

Town Investment Plan



Camborne
TOWN DEAL

Foreword



Kammbroonn (Camborne) is at the centre of Cornwall's industrial heartland. A legacy of its proud history of innovation and engineering and the endeavour of its people. Worldwide recognition of past achievements lives on in the World Heritage Site and the respect that greets the name 'Camborne School of Mines' across the globe.

As you stand at the top of Trelowarren Street it is easy to imagine, or perhaps remember, a town centre full of workers from the nearby Holman Brothers Ltd, and the many nearby mines. Spending hard earned wages with local retailers and manufacturers. Fuelling the commerce and wealth that is reflected in the quality of the historic architecture in the town centre.

But whilst economic fortunes change, leaving challenges in their wake, some things remain constant.

Most importantly, the endeavour and innovation of the town is now fuelling a different sort of global business. The blossoming blue economy in the area demonstrates how new business models and technologies can thrive and grow if the infrastructure and opportunity exist.

That's why Cornwall Council is proud to be working with the Camborne Town Deal partners to support the vision and projects in this Town Investment Plan. It sets out a roadmap to bring housing, workspace, people and opportunity back to the town centre.

By working together 'Camborne will return to being a place where the extraordinary becomes possible'. Projects like the transformation of the underutilised bus station and the creation of a Fibre park will accelerate that journey.

But it's also about doing things differently. This plan has been produced by local people living through the reality of COVID and the unfolding of the climate emergency. No wonder then that both health and wellbeing and sustainability have emerged as key themes. Improved access to cycling, walking and leisure facilities will transform lives as well as the economy. Camborne always has been a place of new ideas and the determination to implement them. As Camborne's most famous resident once said;

"I shall be satisfied by...the laudable pride that I feel in my own breast from having been the instrument of bringing forward new principles and new arrangements of boundless value..."

I look forward to working with the people of Camborne to deliver the deliver this Town Investment Plan.

Julian German
Leader of Cornwall Council

Raglavar

Yma Kammbroonn (Camborne) orth kres krestir diwysyansel Kernow.

Kemmyn a'y istori prout a nowydhysan hag ynjynorieth hag attent hy fobel.

Y fyw hwath aswonvos ollvysel a gowlwriansow tremenys yn Tyller Ertach an Bys ha'n revrons yw res dhe'n hanow 'Skol Valweyth Kammbroonn' a-dreus an norvys.

Ha hwi ow sevel orth penn Stret Treloworran es yw koncevya, po martesen kovhe, kres an dre leun a weythoryon a Holman Brothers Ltd ha'n lies bal esa yn ogas.

Ow spena aga gober dendilys yn tiwysyk gans daskwerthoryon ha gwrioryon leel.

Ow maga an kenwerth ha rychys yw tastewynnys yn kwalita an bennserneth istorek yn kres an dre.

Mes kyn chanj fortunow erbysek, ow kasa chalenjys a-dhelergh dhedha, nebes traow a wortu sad.

Posek dres eghen, yma attent ha nowydhysan an dre lemmyn ow maga eghen aral a neges ollvysel.

An erbysiedh glas ow bleujenna y'n ranndir a dhiskwedh fatel yll patronyow negys nowydh ha teknologieth seweni ha tevi mar pe an isframweyth ha chons ena.

Henn yw prag yth yw Konsel Kernow gothus a vos owth oberi gans keskowetha Barga an Dre Gammbroonn dhe skoodhya an welesigeth ha ragdresow yn Towl Kevarghow an Dre ma.

Ev a dhisplet mappa fordhow dhe dhri treven, obervaow, tus ha chonsyow dhe'n dre arta.

Der oberi war-barth 'Kammbroonn a wra dehweles dhe vos tyller le may teu ha bos possybyl traow marthys.

Ragdresow kepar ha treusfurvyans an gorsav kyttrin is-devnydhys ha gwrians a bark Fiber a wra uskishe an kerdh na.

Mes keffrys yth yw a-dro dhe wul traow yn fordh dhyffrans.

An towl ma re beu askorrys gans tus leel ow pewa dre wirvos COVID ha displegyans a wordhom an hin.

Nyns eus marth, ytho, re omdhiskwedhas ha yeghes ha sewena ha sostenadow avel themys a vri.

Hedhas gwell dhe dhiwrosa, kerdhes ha komodytys termyn syger a wra treusfurvya bewnansow keffrys ha'n erbysiedh.

Re beu Kammbroonn pupprys le a dybyansow nowydh ha'n bodh krev dh'aga howlwul.

Dell leveris unweyth triger Kammbroonn an moyha aswonys:

"My a vydh kontent gans...an gooth komendyadow a omglewaw y'm brest ow honan dre vos an daffar a avonsya pennrewlys nowydh ha restransow nowydh a dalvosogeth dhibenn..."

Mall yw genev oberi gans pobel Kammbroonn dhe gowlwul Towl Kevarghow an Dre ma.

Julian German
Ledyer Konsel Kernow

Executive Summary

Camborne is a place where ordinary people once did extraordinary things; a town rich with heritage, history and innovations that influenced the four corners of the globe.

Camborne played a pivotal role in the industrial revolution and in 1801, Richard Trevithick invented the high pressure steam engine, enabling him to build the world's first passenger road vehicle, the Puffing Devil, in 1801 and the first rail locomotive in 1804. His boiler and engine designs were used to power the world's Industrial and Transport Revolutions.

Camborne is synonymous with mining and engineering. Cornish miners took their skills, expertise and machinery across the world: the skills and expertise were learned at Camborne School of Mines and much of the gear they transported was made at Holman Brothers, which at its height employed around 3,500 people over three sites in Camborne. Recognition of the global impact of Camborne's mining and engineering past led to a UNESCO World Heritage Site designation for the Camborne and Redruth Mining District in 2006.

Camborne today is in the western part of the largest urban and industrial area of Cornwall and is the principal shopping town for the area.

It has excellent transport links, being situated close to the A30 and its main-line railway station is a five-minute walk from the centre of the town.

However, Camborne has suffered significantly over many years from the decline of the traditional mining and engineering sectors and a wide range of data for the town demonstrate the following challenges:

- **Comparatively low income to house affordability ratios**
- **High rates of persistent economic inactivity and worklessness**
- **High proportion of the resident population with low skills and qualifications**
- **Disproportionately high numbers of people in vulnerable groups**
- **Acutely high rates of multiple deprivation**
- **High incidences of poor physical and mental health**
- **A poor quality and neglected built environment, with unattractive areas of the town centre**

Despite these challenges, there is huge pride amongst local people for the town and high levels of volunteering and community engagement.

The Town Deal Board was formed in the spring of 2020, comprising a broad range of people from community, private and public sectors, with one unifying factor: they are all passionate about Camborne's future. The Board agreed its terms of reference, appointed a private sector Chair and a Town Deal Co-ordinator, created a number of Partner Groups to explore specific identified priority areas and set about the co-production of a vision for the town with local people.

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

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.

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.

The ways of treating others and the ways of working articulated above were agreed and the Board set about developing a collective set of projects which address the challenges identified, whilst delivering against the agreed intervention themes of:

- Local transport
- Digital connectivity
- Urban regeneration, planning and land use
- Arts, culture and heritage
- Skills infrastructure
- Enterprise infrastructure

A pro-forma was developed, along with an agreed project prioritisation tool and a deadline for the receipt of completed pro-formas set. Some 30 project pro-formas were issued and 21 were returned. After a thorough project prioritisation process, with conflicts of interest managed appropriately and giving due consideration to a broad range of criteria, including fit with the Town Deal criteria and a broad range of relevant national, regional and local strategies, value for money and deliverability, the following projects were selected as priorities for inclusion in this document.

These priority projects were then supported to create the level of detail, including on the outputs and outcomes they deliver, contained within the project templates which can be found in Section 2 of this document.

Significant community engagement and co-production has been undertaken throughout the entire process of setting the vision and selecting the appropriate mix of priority projects, including through:

- a Community Survey, which garnered over 900 responses
- the continued delivery of a Stakeholder Engagement Plan, including the development and use of a database of over 150 individuals within key organisations
- an ongoing media relations campaign, utilising a wide variety of social media and regular press releases
- the Deal Makers Lab, which gives individuals who are not the 'usual candidates' opportunities to test the proposals and concepts that are set to transform their community in creative and progressive ways

A continuous evaluation exercise will be conducted across the successful Cornish towns to ensure that public money is well spent and represents value for money, that the intervention is well targeted and effective, that the desired outcomes are achieved and that the learning opportunities are maximised for all stakeholders involved in the delivery of the programme.

Project	Lead Organisation	Capital Cost	Revenue Cost	Total Cost	Town Deal Ask	Match	Intervention Rate
Buzz Station	Cornwall Council	£21,721,000	£256,439	£21,977,439	£17,095,937	£4,881,502	78%
Camborne Contemporary Crafts Hub	Camborne Town Council	£590,000	£8,100	£598,100	£540,000	£58,100	90%
Project A-Void 2 & Prosperity Accelerator Partnership	BID Camborne	£600,000	£158,400	£758,400	£560,000	£198,400	74%
Life Cycle Camborne (Walking & Cycling Network)	Cornwall Council	£2,000,000	£25,500	£2,025,500	£1,700,000	£325,500	84%
Life Cycle Camborne (BID)	BID Camborne	£751,000	£24,765	£775,765	£651,000	£124,765	84%
Fibre Park	Headforwards	£3,833,714	£220,178	£4,053,892	£2,011,857	£2,042,035	50%
Park Gerry Sport and Amenity	Camborne Town Council	£1,067,000	£84,805	£1,151,805	£987,000	£164,805	86%
Food & Farming Enterprise Hub	Duchy College	£550,000	£7,500	£557,500	£500,000	£57,500	90%
Renovating the Recreation Ground	Camborne Rugby Football Club	£1,250,000	£14,250	£1,264,250	£950,000	£314,250	75%
Sub Total		£32,362,714	£799,937	£33,162,691	£24,995,794	£8,166,857	75%
Percentages		98%	2%	100%	75%	25%	

A stone welcome sign for Camborne is the central focus of the left page. The sign is a large, rounded rectangular stone with the words "WELCOME TO CAMBORNE" engraved in a serif font. In the foreground, there are several daffodils in various stages of bloom, some yellow and some white with yellow centers. The background is a soft-focus view of trees and foliage.

WELCOME
TO
CAMBORNE

One.

Context Analysis

Introduction to our Town

Camborne is a place where ordinary people once did extraordinary things; a town rich with heritage, history and innovations that influenced the four corners of the globe.

Camborne played a pivotal role in the industrial revolution and in 1801, Richard Trevithick invented the high pressure steam engine, enabling him to build the world's first passenger road vehicle, the Puffing Devil, in 1801 and the first rail locomotive in 1804. His boiler and engine designs were then used to power the world's Industrial and Transport Revolutions.

Camborne is synonymous with mining and engineering. Cornish miners took their skills, expertise and machinery across the world: the skills and expertise were learned at Camborne School of Mines and much of the gear they transported was made at Holman Brothers, which at its height employed around 3,500 people over three sites in Camborne.

Today, Camborne is in the western part of the largest urban and industrial area of Cornwall and is the principal shopping town for the area. It has excellent transport links, being situated close to the A30 and its main-line railway station is a five-minute walk from the centre of the town.

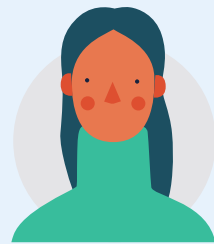
A Legacy of Innovation

A pioneering heritage

Recognition of the global impact of Camborne's mining and engineering past led to a UNESCO World Heritage Site designation for the Camborne and Redruth Mining District. It was the home of many of the industry's pioneering engineers and inventors: it was the centre of global manufacture for the miners' safety fuse and the world leading centre of rock-drill manufacture for domestic and foreign mining fields.

“

I grew up in Camborne, my family live there. It's always been a friendly place, the buildings are beautiful, and its history is incredible, especially Camborne School of Mines and Richard Trevithick



Resident of the surrounding villages

Decline & decay

The area boomed in the early twentieth century, but the decline in mining related industries has led to entrenched economic problems.

“

Camborne has an industrial history with potential for a new industrial future. It's a real town and not a tourist hotspot.



Local long-term resident

The town continues to function as a substantial residential, shopping, service and administration centre, but it has suffered from a lack of investment and is widely acknowledged as having slipped 'under the radar' compared to its more glamorous seaside neighbours. There is now a pervading sense of past glory and decay which will only continue to grow if not addressed now.

Camborne today

The town centre is densely populated and comprises a mix of retail, hospitality, office space and services. It is the main provider of services and amenities for the Camborne parish, which is geographically the largest parish in Cornwall. The parish includes six villages and an Area of Outstanding Natural Beauty (AONB) and, unlike most towns in Cornwall, Camborne is relatively flat, which makes it easily accessible for those of all abilities.



Camborne at a Glance



25%

of children are living in poverty,

17%

compared to 17% across England



The median salary of

£20,500

is 30%

lower than

the average for England

36%

of people are economically inactive, significantly above the UK average



67%

feel they belong to their neighbourhood, compared to

58%

for England

Significant Covid-19 impacts on sales & Universal Credit take-up



Life expectancy

for a Camborne resident is

three full years

below the England average



52%

of residents live in health deprivation hotspots compared to 20% nationally



27%

of local people have no qualifications compared to 23% for England



Twice as many people receive disability related Personal Independence Payments than the national average

More than double the amount of people are on mental health related benefits than the national average



People in Camborne are

60%

more likely to have a stroke than elsewhere in the United Kingdom

22%

more likely to get cancer

42%

more likely to have heart disease

37%

more likely to have respiratory disease

Camborne's Assets, Strengths, Challenges & Opportunities

Our Economy

There is evidence of mining activity in Camborne as far back as the fourteenth century, but Camborne was transformed from a village into a hugely successful and thriving town during the mining boom in the late eighteenth and early nineteenth centuries. This period saw the Camborne and Redruth district become the richest mining area in the world.

Bal Maidens

Women and girls worked in large numbers in surface based manual labouring jobs in the mining industries around Camborne, from the early 18th Century through to the 1920s. At least 55,000 bal maidens were employed in Cornwall and West Devon in the early 19th Century, although actual figures may have been much higher.

1800 – 1850. Trevithick and the growth of the mining industry

Richard Trevithick, Camborne's most famous son and the son of a mining captain, was immersed in mining and engineering from an early age.

Having performed poorly in school, he became an early pioneer of steam-powered road and rail transport, building a full-size steam locomotive on a site near the present-day Fore Street in Camborne. On Christmas Eve 1801, Trevithick's Puffing Devil successfully carried six passengers along Fore Street and continued up Camborne Hill.

In 1823, the population of Camborne was around 2,000 and by 1841 it had grown to almost 4,500, with 75 smiths operating in the area and over two thirds of the working population employed in the local mines.

Although significant numbers of ruinous stacks and engine houses remain, they cannot begin to convey the scenes of 150 years ago, when scores of mines transfigured the landscape.

The town continued to expand during the first part of the 19th century, with considerable growth coming not just from mining, but from ancillary businesses: new gasworks opened in 1834, the Hayle Railway was built between 1834 and 1837 and Holman Brothers, which had been formed in 1801 as a mining equipment manufacturer, opened a new foundry in 1839.

Holmans was Cornwall's largest manufacturer of industrial equipment and at its height, it employed around three and a half thousand people over three sites in Camborne.

1860 – 1901. Decline of the Cornish mining industry

Competition from foreign mines reduced the price of copper and tin and the local industry went into a general decline from the mid 1860s onwards, with many Cornish miners (known as Cornish Jacks) emigrating to work in mines across the globe. Between 1861 and 1901, around 20% of the Cornish male population migrated abroad.

