



Penwith Landscape Partnership

Landscape Conservation Action Plan

Kynsa ha Diwettha – Agan Tirwedh Bewa ha Gonis'
First and Last – Our Living Working Landscape



LOTTERY FUNDED
ARGHASYS DRE WARI-DALL

Executive Summary

The ancient landscape of Penwith is exceptionally diverse. This rocky, cliff-faced peninsula embraced by the Atlantic Ocean on three sides, is a landscape with enormous environmental, social and community value and with clear economic potential. Living and working in Penwith has huge benefits but also holds major challenges. From consultations and discussions, the Penwith Landscape Partnership (PLP) identified three main issues:

- fragmented landscape management
- lack of appreciation and understanding, and
- loss of traditional skills

These issues have been explored within the ‘First and Last - Our Living-Working Landscape’ Landscape Conservation Action Plan and developed as part of its Full Project Proposals.

Section 2 provides detailed information on the Penwith Landscape Partnership Board and its governance structure, how the PLP will deliver the LCAP, and the resources required to do so. Plans for monitoring outputs and evaluating impact are explained in Section 9.

Section 3 gives an introduction to the richness of the heritage within Penwith through descriptions of its geomorphology and geology, its biodiversity and archaeological heritage, its cultural and social history and its current socio-economic structure.

Section 4 explains the management of the landscape of Penwith – both in the past and currently – and how, over time, the various management strategies or more focused interventions have led to the development of the landscape we see today. It describes the effects of successive agricultural policies on the farmed landscape and on the sites and places of particular value and interest to the people who live and work in or visit Penwith. Specific heritage features, archaeological sites and ancient monuments have been designated to afford protection and where possible encourage investment; scientific sites likewise have been given protection as Sites of Special Scientific Interest or designated as County Wildlife Sites or Nature Reserves. Internationally renowned artists and celebrated writers have long drawn inspiration from the iconic landscape of Penwith and its importance to the cultural distinctiveness of Cornwall is recognised. It is only relatively recently, however, that Penwith’s cultural heritage has begun to benefit from a strategic focus.

To formulate our Statement of Significance in Section 5, the PLP took evidence from many conversations, discussions amongst Partnership members and wider consultations in the community. The Penwith Peninsula is predominantly a managed landscape formed by people and their activities over time, yet heavily influenced by its geographical location at the extreme end of the land, and its distinct geology and geomorphology. It is valued for its natural heritage – its geodiversity and biodiversity – and its rich archaeology. Its history and deep-rooted culture reflect the distinctiveness of Cornwall.

The threats identified in Section 6 mostly result from the failure or limitations of management strategies and designations employed. In particular we highlight:

- diverse farmed landscape: the distinctions in the farmed landscape between north and south Penwith are linked to 25 years of Environmentally Sensitive Area (ESA) status as much as to variations in soil and micro-climate
- lack of economic viability of farms: farmers have tried to adapt to changing agricultural systems, leading to diversification wherever possible and a necessary trend towards part-time farming
- biodiversity: managed ad hoc and often through voluntary engagement
- conflicts between business and economic drivers: these relate to farming and land-use, tourism and pressures for residential development, and conservation and enhancement of the natural environment
- uncertainty over agri-environment systems and the future of farming in the UK, and
- lack of understanding and appreciation of the role of farmers and land-owners in stewardship.

Relating specifically to designation as a mechanism of protection we have found:

- limited number of Scheduled Ancient Monuments compared with the rich archaeology to be found
- Heritage at Risk register increasing rather than decreasing
- limited resources available to manage sites comprehensively and inclusively, within their setting in the landscape
- lack of appreciation and understanding of what heritage is there, of its significance and value, and what can be done to conserve and enhance it.

Recognition of the threats and risks that are evident led the PLP to develop opportunities to:

- improve ecological connections, habitat connectivity and biodiversity
- provide improved and easier accessibility to sites of historical and archaeological interest that are less well known and their value less understood
- influence discussion around new agri-environment schemes with farmers, landowners and especially the state
- innovate around productivity and new crops, together with joint marketing and branding to offer more varied diversification to farmers
- engage people actively through creating and supporting lots of volunteer opportunities whilst exposing them to stories, language, history and information
- use current technology to attract more and different people who might otherwise not be interested, and, ultimately
- highlight Penwith as a microcosm of Cornish distinctiveness.

The PLP’s overarching aim is to respond to all of these threats by getting people more practically involved in the landscape around them. We will increase understanding of how the past and the present is linked in the story of the landscape and, in turn, encourage greater voluntary involvement in its upkeep and enhancement. By describing this activity and disseminating the information and knowledge that we collate, the PLP Staff and Board aim to achieve better and wider understanding, and greater appreciation, of Penwith’s heritage.

From the initial vision created for Penwith by the PLP (Section 7), and the objectives set out in its Partnership Agreements, 5 specific objectives have been defined. Together these form our ‘Golden Thread’: the understanding, preservation and enhancement of the Penwith landscape as a living-working landscape.

These objectives led to the creation of a number of different projects around key areas. During the Development Phase these 13 projects have been refined, merged and, in some cases, reworked as cross-cutting themes that will feed into each of the outputs-based projects, delivered by an integrated team. Whilst our original vision of a living-working landscape remains, the Scheme has developed from a set of separate projects into a programme of linked activities with common objectives.

The LCAP shows how each project will contribute to an over-arching achievable outcome. Over 5 years’ intensive activity, all those involved in the PLP will work together to create a long-term landscape management plan which overcomes the weaknesses of short-termism driven by funding opportunities. By accepting a principle of ‘working together in partnership’ towards this shared outcome, the legacy of the Scheme described in Section 8 will be the success of this united approach. Our plans to monitor and evaluate the impact of each project towards this common goal and towards HLF’s outcomes for heritage, people and communities are explained in Section 9. Finally, Section 10 gives an overview of how the whole Scheme will work, including a timetable and budget, whilst the Projects are summarised in Part 2 and described in full in Part 3.

Foreword by Col. Edward Bolitho

I was lucky enough to have been born and brought up in West Penwith. Living here, its unique landscape quickly becomes part of you; I have no doubt it helps to make and shape the character of all who live here. So many of my earliest memories revolve around the landscape here, whether it was my parents dragging me out of bed in what seemed to be the middle of the night to go and see another wreck being lashed to bits at Land’s End, watching the Guernsey cows being milked or bathing in the freezing water on some of the amazing beaches.



The landscape was created by nature millennia ago, but it has been crafted and transformed by man over the past few thousand years. In the grand sweep of history, it is only recently that it has become loved as a place to visit for its inherent beauty and history, and this ironically at a time when our ever-increasing population and its needs means it becomes ever harder to maintain that beauty and history. It has always been, and remains, a working landscape, shaped by farmers, miners and fishermen and dotted with communities with similar and differing needs. It has always changed and evolved, and now, as pressures on it increases, it is vital that its character and beauty is not lost. For this, the farmers and landowners are key, but a proper partnership is needed across the area to ensure that the needs of the population can be met, yet balanced by the need to protect the landscape, wildlife and history of the area.

The Penwith Landscape Partnership is seeking to address diverse and yet interlinking issues across the area, from farming to footpaths, from ancient sites to Cornish hedges, and to do so across the whole area. This is a really good thing, with the potential to have a major and positive impact on those who live and work here, as well as those who come to visit.

I congratulate those involved in the development stage of the project on what they have achieved to date. I look forward to the Scheme happening and to seeing the many positive benefits that will arise from it. We owe it to future generations to ensure that we leave the landscape at least as beautiful as we found it; this project will help!

Colonel E T Bolitho OBE

Lord Lieutenant of Cornwall

Foreword by Cllr Jim McKenna

Penwith is a very special part of Cornwall with a unique landscape. The area has long needed a more integrated, joined-up approach to supporting its fragile rural economy and long standing farming communities, whilst also protecting, restoring and conserving its internationally renowned natural and historic environment.

The Landscape Partnership has spent a number of years supporting many individuals, interest groups and organisations to work collaboratively to develop the proposals and plans contained in this submission and is delighted that Cornwall Council has given its full support to the document.

The Council sees it as vitally important to helping deliver its Environmental Growth Strategy over the next five years by delivering key projects and activities and enabling carefully planned sustainable development in the far west of Cornwall. All of us who sit on the Partnership Board and those who have worked with us over the last few years are very optimistic about what we will be able to achieve and the positive difference that the implementation of these proposals will make to the residents and communities of West Penwith.

We very much hope that you will share our enthusiasm and excitement!

Jim McKenna

Chair, Penwith Landscape Partnership Board



Acknowledgements

The Penwith Landscape Conservation Action Plan is the result of much hard work by many people in Penwith, who, alongside the project team, have contributed their time and enthusiasm to the project. Thanks are due to them all and also to our Heritage Lottery Fund Mentor, Claire Thirlwall, for her continual support and encouragement, and to our HLF Grants Officer, Tom Brewer.

Contents

FOLDER

Executive Summary	ii
Foreword by Col. Edward Bolitho.....	v
Foreword by Cllr Jim McKennavi
Acknowledgements	vii

PART ONE SCHEME PLAN

Section 1 - Introduction

1.1	Penwith Landscape Partnership - The ‘First and Last’ Living Working Landscape.....	1
1.2	Why a Landscape Partnership?.....	2
1.3	Scheme Area	3
1.4	Brief History of the Penwith Landscape Partnership	4
1.5	Landscape Partnership Development Phase.....	4
1.6	Landscape Conservation Action Plan Production	6

Section 2 - Delivery of the Penwith Landscape Partnership Scheme

2.1	Development of the Partnership.....	8
2.2	Governance Structure	9
2.3	Staff Team	13
2.4	Strengths and Weaknesses, Threats and Opportunities	16
2.5	Risks and Risk Mitigation	17

2.6	Outline of Financial Arrangements	18
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Section 3 - Our landscape, its Heritage and its People

3.1	Penwith – Land at the End	25
3.2	The Geology of Penwith	26
3.3	Biodiversity	30
3.4	Historic Environment of Penwith	31
3.5	A Concise History of the People of Penwith	53
3.6	People and Communities of Penwith	57
3.7	Penwith Landscape Partnership Area	62

Section 4 - How the Penwith Landscape is Managed

4.1	Review of Current Area-based Management Plans and Strategies	64
4.2	Guidance from International, National and Regional Agencies	69
4.3	Cornwall Council Strategies	71
4.4	Other Local Management Plans and Strategies	77
4.5	Land Ownership and Management	79
4.6	Review of Impact of Principal Landscape Management Mechanisms	82
4.7	Review of Management Standards through Designations and Protections	84
4.8	Conclusions on Management Issues for the PLP.	87

Section 5 - Our Statement of Significance

5.1	Scientific Value	88
5.2	Historical and Archaeological value	90
5.3	Cultural and Human Value.	90
5.4	What People Value	91

Section 6 - Threats and Opportunities

6.1	Identification of Key Threats and How to Address Them	94
6.2	External Threats	99
6.3	Threats from Social and Economic Changes	102
6.4	Opportunities to Address Issues Affecting Landscape and Heritage in Penwith	103
6.5	Successful Interventions	104
6.6	Working towards Sustainable Landscape Management for Penwith and its Heritage	113

**Section 7 - Towards a Shared Vision
for the Penwith Landscape**

7.1	Developing a Vision	114
7.2	Our Vision	116
7.3	Our Objectives	116
7.4	Our Shared Outcome	117

Section 8 - A Lasting Difference for Penwith’s Heritage

8.1	Legacy - Why is it Needed?	118
8.2	Developing a Legacy for Penwith	118
8.3	Starting with Our Vision	119
8.4	Legacy Planning	120
8.5	Creating a Legacy Strategy.	120
8.6	Working on Legacy and Sustainability	121

Section 9- Monitoring and Evaluation

9.1	Monitoring Outputs vs. Evaluating Impact	127
9.2	Monitoring and Collection of Data	128
9.3	Thematic Axes for Evaluation	130
9.4	Developing an Evaluation Framework	132
9.5	Other Useful Evaluation Methods	134
9.6	Possible Evaluation Techniques for PLP Projects.	135

Section 10 - Summary and Scheme Overview

10.1	Project Summary	137
10.2	Project Outcomes	139
10.3	Scheme Overview	141

FOLDER

APPENDICES TO PART ONE

Appendix to Part I Section 2

Delivery of the Penwith Landscape Partnership Scheme 144

- 2.1 PLP Partnership Agreement 147
- 2.2 Membership of the PLP Board 147
- 2.3 Organisations that are part of the PLP Board. 153
- 2.4 Draft Terms of Reference for Executive Committee 157

Appendix to Part I Section 3

Our landscape, its Heritage and its People 159

- 3.1.1 List of key BAP species 159
- 3.7.1 Review of Landscape Character Assessments for Penwith 160

Appendix to Part I Section 4

How the Penwith Landscape is Managed 161

- 4.1 CWDML WHS St Just Mining District - Full Character Statement 162
- 4.2 CWDML WHS – Area I Survey of Sites 169

Appendix to Part I Section 5

Our Statement of Significance 172

- 5.1 Database with comments received from participants 173

Appendix to Part I Section 6
Threats and Opportunities 174

6.1 Ancient Penwith: an archaeological assessment
of sites in West Penwith for the PLP - Cornwall Archaeological Unit 175

6.2 European Funding – notes on funding 176

Sources, References and Additional Bibliography. 178

PART TWO PROJECT PLAN SUMMARIES

1.1	Outstanding Penwith.	2:1
1.2	That’s our Parish.	2:2
2.1	At the End of the Land	2:3
2.2	Making Tracks	2:4
2.3	Ancient Penwith	2:5
3.1	Buildings in the landscape	2:6
3.2	Farming Futures	2:7
3.3	Wild Penwith	2:8
3.4	Penwith Hedges	2:9
3.5	Up with the Downs	2:10
4.1	Virtual Landscape Hub.	2:11
4.2	Taking Names	2:12
4.3	Seeing the landscape.	2:13

FOLDER **3**

PART THREE FULL PROJECT PLANS

Project 1.1 Outstanding Penwith	3:1
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:7
SWOT Analysis	3:8
Training Provision	3:9
Appendix and Supporting Information	3:10
Project 1.2 That's Our Parish	3:17
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:21
SWOT Analysis	3:22
Appendix and Supporting Information	3:23
Project 2.1 At the End of the Land	3:29
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:37
PLP Trails	3:38

Trail Groups	3:39
Appendix and Supporting Information	3:40
Project 2.2 Making Tracks	3:46
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:52
Appendix and Supporting Information	3:53
Project 2.3 Ancient Penwith	3:85
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:95
Appendix and Supporting Information	3:98

FOLDER **4**

PART THREE
FULL PROJECT PLANS
continued

Project 3.1 Buildings in the Landscape 3:113
Full Project Plan incl.

Appendix and Supporting Information 3:119

Project 3.2 Farming Futures 3:158
Full Project Plan incl.

Activities, Outputs and Outcomes 3:163

Appendix and Supporting Information 3:164

Project 3.3 Wild Penwith 3:177
Full Project Plan incl.

Activities, Outputs and Outcomes 3:184

Appendix and Supporting Information 3:185

Project 3.4 Penwith Hedges	3:255
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:255
Appendix and Supporting Information	3:256
Project 3.5 Up with the Downs	3:289
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:289
Appendix and Supporting Information	3:290
Project 4.1 Virtual Landscape Hub	3:234
Full Project Plan incl.	
Appendix and Supporting Information	3:240
Project 4.2 Taking Names	3:254
Full Project Plan incl.	
Activities, Outputs and Outcomes	3:260
Appendix and Supporting Information	3:261
Project 4.3 Seeing the Landscape	3:275
Full Project Plan incl.	

FOLDER **5**

ADDITIONAL

Maps provided at A1 size

Penwith Landscape Partnership Scheme Area

Landcover with SSSIs, County Wildlife and Geology Sites

BAP Priority Habitat with SSSI, CWS and CGS Boundaries

Additional printed documents

Review of Landscape Character Assessment

Ancient Penwith an archaeological assessment of sites in West Penwith for the PLP

Appendix 3.1.1 Key Conservation Species Summary Report 2017

Penwith Project 1.1 Appendix Part 2

ON USB DRIVE

Main Document

PLP-LCAP-14082017A.pdf

Additional documents (individual PDF files)

Review of Landscape Character Assessment

Ancient Penwith an archaeological assessment of sites in West Penwith for the PLP

Appendix 3.1.1 Key Conservation Species Summary Report 2017

Penwith Project 1.1 Appendix Part 2

Maps (as PDF file “Maps at A1 - all.pdf”)

Penwith Landscape Partnership Scheme Area

Landcover with SSSIs, County Wildlife and Geology Sites

BAP Priority Habitat with SSSI, CWS and CGS Boundaries

BAP Priority Species Records on Land Cover

Protective Land Ownership



PART ONE

**THE
SCHEME
PLAN**

Penwith Landscape Partnership
Landscape Conservation Action Plan

Kynsa ha Diwettha – Agan Tirwedh Bewa ha Gonis'
First and Last – Our Living Working Landscape

Section I

Introduction

I.1 Penwith Landscape Partnership - The ‘First and Last’ Living Working Landscape

Penwith is the south-westernmost part of mainland Britain. Shaped by its granite geology and geographical position at the end of the land, it is exposed to the full force of the Atlantic Ocean which has sculpted the landscape from time immemorial. Living and working in this region has huge benefits but also holds major challenges. It is a landscape with enormous environmental, social and community value and with clear economic potential.

This rocky, cliff-faced peninsula is an exceptionally diverse ancient landscape. Small field systems are found on the north coast, nationally significant heathland on the central granite moors, and wetland habitats in the gently sloping river valleys that run to the south coast. Inland, low lying wetlands and sheltered valleys characterise the southern part of the Peninsula whilst moors and downs extend to the northern coast. This remote, inspirational, beautiful and wild area is truly Cornish in essence, yet its character is distinct from the rest of Cornwall. Penwith represents an intimate mix of settlement, farming, cultural and industrial activity.

The underlying bedrock and the soils above have dictated how much or little the land could be used productively and also led to its exploitation for mining and quarrying of tin, copper, arsenic, granite, gravel and sand. In the sheltered valleys to the south, farming was supported by an advantageous climate which made up for geographical distance and the extra costs of transporting produce ‘back up the line’. The coming of the railways not only made distribution easier but brought in a new source of income from tourists. To the north and inland, farmers have always struggled against the harshness of the land and adapted their practices accordingly, using the extensive areas of heath or rough land for summer pastures and creating small field systems protected by thick Cornish hedges. As fishing has deteriorated and farming declined, the tourist economy and now the micro-business economy – facilitated by internet access to a global market – has re-connected Penwith to the rest of the world, whilst connection to the land has become more fragile and vulnerable.

People come to Penwith to visit an ancient landscape untouched by the excesses of development elsewhere. Yet renewable energy is needed in the form of solar panels and wind turbines; additional housing is required to accommodate local families as the existing stock is increasingly used as holiday lets and converted into restaurants and cafés. Essential elements of the changing social and economic fabric of Penwith, these are also threats. They exacerbate the fragmented management of the landscape and lead to a lack of appreciation and understanding of the landscape and its heritage, as well as a loss of traditional skills related to the land.

I.2 Why a Landscape Partnership?

The overarching aim of the Heritage Lottery Fund (HLF)’s Landscape Partnership (LP) programme is to provide grants for the conservation and enjoyment of areas of distinctive landscape character throughout the UK. It contributes significantly to the UK’s commitment to implement the European Landscape Convention (ELC), which aims to strengthen the protection, management and planning of landscapes. The ELC has adopted a definition of landscape which usefully underpins the landscape partnership philosophy (ELC 2000, article 1):

‘Area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors.’

Landscape is about the relationship between people and place. By better understanding the character of the landscape in Penwith, people will be able to make sure that any change is for the better. The LP programme will help to conserve the distinct landscape heritage - both natural and cultural - while at the same time delivering benefits for people within and beyond the areas the Scheme covers. It will focus on the way people understand, perceive and relate to the landscape in which they live and work, or which they visit. In so doing, the PLP scheme will create a holistic and balanced approach to the management of Penwith’s heritage at a landscape-scale and help people to connect with it, thereby leading to continued activity and a lasting legacy.

As explained later, the Penwith Landscape Partnership (PLP) scheme has been designed to deliver benefits across all of HLF’s 9 outcomes.

1.3 Scheme Area

Figure 1 shows the extent of the total PLP Scheme area and the principle features within it including the main settlements and Parish Council boundaries. The full map can be found in [sleeve]. The Landscape Partnership activity will concentrate in the western part of the area, the area covered by Landscape Character Areas LCA01, LCA02 and LCA03 (see Section 3.7).

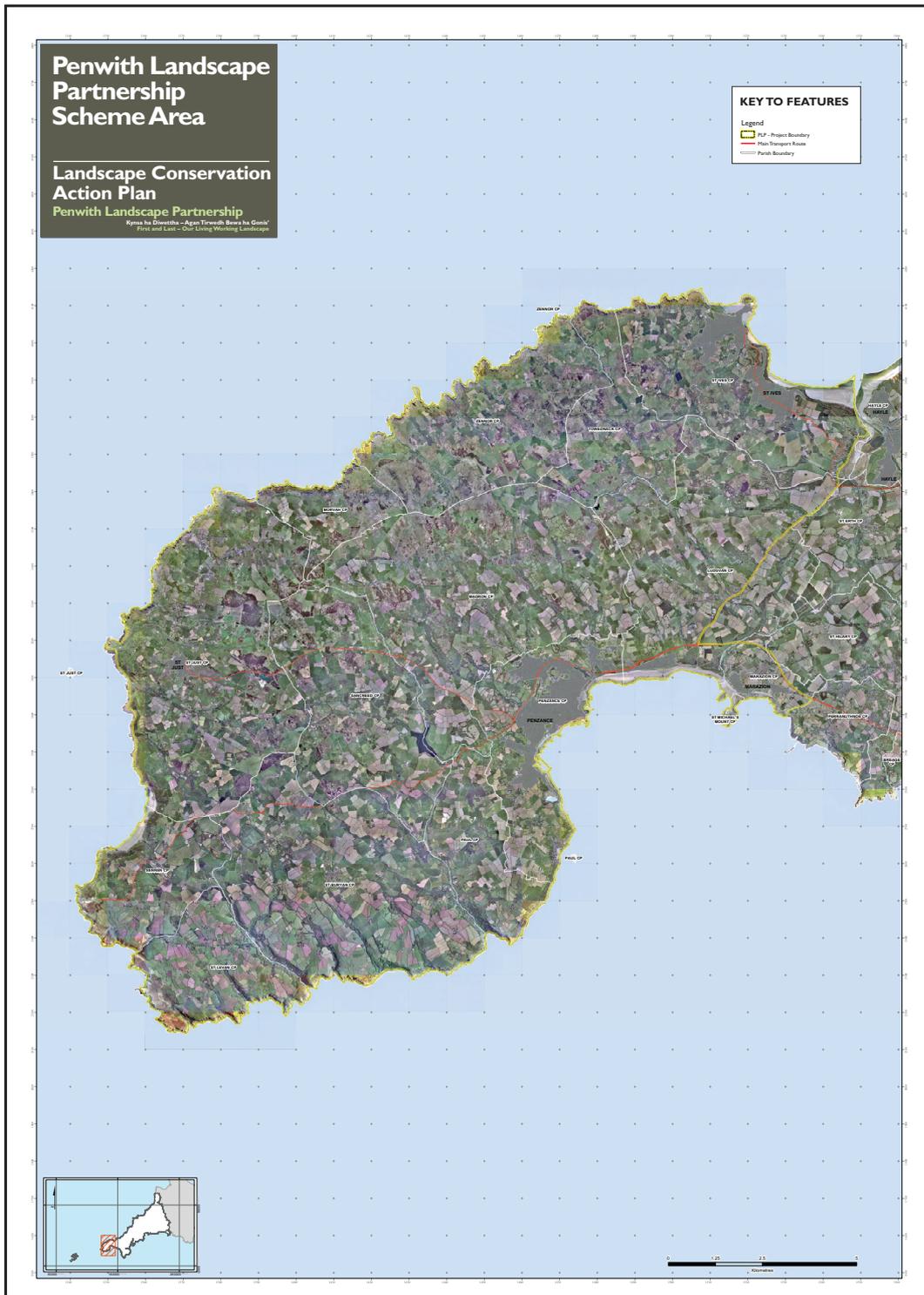


Figure 1
Map showing the Penwith Landscape Partnership Scheme Area
A full-sized A1 map is supplied.

I.4 Brief History of the Penwith Landscape Partnership

The PLP is the result of discussions over a number of years, triggered initially by concerns over the likely effects of the ending of the West Penwith Environmentally Sensitive Area (ESA) status in 2014. This history is described in greater detail in Section 2.

From its beginnings as a small steering group, the Partnership has established a strong and committed community-based membership, which includes both regional and local organisations, local voluntary sector groups and individuals. In developing its project themes, it has engaged with people to discuss their concerns and needs and to prioritise areas for action.

During the Development Phase, members of the Board have worked together in small groups and have held meetings and workshops in local communities with varied participation. The resulting Landscape Partnership Scheme, whilst diverse and ambitious in its aims, is designed to confront the most important challenges to the landscape of rural Penwith, both for the organisations involved in managing it and those who own and farm it and live and work there.

The Board has also learnt that working together in a true partnership towards shared outcomes is the best way to deliver the step change that is needed to conserve and protect this ancient landscape, creating better, integrated management of its rich heritage in the long-term.

I.5 Landscape Partnership Development Phase

I.5.1 What we achieved

During the Development Phase from January 2016 to July 2017, the PLP set up an office in the heart of Penwith, working out of a converted barn on the Bolitho estate near St Buryan. Under the guidance of the Development Manager, work took place on all aspects of the development of the different project themes, mainly through 5 Working Groups set up in February 2016. The composition of these groups was as follows:

Access Working Group: Adrian Bigg (Penwith Access and Rights of Way) and Jon Brookes (Zennor and Towednack Parish Councils)

- Archaeology Working Party: John Moss (Chair – Cornwall Ancient Sites Protection Network CASPN), Cheryl Traffon (Secretary – CASPN), David Giddings (Cornwall Archaeological Society - CASPN), Ash Pearson (National Trust), Ann Preston-Jones (Historic England), Ann Reynolds (Historic Environment Service), Craig Weatherhill (Save Penwith Moors)
- Community Working Group: Jon Brookes, Jane Davies (AONB), Cllr William Maddern, Cllr Roy Mann, Bernie Wills (Penwith Community Development Trust/Cornwall Rural Community Charity)
- Economy, Farming and Wildlife Working Group: Edward Richardson (Farm Cornwall), Jeff Thomas (local farmer), Jan Dinsdale (Cornwall Wildlife Trust)
- Buildings in the Landscape Sub Group: Jenny Olds (Bolitho Estates), Andrew Davey (St Aubyn Estates), James Evans (Officer)
- Interpretation Working Group: Morgan Francis (Spider Eye Productions), Jon Brookes, Cllr Sue James, Ian Marsh (National Trust), Ann Reynolds

The principle achievements of the Development Phase include:

- Thirteen projects fully developed, refined, costed, and merged into an integrated LP Scheme
- Review of Landscape Character Assessments for Penwith (Appendix 3.7.1)
- Cornwall Archaeological Unit (CAU) Conditions Survey of 46 archaeological sites with management proposals (Appendix 6.1)
- CASPN survey of a further 150 ancient sites
- About 30 heritage trails walked, mapped and, in some cases, surveyed
- Place names collected and researched for several trails
- A detailed mapping exercise that consolidated existing land use information to produce a map of land use and habitats, analysed to identify ‘ecological networks’
- Extent of Cornish hedges recorded; trial workshop and hedging day held for volunteers
- 2 Open Parish meetings and a Local Landscape Character Area workshop held
- Farmers’ survey of interest and opinions
- An open meeting for farmers and landowners and numerous one-to-one meetings
- Approx. 30 farmers contacted and 20 redundant buildings visited; 3 case studies undertaken; 1 pilot project taken to planning application
- Volunteer programme courses researched
- Volunteer log sheet set up and hours recorded throughout Development Phase
- Database of all farmers and landowners plus other contacts within PLP area compiled

1.5.2 Gaps and Limitations

Whilst much has been achieved during the Development Phase, a few problems can be highlighted from which lessons will be learned for the Delivery Phase. These are explained further within the Full Project Plans and in Section 2. In brief, some aspects of the development work required more desk-based input than was initially expected and as a result there were limited opportunities for increasing ‘on the ground’ contacts or further develop practical elements. As with all community-based partnerships with a high voluntary input, the ability of various members to provide consistent input varied considerably. Some Working Groups did not have sufficient support from partnership members and as a result, elements of the planned works suffered. Finally, the wide-range of work involved in developing the Scheme and producing the LCAP has been greater than anticipated and too large a responsibility for one manager.

