
- Urban Regeneration (planning and land use)
- Arts, Culture and Heritage
- Skills Infrastructure
- Enterprise Infrastructure

The Towns Deal Programme will:

- Ensure the town is a thriving place where people live, work, play, learn, care, create and visit. Make it attractive, interesting, welcoming and positive. Affordable, accessible and inclusive.
- Ensure that all the plans and regeneration are aimed at long term sustainability/growth in economic, social and environmental terms.
- Review all relevant built assets and sites and look to maximize their potential for delivering the vision and objectives.
- Create an affordable, reliable and accessible low carbon sustainable transport network, including links to the road and rail networks and to the rest of Camborne, Pool, Illogan and Redruth. This will also include cycle paths and pathways. Use this to link to the rich heritage of the town as well as to the future locations for work and leisure. This could potentially include trams, electric buses subject to scoping and costing and potential other funding streams.
- Implement changes to reduce car use in the town centre, reducing congestion, improving air quality and enhancing the experience for all users.
- Promote and partner to deliver the highest level of digital connectivity for business, individuals and creative sectors and support the digital economy.
- Celebrate existing and historic heritage, arts, and culture and use that and link that to a future thriving culture where turning aspirations into realities becomes second nature.
- Review and plan for low carbon, renewable energy systems for all elements of regeneration. Within this ambition all Town Investment Plan projects would assess opportunities for retrofitting on existing buildings and infrastructure.
- Secure and gain long-term access to appropriate and available green spaces and create others for physical and mental wellbeing. We will create green spaces in new developments and tie into green infrastructure.

This document will provide a framework for the delivery of the Town Investment Plan. All work undertaken by the Town Deal Board and its agents will adopt the values described and all investments will contribute to the delivery of the vision and the strategic objectives outlined.