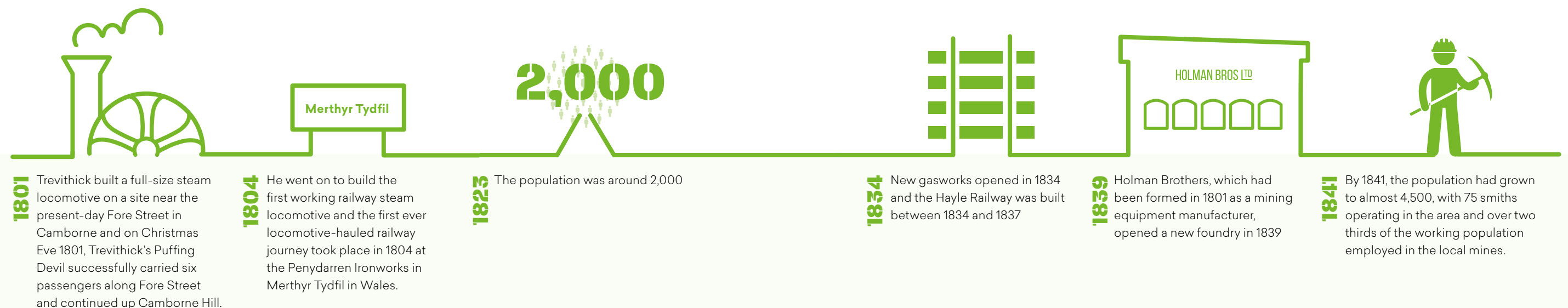
Camborne remains proud of its mining origins and of its industrial heritage and this is reflected in its museums and in the wealth of mining and architectural heritage. Camborne is internationally significant and it forms part of the Cornish Mining UNESCO World Heritage Site.

When Europe's last working tin mine, South Crofty, closed in 1998, leaving a further 200 miners unemployed, the following words were painted on the mine site wall:

“Cornish lads are fishermen and Cornish lads are miners too, but now the fish and tin are gone, what are Cornish boys to do?”



The Early 19th Century



High levels of economic inactivity

Camborne has low levels of economic activity and high levels of economic inactivity compared to the England average (Table 1).

Low income levels

Camborne has levels of employment significantly below the national average for managerial and professional occupations and significantly higher levels of employment for skilled trade and elementary occupations (Table 1). In recognition of low wages across Cornwall, Cornwall Council recently agreed to pay a Living Wage Foundation living wage to all.

Bypassing Camborne

Despite the significant industrial heritage infrastructure in the locale, Camborne has never managed to package this as a destination offer. Visitor numbers and tourism spend are relatively low compared to many other parts of Cornwall.

The significant number of tourists passing along the A30 within around a mile and a half of Camborne Town Centre towards the honeypot tourist destinations of West Cornwall provides real opportunities to grow tourist numbers and spend.



A Legacy of Specialist Education, Training and Regeneration

A centre of specialist learning

Camborne School of Mines began life as a full-time mining school in 1888, building an international reputation for mining and a whole host of mining related specialisms, with graduates and postgraduates securing employment in all of the world's major mining areas. The school merged with the University of Exeter in 1993 and it moved out of Camborne to the Tremough Campus in Penryn in 2004, with a resulting loss of students and professional staff to the town.

“

Camborne needs more places with decent jobs – not minimum wage, but actual jobs.

Local young woman



Income levels are low, with the mean salary for 2019 of £25,900, 24.9% below the average for England and the median salary at £20,500, some 29.8% below the England average (Table 7).

Brownfield regeneration

Significant regeneration activity has taken place over a number of years, much of it utilising Cornwall's EU Funding Programmes and much through the auspices of the Camborne Pool Redruth Urban Regeneration Company (CPR Regeneration) which operated from 2002 and 2012, working with private and public sector organisations to improve the quality of the built environment and to secure new employment opportunities for the area. The bulk of this work focused on the industrial brownfield sites, and a number of local infrastructure schemes were delivered to enable development. However, this work had very little direct impact on the centre of Camborne.

Camborne Science and International Academy is promoted as Cornwall's most consistently high-performing secondary school.



Business support centres

The Pool Innovation Centre, led by Cornwall Council and operated by the University of Plymouth, opened in 2010 and provides tailored business support to around 70 businesses.

An emerging software development cluster

Despite modest figures in the 2011 census (Table 2) and even in the 2018 Business Register and Employment Survey (Table 3), the town has a burgeoning software development cluster located on the Cornwall College Campus site. This is one of the fastest growing technology clusters in the UK, with dozens of well paid jobs created each year, in the blue economy.

“

Camborne has plenty of potential to regain its former success as a thriving town. We have a heritage to be proud of and a number of interesting historic building which are worth preserving.

Local resident



Vocational specialisms

The Town Deal area also includes the Cornwall College Camborne campus, which provides a wide range of vocational courses to around 15,000 students and Duchy College Rosewarne, a land based specialist college and part of the Cornwall College group, located on a working farm, spread over around 47 hectares.

Key challenges



- Low income levels
- High levels of economic inactivity
- Low levels of tourism
- Money bleeding out of the area

Key assets & strengths



- A heritage to be proud of
- A legacy of specialist education and training
- Significant regeneration groundwork
- Culture of innovation
- Existence of Pool Innovation Centre
- Existence of Cornwall College Campus and Duchy College Campus, Rosewarne
- Emerging software development cluster



Our People

Demographics

Camborne has a population of 22,535 people, with lower than average levels of people of working age and relatively high levels of people aged 65 and over (Table 15).

There are high levels of economic inactivity and correspondingly low levels of people who are economically active (Table 1).

The numbers of people with no qualifications are significantly higher than the England average and those with Level 4 plus qualifications are significantly lower (Table 20).

Vulnerable Groups

People in Camborne are much more likely to belong to identifiable vulnerable groups than residents of other towns. These groups include high levels of unemployment and benefit claimants, high numbers of people classified as disabled, large numbers living in deprived neighbourhoods, large numbers of pensioners and significant numbers of children living in difficult circumstances (Tables 17 & 18).

Crime Levels

Overall crime levels are in line with the national average, with relatively low incidences of burglaries and vehicle crime, but much higher than national average incidences of violent crime and anti-social behaviour (Table 16).

Deprivation

Many people of Camborne are living in areas with high levels of multiple deprivation. Of the 13 Lower Super Output Areas covering the area, four are in the most deprived decile and a further three are in the second most deprived decile. All 13 LSOAs are in the four most deprived deciles (Table 9).

Community Spirit

Despite all of the issues identified above there is a huge pride, resilience and a real sense of identity amongst Camborne residents. Relatively high numbers of people are satisfied with their local area as a place to live and feel they belong in their neighbourhood (Table 20).

There are also low levels of churn on house movements, with the people of Camborne generally choosing to stay put (Table 15).

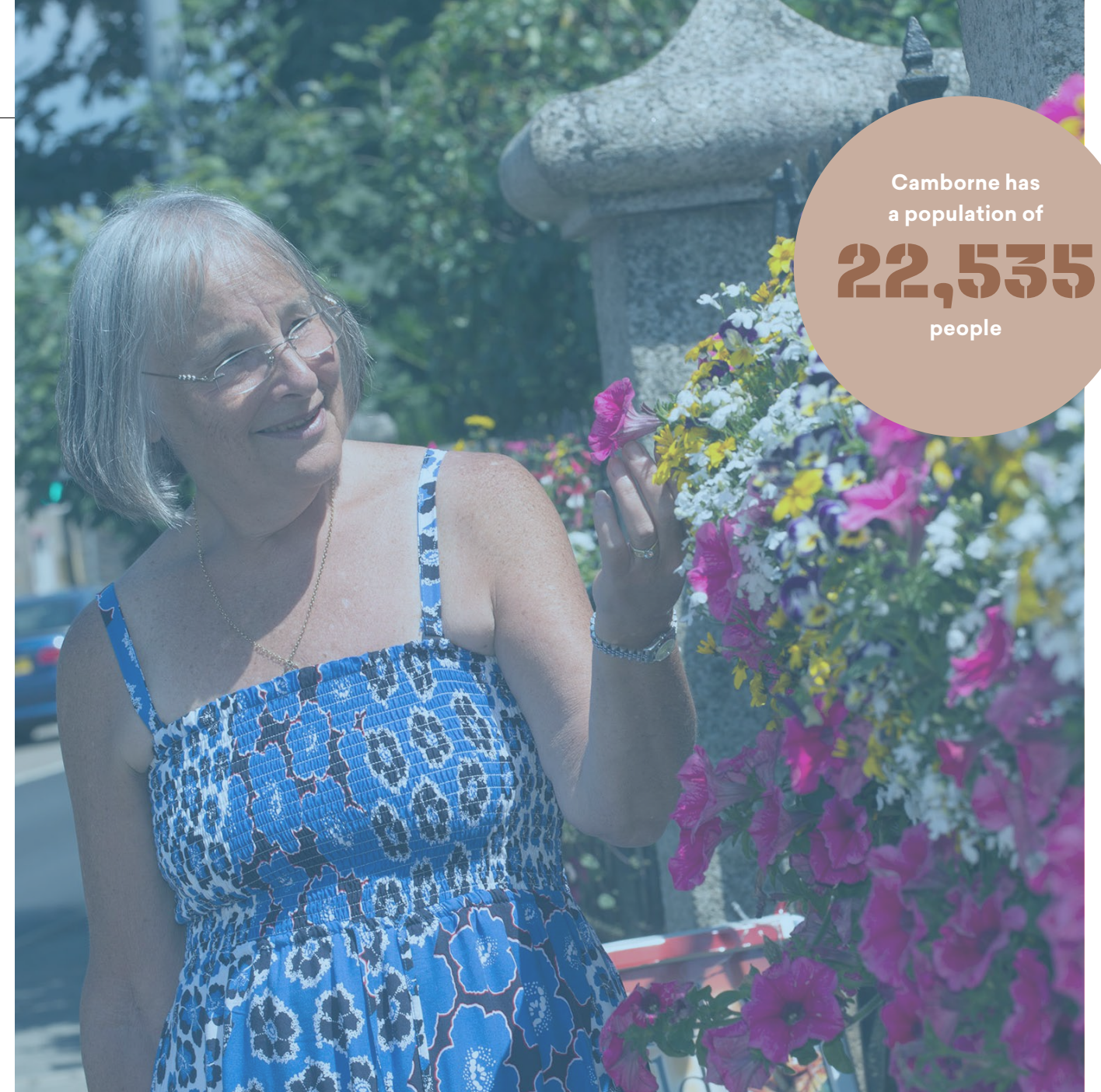
Furthermore, the levels of volunteering, participation in decision-making and active involvement in charities are all exceptionally high, compared to the England average equivalents (Table 20).

In essence, the people of Camborne are proud of their town, but recognise that there is much to be done to make it an even better place to live. They are equipped and enthusiastic to make the most of the Towns Fund landmark investment.

Extraordinary People of Camborne

Lady Frances Bassett (1781-1855)

Lived at Tehidy House in the 1800s, she was the lady in white stockings in the Cornish folk song Going Up Camborne Hill Coming Down.



Camborne has a population of **22,535** people

As the conclusion of the Community Engagement Survey states:

Camborne residents have a strong sense of identity about the town – it is seen as a true Cornish town, with an important cultural heritage and history. There is a sense of community about the people and that shared community is very important to the residents.

Key challenges



- Low skills levels
- High levels of people in vulnerable groups
- Very high levels of multiple deprivation

Key assets & strengths



- Strong sense of community spirit and identity
- Camborne Science and International Academy Centre of Excellence for gifted and talented

Our Strategic Infrastructure

Despite its peripheral location in West Cornwall, Camborne is well connected. The main line railway station is very close to the town centre and has frequent connections to Penzance in the west and to Plymouth in the east, with regular direct trains to Exeter, Bristol and London, with the fastest trains to the capital taking a little under five hours.

Transport Links

Camborne is well connected by bus to Truro, Penzance and a variety of other destinations across Cornwall, although the frequency of service to some destinations, particularly the surrounding villages and rural areas, has reduced over recent years.

The town centre lies a little under two miles from the A30, the main trunk road connecting West Cornwall to the rest of the South West region. Driving times from Camborne to the M5 are around 1 hour 45 minutes, with Bristol around 3 hours 45 minutes and London around 5 hrs 45 minutes away by car.

There are frequent flights to London Heathrow and to a variety of other domestic and European airports from Newquay Airport, which is around 45 minutes away by road.

Location serves residents well

The Community Engagement Survey identified that most Camborne residents feel that the town is well connected, with easy access both to the A30 and the coast regularly cited as positives for the town.

Cycle and walking routes

There is also a good network of walking and cycle paths around Camborne, but there is significant scope to improve the linkages from this network to the town centre.

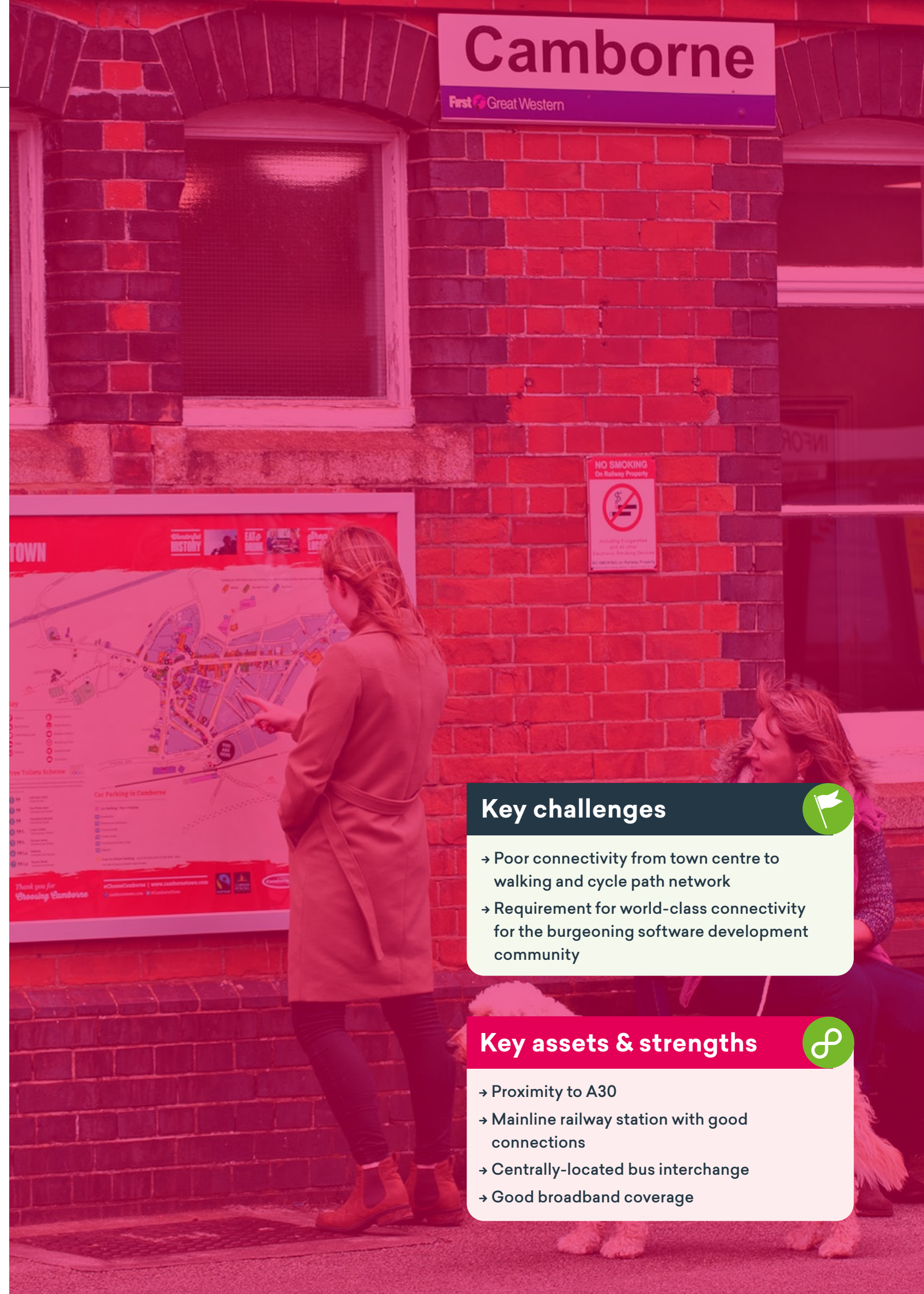
Digital connectivity

Broadband availability in the town is good, due primarily to the existence of EU-funded digital connectivity initiatives over recent years. The area's growing software development sector is looking to benefit from the world-class connectivity available on the Cornwall College campus site.