As a result, the following areas of work still require some development:

- Access surveys and permissions from landowners: It became obvious that more time was needed to survey potential trails, speak to local residents and work with landowners and farmers to agree action, and that this would best be done once there were more resources available on the ground to coordinate and deliver this work
- Farmers’ engagement: There is regular contact with farmers via Farm Cornwall and CWT staff. However less time was spent on working with them on the detail of project proposals than had been hoped due to limited resources
- Partnership Building: the weaknesses that have developed within potential delivery partners have highlighted the need for a) capacity-building and b) more integrated working. This will be more easily achieved once there are several staff members working together on project delivery on the ground.

1.6 Landscape Conservation Action Plan Production

A wide number of people have been consulted over the lifetime of the project so far and have helped to bring this document and all its contents together – a huge thank you to everyone who has played a part, large or small.

The final Landscape Conservation Action Plan (LCAP) has been produced by the Partnership with particular input from members of the Advisory Group – Jon Brookes, Jane Davies, Trevor Edwards, David Hazlehurst and Ann Reynolds. The key content of the LCAP was approved and signed off by the full Board in June 2017 and the final document reviewed by the Advisory Group prior to its submission to HLF.

The Lead Author was the Landscape Partnership Development Manager, Pattie Richmond. Specific contributions have been made by Frank Howie, Trevor Edwards, Ann Reynolds and Craig Weatherhill and are credited within the document. Projects were prepared by the members of the Working Groups, listed in 1.5, with additional input from Helen Fearnley, PLP Farming and Wildlife Officer, and James Evans, Buildings in the Landscape Project Officer, and from Jan Dinsdale and Liz Cox of the Cornwall Wildlife Trust’s Upstream Thinking team.

Additional administrative support was provided by Nicola Shanks and by other members of staff at the Wildlife Trust. Editor and proofreader was Anna Kruger; design and production by Lou Jones Design.

The Action Plan is divided into three parts:

Part 1: Sections 2 to 9 give background on the area and the themes the LCAP will address. The PLP’s plans to deliver the Scheme, monitor outputs and evaluate impact over its 5-year delivery, and provide an ongoing legacy are detailed. Section 10 summarises key information from the Project Plans. Section 11 gives a full list of sources, references and background documents used to compile the LCAP.

Part 2: Brief 1-page summaries of each of the 13 Projects

Part 3: Full Project Plans comprising: Project Details; Activities, Outputs, Outcomes and Indicators; Work Programme; Additional Information including maps, references.

Appendices: grouped by Section and including a Landscape Character Assessment Review

An electronic version of the document provides some additional supportive material not included in the printed copy.

Section 2

Delivery of the Penwith Landscape Partnership Scheme

2.1 Development of the Partnership

The Penwith landscape initiative was a direct result of the withdrawal of Environmentally Sensitive Area (ESA)* status from Penwith in 2012, and concerns that subsequent threats to the landscape and heritage of Penwith would have repercussions on wildlife, habitat and biodiversity and the conservation of archaeological features across the peninsula.

* The West Penwith Environmentally Sensitive Area, established in 1987, covered the entire northern part of the Penwith Peninsula, an area of 9000ha.

Discussions around submitting a Landscape Partnership bid to the Heritage Lottery Fund (HLF) began as far back as 2009, spearheaded by a group that included the Cornwall Wildlife Trust (CWT), Natural England (NE), RSPB, National Trust, Area of Outstanding Natural Beauty (AONB) and Cornwall Council’s Historic Environment Service (HES). At an initial meeting on 21st September 2009, important additional local community members of the partnership were identified including the Cornish Ancient Sites Protection Network (CASPN) and Save Penwith Moors (SPM).

The steering group met regularly from November 2011 and identified the need to work beyond the area of the ESA. A Shadow Board was established in 2013 and a Partnership Agreement agreed and signed the following year. A first-round application was submitted to HLF in May 2015, but was unsuccessful. Following positive feedback from HLF, the Board re-submitted the Scheme without any substantial amendments. HLF approved it in May 2015 and allocated 18 months of Development Phase funding in October 2015.

Throughout 8 years of partnership meetings, its original vision, put forward in 2011, remains true. Extensive consultation was carried out as part of the preparation of the first submission which reinforced this vision, as discussed in Section 7. There have, however, been various changes in the circumstances and external factors that affect the area over this period. These are reported upon in full elsewhere in the LCAP and where relevant within individual project proposals.

2.2 Governance Structure

2.2.1 The Landscape Partnership Scheme will be steered and overseen by the First and Last Penwith Landscape Partnership (PLP) Board made up of individuals from Penwith, representatives of community-based organisations and project-delivery partners.

The purpose of the Board is to guide and monitor the Delivery Phase of the Scheme and specifically:

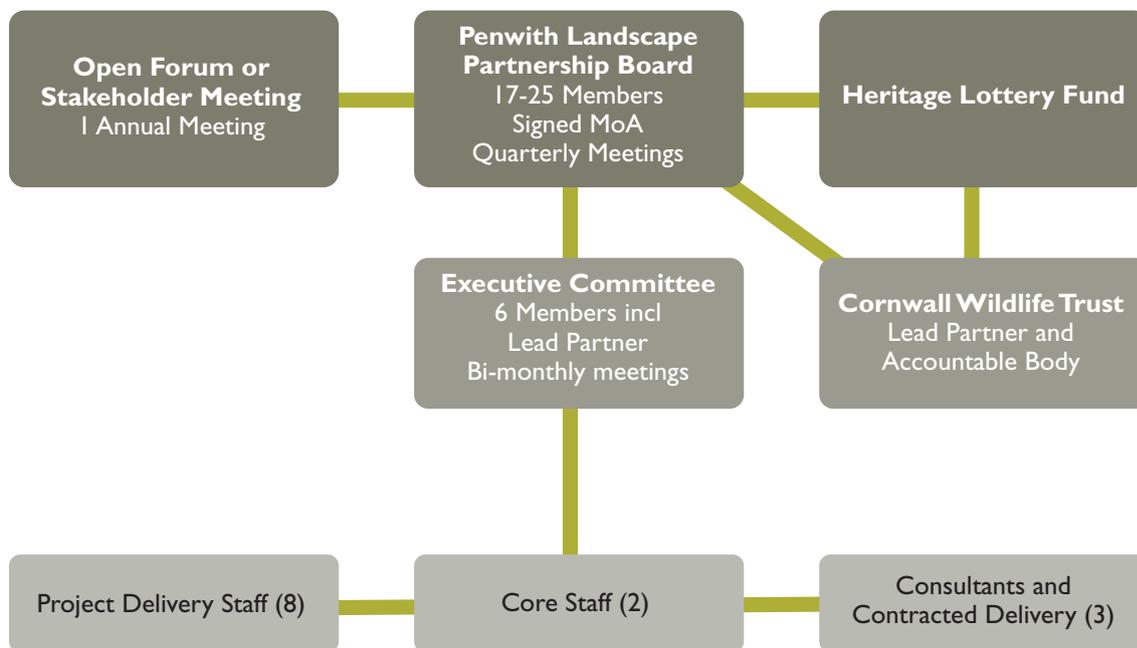
- Scrutinise the delivery of the programme’s outputs according to the approved LCAP
- Ensure the implementation of all of the Scheme’s projects by coordinating and focusing effort and resources
- Provide a clear steer as to the direction and inputs required to deliver the Scheme’s wider aims and objectives, and
- to encourage the support and active participation of communities, farmers and landowners, and local businesses.

The following broad principles for the governance of the Scheme were approved unanimously by the PLP Board at its meeting on 14th December 2016 (Minutes, 14th December 2016, Item 5.0):

- PLP Board to be maintained throughout the Delivery Phase (to December 2022 at least) with a fixed number of voting members (20)
- Voting members to sign the Partnership Agreement for a period of 4 years
- Board to meet at least quarterly with bi-monthly and/or special meetings as necessary
- Board to review the Scheme’s progress in terms of budget spend, risk and any changes or issues in project delivery and to approve decisions that will be implemented by the Landscape Partnership Programme Manager and staff team
- Board to arrange an Open Stakeholder Meeting or Forum once a year to allow wider understanding of its work, encourage engagement and promote understanding. Meetings might also include presentations by the Board or from a guest speaker and will give an opportunity for election of additional community representation onto the Board and/or to specific Working Groups
- Board to establish an Executive Committee responsible for regular monitoring and scrutiny

Fig.1 Governance and Management Structure for Delivery Phase

(as approved at December 2016 Board Meeting, amended May 2017)



2.2.2 Partnership Agreement and Terms of Reference

Submitted to HLF as part of the first stage submission, the Partnership Agreement was reviewed by the Board at its meeting on 24th May 2017 and some minor amendments approved. It includes detailed Terms of Reference for the Board (Appendix 2.1).

2.2.3 Board Members – Individuals and Organisations, Interests and Roles

The Board comprises representatives of community-based organisations, archaeological and access groups, estates, local businesses and statutory bodies as well as local farmers and landowners. The project’s high-profile patron is Colonel Edward Bolitho OBE, Lord-Lieutenant of Cornwall, a major landowner who lives in the project area.

The Board consists of two categories: voting members representing local community-based and specialist conservation or heritage organisations, some of which may also be delivery partners; and members acting in an advisory capacity. Its composition was reviewed on 24th May 2017 and the election of additional members who had joined during the Development Phase approved. Each Member of the Board has signed the Partnership Agreement for a period of four years i.e. up to June 2021. This will enable a review of the role of the Board including membership to be carried out as part of the implementation of a Legacy Strategy during Year 4 of the Delivery Phase (2021).

There are currently **20** signed-up Board members and its composition is as follows:

Community-based, voluntary organisations: 3 (CASPN, Save Penwith Moors, Cornwall Archaeological Society)

Small locally-based charities or Community Interest Companies: 1 (Farm Cornwall)

Cornwall-wide/regional or national Trusts or charitable bodies: 3 (Penwith Community Development Trust/Cornwall Rural Community Charity, Cornwall Wildlife Trust, National Trust)

Council representatives: 4 Cornwall Councillors, 2 Parish Councillors

Major landowners: 2 (Bolitho Estate, St Aubyn Estate)

Statutory Organisations: 1 (Cornwall AONB)

Local business: 1 (Spider Eye)

Individuals with specific interests: 2

Advisory Capacity: Natural England, Cornwall Council Historic Environment Service, Cornwall Council Community Network

Appendix 2.2 contains details of the organisations represented on the Board.

2.2.4 Lead Partner and Accountable Body

This is the Cornwall Wildlife Trust (CWT), a registered charity set up to conserve and restore Cornwall’s natural environment and the ecosystem it supports for the benefit of this and future generations by:

- protecting the wildlife and habitats of Cornwall
- halting habitat destruction by advising on nature conservation matters, liaising with a variety of organisations and individuals and influencing the planning system, and
- educating and raising awareness of conservation issues amongst the general public, businesses, local authorities and children.

The Trust employs approx. 55 staff and relies on the input of hundreds of volunteers. It has over 17,000 members, 150 corporate supporters and is governed by a Council of Trustees and Officers. The senior management team comprises the CEO and managers of each department - Conservation, Nature Reserves, Marketing and Fundraising, Finance and Administration and Consultancy. CWT is in a sound financial position, appropriate to maximising its charitable objectives. According to its 2015/16 accounts, CWT holds combined restricted and unrestricted funds of £4 million, including fixed and available assets, and at February 2017, total cash holdings stood at £1,521,308. This gives the Trust the confidence to deliver the PLP Scheme and cope with its quarterly cash-flow demands. The audited 2016/17 Accounts will be ready in September; pre-audit figures are in Appendix 2.3.

CWT’s Conservation Strategy Council approved the recommendation of CWT as the Lead Partner and Accountable Body at its meeting on 22nd March 2014. Since then, trustees have been regularly updated about the developing role and of the financial and other risks involved.

The Trust has worked extensively in Penwith, running a successful Living Landscapes project, Wild Penwith, from 2009 to 2014. Its Reserves Team manages 5 nature reserves of approx. 109ha within the PLP area.

2.2.5 Role of Chair

As an elected Cornwall Councillor whose ward is located within the urban area of Penzance, the Chair of the PLP Board is able to exercise impartiality in the delivery of the Scheme. Recently appointed Chair of the Royal Cornwall Hospital Trust, Jim McKenna is no longer a Cornwall Council Cabinet member but remains actively involved in Council matters. He has agreed to continue as Chair for the foreseeable future.

2.2.6 Executive Committee

The PLP’s Executive Committee will be responsible for monitoring and scrutiny on behalf of the Board, and providing advice to the Programme Manager on any problems and issues related to delivery. The Committee members (max. 6) elected by the Board will include representatives of all 4 thematic areas (People and Communities; Access and Ancient Sites; Economy, Farming and Wildlife; and Communications and Interpretation), plus the Lead Accountable Partner and the Chair or Vice-Chair. Members will serve on the Executive Committee for the full Delivery Phase to ensure continuity but can be replaced if circumstances require. The Committee will meet monthly, receive reports from the LP Programme Manager and make recommendations to the Board where appropriate. It will sign-off grant claims to the HLF and form a Grants Panel to oversee the use and deployment of small capital grants through reports from the relevant Project Officers. The draft Terms of Reference for the Executive Committee are in Appendix 2.4

2.2.7 Project Groups

Continuing the work of the Development Phase, 4 Project Groups will be set up, coordinated and serviced by a Project Officer. They will include relevant Board members, and other appropriate stakeholders. The groups will meet regularly, as required by the specific projects. The purpose of each Project Group will be:

- to oversee the work of the projects under its remit
- to identify and consider key links between projects and avoid duplication
- to coordinate joint elements such as communications, monitoring and evaluation, training, and volunteering, and
- to ensure project staff and participants are aware of the progress of related projects.

2.2.8 Grants Panel

Several projects will administer small capital grants and these will be managed by the relevant Project Officer and the PLP Programme Manager. A Grants Panel consisting of 3 members elected from the Board together with 1 from the local community will be set up to review other grant requests to the ‘unreserved’ small grants fund.

2.2.9 Stakeholder Involvement

Stakeholders from the local community will be involved in specific projects through the Project Groups relevant to their area of interest and through the establishment of Task and Finish Groups. At an annual stakeholder seminar or forum, the Board will update on progress with the projects and the Scheme as a whole, share achievements and best practice and invite representatives to get involved further through involvement in the Project Groups, or election on to the Grants Panel.

2.3 Staff Team

2.3.1 Organisation of staff team and key responsibilities

During the Development Phase, effort has been made to create a staff team that will enable cross-working across the projects and ensure a more integrated Scheme. The staffing requirement within each Project was approved based on the first stage submission budget; and Job Descriptions and Person Specifications were produced based on the requirements of each Project and agreed by the relevant Working Groups and/or Board members. A revised staffing structure (Fig.2) was approved by the Board on 24th May 2017.

Core staff A PLP Programme Manager (PM) supported by a Finance and Administrative Officer will oversee the Scheme delivery and undertake the work programme for some common elements e.g. small capital grants. Line management for the PLP Programme Manager falls to the Lead Partner, CWT.

Project staff The 8 Project delivery staff, (6.2 full-time equivalents), will be managed by the Programme Manager, each responsible for delivering one or more of the Projects.

Contracted services Services will be contracted to deliver 2 specific Projects and to provide language and cultural support across the whole Scheme. Full briefs will be developed for a Language and Culture Adviser, **Buildings in the Landscape** Delivery Officer and **Farming Futures** Contract. Advice has been sought from HLF regarding procurement for each of these roles.

Roles and Key Responsibilities

Draft Job Descriptions and Person Specifications for each post are included in Appendix 2.5 and the key deliverables for each staff role are appear in the table at the end of this section. All staff posts will be advertised once the HLF grant has been awarded, with the exception of the Programme Manager. CWT already has a suitably qualified member of staff who, as Development Manager during the Development Phase, is familiar with the Scheme and its complexities. Contracts and terms of employment will be standardised for all the posts.

Workplace and resources

All posts will be based in one central office located within the PLP project area in order to deliver strong teamwork across the projects, and share information and resources. As a result, the central costs of the budget have been substantially adjusted since the first-stage submission and now include:

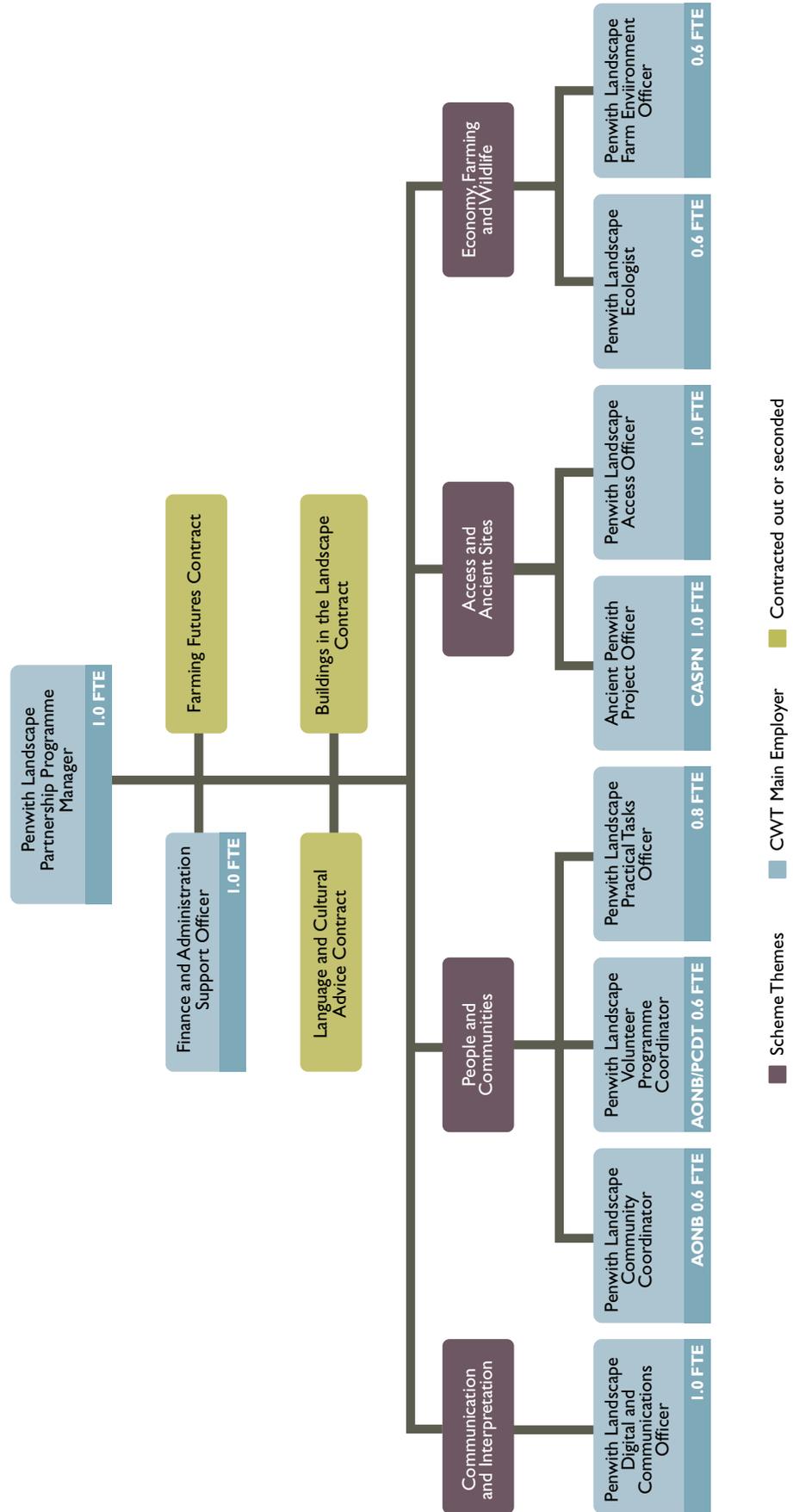
Central office costs including rent, rates, insurance, utilities, and to include storage space for tools and equipment

A vehicle suitable for transporting multiple passengers plus equipment

IT and Office equipment (desks etc.) for 8 FTEs plus 2 hot desks (10 in total)

Landline and Broadband plus mobile phones Setting up a multi-functional web-based facility is key to the success of the PLP Scheme. Excellent Broadband connectivity is therefore essential.

Fig.2 - Revised staff structure for Delivery Phase
(approved by the PLP Board May 2017)



2.4 Strengths and Weaknesses, Threats and Opportunities

During the Development Phase, the volatility and limited engagement of some partners has become apparent. Coupled with the lack of a Community and Heritage Projects Officer and the resultant reduced staffing capacity, progress in the development of 2 key Projects was slow. Further, the loss of input to 2 of the Working Groups and the Advisory Group, left significant gaps in the original advisory support. Finally, surveys of footpaths and trails were not completed owing to limited volunteer input. These weaknesses, which were successfully addressed during the Development Phase, exposed potential risks for the Delivery Phase that are identified in this section.

Current external circumstances and the exceptional uncertainty they pose for the Delivery Phase represent the greatest threat and may have a significant effect on the ability of different partners to deliver. The risks to individual projects are explained in greater detail under the Full Project Plans. However, the Board and its delivery partners have successfully overcome past setbacks and are confident that they can make the most of the opportunities created by change.

SWOT for PLP Scheme Delivery

Strengths	Weaknesses	Threats	Opportunities
Partnership of a variety of types of organisations	Difficulties of engaging local communities where there are limited resources and a lack of awareness and understanding	Post-Brexit economy and changes in financial support mechanisms particular in farming sector	Provision of quality support and advice to farmers and landowners in period of change and uncertainty
Length of time working together	Size of area and socio-economic variations between communities	Political changes following 2017 General Election	Support and advice through local MPs
Support through local community representation on Board		Changes in Council and decisions over deployment of resources	New energy, knowledge and experiences brought to Board
Local knowledge and experience of working with communities on Board and within delivery partners			
Strong leadership and strategic partnership			

2.5 Risks and Risk Mitigation

Taking into account the SWOT analysis, the following table lists risks identified by the Advisory Group and members of the Board during the Development Phase together with mitigation actions and responsibilities. These will be reviewed at quarterly Board meetings throughout the Delivery Phase, actions prompted and additional risks added if necessary.

Risk and Risk Mitigation

Risk	Likelihood	Impact	Mitigation (actions to be taken)	Who
Poor levels of engagement from the Partnership Board and community and key stakeholder groups.	Low	Medium	Continued Board-centred approach. Well-managed engagement/ communications with communities and stakeholders and between Board and staff on the ground	PLP Manager and staff Executive Committee Board
Departure of key staff	Low	High	Good recruitment process; good terms & conditions . Support from Lead Partner	Lead Partner (CWT)
Lack of volunteers	Medium	High	Good communication and recruitment plans. Well-managed engagement/ communications with communities and stakeholders.	Volunteer Programme and Community Coordinators All PLP staff Board
Economic circumstances lead to withdrawal of Lead Partner	Low	Low	Good monitoring. Back-up Lead to be decided at first Board Meeting in Delivery Phase	Executive Committee Board
Economic circumstances limit delivery capacity of partners	Medium	Medium	Good monitoring. Back-up Delivery Partners to be decided at start of Delivery Phase. Strong contractual arrangements.	PLP Manager Lead Partner Executive Committee Board
Land management methods change rapidly due to changes in farming economy	Medium	High	Build and strengthen relationships with farmers. Use opportunities and networks to influence decisions around use of resources available within Cornwall	All PLP staff Board Strategic partners and funders
Funding Shortfall.	Low	High	Develop list of alternative Match Funding sources at start of Delivery Phase Create Match Funding Action Plan	PLP Manager All PLP staff Executive Committee Board

During the Development Phase, monthly reports on the development of projects and preparation of Full Project Plans were made to the Board using a simple ‘traffic light’ risk assessment: green (low risk); amber (medium risk); and red (high risk).

Risks have been identified within individual projects and will be reviewed using the same ‘traffic light’ approach with safeguards identifying and mitigating risks at an early stage. Project delivery will be reported back quarterly to the Executive Committee based specifically on:

- Expenditure against budget
- Delivery of Activities and Outputs
- Other Key Indicators relevant to each Project; linked to Monitoring and Evaluation (Section 9)

<p>GREEN (x no. of projects) Project Expenditure according to budget Activities and Outputs according to Planned Delivery Key indicators monitored</p>	<p>AMBER (x no. of projects) Project Y Careful monitoring of expenditure required Activities and Outputs not in line with Planned Delivery Key indicators difficult to monitor</p>	<p>RED (x no. of projects) Project Z Serious overspend Activities and Outputs not achieved Key indicators not monitored</p>
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2.6 Outline of Financial Arrangements

2.6.1 Management of Common Fund

The fund comprises the HLF grant and match funding from Cornwall Council and other sources. The Lead Partner and Accountable Body, CWT, will be responsible for managing the PLP Common Fund through the Programme Manager supported by the Finance and Administrative Support Officer. The Programme Manager will have the full support of CWT’s finance department. All expenditure will be recorded on CWT’s Sage accounting software and assigned to ‘restricted fund’ departments, separate from other CWT funds. Invoices will be stamped, authorised and coded by the Programme Manager before being passed to the Finance Department to be uploaded to Sage. They will then be added to the next available payment run; these happen twice a month. Payment will be made by BACS wherever possible. Once per quarter CWT will submit a claim to HLF, supported by the necessary evidence of expenditure. Controls will ensure that no items are claimed more than once. The Executive Committee’s bi-monthly reports from the Programme Manager will form the basis of the quarterly claims to HLF. These reports will also be submitted to Cornwall Council, with copies of grant claims.

2.6.2 Record-keeping and Submission of Records

Project Officers will keep records of their activities and outputs and record Output Data in the HLF LP Workbook. These will be collated on a quarterly basis within the Monitoring and Evaluation Framework by the Finance and Administrative Officer and reported to the Executive Committee, the Board and HLF. Reporting requirements for the 2 contracted services will be in the Contractors’ Brief.

The high level of volunteer contributions will require the Volunteer Programme Coordinator to keep a workbook bringing together all the volunteer activities within the individual projects, and also maintain a master record. The workbooks will be similar to those produced for the Development Phase and by other LP schemes and will include the ability to separate volunteer hours by type of activity and by project.

2.6.3 Payments to Delivery Partners and Conditions

Each Project Officer will be responsible for managing the budget for the Project under their remit. Joint management will occur only in the 2 Projects run with the AONB, and in 1 Project where CASPN will have a shared management role with CWT. In both cases these roles are limited to management of activities and will not entail separate funding arrangements. CWT can bear the quarterly delivery costs.

2.6.4 Reports and Claims to HLF

Reports will be made quarterly to HLF in line with a programme of dates agreed at the outset of the Delivery Phase and which fit with CWT’s internal financial reporting, thus ensuring that calculations of VAT, staff costs etc. are made on time. Progress reports and grant claims will be submitted according to the following timetable: 31st January, 30th April, 31st July, and 31st October.

The internal procedure within CWT is detailed below:

Action by Lead Accountable Body	By Who	By When
Raw data to be transferred from Sage to Excel	Finance	15th
Allocate spend to HLF agreed Cost Headings (as in Approved Scheme Costs for Delivery Phase)	PM	18th
Load to HLF Portal	Finance	20th
Grant claim to check against Progress Report	PM	20th
Submission to HLF	PM	29th

HLF guidance on claims process will be followed (as during the Development Phase) ensuring that:

- HLF grants and monitoring officers are kept informed of changes in submitting claims, and
- Progress reports and finance claims are submitted for the same period.

CWT will accept HLF payments in arrears if made within 14 days of the quarterly grant claim.

2.6.7 Procurement

Elements of several projects will be delivered by contracted specialists e.g. hedging workshops, contractors for controlled burns or scrub clearance. In the majority of cases, the budgeted delivery cost is <£10,000 and so contracts will be for works under £10,000. Where the cost of goods, work or services is worth £10,000 or over (excluding VAT), 3 competitive tenders or quotes will be sought. For example, the estimated costs for the design and development of the website and associated online resources are well below £50,000, so 3 quotes will be sought at the start of the Delivery Phase. The subsequent support and hosting of the site, estimated at £5,000 p.a., will be let separately. It is unlikely that there will be any requirement for full competitive tendering procedures to be followed.

During the Development Phase guidance has been sought over the procurement of services to deliver 3 areas of work. These are:

Farming Futures: delivery of approx. 2 days a week over the 5-year period to provide farming advice.

Buildings in the Landscape: approx. 1 day a week to project manage the delivery of the project.

Language and Culture Advice: approx. 1 day a week over a period of 4 years to provide language advice and translation services.

Guidance on State Aid has been sought for cases where HLF grant or HLF grant plus other public funding exceeds 50% of the estimated cost of a contract (See Appendix 2.7).

Key Deliverables for Staff

Staff Role	Key Deliverables
Programme Manager	<ol style="list-style-type: none"> 1. Management of the PLP staff team and all aspects of delivery of the LCAP 2. Liaison and reporting to HLF and major funders 3. Reporting to the Board and Executive Committee 4. Reporting to the Lead Partner as required
Finance and Administrative Support Officer	<ol style="list-style-type: none"> 1. Financial administration, fund-raising and administrative support of the PLP scheme 2. Management and administration of the small capital grants programme 3. Assistance with fund-raising applications and bids
Digital and Communications Officer	<ol style="list-style-type: none"> 1. Delivery of communications via various media 2. Development of communication and interpretation tools incl. website, online resources, other promotional materials 3. Recruitment and management of a website management and hosting company 4. Oversee the production of the Virtual Landscape Hub 5. Assistance with GIS mapping system 6. Management of the ‘hub’ database of licenses and permissions for digital content plus archival material 7. Management of the communications budget 8. Implement a Communications Strategy for the PLP scheme 9. Assist in the delivery of activities under the Seeing the Landscape and Taking Names projects
Community Coordinator	<ol style="list-style-type: none"> 1. Delivery of Local Landscape Character Assessments in 11 Parishes 2. Establish, implement and monitor community empowerment initiatives 3. Secure additional funding for community development activities and initiatives 4. Work with Project Officers on the delivery of activities under the Seeing the Landscape project 5. Record activity on the PLP database 6. Manage expenditure against allocated budgets 7. Identify and access additional sources of funding
Volunteer Programme Coordinator	<ol style="list-style-type: none"> 1. Build and maintain a strong volunteering network 2. Facilitate and coordinate volunteering activity by engaging with individuals and community groups 3. Organise appropriate training for individuals and group leaders 4. Identify gaps in volunteering opportunities 5. Provide a range of short-term and long-term volunteering opportunities 6. Increase engagement with young people, teenagers and young adults 7. Create links with other organisations and programmes 8. Record activity on the PLP database 9. Manage expenditure against allocated budgets 10. Identify and access additional sources of funding

Staff Role	Key Deliverables
Practical Tasks Officer	<ol style="list-style-type: none"> 1. Plan, organise, lead and support a programme of practical conservation tasks for volunteers 2. Assist in the recruitment of new volunteers 3. Publicise the volunteer activities as appropriate 4. Maintain the PLP tool-store, equipment and vehicle in good condition and ensure all necessary checks are carried out regularly
Ancient Penwith Project Officer	<ol style="list-style-type: none"> 1. Coordinate detailed works programme for delivery of activities and outputs 2. Deliver site-management activities including creating Conservation Management Plans for selected sites 3. Prepare heritage interpretation materials 4. Devise and deliver education and outreach programme 5. Ensure site records are created/updated incl. monitoring through photographic record 6. Coordinate revisit of selected Site Scheduling within Penwith 7. Working with volunteers, deliver effective works 8. Coordinate 3-D recording, historic photo collection/augmented reality and dowsing activity strands 9. Deliver walking festival events (with Access Officer) 10. Record activity on the PLP database 11. Manage expenditure against allocated budgets 12. Identify and access additional sources of funding
Access Officer	<ol style="list-style-type: none"> 1. Establish PLP Trails 2. Improve condition of Rights of Way on PLP Trails 3. Develop publicity materials 4. Train and support volunteers 5. Establish links to public transport and develop cycling and car access 6. Contribute to Access Strategy for Penwith 7. Record activity on the PLP database 8. Manage expenditure against allocated budgets 9. Identify and access additional sources of funding
Farm Environment Officer	<ol style="list-style-type: none"> 1. Undertake targeted landowner advisory site visits including taking soil and slurry samples 2. Produce Whole Farm Plans including interpretation of soil and slurry analysis and nutrient management plans 3. Provide follow up advice and information to landowners and advise on other issues 4. Implement a capital grants scheme 5. Assist landowners with agri-environment scheme applications 6. Identify and assess tasks for practical community volunteering group 7. Record activity on the PLP database 8. Lead on the formation of a Penwith Economy, Farming and Wildlife Project Group 9. Manage expenditure against allocated budgets 10. Identify and access additional sources of funding

Staff Role	Key Deliverables
Ecologist	<ol style="list-style-type: none"> 1. Undertake habitat and species surveys on farmland and semi natural habitats and provide written input to Whole Farm Plans 2. Provide specialist advice on good habitat management practice. 3. Allocate capital grants to biodiversity enhancement projects 4. Promote agri-environment schemes 5. Record activity relating to landowners, including sites visited, grants offered, on PLP database 6. Identify tasks for volunteers on farms 7. Compile ecological survey information for Penwith 8. Maintain the species recording system 9. Deliver a farmer and landowner training and engagement programme 10. Provide ecological input to PLP community events and communications. 11. Develop, organise and deliver a programme of engagement sessions and events for Penwith Hedges 12. Deliver training to farmers and volunteers in practical Cornish hedging Organise and lead Cornish hedging volunteer task days 13. Deliver Cornish hedges small grant scheme 14. Work with ERCCIS to develop and update the Cornwall hedges GI layer.

Section 3

Our landscape, its Heritage and its People

3.1 Penwith – Land at the End

Penwith is named after 'Pennwydh' (from the Cornish 'penn' meaning headland and wydh 'at the end'), one of the ancient administrative hundreds of Cornwall. As its name implies, it is a windswept granite peninsula at the far west of Cornwall with a coastal shelf along its western and northern edge. In this remote and exposed open landscape there are few trees apart from linear woodland in the small river valleys, shallow depressions and around farmsteads. Away from the main coastal settlements, the sparse population is scattered in small communities and does not follow the village pattern characteristic of Saxon England.

Penwith's geology is responsible for its distinctive geomorphology. Prominent granite bosses have been eroded to form gently rounded, acid-grassland hills topped in places by outcrops of weathered carns, as at Trencom. These are typically surrounded by boulder-strewn moorland or lowland heath, a result of periglacial activity during the last Ice Age and referred to as 'rough ground'. The highest point, Watch Croft, reaches 252m. The higher unenclosed land is known locally as 'the downs' whilst the scrubby wet willow dominated woodlands in the valleys are referred to as 'the moors'.

Around most of the Peninsula, the coast is bounded by rugged, vertical-jointed granite cliffs with small coves and deep inlets known locally as 'zawns'. In the north, the plateau slopes towards the coast where, in parts, a narrow band of slate and volcanic rock borders the granite, giving rise to lower, darker-coloured cliffs. This coastal plateau is dissected by short, deep, stream valleys which connect the coast to the Moors. To the south of the chain of rocky tor-capped hills, which run from Chapel Carn Brea in the west to St Ives, a wider gently undulating coastal plateau extends to the coast with longer and more sinuous valleys. On the plateau, between the cliffs and downs, is an intricate, pattern of small, stone-hedged fields – the remains of a prehistoric field system. These Cornish hedges of hard exposed stone incorporate enormous boulders ('grounders') that are also seen lying in the open fields. Enclosure patterns include examples of 'infield-outfield' field systems.

The panoramic views give a sense of wilderness and open countryside, unspoiled by 20th-century developments. Yet this is not a wild landscape; it is an area formed, by thousands of years of human occupation and characterised by abundant visible antiquities – the traces of those who lived and worked on the land. Penwith is a landscape that is continually changing. Large areas of the Peninsula were deforested during the Neolithic and Bronze Ages, principally for pasture. On the rough land, traditional management practices such as grazing, burning, the collection of bracken for bedding and gorse for fuel have all influenced the landscape and vegetation encountered today. In small, isolated patches are designed landscapes – land modified by people for aesthetic effect. Taking advantage of the favourable climate and the sheltered valleys, these estates are manifestations of wealth created locally especially through mining. In other locations, private land has been planted with exotic trees and shelter belts of Scots Pine serve as eye-catchers.

3.2 The Geology of Penwith^[1]

Penwith is rich in earth heritage with distinctive geomorphology, classic geological sites and exposures of Palaeozoic deep-sea deposits, regional and contact metamorphism and metasomatism, volcanism, granite emplacement and mineralization. Extensive historical mining activities spanning several centuries are evident from St Just to Pendeen, celebrated as part of the UNESCO World Heritage Cornwall and West Devon Mining Landscape, which lies on the orefield produced by the contact of the Land’s End granite with Devonian rocks in north-western Penwith. Important sites illustrating recent geological history, climate change and sea-level changes during the past few million years are seen around the Penwith coastline. The area is geomorphologically important, reflecting the juxtaposition of the Palaeozoic granite Penwith Moors; the Tertiary coastal plateau and imprinted Quaternary river courses; valleys and coastal embayments. Largely because of its mining past the area has produced a number of eminent geologists and is home to the world’s oldest royal geological society.

3.2.1 Geology and Geomorphology

It is believed that major tectonic episodes in Cornwall have been active since before the Devonian and continued sporadically until the Pliocene, just before the onset of the Quaternary glaciations. Evidence is seen today in the many fault systems recorded in Cornwall; the compression and extension of bedrocks together with accompanying uplift and submergence have exercised significant control throughout Penwith’s geological past and hence influence its contemporary geomorphology and landscape. A simplified map showing the geology of the area (Figure 3.1) also illustrates the trending NW-SE faults and associated valleys in West Penwith

West Penwith’s distinctive geology characterises the western extremity of the eroded basement of a Palaeozoic Mountain Belt formed by the squeezing and uplift of sediments deposited in the Rheic Ocean during the late Devonian around 360-400 million years ago (mya) when this region was in the southern hemisphere.

During the final stages of this mountain-building process, called the Variscan Orogeny during the Carboniferous, around 270 to 300mya, Cornwall was intruded by mica-rich granites, crystallised from a magma formed by the melting of the Devonian sediments deep below the shrinking floor of the Rheic Ocean. The closure of the Rheic Ocean around 280mya as the result of the collision of the super continents Gondwanaland and Laurasia, resulted in mountain-building on a global scale and was accompanied by extensive faulting, thrusting and folding of the sediments which were extensively metamorphosed in the process. The granites intruded West Penwith at least twice during the Permian, between 275 and 280mya, and created contact metamorphic aureoles and abundant tin and later, copper mineralisation particularly along the north-west.

The area was geologically active throughout the Devonian and later, as is seen in extensive examples in Penwith of volcanism and younger hydrothermal alteration, kaolinisation and hematization of the granite with fractures allowed mineralising fluids containing lead, silver, tin and uranium to ascend. Warm fluids caused by high radiogenic activity continue to circulate within the Penwith granite mass today and could provide a source of sustainable energy for the area.

[1] Contributed by Frank Howie, Trustee of Cornwall Wildlife Trust, Chair Cornwall Geoconservation Group

Excellent examples of these features are well exposed, particularly along the west and north coasts of Penwith (Figure 3.2). Several rare minerals are found in the area including native copper, botallackite, stokesite and amethyst. Madame Curie discovered radium by processing pitchblende collected from mine dumps near St Ives.

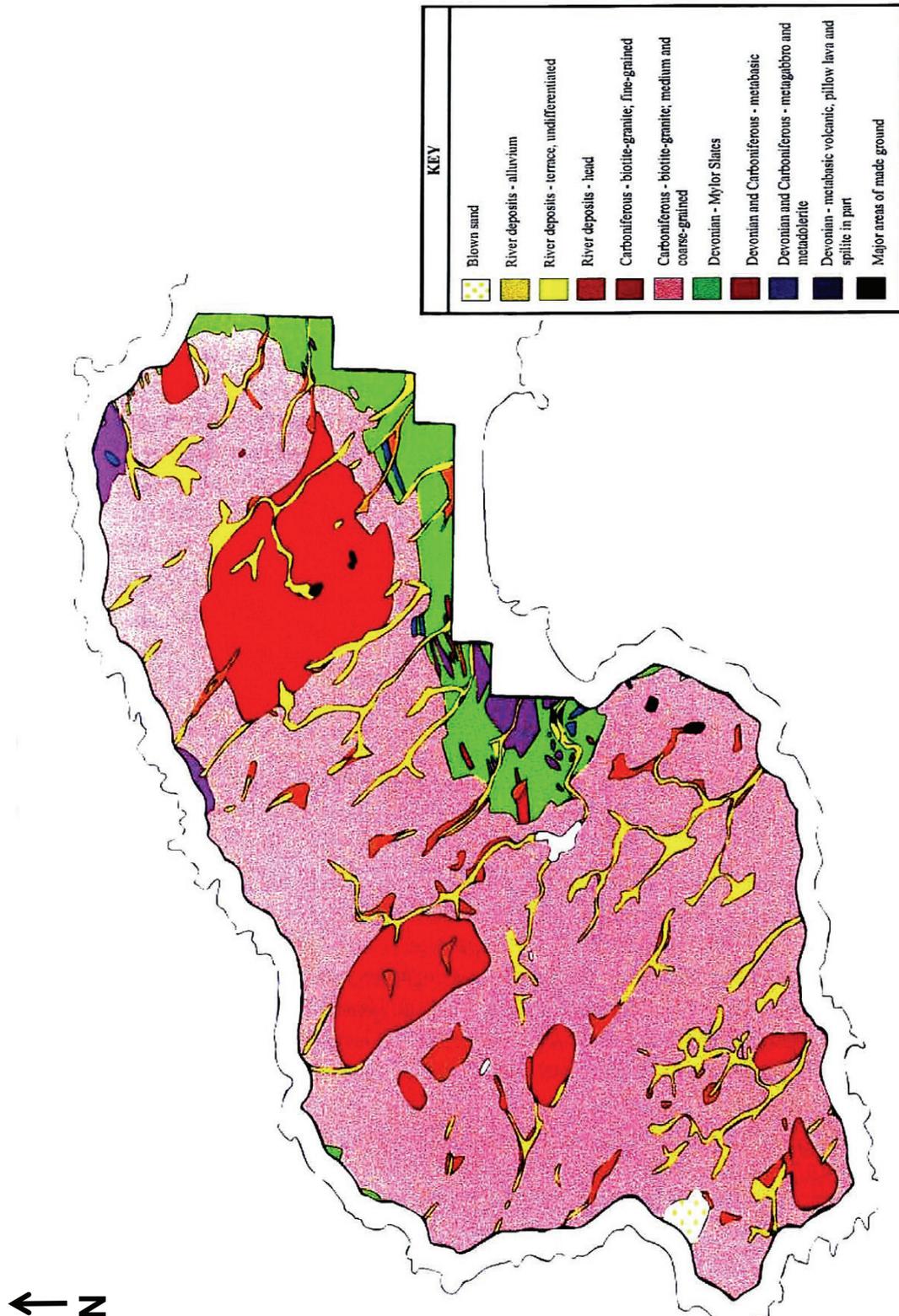


Figure 3.1. Simplified map showing the geology of West Penwith indicating the extent of the granite emplacement and NW-SE trending valleys infilled with alluvial sediments.

During the Mesozoic, the age of the dinosaurs, between 250 and 65mya the Variscan mountains were largely eroded as the region was alternately submerged, uplifted and deeply tropically weathered as it drifted northward across the Equator. Deep tropical weathering continued to affect the granite through the Tertiary period and led to the formation of the distinctive granite tors seen throughout the area. Around 15mya Penwith was effectively an island separated from the rest of Cornwall; any sediments deposited in the Penwith area have long been eroded and fossilised material is extremely rare. The sweeping plateau and craggy hills seen between St Ives and Cape Cornwall are evidence of a shore platform and cliff line formed during the warmer Miocene climatic conditions when sea levels were tens of metres above present day levels. Quaternary glaciation did not reach West Penwith and the area contains excellent examples of periglacial head in valleys and embayments. Indications of changing sea levels are evidenced by interglacial raised beach deposits including spectacular storm beach-boulder deposits on wave-cut platforms now 3-4m above present high tides on the north-west coast and submerged remnants of 4,500-year-old forests in Mounts Bay. Extensive dunes are seen in the extreme west in the aptly named Whitesand Bay.

3.2.2 Geological designations, notable geologists and societies

West Penwith contains a number of designated sites. There are 5 geological SSSIs, one of which, the Aire Point to Carrick Du coastal section, is the fifth largest in Cornwall, at around 22 km in length and 7 sq km.. There are also 14 Geological Conservation Review sites and 5 County geology sites. These are shown in Figure 2 together with brief information on the significance of some of the key sites.

Geological notables born or living in the area include Humphry Davy (1778-1829) discoverer of several chemical elements and contributor on the aesthetic value of west Cornwall’s landscape; William Borlase (1696-1772) rector and natural historian who minutely described Penwith’s minerals and rocks; Joseph Carne (1782-1858) and Elizabeth Carne (1817-73), both 19th-century geologists and philanthropists (noteworthy is the failure of the Carne banking dynasty a century after it was founded in the 1790s on copper ore wealth); William Jory Henwood (1805-75), an early mining geologist and assay-master for tin in Cornwall; Robert Hunt (1807-87), the first mineral statistician and author of book on Cornish folklore with direct connections to geomorphology. The Penzance School of Mines, established in 1890, was amalgamated with the world-renowned Camborne School of Mines in 1910. The Royal Geological Society of Cornwall, the second oldest in the world, was founded in 1814 to promote the study of geology, especially Cornwall’s geological heritage, by improving access to and conservation of sites and by creating a geological collection and library in Cornwall open to the public. It is now active once more and based in Penzance.

3.3 Biodiversity ^[2]

The diverse flora and fauna and 'wild' character of the Penwith Peninsula have been documented and studied for centuries. Although the Peninsula has not been spared the losses of wildlife habit and species declines experienced elsewhere, substantial areas of semi-natural habitat remain and the overall pattern of land-use and habitat remains similar to that of a century or more ago.

At present semi-natural habitat covers in excess of 28% of the project area (see AI map insert). This contrasts with the average of 21% for Cornwall as a whole. Despite the habitat fragmentation that has occurred, there remains a high degree of habitat continuity and connectivity, further enhanced by extensive networks of Cornish hedges, most notably in the north of the Peninsula.

A more or less continuous zone of maritime vegetation covers the cliff slopes and tops, in places extending inland onto the coastal plateau. This consists of a mosaic of maritime cliff and slope communities including maritime grassland as well as heath and scrub interspersed throughout with localised 'wet flush' communities. There are also small sand dune systems at Gwenver and Sennen Cove.

On the northern side of the Peninsula, the coastal plateau is dominated by farmland consisting of a mosaic of small fields divided by an extensive network of Cornish hedges. The stream valleys containing scrub and wetland communities connect the coast to Penwith Moors, vegetated with extensive areas of lowland heath interspersed with acid grassland, bracken and scrub. Many wetland areas are also present which contain Purple Moor Grass and Rush Pasture, Lowland Fen and WetWoodland as well as areas of open water.

The coastal plateau, which extends to the south coast, is again dominated by farmland and while the fields are generally larger than those to the north, there is a similarly extensive network of Cornish hedges. These are, on the whole, better vegetated and more wooded than those to the north. The stream valleys that bisect this plateau provide habitat links to the south coast and contain mosaics of scrub, Wet Woodland, Wet Heathland, Purple Moor Grass and Rush Pasture and Lowland Fen as well as areas of Broadleaved Woodland. Open water habitats in the form of numerous small ponds occur throughout and a substantial reservoir providing the main source of drinking water locally is sited at Drift.

Across Penwith there is abundant evidence of former mining activity. Many of the sites have developed a diverse and unique suite of habitats around disused buildings, on spoil heaps and other associated areas of land contaminated by mine waste.

3.3.1 Habitat

Within the PLP project area much of the habitat is of high quality. Biodiversity Action Plan (BAP) habitat covers over 11% of the area (Fig.4) and includes:

Maritime Cliffs and Slopes An extensive and almost continuous band, this habitat defines the coastal margin of the project area and contains excellent examples of maritime grassland and other cliff habitats which support a diverse flora and fauna. Large sections of the coast are designated SSSI and extensive areas are owned by the National Trust ² so it is generally well protected. Some areas, however, are subject to scrub invasion and local recreational pressure.

[2] Contributed by Trevor Edwards, Chief Executive, Cornwall Wildlife Trust

Sand Dunes Small areas of fixed dune are present in the Sennen area. While not the most significant areas of sand dune in Cornwall, they support a characteristic flora and fauna and represent an important element of the coastal habitat within the PLP area. There is localised erosion but dune restoration has been undertaken in an area subject to high recreational pressure and large visitor numbers.

Lowland Heath This major inland habitat makes a high contribution to the character of Penwith. There are almost 2,000ha of lowland heath in the PLP area, which represents over 30% of the Cornish resource. Cornwall is the second most “heathy” county in England with 11% of all lowland heath nationally. Much of the heathland – all designated County Wildlife Site – fell within the former designated Environmentally Sensitive Area (ESA), which provided an incentive to landowners to maintain it. However, most of the lowland heath in Penwith does not fall within any statutory designation and following the end of the ESA in 2012, areas are vulnerable to reclamation. Lack of appropriate management is also an issue on some sections of the Moors, particularly where there is complex, multiple ownership.

Lowland Dry Acid Grassland Although there are no precise figures for the extent of this habitat within the project area, it frequently occurs over the Moors forming a mosaic with lowland heath, bracken and scrub. It is also present within enclosed land where more permanent pastures exist, especially, but not exclusively, on the north of the Peninsula. This type of grassland is a very important component of the vegetation within the area, providing a key habitat for certain birds and specialist insects but its significance is often overlooked. As a consequence, it is prone to scrub invasion and agricultural intensification.

Purple Moor Grass and Rush Pasture An important wetland habitat, this occurs in lower-lying wet areas across the Moors e.g. Bostraze and Boswarva, and in the valleys to the south where more extensive valley basins are present e.g. Trevider Moor and Alsia Moor. The habitat is important for a range of wetland fauna, including marsh fritillary and several species of dragonfly. It is particularly vulnerable to scrub encroachment, drainage for agricultural use and pollution by fertiliser and pesticide run-off.

Lowland Fen This occurs in similar situations to the above habitat and has the same value and vulnerability.

Reed Beds Small areas of common reed are present in coastal flushes and river valleys. While not significant in terms of extent and species population, these reed beds are important habitats locally, providing shelter for a variety of flora and fauna.

Wet Woodland Dominated by grey willow, wet woodland areas are found throughout, associated with other wetland habitats mentioned above. They also occur along river valleys, especially to the south of the peninsula. While individual areas are not extensive owing to the geography, they provide good examples of the habitat with a characteristic flora and fauna. These areas are not particularly threatened and are in fact often expanding at the expense of other open wetland habitats.

Standing Open Water There are many relatively small ponds scattered over the whole Peninsula; some are of ancient origin while others are of more recent creation. They are prone to siltation and drying as well as pollution from agricultural run-off.

Broadleaved Woodland A scarce habitat, mainly due to the exposed geography and predominant soil-types on the Peninsula. Small pockets of lowland, mixed-deciduous woodland do occur in the valleys on the south of the Peninsula. Some areas have been expanded by ornamental planting of non-native species with notable coniferous stands grown as windbreaks, providing significant, if small, features in the landscape.

Ancient Species-Rich Hedgerows Penwith’s extensive network of Cornish hedges generally do not match national criteria for species richness (the number of woody species per unit of length) because of the nature of their construction. However, these stone or stone and earth banks are certainly ancient and follow longstanding field patterns. As well as their considerable landscape value they provide a key habitat for a range of flora and fauna and act as corridors across the plateaus dominated by agriculture to the north and south of the project area.

3.3.2 Non-BAP Priority Habitat

There are also substantial areas of other semi-natural habitat within the project area as well as extensive tracts of enclosed farmland; a mix of pasture and arable. These contribute much to the character of the area and the overall habitat mosaic. Scrub habitat such as blackthorn, for example, is important for nesting birds and lichens, while areas associated with former mining and china clay extraction are key sites for rare lower plants. Farmland is important for a suite of typical farmland birds and mammals as well as a number of arable weeds. Even urban areas have patches of habitat in gardens, on wasteland and along stream sides which, because of their proximity to the wider countryside, can harbour significant wildlife populations.

3.3.3 Flora and Fauna

Given the diversity of habitat, it is no surprise that the list of flora and fauna for the area is extensive. Indeed, a search at the local records centre reveals over 800,000 individual records collected over the last 2 centuries for species considered to be of conservation concern (Fig. 5 and Appendix 3.1). Some, such as red squirrel, are now extinct in the area while many others by their nature are sporadic and irregular (e.g. many passage migrants). However the area provides a stronghold for many resident species.

A substantial number of BAP-priority species have been recorded within the PLP area over time and it is difficult to be specific about those still present. While some species groups such as flowering plants and birds are recorded regularly and extensively others are not e.g. certain invertebrates. When experts visit, they re-locate species not found for decades and even find new species for the area.

The clean, pollution-free atmosphere provides a good environment for lichens which are very evident on rocky coastal and inland outcrops and hanging from trees and woody scrub. Key BAP species present include ciliate strap-lichen. Climatic conditions are also ideal for bryophytes and ferns. Large numbers and important species assemblages can be found at sites like Carn Galvers on the northern fringe of the Moors, while former metalliferous mining sites provide suitable conditions for species such as the rare greater copperwort. China clay extraction in parts of the Peninsula have also left habitat suited to another rare bryophyte, western rustwort.

There is a great diversity of flowering plants which reflects the varied habitat present. Within the coastal zone BAP-priority species include rock sea lavender, perennial centaury, Vigurs eyebright, wild asparagus and shore dock. Wetlands within the Moors and river valleys also contain key species such as coral necklace, pennyroyal, yellow centaury, pillwort and three-lobed water crowfoot. Other BAP flowering plant species such as western rambling fumitory can be found in association with hedges and waste ground throughout west Penwith.

Invertebrate groups other than butterflies and moths and dragonflies are not well or systematically recorded. However species such as hornet robberfly and brown carder bee are known from the area. Key butterflies include marsh fritillary in wetland areas and small pearl-bordered fritillary and silver-studded blue from coastal grassland and heaths.

The extensive tracts of heath, interspersed with wetland, provide ideal habitats for reptiles and amphibians including viper, common lizard, slow-worms, frogs and toads. Good populations of these species occur throughout.