Extraordinary People of Camborne

William Bickford 1774 – 1834

Invented the Safety Fuse, saving a huge number of lives and established a factory at Tuckingmill. Bickford obtained his patent in September 1831. The production of the safety fuse in Cornwall increased dramatically as more mines adopted it when blasting underground.



Key challenges

- Poor connectivity from town centre to walking and cycle path network
- Requirement for world-class connectivity for the burgeoning software development community

Key assets & strengths

- Proximity to A30
- Mainline railway station with good connections
- Centrally-located bus interchange
- Good broadband coverage

Our Health

There are significant opportunities to improve the health of Camborne residents. Life expectancy for both females and males is below the national average, more underweight babies are born, hospital admissions are significantly higher and there are high incidences of cancer, coronary heart disease, respiratory disease and strokes (Table 19).

Personal Independence Payments

The very high prevalence of Personal Independence Payments, relative to the England average, is an indicator of the very high numbers of disabled people in Camborne (Table 17).

Mental Health

Mental health is a particular issue, with high levels of depression and high numbers of recipients of mental health-related benefits (Tables 17, 18 and 19).

Mental health is a key determinant of physical health specifically of health related behaviours. Consequently, mental well-being is fundamental to all we propose. A key objective is to create a flourishing Camborne, with people experiencing positive psychological functioning and positive social functioning most of the time.

Extraordinary People of Camborne

Elizabeth Holman
Turned her home, Tregenna, into a Camborne nursing home for wounded soldiers during World War One after her son John lost his life. This remains a care home to the current day.

Lifestyle

There is evidence that lifestyle is a factor, with lower than average numbers of people eating healthily and relatively high overall levels of smoking and obesity amongst children (Table 19).

Significant investment is planned for the creation of a new Camborne and Redruth Community Hospital.

Key challenges

- Significant incidence of poor physical health
- Significant incidence of poor mental health

Key assets & strengths

- New community hospital planned
- An emerging fitness economy with small fitness and yoga studios appearing across the area in recent years



Life expectancy for both females and males is three years below the national average

Our Housing

Housing prices

The average house price in Camborne, at £187,176 is significantly below the average house price for England at £304,681 (Table 16). Median house prices vary from £122,000 to £217,500 across the different LSOAs of the town (Table 10).

Household income

However, with low income levels, the average household income after housing costs at £23,485 is well below the national average figure at £28,248. In short, although house prices are relatively low, housing is still very expensive, relative to income levels (Table 20).

Fuel poverty

Around 13% of households are living in fuel poverty, compared to just 10% nationally (Table 20).

Housing stock

The housing stock is old, with 34.5% of houses built before 1900, compared to only 15.6% in England overall. Also, 7.6% of houses have no central heating, compared to just 2.7% nationally (Table 16).

Although house prices are relatively low
housing
is still very expensive,
relative to income levels



The housing stock is old, with
34.5%
of houses built before 1900

Key challenges

- Older housing stock with low levels of central heating, potentially contributing to health issues
- Low affordability of housing for local people

Key assets & strengths

- Relatively inexpensive housing compared to some parts of Cornwall

Our Culture and Sport Offer



With its rich industrial track record for innovation, Camborne is known as the “Cradle of Locomotion”.

The town’s early prosperity was built on its pivotal role as a centre for mining and engineering and its heritage and culture are strongly anchored in its industrial history.

Heartlands

The Heartlands World Heritage site in Pool was born out of the former mining complex at Robinson’s Shaft, inside the Cornwall and West Devon Mining Landscape, which was granted UNESCO World Heritage Site status in 2006.

The 19 acre mixed use development incorporates housing, workspace and a free visitor attraction, offering gardens, a visitor centre, a museum, children’s play facilities, a café and a venue for conferences, weddings and events. It transformed a derelict site into a public facility and has acted as a catalyst for further development of the area.

This represented a turning point of this post-industrial area on the periphery of the town. The attraction, funded in partnership between the National Lottery and regional government, opened in 2012 and it now provides an official gateway site to other mining attractions in the area, including East Pool Mine.

East Pool Mine

East Pool Mine is a National Trust owned industrial heritage discovery centre, containing engine houses and two preserved Cornish beam engines, which were originally introduced by Richard Trevithick.

Community youth groups

The TR14ers, a youth led community dance charity, was formed by local young people, with the support of the Camborne Neighbourhood Police Team, in 2005. It has delivered transformative outcomes in terms of health and educational attainment and has helped to reduce anti-social behaviour since its inception. It has benefited over 2,000 young people and it now operates as a self-managing charity.

Regional theatre

Rogue Theatre is a national touring theatre company based in the heart of Tehidy Woods on the edges of Camborne. This renowned team create immersive, highly visual outdoor theatre, widely enjoyed by residents of Camborne and further afield.



Sport



Camborne offers a number of local sports clubs, including a thriving, well established rugby club with a number of adult and junior teams, a cricket club and a popular local Bowls Club. Carn Brea Leisure Centre, is a vibrant multi-sport leisure centre which is run as an independent Charitable Trust.

Art galleries

A number of successful projects are now embedded in the local cultural landscape, including the Pool School Gallery, which operates as a Community Interest Company and has created a culturally significant art collection in the old caretaker’s annexe attached to one of the main local secondary schools, bringing culture to young people and making it more accessible to harder to reach communities.

Extraordinary People of Camborne

Lilla Miller

Known as the “Queen of Camborne” Miss Miller lived in Camborne all her life and entertained audiences for decades with her gossipy character Mrs Rosewarne.



Music

Camborne Town Band is one of Cornwall’s most famous and successful brass bands, with an associated Camborne Youth Band, and the award winning Holman Climax Male Voice Choir has been based in the town since 1940.

Trevithick Day

The first Camborne Trevithick Day took place in 1984 and it quickly became an important part of the Cornish calendar, attracting 25,000 to 30,000 visitors to this free one day event each April, celebrating Camborne's industrial heritage and its links with Richard Trevithick.

A carnival atmosphere illuminates Camborne, as its main streets are closed to traffic for the day and steam engines, choirs, brass bands, entertainers, bal maidens and street stalls take over the town. Processional dances traverse the town, with Camborne Town Band playing local favourites, such as "Camborne Hill" and the traditional "Camborne Worthies" march.

Trevithick Day captures the essence of Camborne and it provides a model for the creation of events celebrating the place, appealing to local and visitors alike.

The 2020 physical event was cancelled due to the COVID-19 global pandemic and was moved to a virtual digital event this year. The festival will not return in 2021 and will be back on calendars once coronavirus restrictions are lifted.

Other community events

Camborne also hosts a well-reputed and frequented music festival and an agricultural show, both of which take place annually.

Extraordinary People of Camborne

Richard Trevithick (1771–1833)

Camborne played a pivotal role in the development of the industrial world when Richard Trevithick invented the high pressure steam engine. This remarkable innovation accelerated the pace of Britain's Industrial Revolution and led him to build the first Road Locomotive (The Puffing Devil) in 1801 and the first Railway Locomotive (The Pennydarren) in 1804.



Trevithick Day captures the essence of Camborne and provides a model for events that appeal to local people and visitors

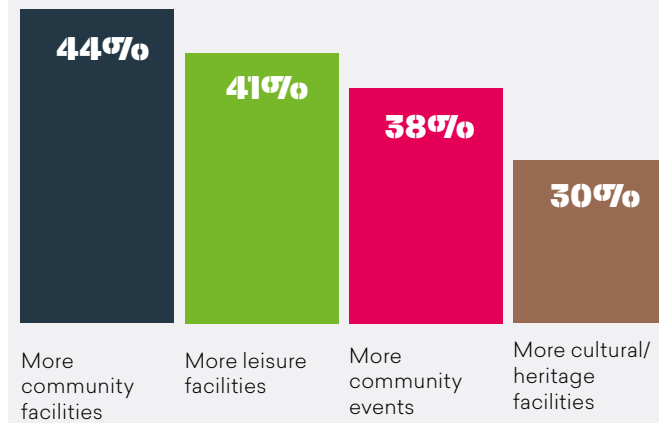
The town does not host a cinema and has no permanent theatre, although a number of public rooms are used for performances by local groups.

Unlike other towns, there is no space specifically for young people and consequently no opportunity to promote cultural activity to this key target group. The provision of space for young people to make and play music has been identified as a key requirement.

Compared to other towns in Cornwall, Camborne lags behind with its cultural and sporting offer. The local population want and need a broader offer and the theme of innovation provides opportunities to enhance Camborne as a cultural destination.

This was a clear message from the Community Engagement Survey.

What would make you visit the town more often?
Four of the top six answers were:



We need a space for the younger community to visit, an attraction that families can visit (a heritage art space/museum/interactive space for families).



How about a venue for music, comedy or drama? How about a heritage centre or museum?

Local business woman

Key challenges



- Requirement for additional sport and leisure facilities, with this challenge supported by the health data.
- Requirement for a broader range of cultural and heritage facilities
- Requirement for additional community facilities and events

Key assets & strengths



- UNESCO World Heritage Site status
- Trevithick Day attracts 25,000 to 30,000 visitors to the town
- Good quality local sports clubs
- Strong cultural groups, including the TR14ers, Camborne Town Band and the Holmans Choir

The town does not host a
Cinema
and has no permanent
theatre



Our Natural & Built Environment

The beautiful North Cornwall coast lies around four miles to the north west of the town, with Carn Brea, a common land hilltop site of significant archaeological interest, overlooking the town from the south east. Carn Brea is easily accessible: it offers wonderful opportunities for walking and Carn Brea castle, built in the 14th Century as a chapel, now operates as a popular restaurant.

Buildings

Some of Camborne's traditional buildings have received support over recent years through the Camborne, Roskear and Tuckingmill Townscape Heritage Initiative which ran in two phases from 2004 to 2016, although, much is still to be done.

Green environment

From an environmental perspective, the percentage of green space in the town is well below the national average figure and the space allocated to public parks and gardens is less than half of the national average equivalent (Table 22).

Key challenges



- Underuse of historic buildings
- Poor quality and neglected built environment, creating unattractive areas of the town centre

Air quality

Cornwall Council declared the area an Air Quality Management Area in 2005, and Camborne still fails to meet national air quality standards, with resultant negative health impacts.

Town maintenance

Despite some wonderful historic buildings throughout the town, there are repeated references to the poor quality of the built environment. Comments suggest feelings that the town centre is falling into disrepair, with the poor maintenance of shop fronts and the large number of empty buildings clearly significant factors.

Extraordinary People of Camborne

Nicholas Holman

Founded Holman Brothers Limited, Cornwall's largest manufacturers of mining equipment, in 1801

Key assets & strengths



- A number of wonderful historic buildings, many of which are significantly underused
- Access to beautiful coastline and surrounding countryside

Camborne fails to meet
National
air quality standards



Key historic buildings in the town centre include:

- St Martin and St Meriadoc Church
- Camborne Wesley Methodist Chapel
- Centenary Chapel
- The Passmore Edwards building, which currently houses the Town Council and the library
- The old Council Chambers and Fire Station building (currently vacant)
- Camborne Public Rooms (recently converted to apartments for over 50s)
- The Donald Thomas Centre, which is need of some investment and is currently underused as a community venue

Our Communities

Despite the acknowledged environmental issues, the Community Engagement Survey identifies the existence of a close community, with friendly neighbourhoods. The town is known for having a strong and vibrant community spirit and the survey recognises the vital role played by history and heritage in the town's identity.

High levels of alcohol and substance misuse and addiction are linked to the poor quality of mental health but are seen as contributing to the growing and persistent levels of anti-social behaviour. The lack of community facilities, particularly for young people, is cited as a recurring theme.

The survey demonstrates a clear belief amongst increasingly large proportions of the local population, that these fundamental issues must be addressed to restore the civic pride of sense of place across the whole town.

Community is a common thread running throughout the survey and the lack of community facilities is repeatedly highlighted.

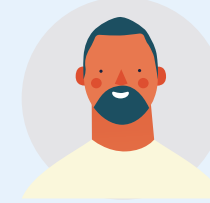
Some 44% of respondents identified that improved community facilities would increase their visits to the town, with 38% claiming that more community events would result in them visiting more often. The town clearly needs additional footfall and improvements in these areas could make significant differences to both footfall and spend.

Despite the issues raised, there is significant loyalty to Camborne and undeniable pride in the town.

Fostering the sense of community and identity are clearly fundamental to a successful future for Camborne and this is summed up in this response from our community engagement survey.



The town area desperately needs improving. The buildings need renovations. Camborne has wonderful potential but unfortunately it isn't aesthetically pleasing at the moment. We need to make features of the old historic buildings and make features of Camborne's great history. I believe people will feel prouder of Camborne if this is done, and a prouder Camborne is a stronger one with a greater sense of community



Local young employee

Key challenges



- High levels of anti-social behaviour, with poor mental health and alcohol and drug misuse perceived as underlying factors
- Lack of community facilities and things to do, particularly positive engagement opportunities for young people
- Lack of intergenerational opportunities for the young and old of the town to mix and learn about each other's lives and needs
- High levels of long term illness and poor physical and mental health

Key assets & strengths



- Pride amongst local people for the town
- Strong community identity

44%
of respondents identified that improved community facilities would increase their visits to the town,



Two. Strategy



PHILPS
FAMOUS PASTIES FROM Cornwall

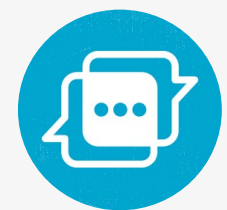
EACH
10

PHILPS
FAMOUS
PASTIES
Also available
Saffron
Honey Cakes
Danish Pasties
Peanut
Caramel Cakes
Lemon

Camborne Town Deal Board Structure

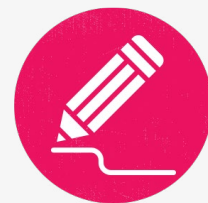
The Town Deal Board was formed in the spring of 2020 and, consistent with Town Deal Guidance, it is made up of a broad range of people who are all passionate about Camborne's future. It comprises representatives from the community, private and public sectors, has a private sector chair and includes our MP and both the Chair and Chief Executive of the Local Enterprise Partnership.

The Board and each of the partner groups have each met regularly since their creation. The minutes of Board Meetings are placed on the website, once approved, and short operational meeting notes are produced for each Partner Group meeting. Key documents are placed in a shared area for access by Board members at any time.



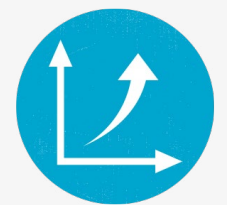
Communications and Engagement Partners

To drive good two way communication throughout the process and to oversee the co-production of the Town Investment Plan.



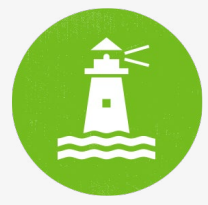
Creativity Partners

To take a pro-active role in driving the development of appropriate, creative sector and cultural projects for inclusion in the Town Investment Plan.



Prosperity Partners

To take a pro-active role in driving the development of good quality, appropriate economic projects for inclusion in the Town Investment Plan.



Vision Partners

To lead on the co-creation of a vision for the town, giving due consideration to the work of the Board and taking direction from the local community.



Finance and Future Planning Partners

To take an overview and to undertake a scrutiny role to inform, monitor and add value to the governance, risk management and strategic planning work of the Camborne Town Deal Board.

One Board, with a voluntary Chair, voluntary members & a number of supporting officers

Five Partner Groups, each with a Chair and Board representatives and agreed terms of reference

One part-time Co-ordinator

One overall manager for all four Town Deals, funded by Cornwall Council

One administrator providing support to all four towns, paid for by capacity funds

One web developer and graphic designer, supporting development of the website, Town Investment Plan and the brand identity

One external marketing consultant, offering communications and engagement support and funded through the capacity funding budget

Cornwall Council acting as accountable body – entering into legal contracts on behalf of the four Town Deals & providing other specialist support

Town Vision

The Town Deal Board Vision Partners had the specific task of leading the co-creation of an inspirational, high quality and achievable vision for the town.

The group held a number of professionally facilitated workshops and developed a vision, along with a set of values and strategic objectives.

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 significant areas of the town ranked in the top 20% in the UK for multiple deprivation indices.

Extraordinary People of Camborne

Rosemary Hereford (1913–2019)
 Lived at Penponds. Taught music at schools and at home, accompanist to many local choirs. She was a Bard Kernow Gorsehdd.

A Vision for Camborne

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

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.

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.

The Camborne Town Deal will:

 <p>Ensure the town is a thriving place where people live, work, play, learn, care, create and visit.</p>	 <p>Ensure that all the plans and regeneration are aimed at long term sustainability/growth in economic, social and environmental terms.</p>	 <p>Review all relevant built assets and sites and look to maximize their potential for delivering the vision and objectives.</p>
 <p>Create an affordable, reliable and accessible low carbon sustainable transport network, including links.</p>	 <p>Implement changes to reduce car use in the town centre, reducing congestion, improving air quality and enhancing the experience for all users.</p>	 <p>Promote and partner to deliver the highest level of digital connectivity for business, individuals and creative sectors and support the digital economy.</p>
 <p>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.</p>	 <p>Review and plan for low carbon, renewable energy systems for all elements of regeneration.</p>	 <p>Secure and gain long-term access to appropriate and available green spaces and create others for physical and mental wellbeing.</p>

Our Intervention Themes, Objectives & Projects

Town Deal Intervention Themes have been mapped against the objectives emerging from the contextual analysis above and the project proposals, as follows:



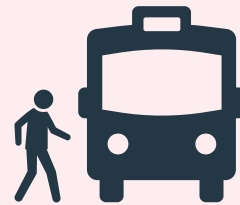
Intervention Theme	Objectives	Projects
Local Transport 	To create an affordable, reliable and accessible low carbon sustainable transport network, for use by local people and tourists alike	Life Cycle Camborne (Cycling & Walking Network) Life Cycle Camborne (BID)
Digital Connectivity 	To bring economic benefits to the area from improved digital connectivity	Fibre Park
Urban Regeneration (Planning and Land Use) 	<p>To improve the attractiveness of the town, to increase footfall from both locals and tourists</p> <p>To bring derelict and underused sites back into use to provide much needed new facilities, to improve attractiveness and increase footfall</p> <p>To improve workplaces from a health perspective</p>	<p>The Buzz Station</p> <p>Project A-Void Phase 2 and Prosperity Accelerator Partnership</p> <p>Camborne Contemporary Crafts Hub</p>
Arts, Culture and Heritage 	<p>To improve the cultural offer for local people</p> <p>To make better use of the unique character of Camborne, including its rich history and heritage</p> <p>To improve the attractiveness of the town to increase footfall</p> <p>To improve the tourism offer and to gain an economic advantage from additional tourism spend</p> <p>To provide additional opportunities for sport and exercise to improve health and wellbeing</p>	<p>Camborne Contemporary Crafts Hub</p> <p>Renovating the Recreation Ground</p> <p>Park Gerry Sport & Amenity</p> <p>Life Cycle Camborne (Cycling & Walking Network)</p> <p>Life Cycle Camborne (BID)</p> <p>Project A-Void Phase 2 and Prosperity Accelerator Partnership</p> <p>The Buzz Station</p>
Skills Infrastructure 	To improve skills levels for local people	Food & Farming Enterprise Hub Camborne Contemporary Crafts Hub Fibre Park The Buzz Station
Enterprise Infrastructure 	<p>To provide additional and improved workspace, to provide improved economic opportunities for local people, to increase the numbers of people who are economically active</p> <p>To provide improved workspace and enterprise infrastructure to stimulate growth and increase average salaries.</p>	<p>Camborne Contemporary Crafts Hub</p> <p>Fibre Park</p> <p>Food & Farming Enterprise Hub</p> <p>Project A-Void Phase 2 and Prosperity Accelerator Partnership</p> <p>The Buzz Station</p>

Intervention Themes

The contextual analysis of Camborne identifies both significant challenges and opportunities with resultant projects emerging for each of the six Town Investment Plan Themes, as follows:

Local Transport

Despite excellent transport links, provision within the town for pedestrians and cyclists is poor and the Life Cycle Camborne (Cycling and Walking Network) and the connected Life Cycle Camborne (BID) project will deliver a comprehensive network of walking and cycling links, connecting key services and public transport interchanges. The proposals will deliver significant local economic benefits, whilst bringing environmental and much needed health and well-being improvements.



Digital Connectivity

The industrial area of Pool, on the edge of the Town Deal Area, currently enjoys next generation connectivity through an internationally connected fibre node, alongside a BT leased line, providing dual routed connectivity for global standard reliability. This hyperfast connectivity offers speeds of up to 400 Gbps and the area is attracting data intensive businesses from multiple sectors.



Pool now hosts a burgeoning software development cluster: it is one of the fastest growing technology clusters in the UK, with a number of high tech and high growth companies collectively creating dozens of well paid jobs each year.

The Fibre Park proposal looks to build on this success and accelerate growth in this high-tech cluster. The proposals will deliver 6,700 square metres of highly flexible workspace (including that delivered through the accelerator funding) with hyperfast connectivity, creating a nationally recognised tech hub, which will attract greater numbers of tech businesses and create a sustainable pipeline of new jobs with salaries around twice the average for the area. The proposals will also create a Digital Academy within the Fibre Park, with the private sector collaborating with Cornwall College and local schools to ensure that local young people have opportunities to develop digital software skills for progression into a broad range of technology sectors.

Urban Regeneration (Planning and Land Use)

The Buzz Station proposals utilise a significantly dilapidated, significantly underused site in the heart of the town to create a vibrant, town centre hub, providing facilities for leisure, hospitality, cultural activity, business, a meeting place for young people, appropriate housing and great quality public realm.



In addition, the BID Camborne led project, Project A-Void Phase 2 and Prosperity Accelerator Partnership, will deliver significant improvements to business premises across Camborne, bringing a step change in the attractiveness of the town and transforming vacant and run-down commercial properties into contemporary, prosperous businesses. The project will also create a place brand for Camborne, including marking gateways and producing branded shopping quarters.

Proposals for the Camborne Contemporary Crafts Hub in a refurbished and re-purposed Donald Thomas Centre will bring a significantly underused building back to life, creating studio space for a Community Interest Company to work warm glass, ceramics and small metals, providing affordable, but well kitted out, workspace for local artists and space for workshops for community groups, schools, college and university students.

Arts, Culture and Heritage

Arts, culture and heritage are all fundamental to the strong sense of identity that binds Camborne as a place. Many projects described within alternative Intervention Themes have strong artistic, cultural or heritage based elements within them.



The Buzz Station proposals have strong cultural elements. The proposed Camborne Contemporary Crafts Hub developments at the Donald Thomas Centre develop the creative industries in the town and the Life Cycle Camborne (Cycling and Walking Network) proposals clearly provide increased opportunities for physical exercise and for reducing dependency on the car.

Increased opportunities for sport and physical activity are also provided by the Renovating the Recreation Ground project, providing an improved offer for both rugby players and for the broader community at Camborne Rugby Football Club. The proposed Park Gerry Sport & Amenity developments provide a community hub for play, sport and leisure that will meet the town's aspirations to make the town great again. The proposals incorporate a full sized football pitch, outdoor gym equipment, a multi-use games area and the best outdoor wheeled sports facility in Cornwall, which all will be free at the point of use.

The Project A-Void Phase 2 and Prosperity Accelerator Partnership proposals will have a significant impact on the attractiveness of the built environment in the Town Deal area and within Camborne town centre specifically, leading to increased footfall and resultant economic benefits.

Skills Infrastructure

With low skills levels and high levels of economic inactivity prevalent in the area, an improved offer for learning and the acquisition of skills is paramount for the future well-being of the town and a number of proposals contained within this plan look to address this issue.



The Food and Farming Enterprise Hub will provide excellent horticulture, food and farming resources for the delivery of work based training for young people, adults, the community and industry on a working farm at Duchy College, Rosewarne, a land-based specialist college.

The Buzz Station, Fibre Park (through the Digital Academy), and Camborne Contemporary Crafts Hub will all provide much needed infrastructure for learning, with significant opportunities for participation in the broad range of workshops and learning events planned for each of these venues.

Enterprise Infrastructure

It is clear that, despite Camborne's amazing history of innovation in mining and engineering, the town has suffered badly from the decline in its traditional industries in over more recent decades and it now suffers from levels of low economic activity and very specifiably from having a low wage economy.

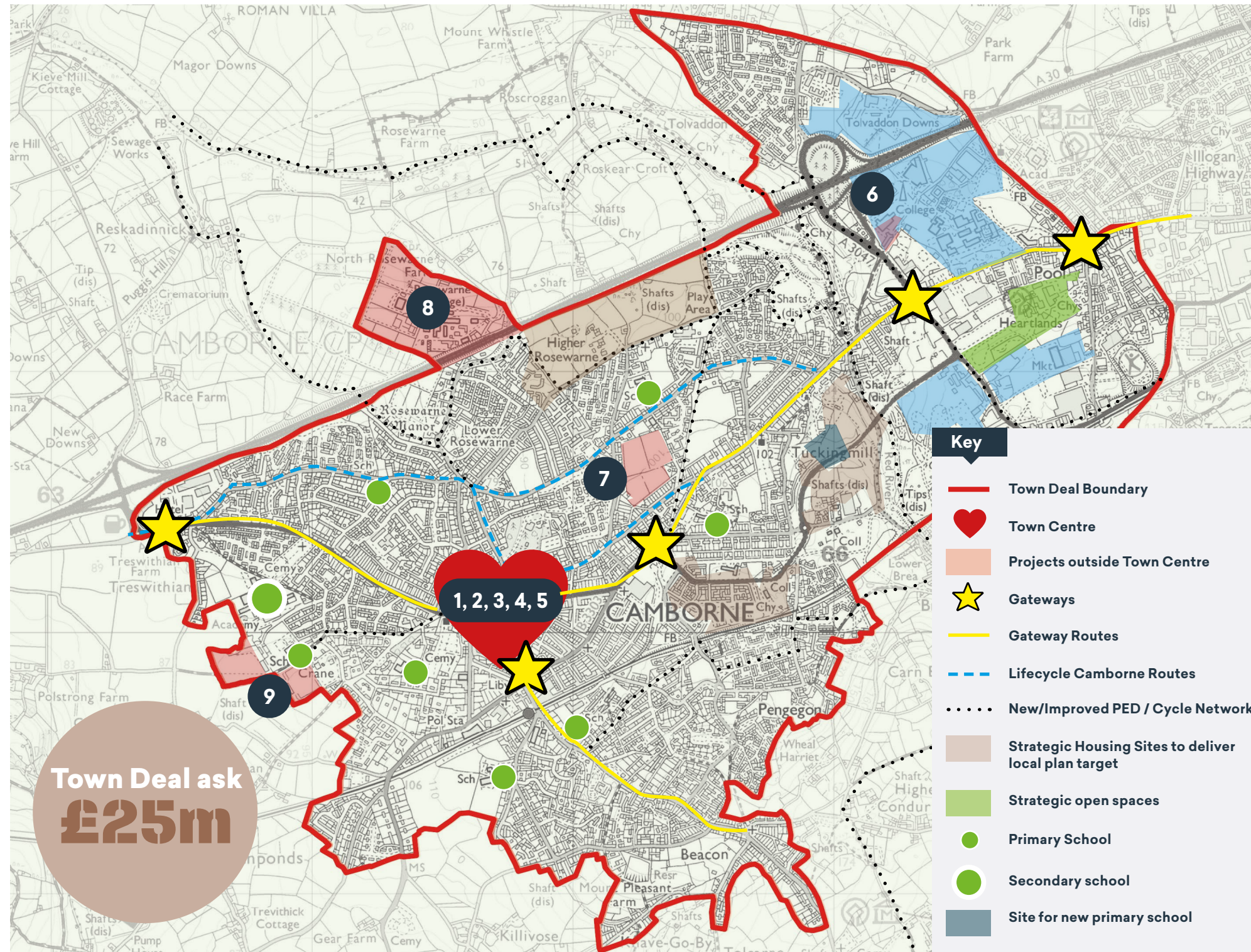


The Fibre Park proposals will provide a futuristic landmark gateway to Camborne with an extraordinary technology-led employment & creative learning space, with next generation connectivity (up to 400 Gbps) and a Digital Academy, leading to the creation of significant numbers of well-paid jobs.

Clearly, additional high quality and appropriate workspace will be provided as part of the Project A-Void Phase 2 and Prosperity Accelerator Partnership, which will bring run down and currently vacant, commercial properties back into use.

An element of workspace for local businesses is included in the Buzz Station proposals and the proposed Camborne Contemporary Crafts Hub developments will provide much needed infrastructure to underpin growth in the creative sector of a CIC.





- | | | | | | |
|-----------------------------|---|--|--|--|---|
| Town Centre Projects | 1 The Buzz Station | 6 Fibre Park | 7 Park Gerry Sport & Amenity | 8 Food & Farming Enterprise Hub | 9 Renovating the Recreation Ground |
| | 2 Camborne Contemporary Crafts Hub | The creation of new employment and creative learning space with next generation connectivity. (up to 400GBps). | Creation of a community hub for play, sport and leisure; multi-use games area and green health corridor. | Refurbishment of business enterprise workspace and creation of a new community farm on Duchy College site. | Modernising facilities, inc. artificial floodlit pitch, upgrade changing rooms and a walk / cycle exercise route. |
| | 3 Project A-Void Phase 2 & Prosperity Accelerator Partnership* | | | | |
| | 4 Life Cycle Camborne Cycling & Walking Network | | | | |
| | 5 Life Cycle Camborne (BID) | | | | |
- * focusing on the town centre but covering the whole area within Town Deal boundary ** on both the Life Cycle Camborne ** these projects collectively improve connections between the town centre and the surrounding area.

Vision

“Camborne: a place where the extraordinary becomes possible”

An innovative, inspiring and welcoming town, which is generous of spirit and aspirational in its aims. A town that celebrates its rich heritage, whilst using it 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, with a growing creative and digital cluster.