The list of birds for Penwith is extensive as it is an area famed for passage migrants including BAP priorities such as aquatic warbler. It is also important as a wintering site for many species and notable for hen harrier numbers. Resident and breeding BAP priorities include skylark, corn bunting and song thrush. Nightjar and Dartford warbler are associated with heathland areas, and spotted flycatcher with the coastal valleys on the south of the Peninsula. In recent times, a small breeding colony of choughs has become established on parts of the north coast.

A range of common mammals are present. More notable species include otter and greater horseshoe bat. The former is now widespread in river valleys and along the coast while the latter is often associated with former mine workings.

3.3.4 Designations

The importance of the habitat, flora and fauna of the project area is reflected in part by the designations. Over 17% of the area is designated as County Wildlife Site (Fig XX) in contrast to 9% for Cornwall as a whole. However, SSSI coverage at 4% is just below the average for the County (Fig). SSSIs are concentrated around the coast whereas the extensive inland heaths and wetlands, although of SSSI standard, are not designated. The ESA designation for that area afforded some protection until it ceased in 2012.

3.4 Historic Environment of Penwith^[3]

Penwith's physical and built heritage is without doubt one of the richest to be found in Britain and, indeed, in Western Europe. It is a strongly visible and tangible element in the area's highly distinctive landscapes, which are themselves the result of well over 6,000 years of human activity.

One of the area's key characteristics is the richness and diversity of its ancient monuments and historic standing structures: quoits (earlier prehistoric megalithic chambered tombs), stone circles, standing stones, barrows, cairns, roundhouses, enclosed settlements, hillforts, cliff castles, inscribed stones, crosses, chapels, holy wells, quays, engine houses, farm settlements, boundary markers, direction stones and many others. Some of these – entrance graves, fogous and courtyard houses, for example – are particular to the far west. This wealth of easily visible monuments offers clear evidence of human activity within the landscape over a long period, extending from the ceremonial megaliths of the Neolithic period (4000-2000 BC) to those associated with mining and farming in the relatively recent past. Penwith is, therefore, a place where time-depth – the perception of a sequence of distinct phases of human presence and its active shaping of the environment – is clearly and readily apparent. This is very obviously an old landscape.

Crucially, many monuments survive not as isolated 'stand-alones' but as components of much wider complexes. It is possible to see, for example, not only connected groups of earlier prehistoric ceremonial monuments but also the well-preserved standing remains of settlements of the Middle Bronze Age (1500-1000 BC), the Iron Age (700 BC – AD 43) and the Romano-British period (AD 43-410), each in association with the fields worked by those who lived in them.



Fig 3.3 Porthmeor courtyard house settlement, a Romano-British settlement still connected to its associated field system, which is still farmed today. © Cornwall Council HER

In Penwith, extended systems of prehistoric fields and their boundaries that are amongst the oldest artefacts in the world have remained in continuous use for their original purpose. This adds a near-unique element to the current Penwith landscape and emphasises its national and international importance. There are few other places in Europe

where the enclosed land of modern farms is divided by boundaries first established more than 2,000 years ago. These divisions – stone-faced earth banks and dry-stone walls – define the fields in use today and their form and shapes, their materials, and the vegetation which covers them, represent a fundamental element in the character of the present landscape.

[3] Contributed by Ann Reynolds, Senior Archaeologist, Historic Environment Service, Cornwall Council

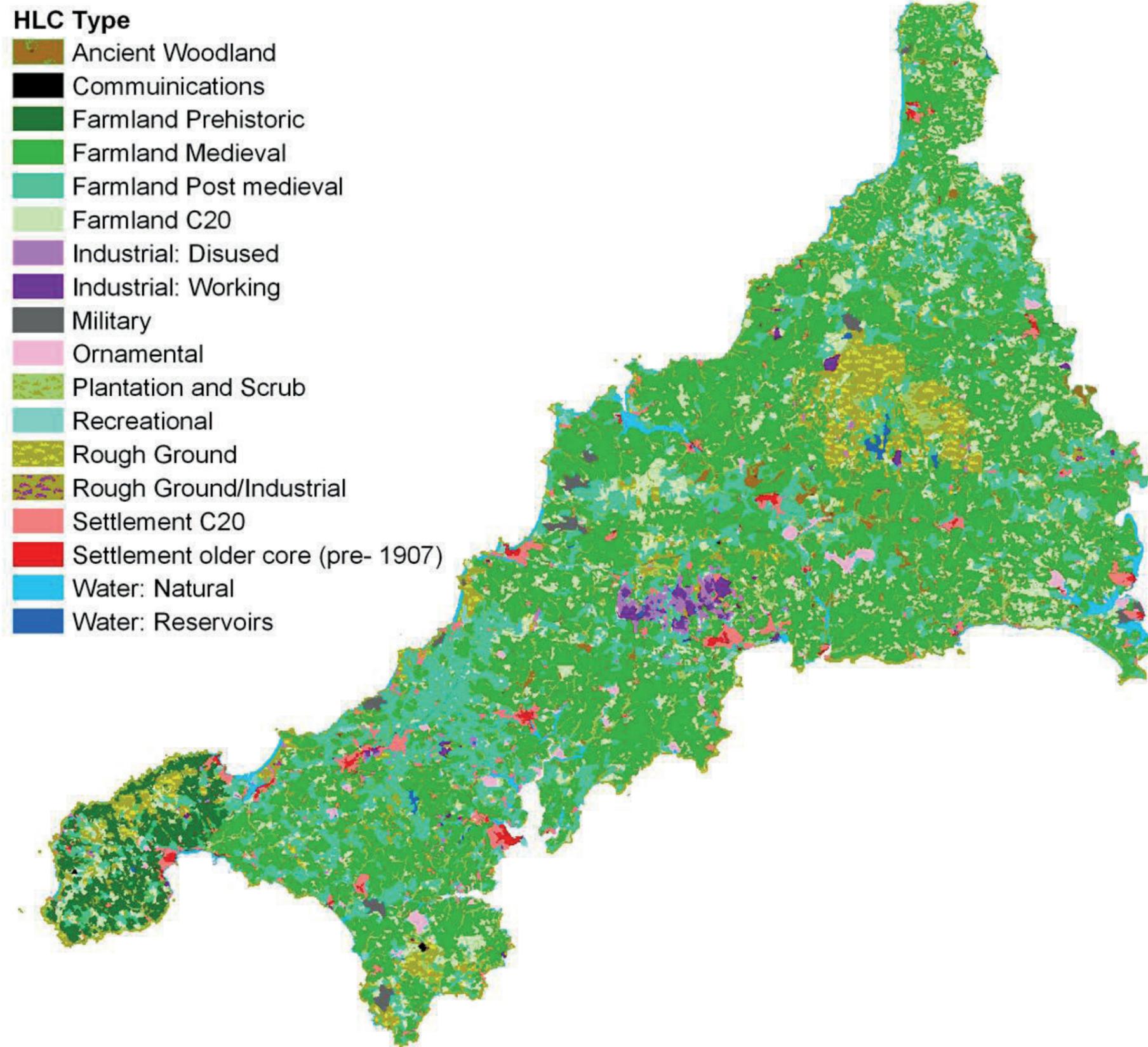


Fig. 3.4 Historic Landscape Character types across Cornwall, showing a strong predominance of landscapes of medieval origin interspersed with post-medieval rough land enclosure, with the clear exception of Penwith, with its landscape of prehistoric origin.



Fig. 3.5 The farming hamlet of Rosemergy, set within a prehistoric field system © Cornwall Council HER

3.4.1 Shaping of the Farmed Landscape

Most of the principal risks to the historic and natural heritage of Penwith arise from long-term changes in the area's farming economy. From the later 19th century, accelerating through the 20th, increasing agricultural specialisation, particularly the decline of long-established mixed farming regimes and the rise of dairying, substantially reduced the level of grazing on rough ground – traditionally its most important use. The cutting of furze and turf for fuel was abandoned, as was the harvesting of bracken, rushes and heather. Long-established industrial activities based on the moors also vanished. The key factors which had shaped and maintained rough ground not only during the historic period but over several millennia were, therefore, almost completely abandoned.

In the 1970s and 1980s substantial areas of Penwith rough ground were 'improved' for agricultural use, often driven by European grants that had not been tailored to the specific circumstances of Penwith. This resulted in significant losses of wildlife habitats and archaeology: several well-preserved prehistoric settlements and their associated field systems were bulldozed and chisel-ploughed without record during this period. Against this background came the suggestion of Environmentally Sensitive Area (ESA) status for West Penwith, which was seen as an excellent way of resolving the problem of preserving this unique landscape whilst allowing normal farming practice to continue. One of the main drivers for ESA status was the recognition of the importance of the historic landscape and the threats from improvement and hedge loss at that time.

More recent changes in farming have seen intensification of arable production and stock rearing on enclosed land, placing at risk the later prehistoric field systems which define much of Penwith's landscape character. The ancient fields are too small and entrances too narrow for standard modern agricultural working; granite 'grounders' – very large earth-set boulders - which previously survived in fields, themselves a key element of landscape character, are an obstacle to mechanised farming, particularly intensive arable farming. The availability of modern fencing materials means that historic and prehistoric boundaries are no longer maintained. This is set against a backdrop of the loss of traditional family farms, which for decades had been the mainstay of farming working within this ancient landscape.



Fig. 3.6 Collapsed Penwith hedge. The quick and cheaper option of fencing often results in stock proofing of outer field boundaries, reducing the need to maintain internal field boundaries.
© Cornwall Council HER

3.4.2 Summary by Period

Much of the following section has been taken from 'Archaeology and Landscape at The Land's End, Cornwall', published late 2016. This excellent volume pulls together 30 years of excavation, survey and research in to the Penwith landscape and as such is the most up to date synthesis of the development of this special landscape to date. The following is a précis of the main developments of the Penwith landscape as outlined within the Penwith survey volume and pulling on other published sources.

Mesolithic and Early Neolithic: The Mesolithic saw the first tangible evidence of activity within Penwith through numerous flint assemblages, marking hunting and working sites. No occupational evidence has been found but the artefacts alone allude to the presence of roving hunter gatherer groups in the landscape.

Early Neolithic monuments point towards more settled communities (c.4000-3400 BC) and the first physical transformation of the landscape by humans ((Jones, 115, in Herring, Johnson, Jones, Nowakowski, Sharpe and Young, 2016). Tor enclosures have been identified at Trencrom, and Carn Galva, and possible long barrows at Brane and Chapel Carne Brea, showing that people were beginning to place significance on the landscape and develop a sense of permanence. It certainly seems that Neolithic people placed some importance on granite outcrops (ibid), as evidenced elsewhere in Cornwall (for example Carn Brea near Camborne and on Bodmin Moor). It is interesting that these outcrops still hold a fascination for people even today and are often the sources of folklore (such as Carn Kenidjack and the story of the Wrestlers of the Hooting Carn, personal communication Weatherhill 2013).

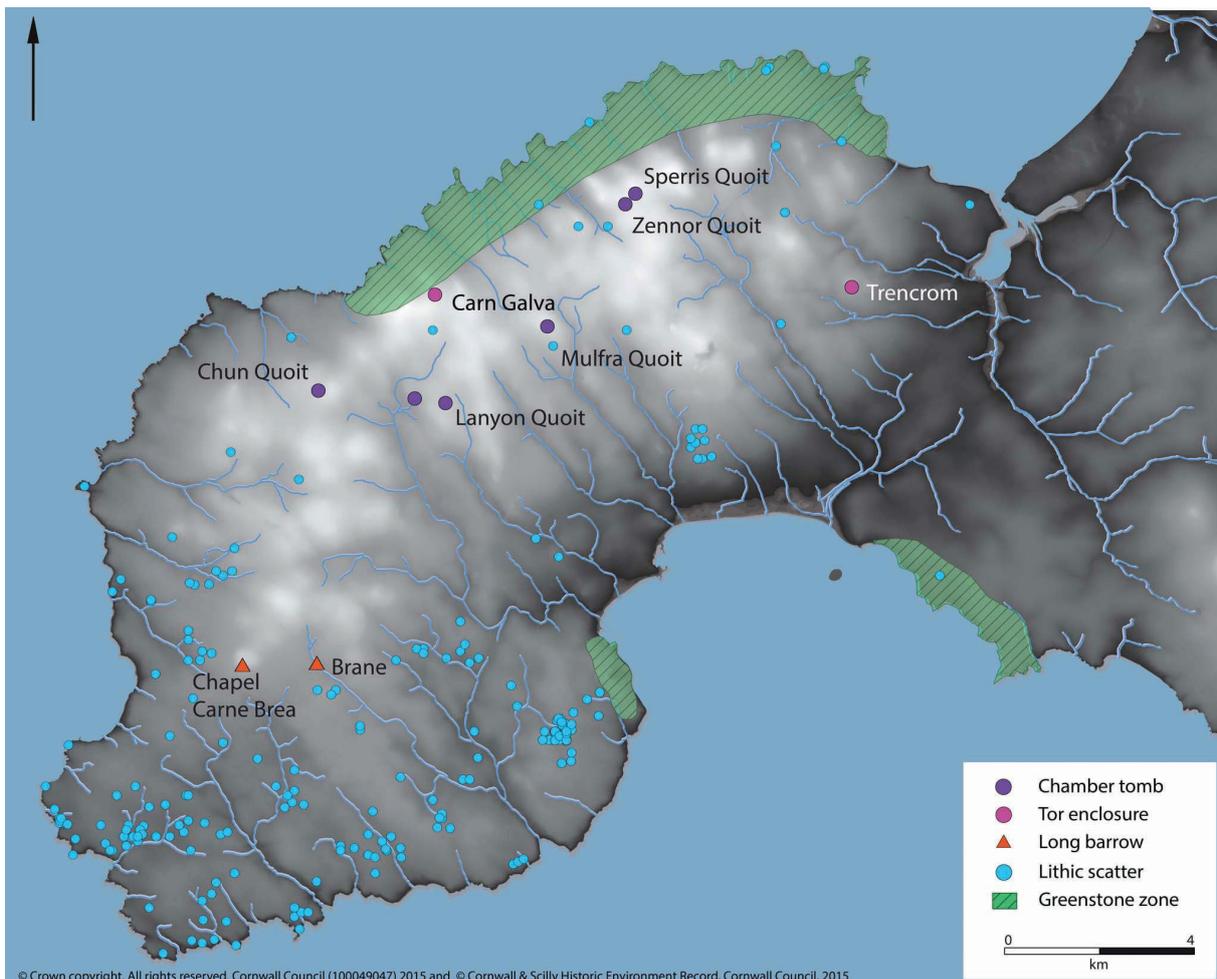


Fig. 3.7 Early Neolithic chambered tombs, tor enclosures, lithic scatters and potential sources for Greenstone artefacts. Reproduced from ‘Archaeology and Landscape at the Land’s End, Cornwall’, with kind permission from Cornwall Archaeological Unit.



*Fig. 3.8 Tren crom Hill from the north, site of a Neolithic Tor enclosure, reused as an Iron Age Hillfort.
© Cornwall Council HER F75-022*

The well-visited and photographed chambered tombs of Penwith (for example Lanyon, Mulfra and Chûn) are likely to date around this period. Their similarities to such sites in west Wales, Ireland and Brittany suggest that even at this early date, there was movement and trade along the western seaboard. These artificial stone outcrops may deliberately mimic the surrounding natural geological outcrops, again emphasising the importance these natural features may have held in prehistory.



Fig. 3.9 Chûn Quoit © Cornwall Council HER

Later Neolithic to Early Bronze Age: Although dating evidence is sparse, it is generally assumed that the majority of stone circles and standing stones within Penwith are likely to date from the Later Neolithic and into the Early Bronze Age (Jones, 121, 2016). The stone circles tend to be located on lower ground when compared to the earlier monuments, predominantly using local granite and often occurring in pairs (Tregeseal being the best example of closely located stones, whilst 800m lies between Nine Maidens and Mên-an-Tol). This suggests that they were more accessible and linked with daily life than the earlier sites. Rarer, but still present in the Penwith landscape, stone rows and holed stones are also likely to date to this period and there is some suggestion that they were linked with the stone circles (ibid 123). In contrast, standing stones remain by far the most common monumental features of Penwith, and are found throughout (Cornwall and IOS HER data). Again, difficult to date, the sites are likely to have been erected throughout the Neolithic and Bronze Ages.

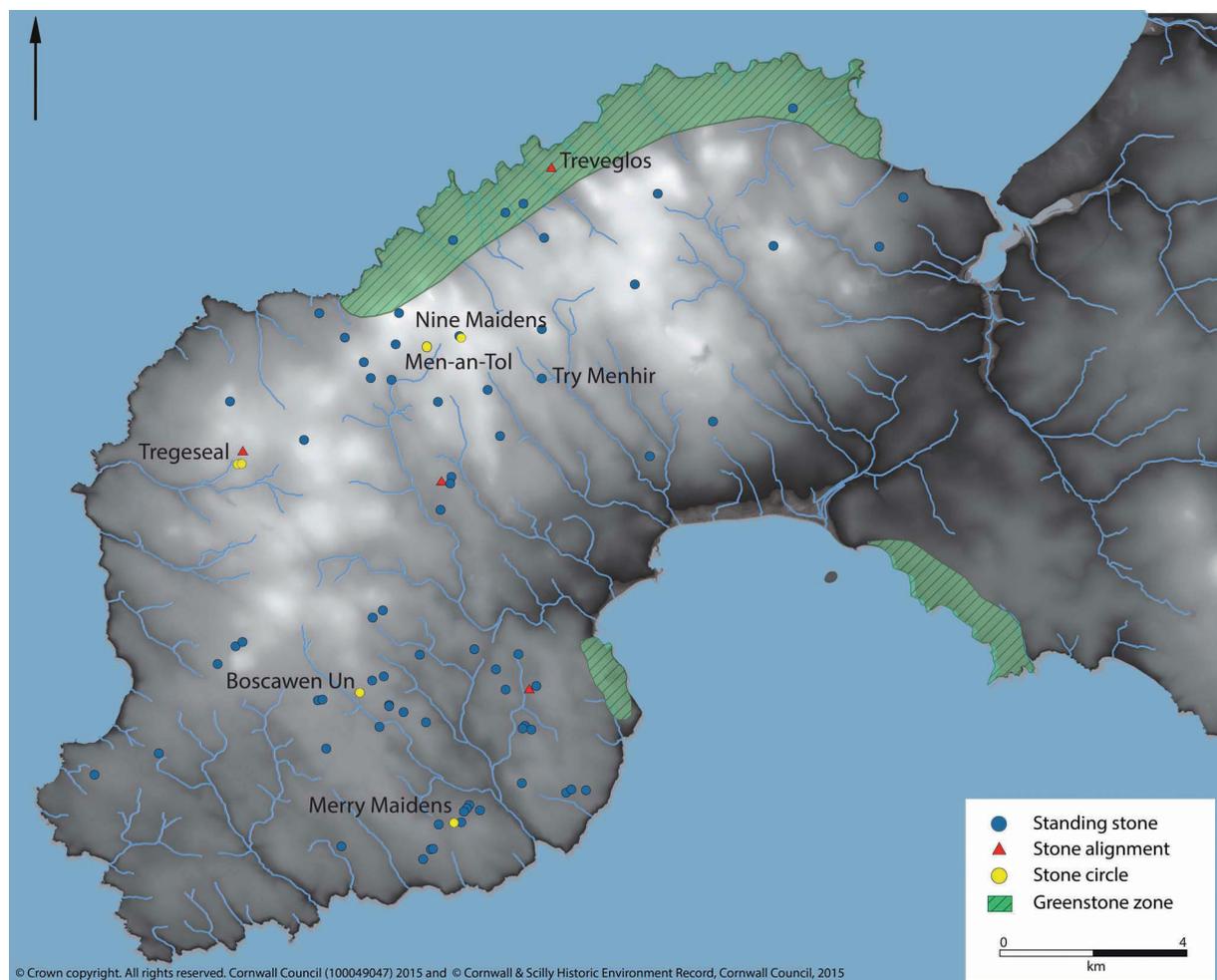


Fig. 3.10 Distribution of standing stones, stone rows, and stone circles in Penwith. Reproduced from ‘Archaeology and Landscape at the Land’s End, Cornwall’, with kind permission from Cornwall Archaeological Unit.



Fig 3.11 Boscawen ũn stone circle © Cornwall Council HER

The earliest evidence of domestic settlement dates from the early Bronze Age. A small oval shaped staked structure near Sennen was dated to around 2300 BC. This ephemeral site was likely to have been short lived (*ibid* 126). In comparison, there is plenty of evidence of the construction of ceremonial monuments including entrance graves, barrows, cists and cairns, demonstrating that this was a populated and active landscape. Artefacts dating to this period suggest that Penwith was already an important trade/communications route, with gold objects from Ireland, extensive examples of Beaker Pottery, (common across western Europe) and monument forms suggesting influence from western Europe (*ibid* 127/8). Pollen sequences dating from this time suggest a landscape of oak-hazel woodland, mixed with cleared and cultivated areas on the lower ground, with open downland dominating the uplands (*ibid* 132) – the modern/current pattern of landscape that we see today was beginning to take shape.

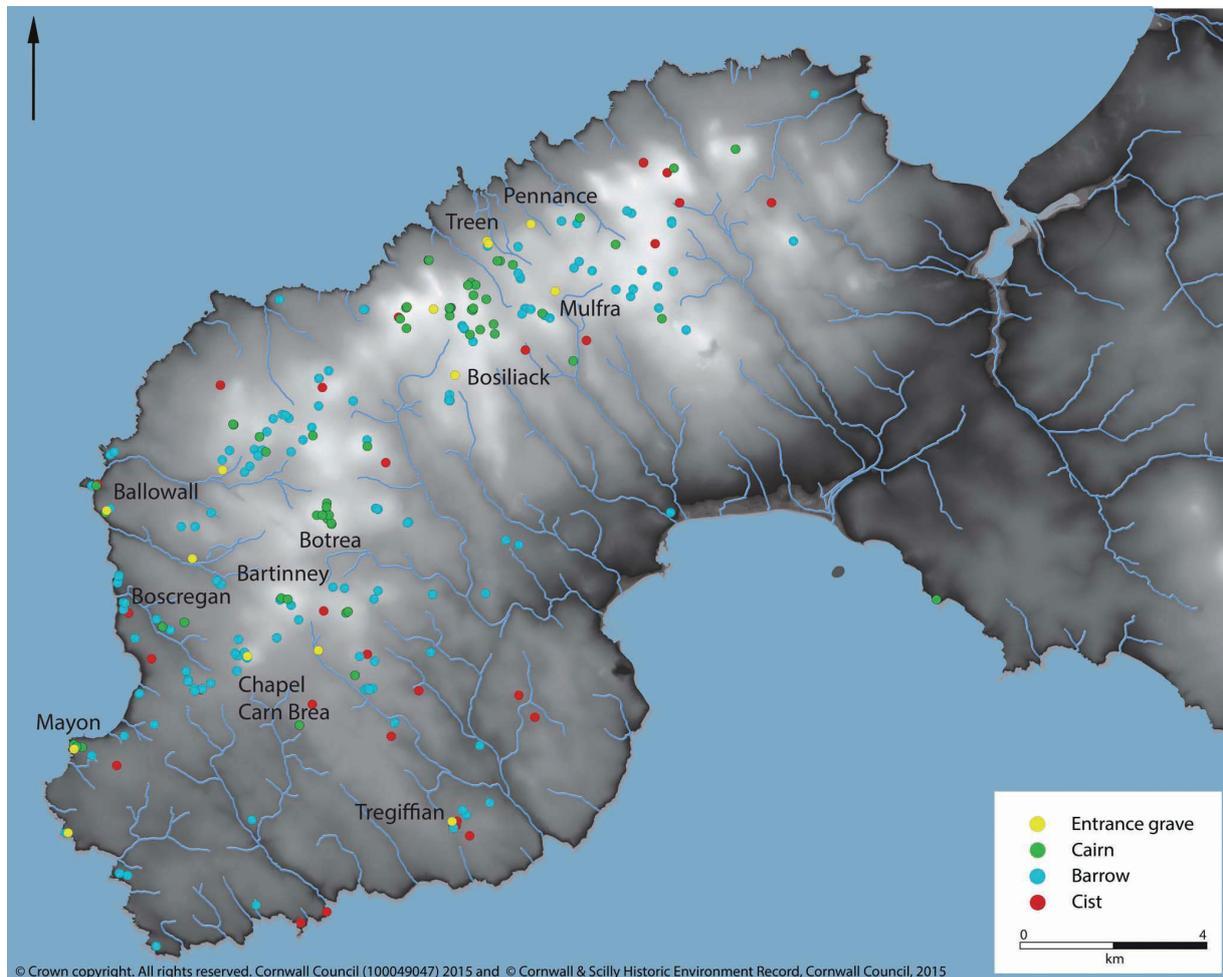


Fig 3.12 Early Bronze Age barrows, cists, cairns and entrance graves. Reproduced from ‘Archaeology and Landscape at the Land’s End, Cornwall’, with kind permission from Cornwall Archaeological Unit.

Middle Bronze Age: From this period, the irregular field patterns of Penwith began to emerge. These were inextricably linked with the first occurrences of permanent round house settlements, for example the houses at Bosiliack date to around 1400-1000 BC (Nowakowski 140, in Herring, Johnson, Jones, Nowakowski, Sharpe and Young, 2016). Interestingly there appears to be a pattern of continuing use of these settlements and sometimes abandonment then further reuse right into the late Iron Age and sometimes on into the Romano-British period – demonstrating excellent examples of time-depth to aid our understanding of settlement and landscape development/evolution. As Nowakowski rightly points out, ‘successful settlements located in the right places will thrive as long as they continue to serve farming and social needs’ (*ibid* 142). This permanence of settlement and its associated field systems has laid the framework of the present landscape pattern, further preserved by many of the medieval farmsteads continuing to divide the land on the same basis as the prehistoric field patterns.

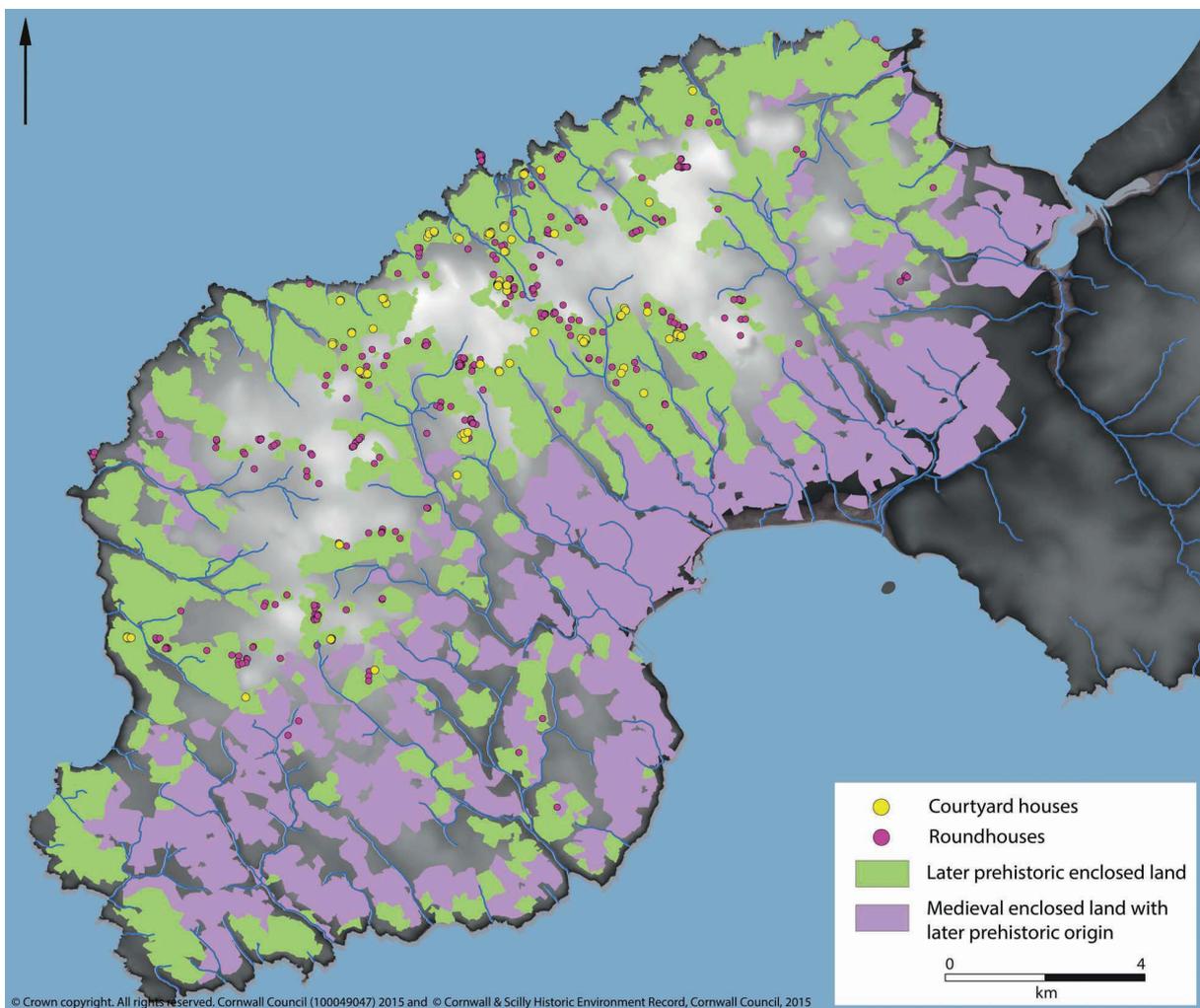


Fig 3.13 Round houses and courtyard houses, set against surviving modern day areas of prehistoric and adapted medieval field patterns. Reproduced from ‘Archaeology and Landscape at the Land’s End, Cornwall’, with kind permission from Cornwall Archaeological Unit.

The round houses found within the Bronze Age settlements are likely to have had a number of functions, some being domestic and some for work spaces, plus a variation of sizes and build (although the majority of round houses in Penwith are 5 to 7m in diameter and built of double celled low stone walls, *ibid* 142/3). Over 90 such settlements have been identified in Penwith, with 280 individual roundhouses. Survival rates are higher to the north of the area, often coinciding with the better preserved prehistoric field patterns and upland areas. The clusters of structures range from isolated survivals to settlements of over 30 buildings (*ibid* 143).



Fig. 3.14 A prehistoric landscape still in use at Bosigran © Cornwall Council HER F88-037



Fig. 3.15 A round house at Bosiliack, cleared of vegetation in readiness for recording as part of works carried out in 2011 to investigate the effects of bracken on the archaeological resource © Cornwall Council HER

The areas of wholly unaltered prehistoric field systems are relatively few and scattered, as opposed to those prehistoric field systems which continued in use. They tend to be found in the modern marginal areas, in coastal rough ground and on downland (areas which originally would have been important parts of the farming system, providing summer grazing grounds and sources of fuel amongst other things). Within these fields, abandoned since later prehistory, the irregular pattern is easy to discern, as well as the original form of these early boundaries, (low stone banks, often utilizing natural features). More often, the lynchets associated with years of cultivation survive as earthworks, where the stone walling itself may have disappeared.



Fig 3.16 Relic field boundary on Sperris Croft
© Cornwall Council HER

Iron Age and Romano-British periods: The Penwith landscape developed further during these periods. We start to see the appearance of cliff castles and hillforts – sites generally associated with high status, trade and emerging community identity and territory. Few have been investigated to any extent, with Chûn castle being one of the few. Alongside these impressive sites, a number of rounds begin to appear. These were single banked and ditched settlements, which date from the middle to later Iron Age and continued in use throughout the Roman-British period. They are often seen as the modern equivalent of farmsteads and as such are found in areas of good agricultural land. Many often survive as crop marks, with no discernible above ground features, but some survive as impressive earthworks, often fossilized within the surrounding field systems (such as Trewern). Excavations at other sites have shown they

were likely to have been the homes of extended families (such as Trethurgy and Penhale), although excavations at some round sites in Cornwall have found no or little evidence of settlement, but a suggestion of industrial processes/work spaces (for example Killigrew near Trispen, which had evidence of tin smelting).



Fig 3.17 the entrance to Chûn Castle, a well preserved hillfort © Cornwall Council HER



Fig 3.18 The tree covered form of Lesingey Round, set within an anciently enclosed landscape
© Cornwall Council HER F85-017

The beginning of the Romano-British period also saw the emergence of another iconic Penwith site type – the Courtyard House. These have been described as stone buildings conforming to a general plan in which a series of rooms or cells is arranged around an open space or courtyard accessed via a common shared entrance (Nowakowski, 172, 2016; Weatherhill, 1982). Around 45 settlements with 93 houses have been identified across Penwith. Chysauster and Carn Euny remain two of the best preserved examples but others, such as Goldherring, Porthmeor and Bosigran East and West still show a clear relationship with their surrounding field systems. Settlements can consist of as many as five or six courtyard houses, alongside other smaller buildings. The emergence of rounds and courtyard houses seems to have indicated a shift in settlement pattern away from the earlier Bronze Age round houses, although there is evidence of continuity at some of the sites and the re-use of other previously abandoned sites. Within the backdrop of these settlements, the farmed landscape continued as it had throughout prehistory: irregular fields fanning out from the settlement sites, and the utilisation of coast and downland.



Fig. 3.19 *Chysauster Courtyard House settlement, the best preserved example of this type of site, so far only found in Penwith and the Isles of Scilly* © Cornwall Council HER

Medieval period: The main evidence for early medieval settlement within Penwith comes from Cornish place names, with the elements 'tre', 'ker' and 'bod' generally taken to indicate early settlement sites. The mapping of these names can support archaeological evidence of occupation and activity, and can demonstrate the continuation of the prehistoric farmed landscape into the medieval period (Herring, 193, in Herring, Johnson, Jones, Nowakowski, Sharpe and Young, 2016). These were the antecedents of the modern day farms, initially starting life as small hamlets, comprising a number of households. Rebuilding of structures has meant that few early buildings survive, but some earlier houses may exist, reused and adapted throughout the later medieval period. There are a handful of good possibly late-medieval/early post-medieval abandoned hamlets, which show the form of these settlements, Mill Farm at Bosigran being a notable example.

Place name evidence also indicates the earliest Christian sites in Penwith, notably through the element 'lann'. Although Penwith maintained, and indeed still has a strong association with pre-Christian belief systems, small religious centres and associations began to appear around the 5th to 7th centuries AD. More notable sites were established at St Buryan, with many of the Penwith churches appearing to be linked to early Saints and demonstrating the tell-tale curved enclosure of a lann (*ibid* 198/9).

Smaller sites may have been established around this time, such as the holy wells at Sancreed and Morvah, the chapel at St Levan and the well and baptistry (the present building is believed to date to the 12th century but is likely to be on the site of an earlier structure) at Madron. It is likely that some, if not all of these sites, had an earlier, pre-Christian origin - extending the theme of continuation within the landscape.



Fig 3.20 Sancreed holy well, still venerated through the practice of leaving 'clouties', offerings for relieving ailments, on an adjacent tree © Cornwall Council HER

As the medieval period developed, formalisation of the land through territory, most notably parishes and estates, grew. The southern area in particular saw reorganisation of field systems into classic strip fields. There is evidence that this also occurred in places along the northern coast, although even at this point, the prehistoric framework often predominated and dictated the form of the medieval fields (*ibid* 204).

Survey has demonstrated the well-preserved presence of medieval tenements within Zennor parish. These tenements were long ribbons of land, running north west from the coast up onto the down land to the south west. Each would have provided vital in-bye farmland (already covered in the lynchets of hundreds of years of cultivation, marked by the sinuous early boundaries), plus the coastal and downland resources, marking the continuation of land use.

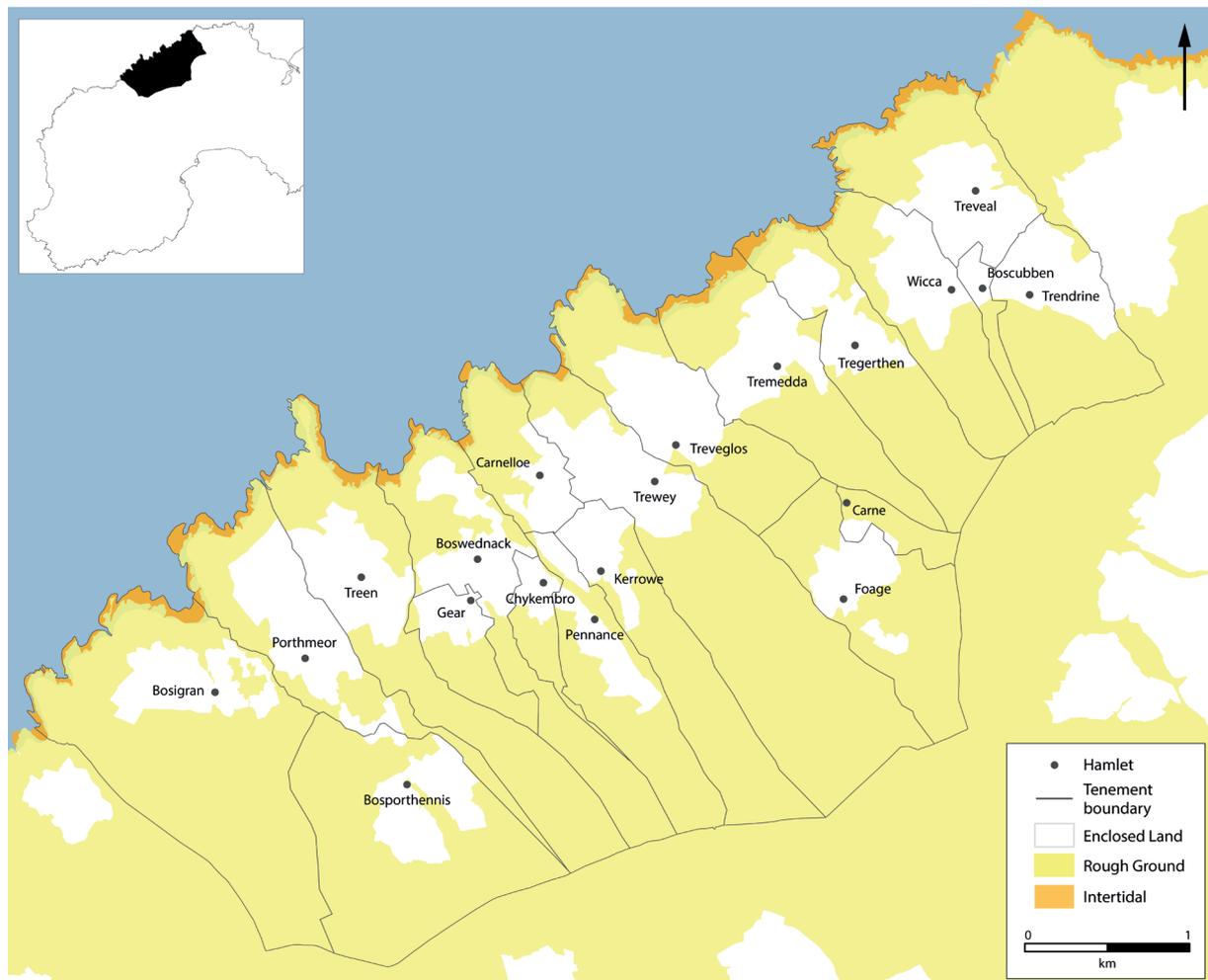


Fig. 3.21 Medieval tenements in Zennor Parish. Reproduced from ‘Archaeology and Landscape at the Land’s End, Cornwall’, with kind permission from Cornwall Archaeological Unit.

18th-century onwards: By the post-medieval period, the framework of the modern Penwith landscape had been established, with the exception of one more element – mining. Whilst it has been well established that Cornwall had been mined for tin since the Bronze Age, with records surviving of tin streaming dating to the 12th century through the Stannary Courts records (Sharpe 241, *ibid* 2016), yet it was during the second half of the 18th century onwards that the most dramatic changes took place in some parts of the Penwith landscape (now acknowledged as a part of the Cornwall and West Devon Mining Landscape World Heritage Site).

The core area of mining to the north of St Just had already seen an increase in mining activity prior to this period, which then grew over a wider area. Areas of earlier mining were worked to a greater extent than previously, greatly increasing their impact on the landscape. Notable areas included around Rosewall Hill and Cripplesease in the east, Ding Dong/Nine Maidens Common, Balleswhidden and of course the St Just/Botallack/Levant coastal area. Areas of rough and coastal ground were riddled with prospecting pits and surface workings in the increasing search for deposits, whilst the hard-rock mines extended deeper and further out under the sea. This included an increase in processing, with stamping mills and dressing floors lining a number of valleys, powered by local streams and a complex of leats (notably Portheras and Chyrose, Kenijack and Cott valleys). The increase in works was coupled with a dramatic increase in population, best demonstrated by St Just parish, which went from a population of about 1,000 in the late 18th century to a peak of 13,000 around 1861. Most parishes saw their population double during the first half of the 19th century (*ibid* 239).



Fig 3.22 Greenburrow on the edge of Nine Maidens Common – the impact of mining on the landscape. © Cornwall Council HER

This impact extended into the wider landscape. Mining was a harsh life and by no means a secure job. Many miners supplemented their earnings by working small plots. Often located on marginal land, these smallholdings were sometimes accompanied by a tiny cottage and were often located close to the mining areas and terraces of miners' houses. They are characterised by their regular fields, in contrast to the sinuous earlier field systems, and bound by large dry-stone walls – the product of clearing the stony, poor land. These walls were broad enough to incorporate small chambers, referred to as 'crows' and utilised as spaces for keeping pigs or fowl (although these features are not exclusively found on miners' smallholdings).



Fig. 3.23 The distinct, regular form of miners' smallholdings at Geevor, contrasting with the sinuous nature of the adjacent earlier field systems. © Cornwall Council HER F68-149

At this point, in the mid-19th century, documentary evidence suggests that the agricultural regimes of Penwith had changed little since at least the medieval period. Farming remained predominantly mixed, with the land under a process of convertible husbandry, where the land remained under pasture for around 10 years then was cropped for around 4 years before returning to pasture again. Under this system, up to two-thirds of the land remained in pasture at any one time (Herring 208, 2016). The downs and coastal margins remained in use as vital grazing/fuel land. Furze or gorse, in particular, was much valued as a fuel crop within an area where timber had always been a sparse resource, to the point that the theft of furze was a criminal offence and farm-sale particulars extolled the furze bearing capacity of holdings (Dudley, 50-1, 140, 2011). During the 19th century at a number of southern coastal margins (such as Kemyel Crease) small market-garden enclosures developed. This was driven by the demand for potatoes to feed an increasing population, and latterly for fresh spring flowers from the emerging markets linked by rapidly improving railway connections in the 1860s.



Fig. 3.23 The tiny enclosures of coastal market garden plots at Tater Du © Cornwall Council HER F18 164

The decline of mining in the later 19th century, brought on by a fall in tin prices, saw the near collapse of Penwith mines. By the start of the 20th century, 9 mines were in operation and the population of St Just had dropped to 5,646. In comparison, there were approx. 200 mines and a population of 9,000 in 1871 (Sharpe 259, 2016). Smaller-scale mining enterprises, alongside china-clay production and stone quarrying, continued sporadically throughout the 20th century. Both the last china-clay works (Bostraze) and hard-rock mine (Geevor) closed in 1991, although stone quarrying continues at Castle-an-Dinas Quarry, near Ludgvan.



Fig. 3.24 Castle-an-Dinas hillfort, Roger's Tower folly and the post medieval intake smallholding of Castle Farm, with the modern quarry looming beyond © Cornwall Council HER

3.5 A Concise History of the People of Penwith^[4]

The people of the Land’s End peninsula, and Cornwall in general, have the longest history of any of Britain’s diverse peoples, with the exception of the Welsh, whose history is equally long. It dates to as long ago as 12,000 years, when colonists from the southern shores of Biscay moved into the western side of an empty island after the glaciers had retreated, and professional geneticists have estimated that 4 out of 5 Cornish people today retain the genetic markers of those very first colonists.

By the end of the Mesolithic period, 6,000 years ago, a sea-trading network that involved the whole Atlantic seaboard from Gibraltar to the Shetlands, had already become established and would be maintained for several millennia. Cornwall occupied a central position on that route that would prove to be crucial to its future. More people from the same Biscay shores moved in at the start of the Neolithic period. They brought with them the skills of agriculture that had originated in lands south of the Black Sea and spread throughout the Mediterranean, and the arts of megalith building that gave us the massive portal dolmens or quoits that we see in our landscape today. They may also have brought the Celtic language, which had developed from Indo-European in western Iberia and become the common language of that same sea-trading route. Eventually, this would further develop into Gaelic and British, with Cornish evolving from the latter. This too, would, transform our landscape by way of the 80% or more of our place-names that derive from that language.

3.5.1 Neolithic to the End of the Iron Age

At the end of the Neolithic period, 4,000 years ago, more people moved in, perhaps from tin-rich Galicia at the north-western tip of Iberia, bringing with them the Maritime Bell Beaker, the fashions of chamber-tomb and stone-circle building, and the skills of metalliferous mineral production that began the long history of Cornish mining. This, in turn, would be hugely significant on not only a local scale, but a global one, through the skills of hard-rock mining itself and all the inventions and technological advances associated with it, which were largely developed by Cornish technicians. These would have a major impact on the Industrial Revolution that changed the entire world, and with Cornish ingenuity at the very heart of it.

Throughout the succeeding Bronze Age and Iron Age, there were none of the invasions that were once theorised. Society throughout those periods was relatively stable and allowed to develop naturally. By 1,500 BC, the landscape pattern of farming estates that we see today was already becoming established, and a West Penwith farmer of 1850 would have immediately recognised the lands and practices of his Middle Bronze Age ancestors, which scarcely differed.

The Celtic peoples of Atlantic Europe, Britain and Ireland have always been master mariners, with fishing playing a major role from a very early date. The bones of deep-water fish found in Mesolithic domestic middens at sites such as Gwithian indicate that, even 6,000 years or more ago, Cornish fishermen possessed the skill and courage to venture out into the Atlantic and beyond the continental shelf.

Indications are strong that the hillforts and cliff castles of the Iron Age did not represent internecine social conflict but, rather, a cooperative role of guardianship of society and economy from any external threat that may have arisen.

[4] Contributed by Craig Weatherhill, historian, author and Bard of the Cornish Gorsedh

Indeed, a stable society in West Penwith is exactly what was described when our first known Mediterranean visitor, a Greek explorer and geographer named Pytheas arrived in Mount’s Bay shortly before 300 BC. From what remains of his written account, the Iron Age West Cornish society he met so deeply impressed him that he was to describe it as ‘civilised’, ‘hospitable to strangers’, and ‘ingenious’. The local people had gladly taken

him inland to see for himself how tin was extracted, purified, smelted, and formed into ingots that were then taken in wheeled wagons to the export centre on St Michael’s Mount. In this, he was highly interested as, by way of those ancient sea-trading routes, Cornish tin found its way to his home town of Massalia (Marseille, then a Greek colony in southern Gaul) to be sold on to Mediterranean customers. Pytheas was the first from his area to trace the tin right back to its source. Several of the trackways along which he was taken, and along which the tin was delivered to the Mount, are still in existence today. It could already be seen that the seemingly insular society of West Penwith was, in fact, an established part of a network that was, by the standards of the time, global.

Pytheas was too early to have seen the change in dwelling style that developed in West Penwith (and nowhere else), from the standard round house, with a conical thatched roof, into huge multi-roomed dwellings known as courtyard houses. The best example is at Chysauster. But this was not a total change, with round houses continuing to be built and lived in. Large villages like Chysauster appear to have housed several families running a joint subsistence farm, with large field systems, much like an Israeli kibbutz. When these villages were abandoned in the post-Roman years, the farms and people remained right where they were, retaining the same estates, but building successor farmhouses nearby, and within the same land-holding. These farm estates remained more or less intact, and the Tithe Apportionment maps of 1839-41 showed what were essentially those very same estates, nearly two millennia later, and a further millennium after they had been initially founded in the Bronze Age.

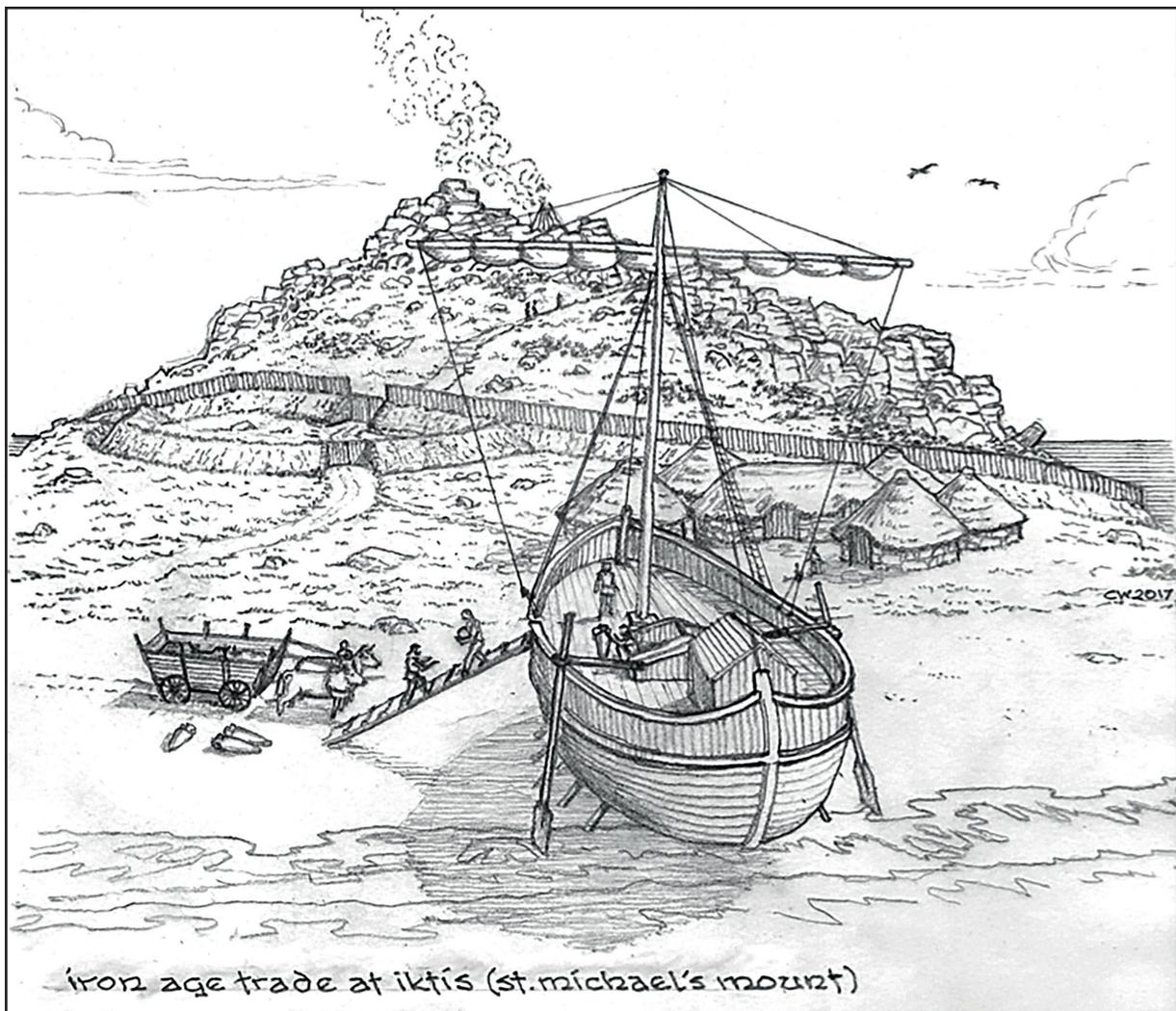
3.5.2 Romano-British Period

The 400 years of Roman occupation had very little effect on life in West Penwith. The native people probably never saw a legionary, but will have met with merchants and tradesmen, from whom they purchased sophisticated pottery such as the red Samian ware that has been found at several Cornish domestic sites of the period. They may have seen Roman merchant ships at the import and export centre at St Michael’s Mount which had continued to be in use, but little else of the Romans.

The post-Roman centuries saw the introduction of Christianity through the Celtic Church, whose itinerant priests were the many ‘Cornish saints’ commemorated today. Our many inscribed stones, early Christian memorials of the 5th to 8th centuries give us the first sight of Cornish personal names. By at least this time, Cornwall had been divided into ‘keverangow’, later called ‘Hundreds’, of which Penwith was one. These were the equivalent of the Welsh ‘cantrefi’, semi-autonomous divisions that could each raise a military division if so required. Cornwall then comprised the western part of the Celtic kingdom of Dumnonia, which survived West Saxon onslaught until the early 9th century. After the Devonian half had been absorbed by the Saxon king Ecgberht into Wessex, only the kingdom of Cornwall remained. The names of several kings are known, many of whom utilised Tintagel as a seasonal seat from 400 to 700 AD. A later king was Donyarth who, at his tragic death from drowning in 875, was described as rex Cerniu, id est Cornubiae (‘king of Cornwall, that is, of the Cornish people’).

By his time, the independent Celtic church had virtually given way to the demands and superiority of Rome (Cornwall was the last of the Celtic nations to do so) and Canterbury was appointing many influential English priests to Cornish churches. Through them, the influence of Saxon kings in Cornwall could be markedly increased by stealth and without any military conquest ever taking place. Cornwall never underwent a Saxon period, nor did it adopt Saxon patterns of settlement and community. Instead, it continued to reject the idea of large towns, until Norman administration began to found them, and to insist upon the Celtic pattern of very small and scattered rural settlements that are familiar today.

While Tintagel’ was a royal seat, Cornish entrepreneurs successfully revived and controlled the ancient Atlantic seaways that had been interrupted by the Roman Empire, and colonised the strategic points of the route in Brittany and Galicia. Imports into Cornwall of fine wines and oils from as far away as the eastern Mediterranean show how successful this venture was, even if it was only to last for 300 years.



St Michael's Mount in the Iron Age © Craig Weatherhill

The resilience of the Cornish is quite remarkable, given that they have survived against all the odds, have never lost their unique identity, and even survived a shocking episode of genocide in 1549 that saw at least 11%, and a possible 20%, of its population wiped out. Their unwillingness to conform saw many reject the 200-year-old State religion, and embrace Methodism in the late 18th century. Not even the collapse of mining, due largely to financial events beyond their control, could put a dent in community morale. Instead, and like the Irish in America, many local miners and their families went overseas, taking their skills and ingenuity to other parts of the world. The global Cornish diaspora now numbers several millions in many countries.

The fishing fleets of St Ives and many other places might now be all but gone, but those of Looe and Falmouth survive, while Newlyn retains one of the largest fleets in the UK. That undying resilience may yet be the foundation of Cornwall’s future.

3.6 People and Communities of Penwith

Note: The figures and data in this section have been taken from a number of sources. They correspond to two geographical areas, neither of which have an exact fit with the PLP area – the former Penwith District Council area^[5] and the West Penwith Community Neighbourhood Area (CNA). However, together they give a general picture of the demographic and socio-economic structure of the area in which the PLP will be working.

As the figures below indicate, the approximate population of the area within which the Landscape Partnership will work is 14,000. However there are over 48,000 people living within the wider PLP Scheme boundary.