Town Centre Objectives

The Town Deal will:-

- Ensure the town is a thriving place where people live, work, play, learn, care, create and visit.
- Ensure long term sustainability economic, social and environmental growth
- Maximize the potential of built assets and site
- Create an affordable, reliable and accessible low carbon sustainable transport network
- Deliver the highest level of digital connectivity for business, individuals and creative sectors and support the digital economy.
- Celebrate existing & historic heritage, arts, and culture, whilst using it to create a future thriving culture where turning aspirations into realities becomes second nature.
- Plan for low carbon, renewable energy systems for all elements of regeneration
- Create a network of high quality green infrastructure

Outputs & Outcomes

The following is a selection from the outputs and outcomes produced by our programme of activity

- 7km of walking & cycling paths
- Remediation and/or development of 11 abandoned or dilapidated sites
- Development of 2,700sqm of quality residential or commercial space in key locations
- Development of 1,000sqm of new public spaces
- Development of 1,800sqm of new community facilities
- Development of 5,420sqm of high quality commercial floorspace
- Significant health outcomes
- 1 Programme of grants to local SMEs or employers in key sectors
- 22 enterprises utilising high quality, affordable commercial spaces
- 5 start-ups or scale-ups utilising business incubation, acceleration and co-working spaces

The Town Deal Ask, outputs and outcomes used here exclude the Accelerator Fund projects.



1 The Buzz Station

The redevelopment to create a vibrant, town centre mixed use 'hub', containing provision for leisure, hospitality (food and drink), cultural businesses, a theatre, a youth cafe, infrastructure for learning and residential units. Including a large outdoor covered area. The site will also retain some elements of a refurbished bus station provision.

2 Camborne Contemporary Crafts Hub

Creation of a contemporary crafts hub, specialising in warm glass, ceramics and small metals. To purchase Donald Thomas Centre and lease to Camborne Contemporary Crafts Hub.

3 Project A-Void Phase 2 & Prosperity Accelerator Partnership

A further round of A-Void business improvement grants and creation of a place brand for Cornwall, including gateway marking & branded shopping quarters, matching businesses with void properties and the facilitation of pop ups.

4 Life Cycle Camborne (Cycling & Walking Network)

A network of cycleways and pathways around the town, along with associated cycle infrastructure and an initiative to increase bike ownership amongst young people and to remove barriers to cycle use. This proposal moves towards a carbon-neutral Camborne, centred around accessible, car-free living and working, with resultant improvements to air quality and health.

5 Life Cycle Camborne (BID)

Associated cycle infrastructure and an initiative to increase bike ownership amongst young people and to remove barriers to cycle use.

Town Centre Vision

At the heart of Camborne will be a living, buzzing, bustling, vibrant town centre where locals and visitors come to work, live, play, learn and care. It will be a place to spend time. It will have a real sense of energy and optimism; with the Buzz Station acting as this catalyst.

The centre itself will be pedestrian friendly with cared for plants, trees, and flowers that link to the architecture and spaces. Interesting, high quality work places will be home to businesses from single artisan crafts people to entrepreneurial tech start-ups and small companies attracted by the buzz and bustle and a desire to be sited 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 urban promenade.

The town centre will be linked to surrounding neighbourhoods and countryside by a pedestrian and cycle network, that spreads out from the centre like plant tendrils.

Project Prioritisation

An open and transparent process was undertaken to secure agreement on the individual projects included in the Town Investment Plan.

A pro-forma was developed for the submission of project proposals for consideration by the Town Deal Board (Appendix 3).

Prioritisation and scoring

The project prioritisation tool developed by Arup was amended to include 11 Camborne specific scoring criteria and the use of this prioritisation tool was agreed by the Town Deal Board.

The Town Specific Scoring Criteria incorporated within the Arup prioritisation tool align with Town Deal values and can be seen in Appendix 4.

Project shortlisting

A Project Scoring Panel was created from Board members who could not be perceived as being conflicted and a half day workshop, facilitated by the Town Deal Co-ordinator, scored projects and prepared recommendations for the Board.

At that meeting, each project received was placed in one of two groups by the Project Scoring Panel:

1. Projects to be included in the TIP
2. Projects not identified as a priority for inclusion in the TIP at this stage. Some of these projects are of good quality and would contribute to the town deal objectives. Alternative sources of funding are being sought and these projects are summarised in Appendix 8.

A full Town Deal Board meeting was then held to review the recommendations of the Project Scoring Panel. Each project was discussed in turn, with any member having an interest leaving the room whilst the individual projects were discussed.

Decision making

Each eligible project was then allocated a category 1 or 2, giving due consideration to the views of the Project Scoring Panel and the Board. Decisions were reached by consensus and applicants were then notified.

Additional support

Additional support was then provided to the priority projects to ensure that the proposals were as well-developed as possible by the time of the TIP submissions.



Accelerator Funding

Agreement has been reached for two Town Deal projects to access Accelerator Funds, with spend due for completion before 31 March 2021, as follows:

Project

Project - A-Void: Transforming the Streetscape of Camborne Town Centre

Delivery of a number of capital grants to business premises owners / occupiers to create capital physical improvements to business premises within the Town Deal Boundary area. This project will fully commit the allocated funding and it is a forerunner of Project A-Void Phase 2 and Prosperity Accelerator Partnership, which will be delivered as part of the main programme of Town Investment Plan activity.

Total Cost: £270,500

Town Deal Ask: £221,857

Project

Fibre Park (Preliminary)

Delivery of a preliminary phase of the creation of a Fibre Park. This phase will provide 1,950 sqm of high quality, affordable, commercial workspace, with world class connectivity, for a burgeoning software development cluster on the Cornwall College campus site. The complete project, including the main Fibre Park development included in the TIP will increase this output to deliver a total of 6,700 sqm. This project will fully commit the allocated funding and it is a forerunner of Fibre Park, which will be delivered as part of the main programme of Town Investment Plan activity.

Total Cost: £1,056,826

Town Deal Ask: £528,413

Overall Total Cost: £1,327,326







Overall Total Town Deal Ask: £750,000

These figures are indicative only. Confirmation is being sought from MHCLG to a revised approach to the Accelerator Funds, but agreement should be in place by early February



Shortlisted Projects


Key



-  **Local Transport**
-  **Urban Regeneration (Planning & Land Use)**
-  **Digital Connectivity**
-  **Arts, Culture & Heritage**
-  **Skills Infrastructure**
-  **Enterprise Infrastructure**

The Buzz Station

Redevelopment of the Camborne Bus Station site to create a vibrant, town centre 'hub'. Potential uses will include provision for leisure, hospitality (food and drink), a theatre, cultural businesses, infrastructure for learning, residential, a well equipped youth café to ensure the needs of young people are met and a Wellness Centre, with a focus on delivering health outcomes for local people. Public realm, including a covered area, will be central to the masterplan for the site. Retention of bus terminus provision will also feature.

Principal Intervention Theme

 **Secondary Intervention Themes**

Camborne Contemporary Crafts Hub

The creation of a contemporary crafts hub, specialising in warm glass, ceramics & small metals, inside a refurbished and repurposed Donald Thomas Centre. The activity planned for the Hub will include up-skilling local healthcare providers and relevant organisations, so they can include creative activities designed to deliver health outcomes.

Principal Intervention Theme

 **Secondary Intervention Themes**

Project A-Void Phase 2 and Prosperity Accelerator Partnership

A further round of A-Void business improvement grants + creation of a place brand for Cornwall, including gateway marking & branded shopping quarters, matching businesses with void properties and the facilitation of pop ups.

Principal Intervention Theme


 **Secondary Intervention Themes**



Life Cycle Camborne (Cycling & Walking Network)

A network of cycleways and pathways around the town. This proposal moves towards a carbon-neutral Camborne, centred around accessible, car-free living and working, with resultant improvements to air quality and health.


Principal Intervention Theme

 **Secondary Intervention Themes**

Life Cycle Camborne (BID)

An initiative to increase bike ownership amongst young people and to remove barriers to cycle use to complement the benefits of the Life Cycle Camborne (Cycling and Walking Network) proposal.


Principal Intervention Theme



 **Secondary Intervention Themes**

Fibre Park

The creation of 6,700 sq m (including 1,950 sq m from the preliminary phase utilising the accelerator funds) of new employment & creative learning space with next generation connectivity (up to 400 GPPs) & creation of a Digital Academy.

Principal Intervention Theme

 **Secondary Intervention Themes**

Park Gerry Sport & Amenity

The creation of a community hub for play, sport & leisure, including a multi-use games area, a full sized football pitch, an outdoor wheeled sports facility, a variety of outdoor gym equipment and a good health green corridor on an undeveloped green space on three large, level playing fields.

Principal Intervention Theme

 **Secondary Intervention Themes**

Food & Farming Enterprise Hub

Refurbishment of business enterprise workspace, an associated educational institution & creation of a new community farm on the Duchy College site at Rosewarne.

Principal Intervention Theme


 **Secondary Intervention Themes**



Renovating the Recreation Ground

Upgrading and modernising facilities at Camborne Recreation Ground, including the creation of a floodlit artificial turf sports pitch, plus the refurbishment of changing rooms, replacement of the grandstand roof and creation of a walking and cycling exercise circuit. With the artificial pitch being made available to the wider sporting community in the evenings, the proposal will make a major contribution to local sport and physical activity.

Principal Intervention Theme

 **Secondary Intervention Themes**

Ongoing Governance & Programme Management Office

Our strong partnership working ethic will continue through this journey. The ongoing delivery of the Camborne Town Investment Plan will be governed by the Camborne Town Deal Board, which will continue to include representation from the public, private and third sectors.

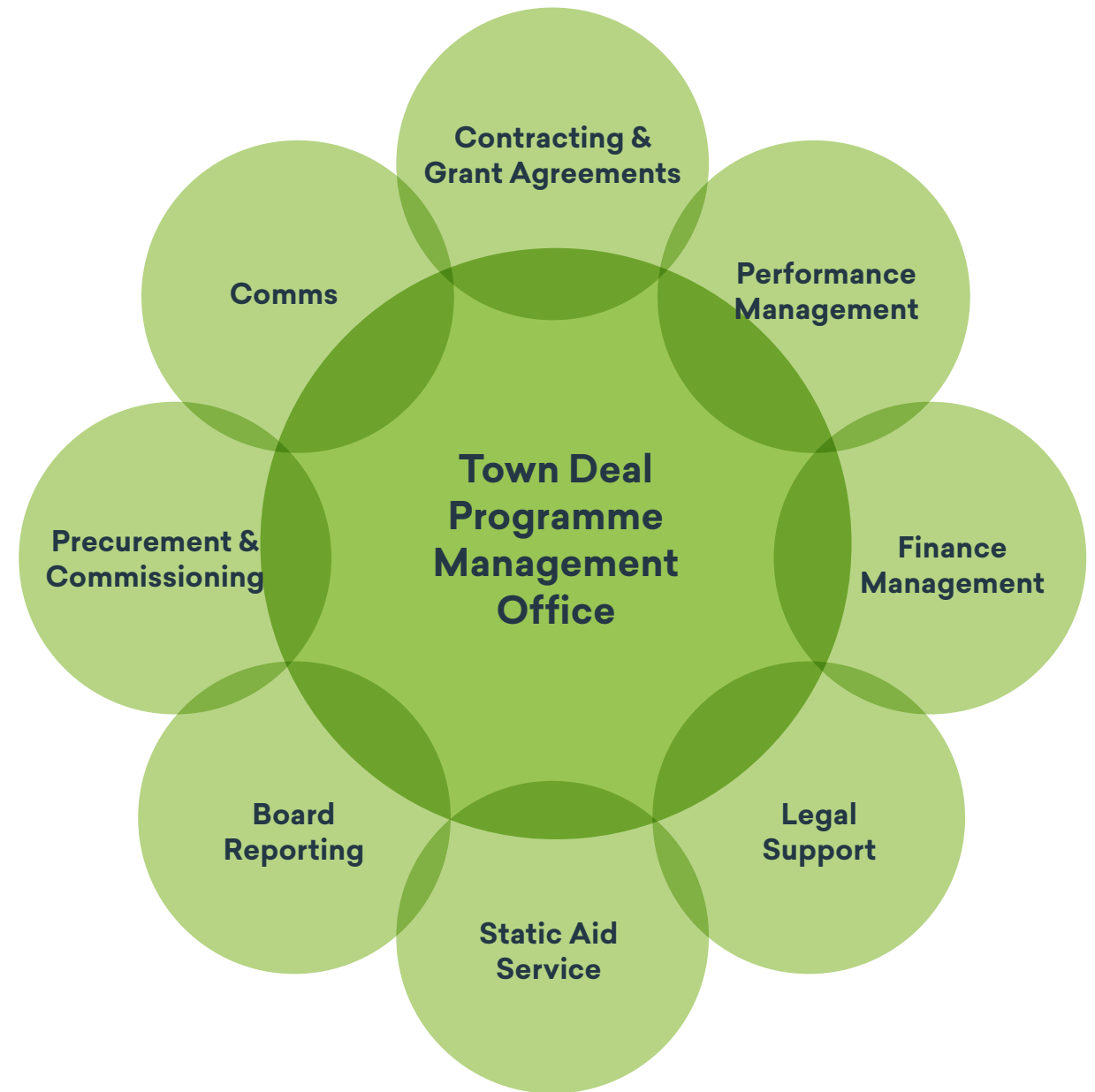
The Camborne Town Deal Board will:

- Continue to set and agree strategic direction and priorities
- Review and support progress of agreed objectives, including the delivery of the identified priority projects
- Oversee evaluation activity
- Make recommendations to the accountable body.

Cornwall Council, the lead Council for the Town Deal, will be the accountable body for all Town Deals. Cornwall Council will have responsibility for managing and administering funds on behalf of the Town Deal Board, reporting on performance, and ensuring appropriate governance and assurance are in place. Cornwall Council are in a unique situation with four Town Deals.

With this comes the opportunity to combine efforts and resources that complement and support all four towns. With this in mind, Cornwall Council will achieve economies of scale by providing a Programme Management Office (PMO) function as part of future delivery arrangements that supports all four towns and delivers against the Town Investment Plan objectives. A management fee of 1.5% will be added to the programme for this function and this is included in the TIP Project Cost Summary above.

The PMO will oversee the delivery of the Town Deal projects and advise the Town Deal Board on progress.



Measuring and managing our impact

Our Town Investment Plan will work with people and businesses to ensure the impacts of our activity steward and protect our environment, consider social value and make sure that Camborne’s residents are not worse off.

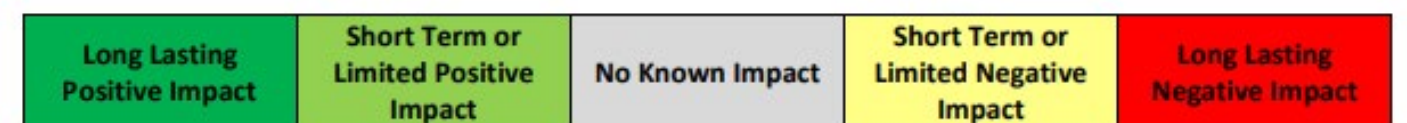
We have undertaken initial Benefit Cost Ratios (BCR) assessments of the overall TIP impact based on indicative project values. We calculate this to be 14.7 for Camborne. Detailed project level BCRs will be developed as part of the full business case phase.

This marks the beginning of our intention. We will be performing an in-depth review of social and environmental outcomes that embed sustainability and leave a lasting local legacy. We value the potential these projects can offer in terms of environmental impacts, skills, business support, inclusion, supply chain impacts, wage growth and additionality. To begin this, we have used the Cornwall Council Decision making tool* to assess impact.

*This tool integrates principles from the Kate Raworth Doughnut Economics model to show us how projects and decisions will affect the environment and people and make sure that they are placed at the heart of everything we do.



Key:



Project Cost Summary

Project	Lead Organisation	Capital Cost	Revenue Cost	Total Cost	Town Deal Ask	Match	Intervention Rate
Buzz Station	Cornwall Council	£21,721,000	£256,439	£21,977,439	£17,095,937	£4,881,502	78%
Camborne Contemporary Crafts Hub	Camborne Town Council	£590,000	£8,100	£598,100	£540,000	£58,100	90%
Project A-Void 2 & Prosperity Accelerator Partnership	BID Camborne	£600,000	£158,400	£758,400	£560,000	£198,400	74%
Life Cycle Camborne (Walking & Cycling Network)	Cornwall Council	£2,000,000	£25,500	£2,025,500	£1,700,000	£325,500	84%
Life Cycle Camborne (BID)	BID Camborne	£751,000	£24,765	£775,765	£651,000	£124,765	84%
Fibre Park	Headforwards	£3,833,714	£220,178	£4,053,892	£2,011,857	£2,042,035	50%
Park Gerry Sport and Amenity	Camborne Town Council	£1,067,000	£84,805	£1,151,805	£987,000	£164,805	86%
Food & Farming Enterprise Hub	Duchy College	£550,000	£7,500	£557,500	£500,000	£57,500	90%
Renovating the Recreation Ground	Camborne Rugby Football Club	£1,250,000	£14,250	£1,264,250	£950,000	£314,250	75%
Sub Total		£32,362,714	£799,937	£33,162,691	£24,995,794	£8,166,857	75%
Percentages		98%	2%	100%	75%	25%	



Evaluation and Theory of Change Analysis

Introduction

The Theory of Change Analysis will inform the scoping and subsequent delivery of a Continuous Evaluation, which will be undertaken collectively, across all successful Town Deal towns in Cornwall. It will be procured externally by Cornwall Council, on behalf of the Cornish Town Deals and utilising Town Deal Funds.

The key objectives of the evaluation are to: -

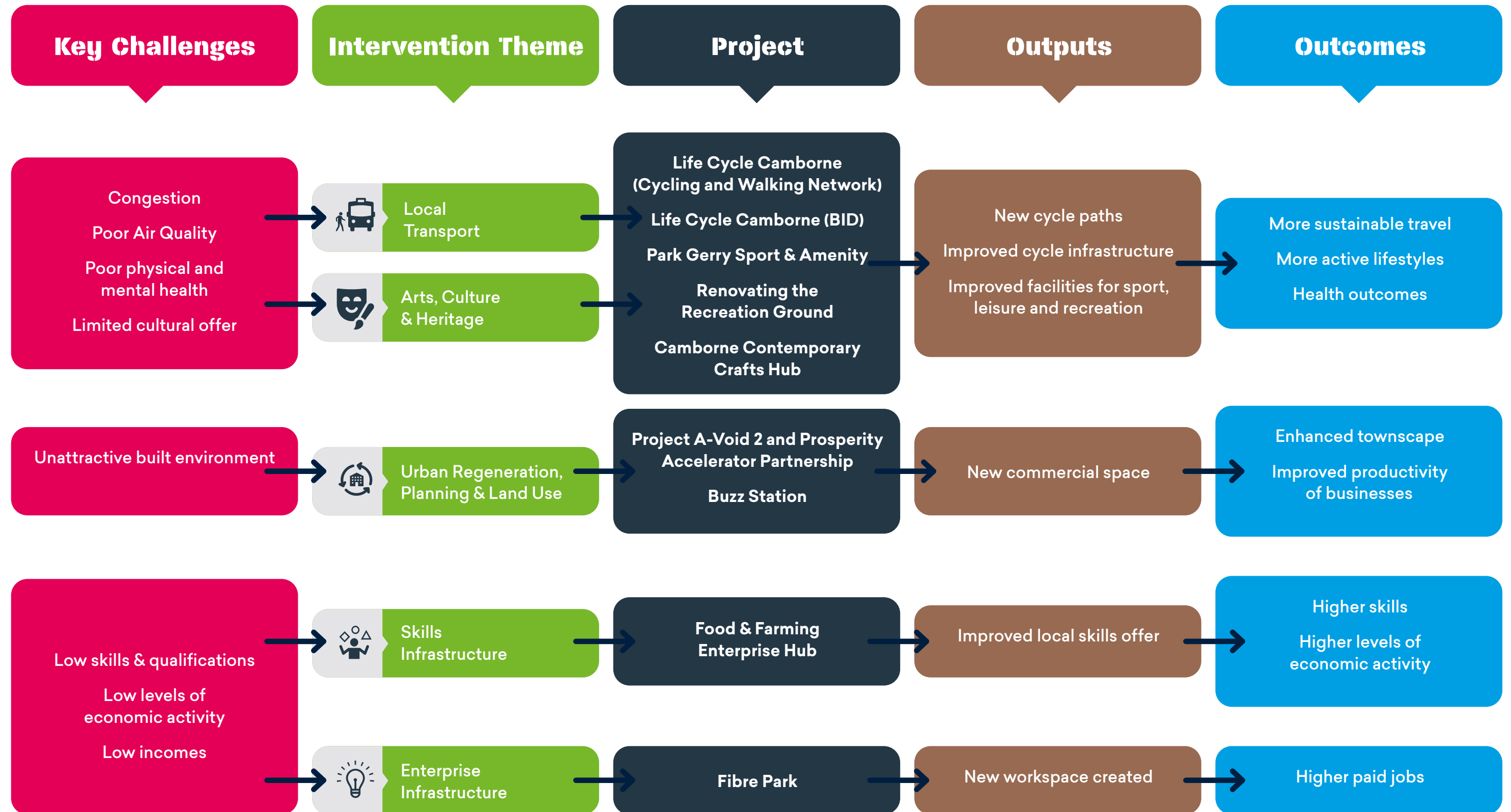
- ensure that the public money is well spent and represents value for money
- ensure that the intervention is well targeted and effective
- ensure that the desired outcomes are achieved
- ensure that the learning opportunities are maximised for all stakeholders involved in the delivery of the programme, including during the delivery of the programme

Theory of Change Tables

The following tables identify the key issues for the Town Deal, provides an analysis of the supporting evidence, describe the interventions designed to impact positively on the issues and provide information on how the desired outputs, outcomes and impacts will be delivered and subsequently measured to allow an analysis of the programme's effectiveness to be undertaken through a continuous evaluation exercise, consistent with Magenta Book principles, to ensure that opportunities for learning are maximised.





Theory of Change Summary

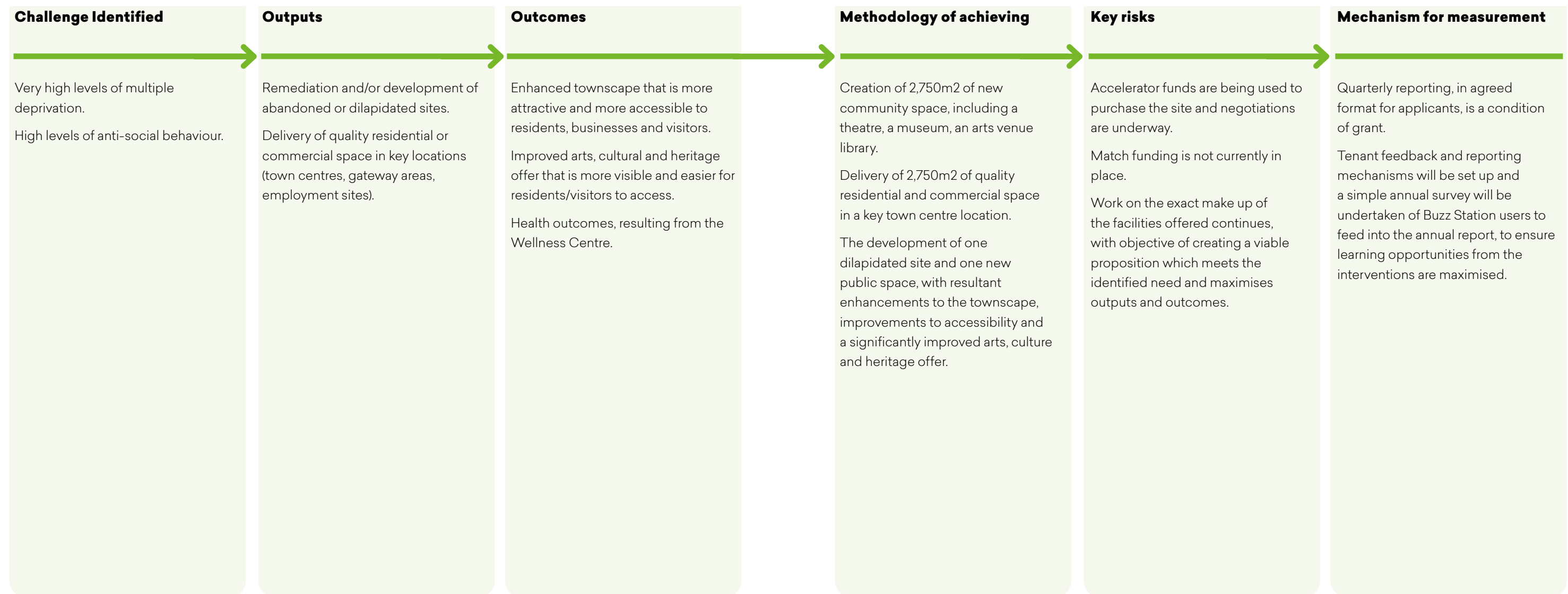


Buzz Station

The redevelopment of the Camborne Bus Station site to create a vibrant, town centre mixed use ‘hub’, containing provision for leisure, hospitality (food and drink), cultural businesses, a theatre, a youth cafe, infrastructure for learning and residential units.

Public realm, including a large outdoor covered area, will be central to the masterplan for the site. The site will also retain some elements of a refurbished bus station provision.

<p>Primary Intervention Theme</p> 	<p>Evidence Review</p> <p>Good current information on indices of deprivation (2019, by LSOA), with significantly more detail available, if required.</p>
<p>Secondary Intervention Themes</p> 	<p>Significant numbers of references to anti-social behaviour in the Community Survey.</p>
<p>Evidence Source *</p> <p>Tables 9 & 17 Community Survey</p>	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>





Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Camborne Contemporary Crafts Hub

Creation of a contemporary crafts hub, specialising in warm glass, ceramics & small metal, in the currently significantly underused Donald Thomas Centre.

<p>Primary Intervention Theme</p>  <p>Secondary Intervention Themes</p>  <p>Evidence Source * Tables 1, 15, 17 & 20 Tables 6, 7, 8 & 20</p>	<p>Evidence Review</p> <p>Economic activity data (Table 1) is from 2011 Census, so not current, although there is significant information which is more recent (Tables 15, 17 & 20) to support the identification of the challenges.</p> <p>Good current data on incomes & salaries (Tables 6, 7, 8 & 20).</p> <p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>
--	---





Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Project A-Void Phase 2 & Prosperity Accelerator Partnership

A further round of A-Void business improvement grants, plus the creation of a place brand for Camborne, including gateway marking & branded shopping quarters, matching businesses with void properties and the facilitation of pop ups.

<p>Primary Intervention Theme</p> 	<p>Evidence Review</p> <p>Economic activity data (Table 1) is from 2011 Census, so not current, although there is significant information which is more recent (Tables 15, 17 & 20) to support the identification of the challenges.</p> <p>Good current data on incomes & salaries (Tables 6, 7, 8 & 20).</p> <p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>
<p>Secondary Intervention Themes</p> 	
<p>Evidence Source *</p> <p>Tables 1, 15, 17 & 20</p> <p>Tables 6, 7, 8 & 20</p>	




Approach to Dissemination

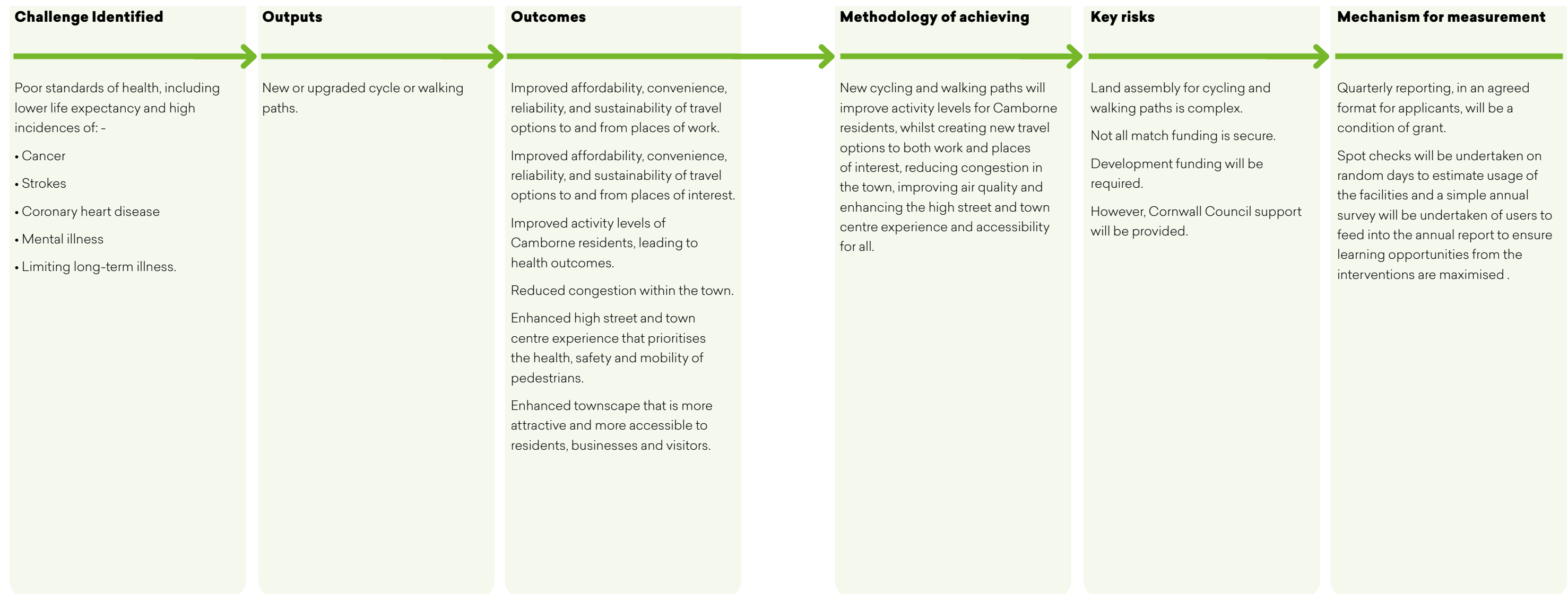
One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall.

Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Life Cycle Camborne (Cycling & Walking Network)

The creation of a network of cycleways and pathways around the town and connecting the town to the surrounding countryside. This proposal moves towards a carbon-neutral Camborne, centred around accessible, car-free living and working, with resultant improvements to air quality and health.