2014 Parish Population Estimates

Ludgvan	3,272
Madron	1,614
Morvah	288
Paul	238
Sancreed	641
Sennen	929
St. Buryan	1,443
St. Just-in-Penwith	4,747
St. Levan	491
Towednack	382
Zennor	214
	14,259
Marazion	1,471
St. Michael’s Mount	168
Penzance	21,016
St. Ives	11,512
	34,167
Total	48,426

Source: 2014 Mid Year Population Estimates, Office for National Statistics

3.6.1 Population and Demography

The population density in Cornwall is one of the lowest in England. In Penwith it is less than 1.5 persons per hectare, of which 95.3% are white British with a very low number of overseas migrants (0.6%). Throughout Cornwall and in line with national trends, the population is getting older as average life expectancy continues to rise. Within this upper age-bracket a wealth of local knowledge passed down through the generations exists.

[5] On 1st April 2009 Cornwall’s county, borough and district councils joined together to form a new unitary authority for Cornwall. Prior to April 2009, Cornwall was administered as a non-metropolitan English county with a ‘two-tier’ system of local government in which a County Council shared local administration with 6 other District and Borough councils: Caradon, Carrick, Kerrier, North Cornwall, **Penwith**, and Restormel.

Penwith CNA (pop 39,026)			England average
Aged 0-15	6,025	15.5%	19.1%
Working age	22,245	57%	63.3%
Aged 65+	10,715	27.5%	17.7%

In Cornwall, the population is not only changing demographically but also gradually increasing. Whereas historically Cornwall has experienced high levels of outward migration of those between the ages of 16-29, the expansion in the higher education infrastructure and better employment prospects has led to reductions of younger people leaving Cornwall. This is not the case in Penwith. In 2016, statistics for the whole of the former Penwith District area of Cornwall showed a population of 65,904, projected to peak to 69,365 in 2032 and falling back to 69,300 in 2035^[6]. Penwith will have the lowest rate of projected growth at -0.04% (-25) between 2030 to 2035. Population statistics reveal massive shifts over the last 100 years or so in all the Parishes due to changes in economic activity.

**Parish information
(demonstrating 100yr population variance)**

Parish	2011 Census	1911 Census	Total area (acres)
Ludgyan (mentioned in the domesday survey of 1086)	3,250	2,213	4,541 land
Madron (formerly known as madderne)	1,591	3,584	5,589 land
Morvah	394	328	1,270 land, 1 water, 14 foreshore
Paul	296	6,332	2,153 land
St Levan (originally part of the parish of St Buryan and still closely connected)	459	731	2,402 land, 3 water, 31 foreshore
St Buryan (recorded in the Domesday Book of 1086 as Eglos, which in old Cornish means church, of St Burian)	1,377	1,236	6,972 land, 3 water, 18 foreshore
St Just-in-Penwith (also known as St Just)	4,637	5,753	7,622 land, 12 water, 117 foreshore
Sancreed	624	805	4,608 land
Sennen	806	663	2,284 land, 6 water, 64 foreshore
Towednack	394	328	2,400 land
Zennor	196	294	3,184 land.

(See Fig. 1 in Section 1.3 and Insert for map showing parish locations).

[6] Based on population projections commissioned by Cornwall Council from Edge Analytics (POPGROUP) which incorporates the Council’s growth targets set out in the Local Plan.

3.6.2 Social Deprivation

Whilst Cornwall as a whole is not deprived, areas of high levels of deprivation persist. Penwith, one such area, has above-average unemployment figures and numbers of adults with no qualifications. Alarming 69.2% of all LSOAs (Lower Super Output Areas) in Penwith are ranked in the 30% ‘most deprived’ in England (OSCI Data sets Deprived Rural Areas Penwith) and 24.6% or 9,560 people live in the most deprived LSOAs according to the IMD (Index of Multiple Deprivation). Indicators for income and employment are high and barriers to housing and services particularly high compared with the UK average. A staggering 88.4% or 31,274 people are classed as deprived because of their ‘living environment’ (cf 21% in England).

The more rural LSOAs (Land’s End, Pendeen-Zennor-Madron) of Penwith perform very badly in domains indicating barriers to housing and access to services, e.g. distance to GP surgery/supermarket or convenience store/primary school/Post Office. In the more urban areas (the LSOAs of Penzance, St Just, Newlyn and St Ives) there is not only poor employment performance but, generally, also poor incomes, suggesting that even if employed, people are on very low incomes.

Whilst elsewhere, young people are choosing to stay in Cornwall or come here to study due to the expansion of the higher-education infrastructure and better employment prospects, this is less so in Penwith where unemployment amongst young people aged 16-24 is higher than the national average. Almost 25% of the population has no qualifications (cf. UK and Cornwall average of 22%) and only 27% have Level 4+. In August 2016, 15.5% were on working-age workless benefits of some kind (cf. 11.2% in England) 9.3% were on incapacity benefit (cf. 6% in England), and 23.9% of children were living in poverty.

3.6.3 Employment and Workforce

Employment is predominantly in low-paid sectors: 17% work in retail and 13% in health and social care. These employment figures are reflected in figures for types of businesses, where 23.9% are agricultural, 12.6% hotel and catering and 12.6% retail. The number of workers in the skilled trades is high at 17% (cf. 11% in UK) and, conversely the number of professionals is low at just 25% (cf. 30% in UK). Unsurprisingly, part-time working is very high at over 37% compared with 29% in the UK as a whole. The agricultural and food industry is well represented with a mix of micro-, small, medium and large enterprises. Dairy and horticultural production dominates on the agricultural side with baked goods, cheese production and other forms of added-value processing. Further, there are no major concentrations of employment with just 2 LSOAs near Penzance and St Ives respectively having 2-3,000 jobs each. Whilst there are a number of small businesses and micro-businesses, the figure is below the national average.

Being NEET (not in education, employment or training) between the ages of 13 and 19 is a major predictor of unemployment, low income, poor mental and physical health and associated problems later in life. Work carried out in preparation for the CLLD (Community Led Local Development Strategy) identified significant variances in the potential location of vacancies within West Cornwall compared with demand for jobs and/or job seekers. The analysis suggested that both transport policy and strategies regarding childcare were crucial elements in enabling families to work. Qualitative research on welfare to work delivery in 2014 looked at various approaches in Cornwall and recommended that programmes should include confidence building, developing and encouraging aspiration, the provision of basic skills especially IT, and volunteering and part-time working.

3.6.4 Housing and Health

The earnings for many households in Penwith are 22% below the UK level and yet house prices, at an average of £331k, are 10 times the average income (NOMIS – Official Labour Market Statistics 2014). Consequently, 35.3% of homes are rented; 6% of the housing stock comprises second homes but this figure rises to over 25% in some small coastal communities.

The UK has among the highest rates of fuel poverty and one of the most energy inefficient housing stocks in Europe (based on 2013 data). The St Ives Parliamentary Constituency is identified as the worst ranking in England for the number of homes with poor energy efficiency ratings (E, F and G rated), at 50.4% (2012 figure). In Penwith, 19.2% of households live in fuel poverty, 12% lack central heating and the large numbers without mains gas have to resort to more expensive forms of heating. This is exacerbated by solid-wall construction, making homes more expensive to insulate.

In Penwith, 8,148 people or 21% of the population live in what is defined as a ‘health deprivation hot-spot’ (Indices of Deprivation 2015). Hospital admissions were substantially higher than expected in the period 2010-14 but the death rate from all causes was lower, with life-expectancy rates for men and women the same as the average for England. Smoking rates are high at 25% (cf. 22.2% in England) but binge-drinking is lower at 16% (cf. 20%) as are child-obesity levels. Of the Penwith population, 25% suffers long-term limiting illness (cf. 18% in England).

3.6.5 Transport and Infrastructure

Penwith is predominantly very rural, its communities are isolated geographically and its dispersed population has poor transport links. Average road distances to essential services including GPs, Post Offices, and Job Centres are higher than the England average. However, travel-to-work distances are not high; fewer workers work from home than in the rest of the UK and 70% of those who travel by bus have no other form of transport. For the area as a whole, transport links are good: the main railway line ends at Penzance; there is a popular branch line from St Erth to St Ives; and the A30 extends to St Just. Beyond Penzance, however, transport infrastructure is poor. Very limited public transport makes travel to work and accessing services, particularly in the summer months, very problematic.

3.6.6 Information and Interpretation - Digital Access

Community learning has been shown to be successful in engaging hard-to-reach and disadvantaged people, and digital skills are increasingly required for everyday life. Digital access is therefore vitally important in a geographically isolated area like Penwith.

Information on broadband take-up, speeds and availability produced by Ofcom shows that the average broadband line speed in West Penwith CNA is 12.05 (cf. average for England of 17.57). The proportion of postcodes in West Penwith CNA where homes have low broadband speeds (less than 2 Mbit/s) is 525 or 40%. The proportion of people who responded to the 2011 Census online, compared with those who filled it in on paper in West Penwith CNA was 12.5% (cf. 19% for England). This can be taken as a proxy measure of digital engagement: areas with a high proportion of online Census responses are more likely to be digitally engaged than those in areas with a low proportion.

3.6.7 People’s Relationship with and Understanding of Heritage

Whilst the Penwith wards are classified as some of the most deprived in England, Cornwall Council surveys show that people choose to live and stay in Cornwall because of its unique historic and natural environment. Penwith’s breathtaking landscape and habitats also attract tourism, which is vital for businesses and the local economy. There is therefore a high level of interest in the area’s heritage amongst those who live and work there, but social deprivation and other factors, such as lack of information, limit opportunities for Penwith residents to learn about and participate in their local natural environment.

A report in 2011 concluded that the value of the Penwith landscape to visitors and local residents was high, and even though as a ‘public good’ this sum is difficult to estimate, Kieboom (2011) valued the cultural historic landscape at between £4 and £6 million per year. Willingness to pay (WTP) studies in other areas of similar quality show that there is a high WTP for this ‘service’. Day visits to the countryside account for a significant proportion of visitors’ activities in Penwith and there were approx. 1,531,000 day visits to the Penwith countryside in 2014. The value of tourism equates to £236,552,000 direct visitor spend of which £53,701,000 is on day visits and £178,980,000 on staying visits (South West Research Company Ltd, October 2015). However, at 242,000, visits to the countryside were far lower than those to the coast (503,000) and urban areas (786,000). Spend was also correspondingly lower at just £6,678,000 compared with £17,286,000 and £29,700,000 respectively. Although all these figures were lower than for the rest of Cornwall, especially amongst domestic visitors, tourism still constitutes a significant source of employment in Penwith with an estimated actual employment level of 5,898 FTE – 31% of all employment.

Above all, most of Penwith’s landscape and its heritage is privately owned and provides an important means of livelihood from farming and farming-related activities. Much of the area, however, is rough ground and owing to poor soil and exposure to the Atlantic its productivity is low and unreliable. The majority of farmers suffer significant levels of economic deprivation, relying on agri-environment payments to sustain their farming practices (Kieboom 2010).

In the last 70 years there has been a growing emphasis on intensive dairy and beef production on the more productive land, which has resulted in changes in the types or breeds of cattle. Many farming families of Penwith, however, continue to use traditional land-management practices such as grazing, burning and collecting bracken for bedding and gorse (furze) for fuel.

3.7 Penwith Landscape Partnership Area

3.7.1 Defining the Landscape Partnership Area

The total Penwith Landscape Partnership area is 227.8km². It includes 4 distinct Landscape Character Areas (LCA) as defined by the Cornwall and Isles of Scilly Landscape Character Study carried out by Cornwall Council 2005-2007 and widely consulted upon during 2008. The area is also closely aligned to Natural England’s National Character Area No. 156 – West Penwith. The PLP boundary was discussed and agreed at the Partnership Board meeting held on 24th February 2014.

Project activity will be carried out across 202km² in 3 of the Landscape Character Areas LCA01, LCA02 and LCA03 i.e. the westernmost part of the area. This corresponds closely to HLF’s limit of 200km². However, the project boundary also includes LCA04, which is where the highest concentrations of people who will benefit from the scheme live, and the location of the larger market and economic centres. The community and the Partnership Board consider these centres of population important in the overall context of the Scheme. During the Development Phase, the importance of using landscape characterisation to define the LP area and define its boundary was affirmed. LCA04 is distinct from the other 3 LCAs.

The PLP area includes the Parishes of Ludgvan, Madron, Morvah, Paul, St Levan, St Buryan, St Just-in-Penwith, Sancreed, Sennen, Towednack and Zennor. Although not part of the landscape focus, the towns of Newlyn, a major UK fishing port, Penzance, the main tourist and commercial centre for West Cornwall, St Ives, an established tourism destination with a working harbour/small fishing fleet and a strong artistic heritage, and the small coastal town of Marazion, are important to the area.

3.7.2 Landscape Character Assessment

The existing LCAs were prepared between 2005 and 2007. Since their completion there has been considerable change to the landscape in many areas of Cornwall, principally from significant housing, changes to farming practices, and the construction of infrastructure for renewables; specifically wind turbines and Solar PV arrays. The PLP contracted a review of the 3 Landscape Character Area descriptions for Penwith to ensure the most accurate picture was made available to support the preparation of the Landscape Conservation Action Plan. The full report is contained in Appendix 3.7.1. This report includes LCA01, 02 and 03 in full.

Given the geographical extent of each of the 3 areas and taking the whole range of ‘attributes’ or landscape elements described in each Landscape Character Type into account, the review concluded that the changes over the period 2005 to 2016 have been relatively minor and localised. It considered there was no need for a reassessment of the areas at this time. The report also concluded, however, that it would be appropriate to increase the level of detail in particular sections to take into account some of the recent pressures on the landscape, such as the move towards larger farm buildings and the increasing numbers of wind turbines and solar PV installations. This work will be undertaken as part of the Local LCAs planned at Parish level during the Delivery Phase.

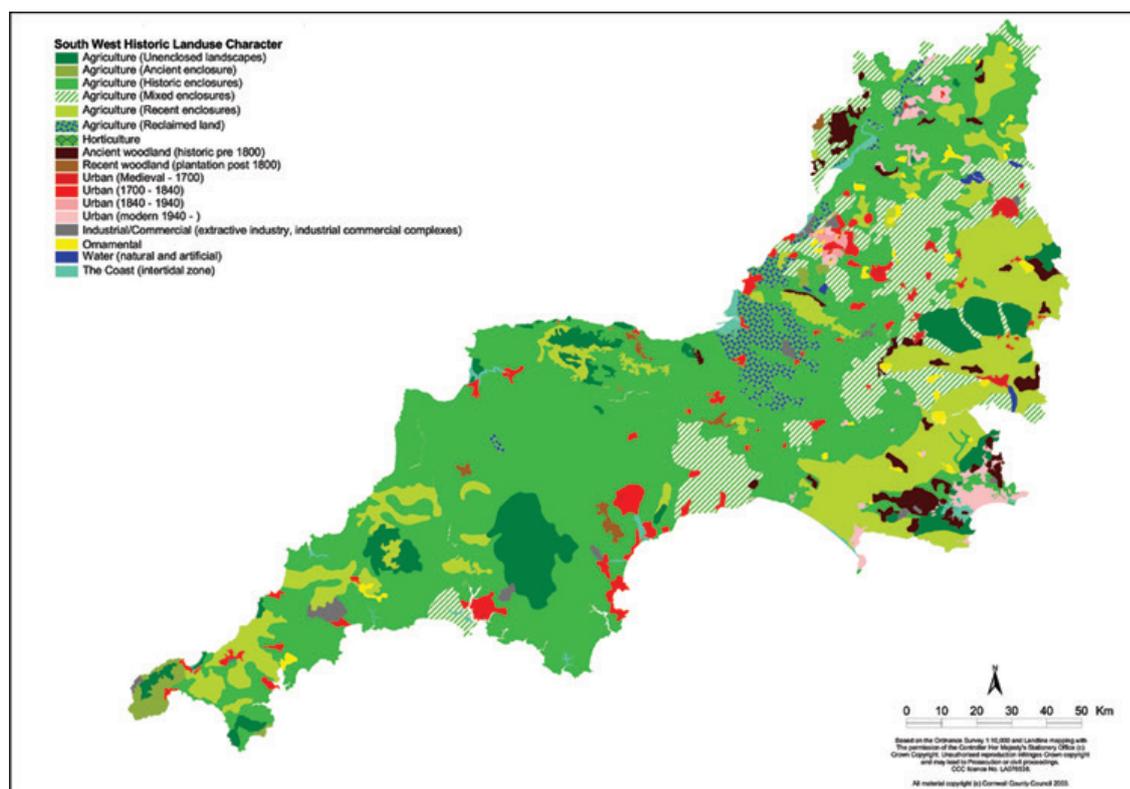
In addition to the LCAs, Historic Landscape Characterisation (HLC) provides a comprehensive picture of the sequence of changes that contributes to present landscape character, identifying areas that have experienced the greatest and least change over time. The mapping of HLC for the South West demonstrates the increasing time-depth of the landscape heading further west, with Penwith the surviving area of ancient (prehistoric) enclosure. Reference to this has been made in greater detail in Section 3.4.

3.7.3 Historic landscape characterisation

The visual and physical attributes for Penwith have been summarised within the Cornwall and Isles of Scilly Landscape Character Study (LSLCS) and the landscape subdivisions are a reasonable assessment of the varying historic environment characteristics of the area. However, as some of these are shared with neighbouring areas, the character area descriptions may not fully reflect the importance of, for example, the hugely significant ancient field systems around Zennor or the wider setting, influence and context of a hillfort such as Trencrom and its relationship to the landscapes to west as well as east.

While the LSLCS offers a good overview, Historic Landscape Characterisation (HLC) gives a much finer grain of understanding and a much more focused estimation of the archaeological potential of these areas. Since prehistoric times, this Land at the End has exploited some of Cornwall’s richest fishing grounds, agricultural lands and mining areas and served as an important area of trade. It has not been as remote in history, wealth or population in either the Cornish, national or international context as its geographical position might suggest. The landscape has derived much of its significance from these historic and cultural attributes and associations.

For instance, the western half of the coastal zone is a much more industrialised area featuring villages, smallholdings land intakes, as well as more dominant mine remains compared with the area around Zennor with its ancient field patterns. As another example, the more settled, less marginal, ancient farmed landscapes around St Buryan and Gulval and Ludgvan have a much greater time-depth and potential for both standing and buried archaeological significance. Programmes such as the Lowland Cornwall study and National Mapping Programme (aerial photograph mapping) have radically altered preconceptions that prehistoric sites are concentrated on the upland areas. The rich agricultural land around Gulval and Ludgvan has been intensively worked as market gardens and horticultural land for centuries – driven in large part by local demand from growing industrial populations and by Penzance’s sea, and later, rail links.



Historic Land-use Character for the whole of the South West

Section 4

How the Penwith Landscape is Managed

This section describes current and past management of the landscape and heritage in Penwith and its influence on the development of the landscape over time.

It summarises the area-based management strategies and plans and where the PLP scheme fits within them. It also reviews other relevant local plans and strategies and those led by local organisations specific to Penwith. In doing so it refers to strategies that extend further than land management and that affect the lives of the people and communities of Penwith in many ways.

In reviewing the impact of the chief landscape management mechanisms implemented in Penwith, management standards required from protection and/or designation are identified. It briefly describes some of the other relevant land-management practices by major land-holdings.

4.1 Review of Current Area-based Management Plans and Strategies

4.1.1 Area of Outstanding Natural Beauty (AONB) Management Plan

The Cornwall AONB covers an area of 95,800ha, almost a third of Cornwall. The primary purpose of the AONB is to conserve and enhance the natural beauty of the landscape whilst recognising the needs of agriculture, forestry, other rural industries and the economic and social needs of the local communities. The AONB’s Management Plan (2016-2021) is intended to be a shared strategy relevant to the communities, parishes, residents, businesses, landowners and farmers, agencies, authorities, utilities, organisations and amenity groups operating within, or with an interest in, the AONB. It was produced with a full and comprehensive programme of public involvement and consultation and is supported by a full Sustainability Appraisal. Encouraging the appropriate management of the Cornwall AONB is the responsibility of a Partnership of 16 organisations including but not limited to: Cornwall Agri-Food Council, National Farmers Union (NFU), Cornwall Rural Community Charity, Cornwall Sustainable Tourism Project and the Farming and Wildlife Advisory Group South West (FWAG).

West Penwith forms 15% of the designated area of the Cornwall AONB, covering approximately 14,000ha. It extends from the western edge of St Ives around Cape Cornwall and inland to include the central Penwith Moors, from Sennen Cove and Land’s End inland to the A30 and on the south coast to Penlee Point east of the coastal village of Mousehole.

Management issues identified in the Policy sections of the AONB Management Plan have been incorporated into the threats and opportunities agreed by the PLP (Section 6). The scheme directly links to the following AONB Local Policies for West Penwith, all of which have been developed into project proposals:

- WP7.02 Support the sensitive management of well-used footpath routes and encourage the sensitive restoration and increase in use of the Tinnars’ Way.

- WP7.07 Support an integrated approach to proactive management of access on open access land, with the full involvement of landowners, stakeholders including the local community, users, Cornwall Council and other relevant bodies to ensure a long-term strategy.
- WP7.08 Support consideration of access improvements along old drove routes and tracks across the Penwith Downs in a manner that respects these routes’ historic original and local landscape character based on stakeholder and community support
- WP7.10 Seek the strongest possible recognition and protection of the ancient prehistoric field systems bound by granite Cornish hedges as valuable historic landscape features and support their ongoing conservation and management
- WP7.17 Seek to promote neighbourhood planning as an approach to managing development in West Penwith with the full engagement of towns and Parishes.

The PLP is directly referred to under WP7.12 concerning integrated management of the biodiversity and the historic landscapes of the Penwith Downs and Moors based on stakeholder and community support through the Heritage Lottery Fund ‘First and Last Penwith Landscapes Partnership scheme’. WP7.15 provides full support and resources to projects to deliver the PLP aim of a resilient living-working landscape where farming prospers.

The PLP Scheme will indirectly support several of the other policies set out within the Plan including the productive management of woodlands, the encouragement of coastal heathland restoration, sympathetic restoration of Castle-an-Dinas quarry and enhancement of the B3306. It will also help better integration of existing holiday sites, visitor infrastructure, car parks and signage where these link to conserving and enhancing local landscape character and biodiversity.

4.1.2 Cornwall and West Devon Mining Landscape World Heritage Site (CWDML WHS) Management Plan

With a total area of 19,710ha the CWDML WHS is the largest World Heritage Site in the UK. It comprises 10 distinctive landscapes and sites afforded statutory designations for their range of significances or ‘attributes’ through which the Site’s Outstanding Universal Value (OUV) and international significance is expressed. Maintaining the condition of these attributes and addressing perceived threats is important. They are: mine sites, including ore-dressing sites; mine transport; ancillary industries such as foundries and engineering works; mining settlements and social infrastructure; mineworkers’ smallholdings; mineralogical and other related sites of scientific importance; and great houses, estates and gardens. All St Just Mining District contains 7 of these landscape attributes. Most of the key coastal mining sites within the District are managed by the National Trust which also manages a large part of the Levant Mine site on behalf of Cornwall Council. Geevor Mine is owned by Cornwall Council.

‘The Cornwall and West Devon Mining Landscape was transformed during the period 1700-1914 by early industrial development that made a key contribution to the evolution of an industrialised economy and society in the United Kingdom, and throughout the world. Its outstanding survival, in a coherent series of distinctive cultural landscapes, is testimony to this achievement.’

The Cornwall and West Devon Mining Landscape World Heritage Site Nomination Document (2005)

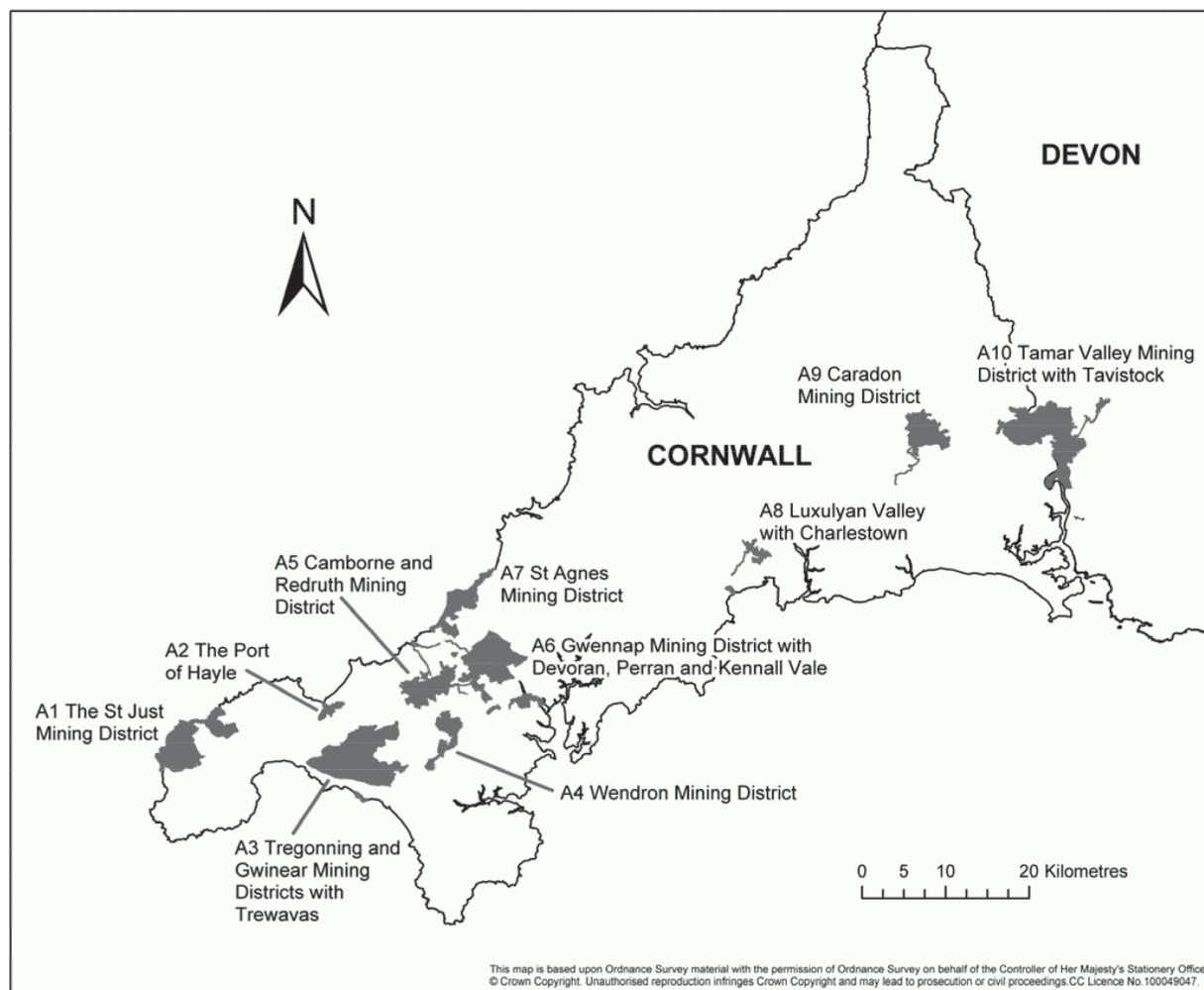


Fig.4.1 Map of Cornwall and West Devon Mining Landscape WHS

Each area of the CWDML WHS is unique. The OUV pulls together elements into a single statement for each area, setting out its geographical and historical context and identifying key sites and their present condition. Within the St Just Mining District are the most significant mining sites in the coastal plateau together with tin and arsenic processing sites extending inland to the granite uplands. It includes St Just, a small industrial town, serving several local mines (including St Just United, Botallack and Levant) and dispersed mining villages with associated mineworkers’ small- holdings. The full character statement can be found in Appendix 4.1 together with the Area Description from the current Management Plan.

The aims and objectives of the WHS address the requirements of the UNESCO World Heritage Convention (1972). In contrast to AONB designation, the aesthetic qualities of the WHS areas are more incidental to its designation. The Nomination Document placed significance on the influence of physical factors, geography and landscape as well as underlying geology and topography. The 2013-18 Management Plan sets out a suite of 34 policies grouped under four themes: protection, conservation and enhancement, presentation, and transmit. Although this plan is currently under review, the policies are unlikely to change. A set of monitoring indicators has been devised to assess the application of the policies over time and monitor the impacts of WHS status.