<p>Primary Intervention Theme</p>  <p>Secondary Intervention Themes</p>	<p>Evidence Review</p> <p>Lots of detailed current health information included in tables, originating from the Local Insight Profile recently produced for Camborne Town Council - more detail than that included in the tables is available from the original document</p>
<p>Evidence Source *</p> <p>Tables 17 & 19</p>	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>




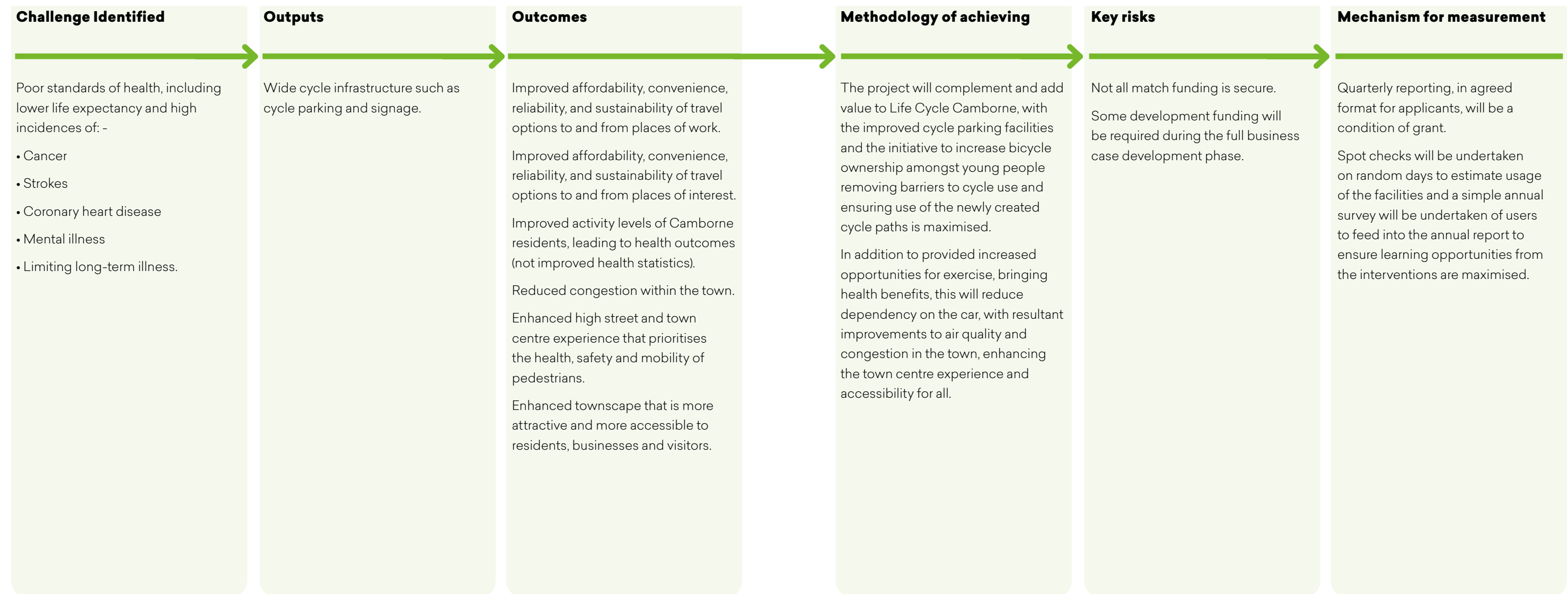
Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and in the delivery of Town Deal in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Life Cycle Camborne (BID)

The provision of appropriate cycle parking facilities, an initiative to increase bicycle ownership amongst young people and a programme of landmark public art and events to celebrate the Tour of Britain passing through Camborne in September 2021. Collectively, these proposals will remove barriers to cycle use, ensuring the benefits from Life Cycle Camborne are maximised, moving Camborne towards a carbon-neutral town, centred around accessible, car-free living and working, with resultant improvements to air quality and health.

<p>Primary Intervention Theme</p>	<p>Evidence Review</p>
 <p>Secondary Intervention Themes</p>	<p>Lots of detailed current health information included in tables, originating from the Local Insight Profile recently produced for Camborne Town Council - more detail than that included in the tables is available from the original document.</p>
<p>Evidence Source *</p>	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>
<p>Tables 17 & 19</p>	





Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and in the delivery of Town Deal in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Fibre Park

The creation of 7,000m2 of new employment & creative learning space with next generation connectivity (up to 400GBps) & creation of a Digital Academy on the existing Cornwall College campus.

<p>Primary Intervention Theme</p>  <p>Secondary Intervention Themes</p>  <p>Evidence Source * Tables 1, 15, 17 & 20 Tables 6, 7, 8 & 20</p>	<p>Evidence Review</p> <p>Economic activity data (Table 1) is from 2011 Census, so not current, although there is significant information which is more recent (Tables 15, 17 & 20) to support the identification of the challenges.</p> <p>Good current data on incomes & salaries (Tables 6, 7, 8 & 20).</p> <p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>
--	---




Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Park Gerry Sport & Amenity

The creation of a community hub for play, sport & leisure, including a multi-use games area, an outdoor wheeled sports facility and a good health green corridor on an undeveloped green space on three large, level playing fields.



<p>Primary Intervention Theme</p>  <p>Secondary Intervention Themes</p>	<p>Evidence Review</p> <p>Lots of detailed current health information included in tables, originating from the Local Insight Profile recently produced for Camborne Town Council - more detail than that included in the tables is available from the original document.</p>
<p>Evidence Source *</p> <p>Tables 17 & 19</p>	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>



<p>Approach to Dissemination</p>	<p>One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall.</p> <p>Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.</p>
---	---

Food & Farming Enterprise Hub

The refurbishment of business enterprise workspace, an associated educational institution and the creation of a new community farm on the Duchy College site at Rosewarne.

<p>Primary Intervention Theme</p> 	<p>Evidence Review</p> <p>Good, current information from the Local Insight Analysis produced for Camborne Town Council.</p>
<p>Secondary Intervention Themes</p> 	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>
<p>Evidence Source *</p> <p>Table 20</p>	




Approach to Dissemination

One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall. Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.

Renovating the Recreation Ground

Upgrading and modernising facilities at Camborne Recreation Ground, including the creation of a floodlit artificial turf sports pitch, plus the refurbishment of changing rooms, replacement of the grandstand roof and creation of a walking/cycling exercise circuit.

<p>Primary Intervention Theme</p> 	<p>Evidence Review</p> <p>Lots of detailed current health information included in tables, originating from the Local Insight Profile recently produced for Camborne Town Council - more detail than that included in the tables is available from the original document</p>
<p>Secondary Intervention Themes</p>	
<p>Evidence Source * Tables 17 & 19</p>	<p>The geography relating to the data available is not an exact match with the Town Deal boundary, but it acts as an excellent proxy.</p>



<p>Approach to Dissemination</p>	<p>One annual written report will be produced & circulated to those involved in delivery of the project and to those involved in Town Deal delivery in Cornwall.</p> <p>Also, one workshop will be held, with a focus on the lessons learnt, as part of an annual combined Town Deal evaluation event for Cornwall.</p>
---	---

Strategic Fit

The UK's Industrial Strategy

Within the Grand Challenges of the UK's Industrial Strategy, its stated mission is to ensure that people can enjoy at least five extra healthy, independent years of life by 2035, while narrowing the gap between the experience of the richest and poorest. With its focus on improving the health of its residents and on inclusive growth, Camborne Town Deal will make a significant contribution to this objective at the local level.

The Local Industrial Strategy for Cornwall and the Isles of Scilly

Camborne provides a microcosm for Cornwall and the Isles of Scilly, with many of the issues identified at the LEP level, replicated in the town.

Among the challenges identified in the emerging strategy are:

- Large numbers of jobs in low wage sectors and areas of deprivation
- Smaller than average working age population and higher 65+
- Low levels of higher qualifications and skills gaps and shortages

As the supporting data in Appendix 1 demonstrate, each of these issues has also been identified as a challenge facing Camborne and the Town Deal proposals are looking to address each of these challenges in turn:

- The Fibre Park proposals look to create jobs at significantly higher wage levels than averages for the area (Table 9).
- Most of the projects have an objective of addressing the high levels of deprivation in the area (Table 9), through the delivery of economic, health and social outcomes (Buzz Station, Life Cycle Camborne (Cycling & Walking Network), Life Cycle Camborne (BID), Park Gerry Sport & Amentiy, Renovating The Recreation Ground, Camborne Contemporary Crafts Hub, Fibre Park and the Food & Farming Enterprise Hub)
- The Town Deal acknowledges Camborne's ageing population (Table 9), including the significant numbers of over 65's and many of the projects (including The Buzz Station) focus some elements of service delivery at older citizens.
- The data provides evidence of low skills levels in Camborne (Table 9) and the Food & Farming Enterprise Hub and the Digital Academy within the Fibre Park proposal, look to address this.

Consequently, there is significant evidence to support the premise that the Town Deal is consistent with and complementary to the Local Industrial Strategy.

Chancellor's 2020 Spending Review

These proposals align perfectly with the Chancellor's 2020 Spending Review which looks to level up opportunity across the UK, by delivering jobs, wage improvements and improved prospects in one of the most deprived communities in the UK.

Climate Change Development Plan

Cornwall Council declared a climate change emergency in January 2019 and the emerging Climate Emergency Development Plan (CEDP) clearly articulates that compact, connected and co-ordinated places are more productive, socially inclusive, resilient, cleaner and have lower greenhouse gas emissions.

The document refers to the requirement for town centres to secure their function as vital community hubs, to secure new uses and to address opportunities for adaptation and change, to ensure that our towns are thriving places to live and work, whilst not eroding their vitality and viability.

Furthermore, there is an aspiration that all buildings supported through the Town Deal process will conform to BREEAM Very Good standards, as a minimum and the extent to which the proposals contribute to the climate change agenda was one of the town specific scoring criteria used within the project prioritisation tool.

In short, the Camborne Town Investment Plan is completely aligned with the Town Centre Development Principles articulated within the CEDP.

The key projects contributing to the Climate Change Development Plan are Life Cycle Camborne (Cycling & Walking Network) and the linked Life Cycle Camborne (BID) project, which will collectively reduce dependency on the car.

Cornwall Local Plan

The Cornwall Local Plan contains sections on each of 17 Community Network Areas (CNAs) and the Town Deal proposals align well with the Camborne Pool Illogan and Redruth (CPIR) CNA section.

Objectives identified for CPR within the Local Plan (with references to the Town Deal projects consistent with them attached in brackets) include the following:

• Objective 1 Employment

Enable higher quality employment opportunities by sustaining and enhancing the area's role as one of Cornwall's primary employment hubs (Fibre Park, Contemporary Crafts Hub)

• Objective 4 Education

Consolidate and enhance the community network area's education opportunities, including Duchy College (Food & Farming Enterprise Hub)

• Objective 5 Regeneration

Reduce deprivation and support regeneration and growth through allocation of land for services, provision of infrastructure (including open space and enhanced sports and leisure facilities) and through high quality design (The Buzz Station, Park Gerry Sport & Amenity, Renovating the Recreation Ground)

• Objective 6 Transport Infrastructure

Deliver the highway and sustainable transport infrastructure needed to support the delivery of the area's regeneration Life Cycle Camborne (Cycling & Walking Network), Life Cycle Camborne (BID)

• Objective 7 Contaminated Land

Continue remediation of the area's contaminated land, in doing so regenerating underused or derelict sites for housing, leisure and employment uses (The Buzz Station)

Furthermore, the plan goes on to identify Camborne Bus Depot as a key opportunity for Camborne (The Buzz Station); it refers to the need to maximise the opportunities arising from the Cornwall College campus (Food & Farming Enterprise Hub, Fibre Park) and it recognises the importance of sustainable transport, including the provision of walking and cycling routes Life Cycle Camborne (Cycling & Walking Network), Life Cycle Camborne (BID) and much needed recreational facilities (Park Gerry Sport & Amenity, Renovating the Recreation Ground).

In short, the Town Deal proposals will make a significant contribution to the delivery of the agreed Local Plan priorities for the town.

Camborne, Pool, Illogan & Redruth (CPIR) Framework

The CPIR Framework sets out the spatial strategy for the future sustainable growth and regeneration of the area.

The Vision and Strategic Objectives articulated in the framework mirror those included in the relevant section of the Local Plan.

Furthermore, the document identifies aims which are specific to Camborne, including:

- To deliver the regeneration of the bus station site (The Buzz Station)
- To offer new employment opportunities for local residents by dispersing new office and light industrial space throughout Camborne's main developments (The Buzz Station, Fibre Park, Camborne Contemporary Crafts Hub)

- To deliver improved facilities and services for the community, such as allotments; and education facilities to meet the needs of the expanding population. "The reuse of vacant or underused properties within the town centre, or on its edge is encouraged" (The Buzz Station, Food and Farming Enterprise Hub, Camborne Contemporary Crafts Hub, Project A-Avoid and Prosperity Accelerator Partnership, Park Gerry Sport and Amenity. Renovating the Recreation Ground)

Aims specific to Pool include:

- To create a commercial hub with a focus on office development (Fibre Park)
- To maintain and enhance the role and facilities of Cornwall College for the benefit of all of CPIR and beyond (Food and Farming Enterprise Hub)

Pool is clearly identified as the location for the development of employment space and specifically for office space. The importance of the digital economy is recognised and the opportunity to "retain and build upon this cluster by developing workspace with ultra-fast broadband connectivity, in doing so attracting companies whose operations rely upon the speed of connectivity" is clearly articulated (Fibre Park).

The document also acknowledges the requirement for walking and cycling improvements (Fibre Park).

Again, the Camborne Town Deal will make a significant positive impact on the delivery of the strategic priorities identified within the CPIR Framework.

Can Do More

The project aligns perfectly with "CAN DO MORE", the Camborne Business Improvement District Renewal Business Plan 2017-2022, which has as its vision:

Continuing to improve Camborne's town by making it a welcoming, well promoted, attractive destination for both visitors and local customers.

Amongst the business plans aims are: -

Aim 1. To create a vibrant 'happening' town to attract more visitors and residents to spend;

Aim 2. To raise the profile of Camborne as a place to visit, stay and locate your business;

Aim 5. To create a 'safer' Camborne, working with others to tackle and manage anti-social behaviour.

Aim 6. To look ahead and to work with partners on future opportunities for Camborne.

There is clear overlap here with the Town Deal Vision, intervention themes, objectives and indeed the projects which will collectively contribute to the BID Camborne aims, as listed above.

All projects contribute to the Can Do More strategy, but particularly the Buzz Station, Project A-Void Phase 2 and Prosperity Accelerator Partnership, the Camborne Contemporary Crafts Hub, Fibre Park and the Food and Farming Enterprise Hub.

Vitality of High Streets Inquiry

Our TIP also aligns with the Vitality of High Streets Inquiry report, which was produced in September 2019.

The report's recommendations include: -

Recommendation 1 Cornwall Council to ensure that High Street vitality is made a key priority of the Council and the Local Enterprise Partnership.

Recommendation 2 Significant resource be dedicated by Cornwall Council to support high street vitality.

Recommendation 5 Link high street vitality with culture and creative industries.

Recommendation 7 Transport and other connectivity investment should give greater priority to High Street vitality.

Our Town Investment Plan will make a significant contribution to the delivery of these recommendations, particularly through those projects located within the town centre: (The Buzz Station, Project A-Void Phase 2 and Prosperity Accelerator Partnership and Camborne Contemporary Crafts Hub) and through Life Cycle Camborne (Cycling & Walking Network) and the linked Life Cycle Camborne (BID) project, which collectively improve connections between the town centre and the surrounding countryside.

Camborne Doing Well

Nothing would have a more fundamental impact on Camborne than improving the physical and mental wellbeing of its residents and the Town Deal Board very quickly identified that achieving health improvements for the town was a fundamental priority.

NHS England's Healthy New Towns Programme makes clear that people's opportunities for health lie in the circumstances in which people are born, grow, live, work and age. It talks of the need to address both the physical built environment and the social factors

which shape neighbourhoods and places. The places where people live have a significant impact on their mental and physical health.