Cornwall Council is responsible for protecting the Site and its setting. Protection of its assets is afforded at national and local levels through the National Planning Policy Framework (NPPF 2012), General Permitted Development Order legislation (Article 15 status), the former Cornwall Structure Plan (2004), and the current Local Plan (2017), and through statutory designations including Listed Buildings, Scheduled Monuments and Conservation Areas. The governance structure consists of a Partnership Board and Technical Panel, with a Consultative Forum. The size and scope of the WHS presents significant management challenges and the remit of the WHS Partnership Board is wide-ranging.

The Management Plan emphasises raising public awareness of the Site to engender a sense of ownership and increase knowledge and enjoyment. It follows UNESCO’s mandatory monitoring system which focuses on condition, development pressure, and social and economic impact, especially from visitors. It also considers the ecological value of relict mining landscapes and the importance of interpretation, visitor management and sustainable tourism. There are several areas where the PLP would gain from working with the WHS on monitoring and evaluation. The Conditions Surveys include a 5-yearly fixed-point photography record of the state of preservation over time. The Survey carried out in 2010 recorded several sites as unfavourable in Area I (Appendix 4.2). Management Plan Policy PNI relates to sustainable and environmentally responsible physical access. The strategy uses baseline transport data to assess the number and types of journeys into or around each Area as well as provision of public transport.

Whilst the St Just Mining District represents only a small part of the PLP area, the designation is significant as a measure to help protect, conserve and enhance heritage assets. Both the additional protection against development pressures and the role in monitoring and retaining condition are useful pointers for the PLP.

4.1.3 National Policy Planning Framework 2012

Cornwall Local Plan

The Cornwall Local Plan was adopted in November 2016 and provides an overarching planning policy framework for Cornwall for the period up to 2030. It replaces a number of policies from the Local Plans of the former District and Borough Councils and the Minerals and Waste Plans of the former County Council.

Policy 24 on the protection of the historic environment requires all development proposals to sustain Cornwall’s local distinctiveness and character and protect and enhance Cornwall’s historic environment and assets according to their international, national and local significance through the following measures:

- Protect, conserve and enhance the historic environment of designated and undesignated heritage assets and their settings, including historic landscapes, settlements, Conservation Areas, marine environments, archaeological sites, parks and gardens and historic buildings
- Enhance and promote the Outstanding Universal Value of the World Heritage Site and its setting; supporting the adopted management plan

Other Strategic Policies relevant to the PLP are Policy 23 – Natural Environment, Policy 25 – Green Infrastructure, and to a lesser degree Policy 26 - Flood Risk and Coastal Change, and policies on Transport (27) and Infrastructure (28). Policy 22 provides protection to European designated sites against the impact of recreational activity and Policy 23 covers all international, national Sites of Scientific Interest (SSSI), Geological SSSI and Marine Conservation Zones and local sites including Biodiversity Action Plan habitats and species, County Wildlife Sites, Local Geological Sites and Local Nature Reserves.

It is the quality of life that is a key attractor to, and retainer of, investment in Cornwall. The historic, built and natural environments and landscapes, coast and seascape of Cornwall are a key strength and the rich environments and heritage will be managed to act as a catalyst for the realisation of this strategy and not a barrier to it. This means the careful stewardship of our environmental assets so that growth is complementary and does not erode the very qualities

West Penwith Community Network Plan

Community Network Areas (CNAs) were established in Cornwall to act as a local focus for debate and engagement and provide the basis for the place-based element of the policy framework. The West Penwith Community Network Area contains 15 parishes and a range of settlements including Penzance but not St Ives. It covers the PLP area but extends east to include the Parishes of Marazion, Perranuthnoe and St Hilary. The Cornwall Local Plan: Strategic Policies Proposed Submission Version section on West Penwith sets out the specific policies for the West Penwith area and was developed as a result of consultation with key stakeholders and the local community. The Local Plan examiner questioned the need for separate policies for each CNA and so more detail was added about places to the General Policies.

For the West Penwith Community Network Area 5 specific objectives were determined. Of these, the PLP is well placed to support:

- Objective 2 – Economy - To broaden and diversify the local economy, fostering a culture of economic growth and innovation.
- The PLP aims to develop and promote opportunities and employment prospects within the rural economy and to develop and expand the local skills base as well as promoting and developing tourism based on the area’s natural assets.
- Objective 5 – Environment - To promote and enhance the area’s coastline and natural assets and ensure development is sensitive to the outstanding natural, built and historic environment of the area including the AONB and World Heritage Site, historic landscapes, primary agricultural land, giving careful consideration to the location, scale and design of new development and responding to climate change.

The PLP will also help communities to record local heritage and identify redundant buildings that could be put to alternative social or community use and assist in developing more sustainable travel (Objective 3).

Neighbourhood Development Plans (NDP)

Within the PLP area, and outside the towns of Penzance and St Ives, currently only one NDP is in progress in the Parish of Ludgvan. NDPs replace Parish Plans which exist for St Levan, Zennor, St Buryan, Sancreed, Sennen and Madron.

Cornwall Council Minerals Safeguarding

Cornwall’s wealth of mineral resources have been exploited throughout the centuries and minerals remain an important natural resource for the Cornish economy. Mining and quarrying have shaped the Penwith landscape, natural environment, economy, settlement pattern and transport routes in particular. To ensure protection of mineral resources and infrastructure of current or potential economic value, Cornwall Council produced a Minerals Safeguarding Development Plan Document. There are 10 safeguarding areas proposed in Penwith:

- Metalliferous – Botallack; Geevor, Lelant and Boscaswell; Trink, Trencrom
- Aggregate – Castle-an-Dinas and Penlee Quarries
- Heritage Stone – Sheffield, Castallack, Lamorna Quarries, and
- Infrastructure - Leswidden and Castle-an-Dinas.

Active granite quarrying operations in elevated land at Castle-an-Dinas, owned by Cornwall Council, and operations at Penlee quarry are controlled under the Review of Mineral Planning Permissions.

4.2 Guidance from International, National and Regional Agencies

European Landscape Convention (ELC)

This convention was created in 2004 by the Council of Europe. Regardless of political changes, the UK’s signatory to it will therefore hold post-Brexit when the UK’s commitment to other EU frameworks and conventions e.g. the Water Framework Directive and the Common Agricultural Policy, will cease. This strengthens the need for LP schemes to use the convention to evoke recognition of the principles it embodies and to incorporate these as key elements in their work.

Historic England (HE)

Within its Charter, Historic England aims to protect and conserve the uniqueness of the countryside under the pressure from changing land management practices and the challenges these present. It recognises that heritage plays a key role in the UK economy and that the historic environment has an important economic impact. Local designation allows for management of local heritage through the planning system empowering local authorities and local groups to protect and promote their heritage assets. More information on Historic England’s six aims and how it measures success can be found in its Corporate Plan for 2016-19 and 2017-20.

English Heritage has 4 properties in Penwith: the late Iron Age/Romano-British courtyard house settlements of Chysauster and Carn Euny, and the prehistoric chambered tombs of Ballowall and Tregiffian. Carn Euny and Tregiffian are managed by Cornwall Heritage Trust on behalf of English Heritage and Ballowall by the National Trust.

Natural England (NE)

NE plays a vital role in the management of the land and landscape in Penwith. As well as issuing guidance in accordance with the ELC and AONB status, it is responsible for administering agri-environment schemes and advice on, amongst others, hedgerows, protected sites and invasives species. Its National Character Area Profile (NCA156) identifies the combination of elements and features that makes the Penwith landscape distinctive.

In response to the 2011 White Paper on the environment, the England Biodiversity Group set out its plans for landscape-scale restoration of the environment to provide wildlife conservation, establish thriving species populations and enhance ecosystem services, by working in partnership (NE 2011).

In early consultation, Natural England confirmed its support for the landscape partnership initiative as a building block for environmental and economic development in Penwith. It agreed with the Partnership Vision and with the objective “that management of the landscape and the conservation of valuable habitats are most effectively achieved through supporting the work of farmers”. It confirmed its support to strengthen and enhance landscape quality both inside and outside of the AONB. As a statutory consultee within the planning system on the protection of the landscape, NE backs the Partnership’s efforts to protect and enhance the landscape through the use of Landscape Character Assessment as a tool to help understand the character and local distinctiveness of the landscape and identify the features that give it a sense of place. Where appropriate, landscape character assessments should be prepared to complement its National Character Area profiles.

South West Archaeological Research Framework 2012-2017 (SWARF)

SWARF is a regional collaborative project undertaken by those with an interest in research into the historic environment in the South West of England. These include academics, local authority archaeologists, local societies, the Council for British Archaeology and others. The project is part-funded by English Heritage to help select and target local and regional priorities and channel money into archaeology focused on research priorities. The report considers that “An improved understanding of the wild and farmed landscape is needed for virtually all periods” (SWARF 2012).

The PLP meets several of the project’s themes including:

- Theme D Social Identity and Change – transition, identity, territories, conflict, religion and death (52)
- Theme F Widening Access and Interpretation through encouraging works of synthesis within across periods, settlements, monuments and areas (2), and encouraging wide involvement in archaeological research and present modern accounts of the past to the public (4), and improving access to, and synthesis of, “Grey Literature” (12).
- Themes G, H and I, Theme C 21a, 21b and Theme D 54a, 54b.

4.3 Cornwall Council Strategies

Cornwall Council was formed by amalgamating the County Council with the former District and Borough Councils in 2009 as a unitary authority. As a result several strategic documents have been produced over recent years to create a unified approach to place-based activities across Cornwall. These include strategies on:

- Green Infrastructure and Environmental Growth
- Economy and Culture
- Historic Environment
- Access and Transport
- Health and Wellbeing

4.3.1 Green Infrastructure and Environmental Growth

CC Green Infrastructure Strategy 2012

Cornwall Council adopted a Green Infrastructure Strategy in 2012 to provide a strategic framework to manage and enhance the wider natural environment for the benefit of people, biodiversity and places. It emphasises the interconnectedness of systems and provides a framework for the PLP’s diverse activities: for example, drawing out links between health and well-being, the economy and ecosystem services, climate change adaptation and mitigation, resilience and reduction of environmental effects. Green Infrastructure is about the reorientation of budgets to deliver joint and shared priorities by which well-thought out design and management will respect and enhance the character and local distinctiveness of Cornwall. The Green Infrastructure vision can only be delivered through a strategy endorsed by a wide range of partners and communities involved in owning, managing or using Cornwall’s green infrastructure resources. It requires coordinated planning. The Strategy provides a focus for working investment and decision-making around delivery at both a local and strategic level. It proposed the formation of the Local Nature Partnership (LNP) and the protection of the environment through Neighbourhood Plans.

The PLP illustrates several of the concepts behind Green Infrastructure planning by:

- Providing opportunities to adopt more healthy lifestyles through increasing and enhancing natural spaces for play, recreation and enjoyment
- Protecting and enhancing biodiversity and landscape through encouraging and adopting new land management approaches to deliver biodiversity gain and landscape enhancements
- Supporting economic activity through provision of quality environment, local distinctiveness and cultural awareness that appeal to businesses and encourage investment
- Promoting sustainable transport, and
- Supporting and increasing the tourism offer by making environmental improvements that increase the setting, functionality and accessibility of destinations.

The PLP will also provide learning and training opportunities and help in the understanding of how we live and how our culture has evolved, particularly through community involvement in local landscape character assessments.

The Strategy was to some extent superseded by the more recently adopted Cornwall Environmental Growth Strategy (see below) but received new impetus through a project co-funded by the EU in January 2017.

Cornwall Council Environmental Growth Strategy (EGS)

The Environmental Growth Strategy sets out a step change with an ambitious long-term vision that “By 2065, Cornwall’s environment will be naturally diverse, beautiful and healthy, supporting a thriving society, prosperous economy and abundance of wildlife.” Its tenet is that as our environment grows our economy and society grows and prospers as well. Environmental Growth is the net gain of our natural systems. By increasing the quality and productivity of our environment we will have a stronger foundation upon which to grow our economy and make Cornwall a better place to be. The Strategy aims to do this by:

- Securing our natural heritage and enhancing it through better management
- Increasing our natural capital by increasing the size, number and connectedness of areas where nature thrives, and
- Designing existing activities and new developments to enhance and support our natural systems.

It uses an ecosystem services approach to explain the economic value of nature to the economy.

The PLP scheme is uniquely placed to deliver on the EGS and is cited in the Strategy as an example of working in partnership to achieve environmental growth. The scheme aims to deliver on all of the 10 targets identified in the strategy and will design its monitoring and evaluation system to link into the EG indicators.

**Environmental Growth Strategy
Target Outcomes**

Target Outcome	PLP’s contribution
1 people connected with Cornwall’s nature and culture	through investing in Rights of Way and exploring options for increasing community engagement and volunteering
2 Cornwall is a happy, healthy place to be	through providing nature health and recreation activities
3 specific characteristics of Cornwall’s environment are well understood in a local and global context	through its close working relationship with records centres (ERCCIS and Kresen Kernow)
4 an environmental management system that supports environmental growth	through its management systems
5 increase the valuing and appreciation of the environment	through increasing awareness and information for local people and investing resources to support these activities
6 Cornwall’s working structures and practices support continued environmental growth	through its support to local communities and organisations in positive management of local space, and to Neighbourhood Plans
7 Cornwall has an excellent environmental skills base and is exporting knowledge worldwide	through its skills training opportunities and online resources
8 Cornwall’s environment provides the stability for economic and social prosperity through all its activities	through supporting the development of a Penwith ‘brand’
9 increased protection and designation of Cornwall’s protected areas, long-term increase in priority habitats and species as well as commonplace wildlife	through several of its projects
10 contribute to a better-managed, more resilient, healthy naturally functioning environment	through whole scheme
1,7 and 8	through demonstrating effective partnership working

4.3.2 Economy and Culture

Economy and Culture Strategy (2013-20)

Cornwall Council produced an Economic White Paper in 2010 which was refreshed in order to give a clear focus for the 2014-2020 round of European Funding. The Strategy provided a more holistic approach, with increased emphasis on the skills of residents and harnessing of natural resources, culture and heritage. It aimed to achieve impact in 8 areas several of which are reflected in the PLP’s objectives, in particular:

- Economic progress that has positive outcomes for people and supports an improved quality of life
- Responsible use of the natural environment as a key economic asset
- More local people employed in prosperous businesses, and
- An increase in skill levels, offering opportunities for higher incomes.

It highlighted the area of Creativity and Cultural Heritage as a means to:

- Achieve cultural distinction and be recognised as a leading rural region in this area
- Achieve excellent community and social engagement

In the area of Employment and Skills, the strategy aimed to promote and enable economic inclusion across Cornwall and to encourage progression into and through the labour market.

White Paper for Culture 2016

The distinctiveness of Cornwall is defined by its culture, environment and historic traditions. Cornwall Council’s first Culture White Paper was produced in 2012 and reviewed in 2016, its aim being to make Cornwall “a leading rural region for creativity and culture: where excellence is achieved by keeping in balance community engagement, high value creative industries and cultural distinction”. The first 5 years led to an investment of over £30m external funding in creative projects including the opening of the Tate St Ives second phase, the ‘Tinth Anniversary’ celebrations across the World Heritage Site in 2016 and UK Government funding to help protect and promote the Cornish Language. Investment has led to employment growth and job creation across the sector with ‘arts, entertainment and recreation’ identified as the second fastest growing sector in Cornwall and the Isles of Scilly since 1999 by the Office of National Statistics. Much of this growth has been in small and micro-businesses and high-levels of self-employment, creating jobs well suited to the reality of Cornwall and especially Penwith. Amongst its objectives for the next 5 years is to ensure excellent community and social engagement by encouraging people to take part in cultural activity and especially celebrating Cornish as one of the UK’s minority language and the Cornish people under the Framework Convention for the Protection of National Minorities 2015. The Cultural Investment Board set up to deliver these outputs includes HLF amongst its key funders and is working with the Local Enterprise Partnership (LEP).

The proposals for the PLP sit firmly within the Council’s strategy for culture and it will be able to contribute to several of the White Paper’s aims for the period to 2020 in particular:

- To increase numbers of speakers of Kernewek, the Cornish language.
- To develop a distinctive and excellent cultural tourism
- To decrease the number of heritage assets at risk
- To access digital archives and HER especially through Kresen Kernow and to create innovative ways to engage people and groups, and
- To increase cultural activity and sector turnover

Early in 2017, Cornwall Council expressed interest in bidding for European City of Culture 2023. The bid was to promote Cornwall as a region of culture. Whilst the bid is not now going forward, nevertheless the Council has re-affirmed its desire to be “ambitious and outward looking, promoting aspiration and understanding” and to work with partners including the Arts Council and Heritage Lottery Fund to demonstrate the value of our culture in relation to our communities, our economy and our well-being and to “celebrate culture and creativity in Cornwall” (23 May 2017, Leader of Cornwall Council).

4.3.3 Historic Environment

Historic Environment Service and Heritage Kernow

Cornwall Council advises on the management of rural heritage through its historic environment service (HES). The service provides advice on management of historic sites, features and landscapes, and holds / curates the Historical Environment Record (HER) supported where appropriate by Historic England. It is committed to supporting the Cornish farming economy and society, recognising that a sustainable rural environment is dependent on a sustainable farming economy. It also considers that past sustainable land use systems - more sensitive to the potential of all the farm’s parts - should be fully used to provide a model for the potential of future environmentally sustainable systems.

Heritage Kernow is the strategic partnership for the historic environment of Cornwall set up by Central Government and Cornwall Council under the Cornwall Devolution Deal. It exists to bring partners together to improve understanding, interpretation and stewardship of the culturally distinctive historic character and heritage assets of Cornwall. Its team is part of the HLF funded Kresen Kernow project. The PLP Board participates in the Heritage Kernow Forum through its member, CASPN, and will use the Forum to ensure that its work in Penwith is promoted to the wider Cornish heritage community.

West Penwith Surveys 1980-2010

Since the early 1980s, over 270 historic environment projects have been carried out in West Penwith. Over 4000ha of wild moorland, coastal arable and grassland, sheltered valleys and rugged cliff lands, have been recorded or surveyed under projects commissioned by Heritage England, National Trust, Penwith District Council, Cornwall Wildlife Trust, Cornwall Heritage Trust and the Tregothnan estate. The main impetus for these surveys was conservation and management to help large and small landowners understand the scope, extent, survival and condition of many sites on their land. The results provide a significant archive and a unique educational resource and were published in a landscape history volume in 2016. A popular publication is planned but proposals for a website, guidance notes for landowners and remote media for wider uses are now unlikely. The PLP will make this extensive collection more accessible and ensure its long-term preservation.

4.3.4 Access and Transport

Cornwall Countryside Access Strategy 2007

The first strategic plan for the management and development of access to the coast and countryside was produced as a 10-year document and is currently under review. The document incorporates the statutory requirement for the Council to produce a Rights of Way Improvement Plan (RoWIP) and, recognising Cornwall’s distinctiveness, also considers the effect of wider environmental and heritage agendas on countryside and coastal access. The production of the strategy involved wide-ranging consultation and was supported by the Cornwall Countryside Access Forum (CCAF) which advises the Council on matters relating to countryside access. It sets out the previous County Council policies and actions to manage and develop countryside access in a way that maximises social, economic and environmental benefit to the community, considering environmental, heritage and cultural significance. It includes key policies and a ‘Statement of Action’ to improve access as well as a system of monitoring and review and outlines the additional resources required to implement some of the actions. The Strategy highlights the benefits that specific designations and funding have had on improving access in Cornwall including AONB status and the Mineral Tramways suite of trails. In Penwith, both inland RoW and coastal access are important. For inland RoW, the strategy sets out priorities including revision and additions to the networks, and maintenance and development in accordance with its Gold, Silver and Bronze categories. It supports the development of multi-use trails where they can clearly enhance recreational opportunities; aims to maximise opportunities for enjoyment of Open Access land; and will manage permissive access to open spaces within its resource constraints. A key principle is working with land managers and communities and with other partners such as the South West Coast Path Association.

Connecting Cornwall: 2030

This is the current Local Transport Plan and the key strategic policy tool through which the Council exercises its responsibilities for planning, management and development of transport. It supports green infrastructure by making the most of opportunities to protect and enhance the environment and improving the health of communities through provision for active travel.

4.3.5 Health and Wellbeing

Cornwall’s Health and Wellbeing Strategy 2013-2015

Based on a joint strategic needs assessment, the Strategy cross-references other strategies such as the Cornwall and Isles of Scilly Inequalities Strategy. Through increasing opportunities for access to and for active involvement in the natural environment, the PLP is well placed to deliver on all three of its outcomes: helping people to live longer, happier and healthier lives; improving the quality of life; and fairer life chances for all. The PLP will offer greater access to nearby areas of open space for concentrations of population living in some of the most deprived areas of Cornwall.

Cornwall and the Isles of Scilly Health Inequalities Strategy

The Strategy creates a plan of action to tackle identified health inequalities in Cornwall through themes such as increasing active lifestyles, and work and volunteering opportunities, all of which can be delivered through the PLP scheme.

Penwith Pioneer

15 organisations across Cornwall and the Isles of Scilly have joined together to gain pioneer status from the Department of Health in order to integrate their services and ensure that people are able to access a seamless health and social care system ahead of the government’s 2020 deadline. Penwith Pioneer team includes health and social care teams, community nurses and therapists, family doctors, carers, families and neighbours, voluntary sector organisations and local community groups. Its aim is to help people access local support groups and sources of information so as to get the health and social care they need and thus prevent ill-health wherever possible. PLP will link in to this initiative and, through its volunteering programme, offer opportunities to get involved in active conservation tasks.

4.4 Other Local Management Plans and Strategies

Cornwall Biodiversity Action Plan, Volumes 3 and 4

Following on from the recommendations in Cornwall’s Biodiversity Volume 1: Audits and Priorities, produced in 1996, Action Plans were produced for priority habitats and species and published in Cornwall’s Biodiversity Action Plans Volumes 2 and 3, in line with the UK Biodiversity Action Plan (UK BAP) process. Volume 3: Action Plans 2004 highlights the UK BAP priority habitats and species that occur in Cornwall and comprises 25 habitat and 127 Species Action Plans which guide local conservation work. Volume 4: Priority Projects takes into account the publication of the new UK list of priority habitats and species, and the new England Biodiversity Strategy (EBS) delivery framework. Biodiversity Action Plan (BAP) habitats and species are those that are considered of national conservation significance or importance.

Cornwall and Isles of Scilly Local Nature Partnership (CioSLNP)

Drawing expertise from a wide range of sectors, the LNP’s guiding principle is that ‘the culture, communities and environment of Cornwall and the Isles of Scilly remain special and unique’. It has 4 active working groups focusing on Biodiversity, Health and Wellbeing, Circular Economy and Land with strategic linkages to the Cornwall-wide Catchment Partnership and the Cornwall Biodiversity Initiative.

Cornwall and Isles of Scilly Local Enterprise Partnership (LEP)

Led by local business people working with Cornwall Council and the Council of the Isles of Scilly, the LEP sets priorities for how the local economy should grow and drives activity to support business growth, create jobs and help people realise their potential. Its current role is to oversee the investment of over £1 billion of public, private and European funds by 2020.

South West Water WaterFuture

South West Water (SWW) is the water and waste water service provider for Devon, Cornwall and parts of Dorset and Somerset. WaterFuture 2015-40 sets out a vision and strategy to achieve its goals in its main areas of activity: water, service, environment, finance and economy, people and community. It incorporates the SWW Business Plan for 2015-20. A key part of SWW’s work is improving raw water quality and water storage in the natural landscape thus reducing treatment required at a treatment plant. This is achieved through extensive farm and moorland improvements which will incentivise more sustainable land management and limit the amount of pollutants and agricultural run-off entering rivers and reservoirs, eventually reducing the cost of water treatment. There is a Drinking Water Protected Area Safeguarding Zone Action Plan agreed between SWW and the Environment Agency (EA). SWW abstracts water for potable supply from Drift Reservoir in Penwith, one of its 20 raw water reservoirs. The Drinking Water Protected Area for the Drift Reservoir lies to the west of Newlyn and covers an area of 1,883ha. Water from Drift Reservoir is fed directly to Drift Water Treatment Works.

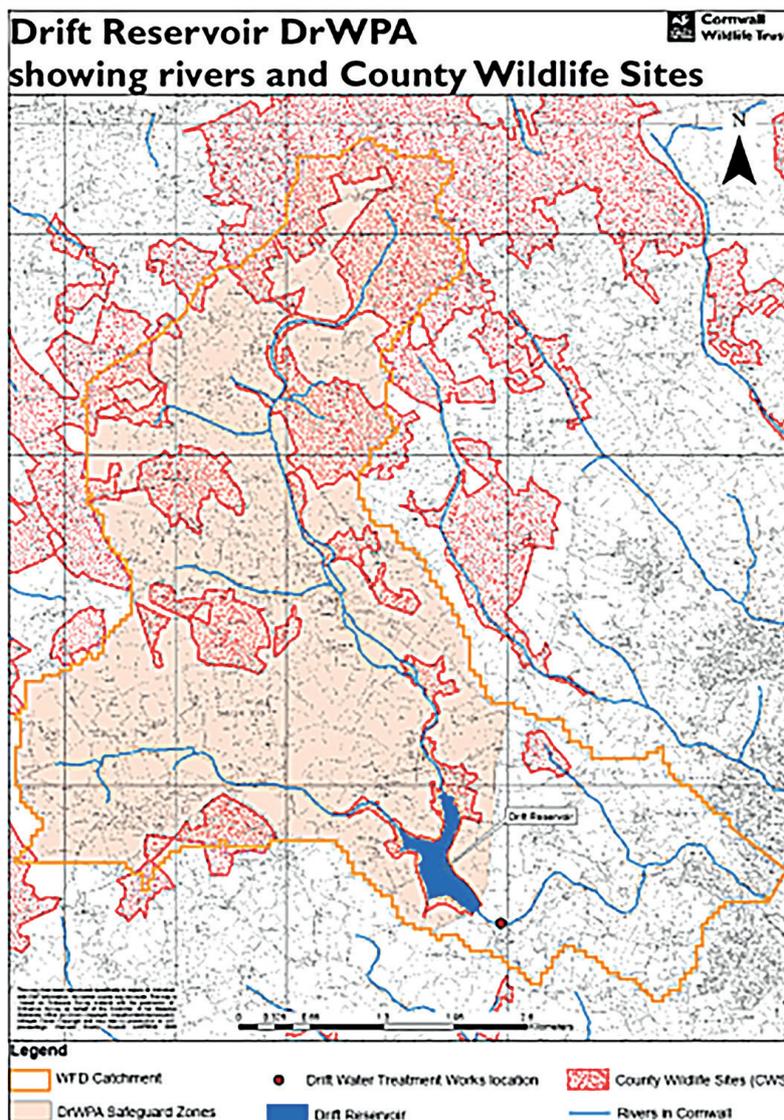


Fig.4.3 Drift Reservoir and the Drinking Water Protected Area

SWW supports Upstream Thinking a programme to promote and support environmentally safe farming and reduce diffuse pollution and agricultural run-off into the region’s rivers and reservoirs. In the Drift catchment, the project includes farm visits, one-to-one advice, and the provision of grant funding for improvements, such as construction of new secure slurry storage and overwintering barns for stock. Long-term benefits include: reducing the resources (i.e. chemicals) needed to intensively treat water, increasing biodiversity, reducing energy use for water treatment, potentially delaying the need to upgrade water treatment works, and ensuring that less contaminated water reaches bathing and shellfish waters. Cornwall Wildlife Trust has an agreement with SWW to deliver Upstream Thinking in a number of catchments in Cornwall including the Drift.