Healthy By Design			
	Economic	Social	Environmental
What does it mean?	<ul style="list-style-type: none"> Young people having quality work and training opportunities in their home town Working age people earning their potential, and contributing to the economy Older people sharing in prosperity 	<ul style="list-style-type: none"> Young people with good mental health and social skills Working age people with a vibrant 15 minute neighbourhood Older people fully involved in community activities 	<ul style="list-style-type: none"> A town that isn't centred around the car Buildings which complement the place and the planet Green spaces integrated into work and leisure
What does it look like?	<ul style="list-style-type: none"> Increase in young people earning the Real Living Wage or higher Increase in working age people choosing to site their business or career in Camborne Older people engaging in social prescribing rather than primary care 	<ul style="list-style-type: none"> Top-class community facilities for young people Increased adult participation in cultural activities Increased adult participation in exercise 	<ul style="list-style-type: none"> Air quality on A3047 improved All new-builds BREEAM certified and carbon-neutral Never being more than five minutes from greenery

Create Compact Neighbourhoods

Lifetime neighbourhoods should be designed to suit a wide range of people and age groups. The value of clustering a range of facilities to create places that become social hubs and meeting places is recognised and The Buzz Station proposals are being designed with this approach very much at heart.

New and improved leisure and sports facilities, both at Park Gerry Sport & Amenity and within the Renovating the Recreation Ground proposals are being designed as flexible, multi-use, easily accessible facilities to support the needs of neighbouring communities and to deliver well-being outcomes.

The importance of green infrastructure is recognised throughout the Town Deal proposals and the Life Cycle Camborne (Cycling & Walking Network) proposals provide important connections between key parts of the town, increasing access to good quality green space and reducing centrality around the car.

Maximise Active Travel

The significant impact of small increases in physical activity among those who are least active is recognised in the Healthy New Towns Programme and it is clear from both the physical and mental health statistics for Camborne (Table 18) that increasing physical activity is crucial for the town.

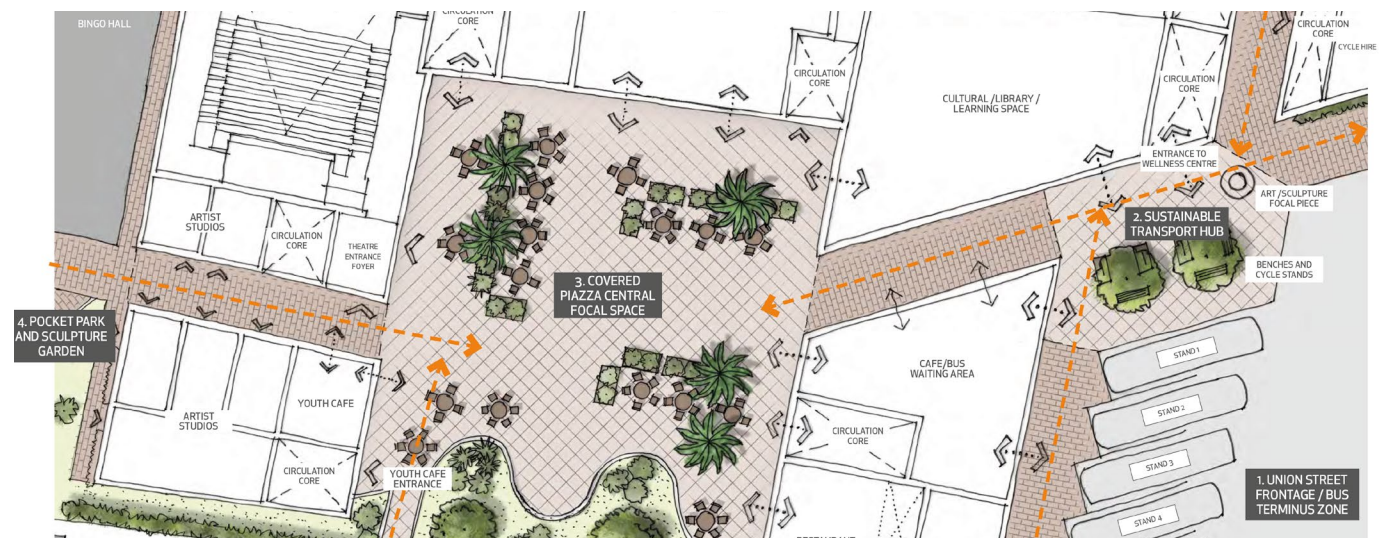
The Life Cycle Camborne (Cycling & Walking Network) and the connected Life Cycle Camborne (BID) project will create a network of cycle and walking links connecting key destinations, public transport interchanges and the surrounding countryside and the new network will be combined with interventions to encourage active travel in the town.

Inspire and Enable Healthier Eating

The Food and Farming Enterprise Hub will provide excellent horticulture, food and farming resources for the delivery of educational programmes for young people, adults, the agricultural sector and the local community. It will offer a community farm initiative, providing market garden plots for enhanced community engagement in sustainable food production, and animal welfare, providing educational opportunities for all in a broad variety of disciplines, including healthy living.



The Life Cycle Camborne (Cycling & Walking Network) and the connected Life Cycle Camborne (BID) project will create a network of cycle and walking links connecting key destinations.



Foster Health in Homes and Buildings

The Healthy Towns Programme recognises the fundamental importance of the built environment on the health of a town's residents and it specifically refers to the requirement to create workplaces that stimulate productivity, efficiency and resilience.

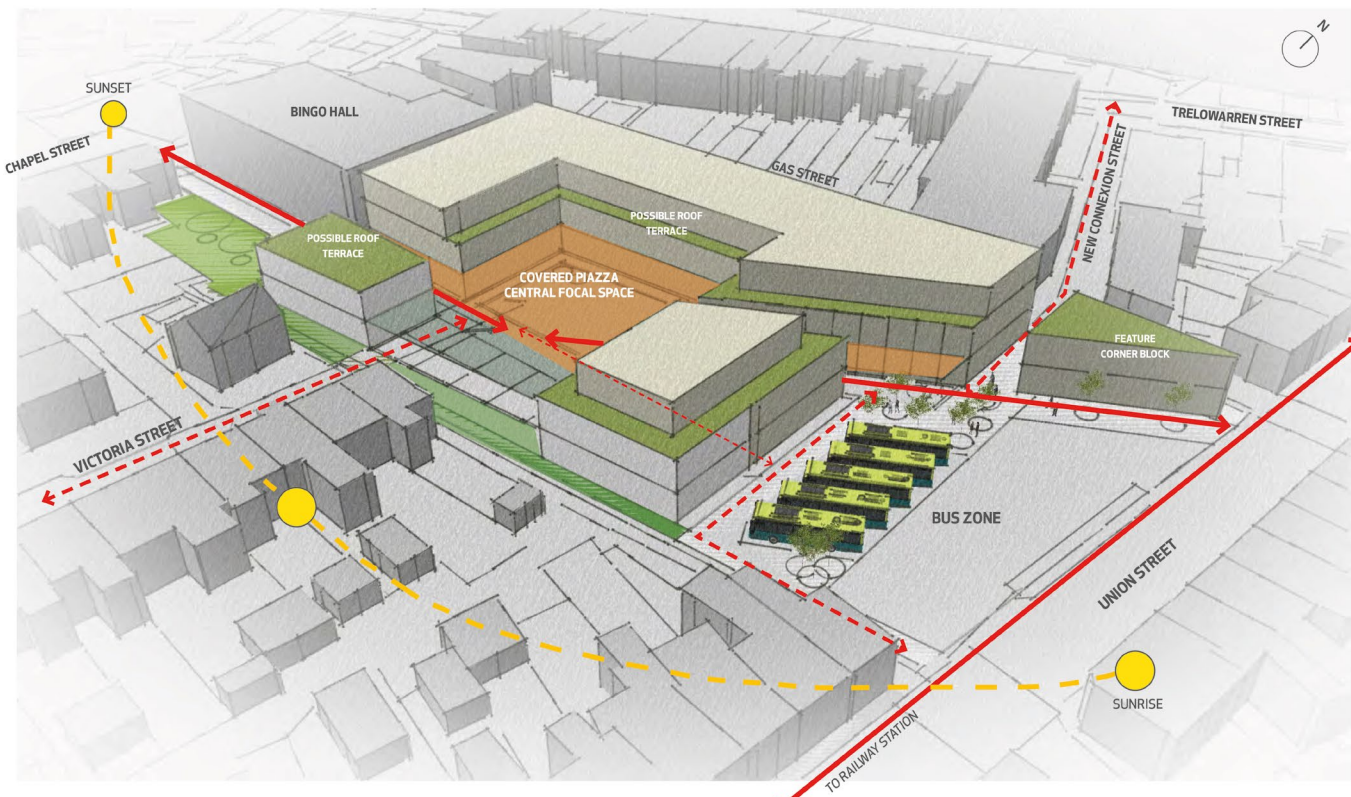
The Project A-Void Phase 2 and the Prosperity Accelerator Partnership proposals recognise this and improving the quality of business premises from a health perspective is a key objective of the project. Interventions will improve lighting and energy efficiency, install COVID-smart ventilation systems and create conditions for health to be embedded in the workplace.

The Healthy Towns Programme also identifies the importance of creating community hubs that support health and social connections. The Buzz Station will

be created with the health and well-being of its users in mind: it will create flexible, multi-purpose spaces that will be welcoming to all, meeting the needs of all abilities, ages, cultures and financial means, but especially the most disadvantaged.

Enable Health, Play and Leisure

The importance of access to healthy play and leisure is clearly articulated in the Healthy New Towns Programme and is fundamental to the Camborne Town Deal. In addition to the Life Cycle Camborne (Cycling & Walking Network) and the connected Life Cycle Camborne (BID) project, Park Gerry Sport & Amenity and Renovating the Recreation Ground proposals, the Buzz Station will provide affordable, fun and inviting spaces for a broad variety of leisure activity to maintain health and strengthen social relationships for people of all ages.



If you live in Camborne, currently you are more likely to be in poor physical, mental or financial health than people elsewhere in Cornwall or Great Britain. We want to change this, through the landmark £25million investment in our town through the Towns Fund.

Camborne was once a centre of innovation and inspiration and we are setting out a plan to make sure that Camborne Does Well once again. We've looked at what caused these problems and are working to fix them.

Dx Diagnosis

Camborne needs urgent attention.

In Autumn 2019, HM Government identified Camborne as one of the 101 British towns most in need of financial help to turn around its fortunes. £25million is available to bid for, to change that diagnosis, so that Camborne can Do Well again.

Hx History

Home of Holmans, Richard Trevithick and the Camborne School of Mines, Camborne was once a hotbed of invention and industry. Then the decline of the mining industry came along. Over the course of the 1980s, 1990s and into the 21st century, Camborne began to rank higher in terms of poverty and lower in terms of aspirations and achievements and was identified by the European Union as one of the most deprived areas in Europe.

Tx Treatment

A programme of projects that do well together, led by the Camborne Town Deal Board, driven by local organisations and joined by the Deal Makers and members of the community who will help administer effective treatment.

Sx Symptoms

- Poor physical and mental health
- Lower life expectancy
- Low levels of physical activity
- High levels of unemployment and reliance on benefits
- Lack of wellbeing

Px Prescription

All projects taken forward in the Camborne Town Investment Plan will consider to the Healthy By Design aims. We will ensure that Camborne is Doing Well once again, throughout this programme and long into the future.

Three.

Engagement & Delivery



Community Engagement and Co-production

Our community engagement function

The Communications and Engagement Partner Group has responsibility for community engagement and has met regularly since its inception. It ensures good two way communication and that the local community are part of the process of originating ideas and specifically of setting the vision and the objectives for the Town Investment Plan.

Capacity Funding was used to commission a local communications agency, to support the engagement and communications process.

Residents lend their voices

A community survey was designed, signed off by the Communications and Engagement Partner Group and over 900 responses were collected, with most being received digitally collected through the Town Deal website and some collected on paper, ensuring that those who are digitally excluded were provided with good opportunities to contribute.

The survey has informed the TIP throughout. The key findings from the report are included in Appendix 1 - Supporting Data and many of the key comments made within the survey support the proposals included here and are included in relevant sections of this document.

Digital collateral

To ensure good quality continuous communication, Commonplace, a community engagement tool, has been purchased and it is being used to provide ongoing opportunities for the public to give feedback on project proposals and on the work of the Board.



A Camborne Town Deal website was commissioned from a local designer and has been the principal online gateway to the programme since August 2020, with over 8,944 pageviews and 2,435 unique visitors to date.

Significant use is being made of social media to ensure that the community are kept up to date with developments.

Stakeholder engagement

A Stakeholder Engagement Database has been created with over 150 key organisations, including businesses, collaborative business groups, community groups, schools, colleges, health care providers, civic organisations and churches and monthly e-mail updates are provided to all members of the database.

Copies of the letters of support received from stakeholders are included in Appendix 6.

Media relations

A media relations campaign is ongoing with regular press releases issued.

The strong and direct links between the Towns Fund auspices and the needs of the local community have been recognised by local media, with the offer of free videography to support a print and online feature on the successes of the Accelerator Funded Project A-Void Phase 1.

Principles of co-production

The Camborne Town Deal Board is committed to co-production (as defined by the New Economics Foundation), offering an equal and mutual relationship, bringing together professionals, service users, their families and neighbours to design and deliver public services. The Camborne Town Deal Board recognises that when power is shared, outcomes better reflect the needs of communities and the principles of co-production underpin the creation and the subsequent delivery of this Town Investment Plan.

A full marketing and communications plan has been produced and is attached as Appendix 5.

Our Community Deal Makers

To assist with the effective delivery of the co-production principles and move away from simply involving, consulting and informing Camborne's communities, the concept of 'Deal Makers' has been developed.



Deal Makers are individuals with strong links to Camborne and a deep passion for positive change for both the town and its people. They are not the 'usual candidates': they don't need to be employed, have good grades or to have demonstrated previous experience in this field of work and applications from under-represented groups have been prioritized, including (but not limited to) people of colour, LGBTQ people, agender people, women, disabled people, young parents, refugee and migrants, young carers, working class people, past offenders and those not earning or learning.

The Deal Makers are of mixed ages and do not have any professional connections to the Town Deal Board. Around 20 have volunteered to be heavily involved in testing the proposals and concepts that are set to transform their community.

A reward scheme was put in place to incentivise participation.

Town Deal project concepts and proposals are shared with the Deal Makers via a menu of inclusive mechanisms: Labs, facilitated sessions; social media, newsletters and polls. The Deal Makers are asked to test the proposals in creative and progressive ways and offer feedback directly to the Town Deal Board. Their role is integral to the future development of the proposals being considered.

An initial lab split the Deal Makers into four teams: Clubs, Hearts, Spades and Diamonds and each team collectively answered three key questions:

1. What is good about Camborne?
2. What could be better?
3. What would be best?

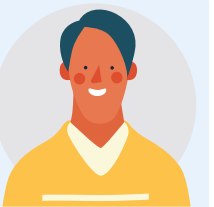
In the same groups, they were then asked to discuss issues around the three themes of work, leisure and community.

The feedback from this initial lab has had a significant influence on the work of the Town Deal Board and it is attached, as Appendix 7 - Deal Makers Lab Notes.

The experience of being a Deal Maker is empowering, exciting and life enhancing, with Deal Makers walking away from the opportunity feeling like they have made real change for their communities at the same time as developing themselves.



It has been lovely to be given the opportunity to focus on an improved future for Camborne and our community and to feel a sense of positivity and togetherness especially during these dark and challenging times.



Angie, Team Spades, Deal Makers

A wide range of people have lent their skills and passion for Camborne to the co-production of this Town Investment Plan and their details are contained in Appendices 9 and 10. By working together, we look forward to building a landmark legacy for this very special town.





Camborne

TOWN DEAL

cambornetownddeal.com