Tin Coast Destination Management Plan (DMP)

The Tin Coast is the name that has been given to a stretch of coast extending between St Just and Pendeen. It consists of a ‘core area’ for focused activity and outcomes, and a more loosely defined ‘satellite area’ or ‘area of influence’. The Tin Coast Partnership’s aim is to develop a coordinated approach for a successful and sustainable visitor economy. The Partnership identified several issues including the threat to local heritage and the viability of farming. The DMP, which is at a draft consultation stage, contains priorities for action to ensure that the Tin Coast remains special and to support the sustainability of local communities and businesses. There are several synergies with the objectives of the PLP and links in its Action Plan to the PLP’s own objectives and work programme.

South West Coast Path Association (SWCPA)

The South West Coast Path is a National Trail and one of Britain’s most popular long-distance routes extending 1,013km from Minehead in Somerset to Poole in Dorset. SWCPA’s Business Plan 2014-18 includes plans for building capacity and capability as well as increasing membership in order to deliver more towards its vision to remain the UK’s favourite walk, and making the coast of the South West the UK’s best year-round walking destination. Approximately 70km of the Coast Path, 7% of its entire length, follows the Penwith Peninsula coast.

4.5 Land Ownership and Management

Only 7.8% (approx. 1776ha) of the PLP area is under some form of ‘protective ownership’ as shown in Fig.4.4 (next page).

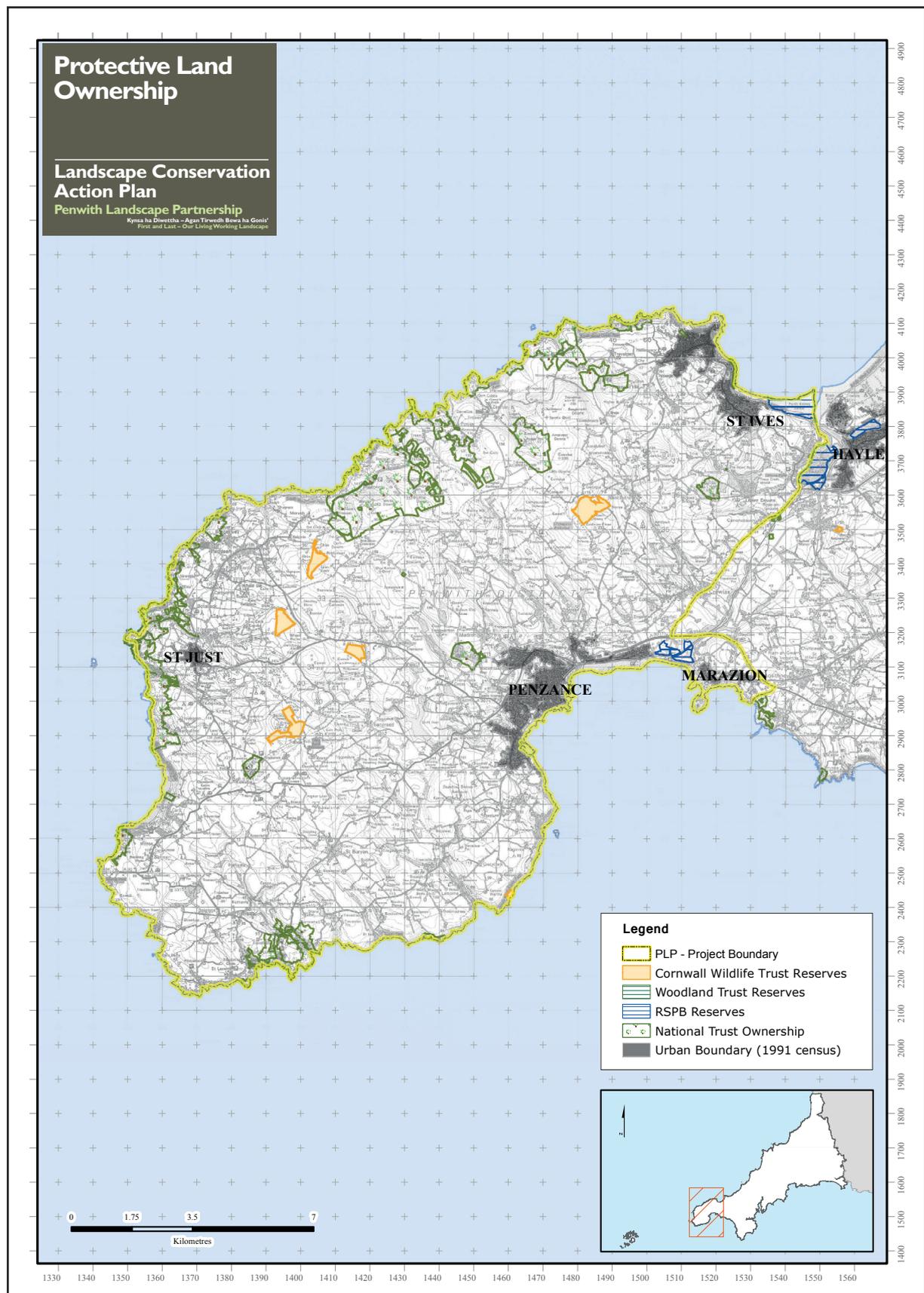


Fig. 4.4 Land ownership

National Trust

The National Trust owns and manages extensive areas in Cornwall. Its West Cornwall portfolio as a whole looks after approximately 1,821ha including areas of Mounts Bay and 1,133ha along the north coast of Penwith.

Private Estates

There are 3 major privately owned landed estates in Penwith.

Tregothnan: Owned by Lord Falmouth, it comprises tenanted farms, smallholdings and in-hand farms. Tenant farms range in size and type from dairy/mixed units to stock farms with horse livery, canine services and farm shops. Farming and agriculture has been at the heart of the Estate for hundreds of years and it recently won the European Land Owners Award for sustainable farming practices, innovation and leadership. It has land and properties in West Cornwall clustered in the north around Botallack and St Just and in the south around St Buryan and Sennen.

Bolitho: The Bolitho family became one of the larger landowners in West Cornwall during the mid-1800’s. The estate comprises a wide variety of land from early agricultural land to rough moorland. The principal business of the Estate is letting out agricultural, residential and commercial properties. The estate seeks to run and manage all its businesses in a way that is sympathetic to the rich heritage, landscape and close-knit community of this part of Cornwall and has undertaken major investment and redevelopment projects to retain and enhance its properties and to convert traditional farm buildings into office, workshop and storage units. By careful management and reinvestment in its assets, the Bolitho Estate seeks to continue playing an active role in the social and economic future of West Cornwall. Col Edward Bolitho OBE is Patron of the PLP and the Estate is represented on its Board.

St Aubyn: The St Aubyn Estate has been part of the West Cornwall landscape for more than 600 years. It is a modern, family owned enterprise spanning over 2,020ha with a diverse portfolio of businesses which include land and property management, tourism and hospitality, building and farming. At the heart of the estate is St Michael’s Mount, which the St Aubyn family run in partnership with the National Trust. The estate holdings are in 3 blocks: stretching north and east from Marazion, north and east of Lamorna Cove, and south and east of the Land’s End peninsula. Approximately 324ha around Marazion and Goldsithney are farmed in hand as Trevarthian Farms, and the remainder of the agricultural land is let to tenants, many of whom are farming families who have been cultivating the same fields for generations. There are also numerous small parcels of land which are let as paddocks, for horticultural purposes and for other business or leisure uses. Residential and commercial income has grown more rapidly than agricultural rents in recent decades, resulting in diversification in the ways that land and property are utilised. The St Aubyn Estate is represented on the PLP Board and has been actively involved in progressing the scheme.

Cornwall County - Farms Estate, Nature Reserves and Wildlife Sites

The Farms Estate, which is managed under statutory smallholdings provisions, currently extends to approximately 4,525ha throughout Cornwall, split into 104 holdings. There are no longer any County Farms within the PLP area although the Council has a small block of farmland that extends onto the cliffs outside St Ives. The Council also owns a few small individual parcels, mostly linked with public open spaces/schools and Geevor and Castle an Dinas. There are no County Nature Reserves within the Scheme area.

Cornwall Wildlife Trust Nature Reserves

Through its Acquisitions Strategy, Cornwall Wildlife Trust has been able to purchase key areas within Cornwall which are now managed as Nature Reserves. It owns 5 Nature Reserves within the PLP area, with a total area of about 109ha. The locations of these are shown on the map below. Through its continuous work in the area, Cornwall Wildlife Trust staff has a good, ground knowledge of the current threats to wildlife, habitat and heritage features on the sites it manages.

Lack of management places semi-natural habitats at risk from scrub invasion and associated risks such as accidental burning which can be very damaging to both habitats and their wildlife, with the loss of BAP habitats and species and damage to historical features. The Trust carries out appropriate conservation management on the sites it owns. Whereas in the past land let to graziers has often resulted in net habitat loss and degradation of habitats, for example through draining of wetland habitat, sensitive and careful management of the graziers ensures that there is no further degradation of important habitats. CWT ensures that any of its land let to graziers is done under a clear management plan which respects the ecological value of the sites. It also ensures that areas that are designated as Open Access under the CRoW Act are maintained so as to provide adequate access to the public.

Cornwall Heritage Trust (CHT)

The Trust owns and protects two sites in Penwith – the Iron Age village of Carn Euny on the slopes of Caer Brane, and Sancreed Beacon, an area of granite upland above the village of Sancreed which was probably inhabited in the Bronze Age. It works closely with local communities, Natural England and English Heritage.

4.6 Review of Impact of Principal Landscape Management Mechanisms

Since Penwith is a predominantly farmed landscape, some of the principle mechanisms that have had an impact on the development and changes in its landscape over time are those that have been implemented under the Common Agricultural Policy (CAP) through DEFRA.

Environmentally Sensitive Area (ESA)

In 1987, much of Penwith was designated as ‘West Penwith ESA’. This scheme was brought in to protect habitats, including heathland, wetland and grassland, and historical features from degradation through agricultural improvement and especially hedge removal. These were common practices throughout the 1970s and 1980s. The ESA covered 9,000ha in total and encompassed approximately 4,000ha of semi-natural habitat and over 2,600ha of designated County Wildlife Sites including a number of BAP habitats. At its peak approximately 90% of the West Penwith ESA area was under an ESA agreement. The majority of these agreements (over 135) ended in 2012 with a small amount continuing into 2014. The ESA was bespoke to Penwith, meeting the land management issues peculiar to the area. It was open to all, including holders of individual fields, and had a high take-up.

Environmental Stewardship (ES)

An agri-environment scheme run by DEFRA launched in 2005, it replaced the older Countryside Stewardship and Environmentally Sensitive Area schemes. It was composed of two levels - the lower levels Entry Level Stewardship (ELS), Organic Entry Level Stewardship (OELS) for organic farms, and Upland Entry Level Stewardship (UELS); and the Higher Level Stewardship (HLS). It was hoped that HLS would be made widely available within the old ESA boundary so that the public benefits secured since 1987 would not be lost. The preparation of Farm Environment Plans, a necessary part of HLS application, provided an opportunity for rough land management plans to be delivered and for financial incentives to recognise the contribution of field systems on both the clean land and the rough land (lowland heath). It has been replaced by Countryside Stewardship. Existing ES agreements are still being managed, until they reach their agreed end date.

Countryside Stewardship (CS)

The current CS scheme replaced ES in 2015 and provides financial incentives for land managers to look after their environment through several activities which are of high priority in Penwith such as conserving and restoring wildlife habitats, reducing widespread water pollution from agriculture, keeping the character of the countryside and preserving features important to the history of the rural landscape. The scheme is run by Natural England and funded by DEFRA. It is open to all eligible farmers, woodland owners, foresters and other land managers and is suitable for many types of land use. Local priority targets maximise environmental benefit. For Penwith these are:

Priority group	Priority type
Biodiversity	Priority habitats Priority species
Water	Water quality Flood and coastal risk management
Historic environment	Designated historic and archaeological features Undesignated historic and archaeological features of high significance
Woodland priorities	Woodland management Woodland planting
Landscape	n/a
Multiple environmental	n/a

There are 3 main elements to the scheme:

- Mid-Tier applications offer options, including funding for capital items, to achieve simple environmental benefit. Up to June 2017, there were 11 applications in the PLP area. The window for applications closes in September 2017.
- Higher Tier is available for the most environmentally significant sites and commons and thus most important for Penwith. The 2017 round closed in May 2017 with only 3 Higher Tier agreements within the project area.
- Capital grants are available for hedgerows and boundaries and for woodland. Again applications are now closed.

Assistance under Countryside Stewardship has been aided by the Catchment Sensitive Farming programme (CSF), run by Natural England in partnership with the Environment Agency and DEFRA which provides advice and support to farmers in priority catchment areas aimed at reducing water pollution incidents and improving water quality. CSF advice is available for the Drift Catchment.

The Facilitation Fund, also under the CS programme, offers the opportunity for individuals or organisations from the farming, forestry and other land management sectors to improve the local natural environment at a landscape-scale. It is very appropriate for the PLP. There are no projects as yet within Penwith.

4.7 Review of Management Standards through Designations and Protections

The uniqueness of Cornwall’s heritage and landscape is reflected in the diverse designations throughout the Peninsula, as well as World Heritage Site and AONB status.

Sites of Special Scientific Interest (SSSI)

There are 10 SSSIs including 5 Geological SSSIs. Designation of sites as SSSIs provides recognition of their national significance and affords legal protection of their habitats and species. Research by the Environmental Records Centre for Cornwall and the Isles of Scilly (ERCCIS) shows that the semi-natural habitats that have been subjected to the greatest losses in Cornwall over the years from 1995 to 2005 were heathlands and wetlands. Between 1995 and 2005 there was a loss of 17ha of heathland habitat and a loss of 30ha of wetland habitats. (ERCCIS, 2005).

Much of the habitat in Penwith is recognised as being of SSSI quality. Extensive areas of heathland and associated wetlands in west Penwith were considered for SSSI designation and National Park status in the mid 1980s, but instead ESA designation was chosen. At the end of the ESA scheme in 2014, Natural England reconsidered the opportunity for SSSI designations in west Penwith and carried out extensive survey work producing a short list of sites that were to be notified.

Special Areas of Conservation (SAC)

A SAC has been proposed for the area of submerged reefs along the West Penwith coast from Lands’ End in the south, extending past Cape Cornwall to just east of Gurnards Head.

Special Protection Areas (SPA)

The West Penwith Moors and Coast are of international importance for stonechat and qualify for designation as a SPA, receiving protection under the EU Birds Directive.

Heritage at Risk (HAR)

The current register shows 32 HAR sites within the PLP area (Historic England, 2016b) although one has since been removed. The 2017 register will be published in October. As a result of site visits by CASPN and the PLP Archaeology Working Party, it will have 6 additional sites, giving a total of 37.

Historic Environment Records (HER)

There are a total of 5,500 records of historic monuments within Penwith. This is the composite number of all HER records and includes place name records, documentary site records, artifact findspots, field systems, and all other recorded sites, designated or not, as well as Scheduled Monuments, Listed Buildings. It is an indicator of the wealth of historical assets and heritage to be conserved and managed. They include:

- Listed Buildings: approx. 1,234
- Conservation Areas: 18
- Scheduled Ancient Monuments: approx. 250

County Wildlife Sites

These are the most significant areas for wildlife in Cornwall outside statutory SSSIs and SACs in Penwith, covering almost 4,000ha. They include: Carn Brea, Tredinney and Bartinney Commons, Carnyorth and Bostraze Bog. However, it is a non-statutory designation and these sites are not protected.

County Geology Sites

This non-statutory designation is given to the sites of most important geological or geomorphological significance across Cornwall. There are 5 in Penwith including Bog Inn which is designated for its large natural depression sculpted out of the granite land mass probably by periglacial action. There are also 14 Geological Conservation Review sites.

Marine Conservation Zone (MCZ)

There are 2 designated MCZs in Penwith – Runnelstone, covering an area of 2,000ha at the southern tip of the peninsula around Gwennap Head, and Mounts Bay, almost 1,200ha including the tidal island of St. Michael’s Mount.

Designed landscapes

Trengwainton is the only Registered Parkland in the PLP area. There are a number of smaller remnant parkland estates around the fringes of Penzance and the south coast, including Trewidden, Rosehill, Boskenna and Treverven. Rogers Tower on Castle-an-Dinas is an ornamental folly, designed as an ‘eye-catcher’. There are also numerous isolated plantings usually of Scots Pine, also intended as eye-catchers.

The map below ‘Landcover with SSIs, County Wildlife and Geology Sites’ (also an AI) shows the principal designations and protected areas in the PLP area.

4.8 Conclusions on Management Issues for the PLP

Management of heritage assets can roughly be divided into 3 groups. The first are those that are managed by virtue of responsible ownership (e.g. National Trust or CHT), through their protection status (e.g. WHS) or through effective management agreements (HLS). The second, those that are designated either because of their natural features (e.g. SSSIs) or historic value (e.g. Listed Buildings and Scheduled Monuments). The third group is outside any current form of management regime or designation and may include both natural and built heritage and sites that are more at risk. These assets are less well-known and often depend on local voluntary interest and effort to keep them from total neglect.

All of the designations listed above dictate clear guidance on management standards and afford protection to the sites they cover. Without the protection afforded by notification, for SSSIs, or scheduling, for monuments, some of these national or international resources may be lost or damaged. However, Penwith is predominantly a farmed landscape. The nature of land use and the management of the land have responded to economic drivers and external factors, in particular, in recent years, to agri-environment schemes and the potential income from the increase in visitors and tourism. This has resulted in fast-changing land management practices and a resultant fragmented pattern of landscape management with a direct effect on heritage assets.

Whilst the designation of specific sites has afforded some protection, these are not comprehensive enough to provide effective management at a landscape-scale. The various users of the landscape have different vested interests and often strong opinions on how the landscape should be managed; some of these are explained with reference to the consultation work undertaken by the Penwith Landscape Partnership later.

However, the summaries in this section show how both place-based strategies and action plans, together with national and international policies, create an overarching context for whatever land management happens at the local scale. An appreciation and understanding by every one of these broader and strategic level influences is important and is the starting place for planning both project-specific interventions and any longer-term overarching management process for the Penwith landscape.

Section 5

Our Statement of Significance

Penwith is of exceptional importance for its natural and historical heritage. Much of this high-value heritage has been recorded; some is also protected (Section 4). This section explains the broader scientific, historical and cultural significance of Penwith's heritage, as well as what the people who live in, work in or visit Penwith value. Scientific, historical and cultural values are interrelated – Penwith's geomorphology and geographical location 'at the end of the land' has dictated the use of the land and its socio-economic development from prehistoric times. In conserving and enhancing the landscape, these values are considered as important as statutory designations.

5.1 Scientific Value

Geodiversity

Penwith is rich in earth heritage. Sites of diverse and exceptional significance are found within a relatively small land area where the Palaeozoic granite of the Penwith Moors is juxtaposed with the Tertiary coastal plateau and imprinted by Quaternary river courses, valleys and coastal embayments.

- Important sites illustrating geological history, climate- and sea-level changes during the past few million years exist around the coastline and inland.
- Along the south coast, submerged remnants of 4,500-year-old forests in Mounts Bay are evidence of changing sea levels. The rare, raised-boulder beach deposits at Porth Nanven are within a short distance of small sand-dune systems at Gwenver and Sennen.
- The 5 geological SSSIs include the fifth largest in Cornwall, extending from Carrick Du to Aire Point along the north coast, and the finest exposed roof of granite, magma chamber in the South West at Porthmeor Cove.
- There are also 14 Geological Conservation Review sites and 5 County geology sites.
- The mineralisation produced by the contact of the Land's End granite with Devonian rocks in the north west gave rise to the extensive mining activities of the St Just Mining District, now part of the UNESCO Cornwall and West Devon World Heritage Site (WHS).

Biodiversity

Penwith is an important area for nature conservation with features of national and international significance.

- 28% (6,400ha) of the project area is covered by semi-natural habitat with a high degree of connectivity, well above the average for Cornwall and much of England.
- Approximately 163km of rivers and streams traverse the landscape providing important ecological networks linking the coast, moors and farmland.
- Over 2,000km of 'Cornish hedges' form a significant network of wildlife corridors supporting 600 species of flowering plants and ferns of which 25 are nationally scarce and 9 nationally rare.

- Former mine sites and areas of china clay extraction have developed unique suites of habitat which support a range of rare lower plants.
- Over 900ha are designated as nationally or internationally important for nature conservation with 10 Sites of Special Scientific Interest and one Special Area of Conservation
- There are also almost 4,000ha designated as County Wildlife Site representing 17% of the project area.
- Approx. 2,400ha are Biodiversity Action Plan priority habitat
- Within the area, 42 BAP priority species have been recorded.
- The most abundant habitat is lowland heath covering almost 2,000ha. An important habitat internationally it is notable for its oceanic influence and displays typical western heathland characteristics.

Other important BAP habitats include:

- Lowland Dry Acid Grassland - supporting a range of specialist species
- Wet Woodland - very important for birds, invertebrates and mammal
- Fen - a wetland habitat supporting a range of wetland plants, birds, invertebrates and mammals
- Purple Moor Grass Rush Pasture - supporting specialist plant species and a range of wildlife
- Cliff and Slope - hard granite cliffs and cliff tops that provide a unique habitat for the Cornish chough
- Sand Dunes - small dune systems near Sennen support a characteristic flora and fauna
- Reed Bed – small reedbeds are found in coastal flushes and inland valleys

Important BAP species in these habitats include:

- More than 25 BAP moth species recorded on the moorland of the central hills
- 3 BAP butterflies (marsh fritillary, small pearl-bordered fritillary and silver-studded blue)
- Breeding birds - nightjar, grasshopper warbler, Dartford warbler, skylark, bullfinch and stonechat (the latter in numbers qualifying for Important Bird Area status under the EU Birds Directive)
- Other BAP birds known to use these habitats include: cuckoo, golden plover, dunnoek, lapwing, linnet, reed bunting, song thrush and yellowhammer
- The wintering population of hen harriers is of national importance
- The cliff tops and coastal grassland are an important foraging area for the Cornish chough – breeding again in West Penwith after a 150-year absence. Out of 6 successful breeding pairs in 2017, 5 were on the Penwith coast where 75% of Cornwall’s chough population currently lives
- Reptiles include adder, common lizard, grass snake and slow worm
- Amphibians - the BAP species common toad
- Mammals - BAP species greater horseshoe bats, brown long-eared bats, otter and hedgehog
- A range of important plants include over 10 nationally rare and 15 nationally scarce species and 8 BAP species
- Lower plants include over 30 nationally scarce and 12 nationally rare mosses, lichens and liverworts

5.2 Historical and Archaeological value

Penwith possesses one of the best-preserved and still legible records of continuous human occupation of the landscape in Western Europe. The surviving pattern of Bronze Age fields, associated with well-preserved settlement and ritual sites, is of international importance, reflecting a cultural heritage common along the Atlantic seaboard.

- Occupying less than 10% of Cornwall’s land area, Penwith features approx. 19% of its Scheduled Ancient Monuments (SAMs) and 15% of its Listed Buildings
- Around 5,500 records of historical monuments range from prehistoric standing stones to engine houses, including the densest concentration of stone-built prehistoric sites in Britain
- A notable concentration of ancient monuments include about 250 protected SAMs, around 1,500 Listed Buildings, and over 200 farms and buildings that are of medieval and earlier origin
- More than 10,000ha of prehistoric field systems are still farmed; in no other region of Europe does such a substantial area of prehistoric landscape survive in regular use. It includes field system boundaries from the Bronze Age (2500–800 BC)
- Field boundaries and settlements dating back to prehistory, surviving only as low stone and earth banks, are found on marginal rough ground and heath
- Occasional ‘crows’ (stores or pig/fowl houses) can be seen built into field boundaries or farmyards
- Strip-holdings, running from the cliffs to the moorland on the north coast, are medieval in origin.
- A large concentration of prehistoric ritual monuments are found in both the rough and improved land, including iconic sites such as Chûn and Lanyon Quoits, Mên an Tol, and the Nine Maidens stone circle
- Later hill forts and cliff castles crown many of the moorland summits and coastal promontories, such as Castle-an-Dinas, Trencrom, Chûn Castle and Trereen Dinas on Gurnard’s Head
- Romano-British courtyard house settlements unique to south-western Cornwall and the Isles of Scilly exist such as those at Chysauster and Bosulow Trehylls, along with fogou sites.
- Mining features of international significance, acknowledged by UNESCO, on the north and west coasts, include the engine houses and processing buildings of Geevor and Levant, the miners’ terraces and smallholdings around St Just and over 100 shafts on Watch Croft, all now within the Cornwall and West Devon Mining Landscape WHS

5.3 Cultural and Human Value

Penwith has a strong identity and individuality. Its geographical isolation and distance from population centres has given rise to a resilient community spirit and a sense of responsibility for the stewardship of the land. This is sustained by an ethic of hard work, independence and self-organisation.

A living-working landscape

People have been present in Penwith for around the last 10,000 years, since the end of the last Ice Age. Evidence of human activity permeates this ancient landscape, which still provides a livelihood for many farming families. Today, businesses that rely on Penwith’s uniqueness as a draw for visitors support the tourism economy of the area.

- Field patterns have not significantly altered since prehistoric times and some medieval strip-fields survive

- Much of the pattern of enclosure has remained almost unaltered over the last 2,000 years. Until relatively recently, rough ground formed an integral part of farming practice, providing seasonal grazing for livestock and allowing enclosed land to be cultivated or rested
- Traditional practices such as grazing, burning and collecting bracken for bedding and gorse (furze) for fuel, have all influenced the landscape and vegetation found today. Many farming families of Penwith still manage the land in this way
- The appearance of many villages and hamlets is little changed since the days when the community survived on fishing, mining and farming. Modern-day hamlets with low granite-walled buildings and scantle slate roofs are on the sites of their medieval predecessors
- Designed landscapes, such as the parkland at Trengwainton and features such as the folly at Roger’s Tower, are reminders of the wealth, often acquired through mining activities, of local landed estates

A place to relax and enjoy

- Penwith’s residents and visitors value and enjoy some of the finest walking in the country
- The South West National Coastal Footpath follows the cliff tops for 70km
- Around 248km of definitive Rights of Way - one of the highest concentrations in Cornwall – criss-cross the landscape, linking hamlets and villages
- Much of the higher ground has public open access rights under the CRoW Act
- A number of undesignated routes and permissive paths, including ancient tracks across the moors, date back to prehistoric times
- Some of the archaeological sites, such as Chûn Quoit, Mên an Tol, and the Nine Maidens stone circle, are of world renown. The network of access routes linking them, especially footpaths, is important to the local community and to visitors, contributing to the region’s tourism.

5.4 What People Value

People value place and attach meaning to it for different reasons. These include its potential to yield evidence about past human activity (evidential value); its connection to past events and ways of life handed down through its stories, legends and myths (historical value); its sensory and intellectual stimulus (aesthetic value); and its communal value, or meaning to the people who relate to it closely through living or working there. (Historic England 2008). Our Statement of Significance encompasses these diverse ways of valuing natural, historical and cultural heritage.

People find it hard to describe what they think is special about Penwith and usually resort to describing its aesthetic attraction - 67% falls within the Cornwall AONB which indicates the quality of its natural environment. Whilst changes have been occurring in its landscape over many years, these are seldom noted and many people are unaware of the threats to the landscape and heritage around them. Surveys of habitat in 2005/6 found most areas to be in unfavourable condition; during 2016 CASPN and CAU surveyed almost 200 ancient sites, and found many in need of restoration; almost 40 important heritage sites are at risk.

Yet when asked, people do have opinions on what needs to be done about specific problems. In 2012 the Historic Environment section of Cornwall Council surveyed 26 groups, individuals and professionals that had an interest in the impact the ending of ESA status would have on the heritage of the landscape (Cornwall Council Historic Environment 2012). People were concerned about land-use change, increasing neglect of historical features, lack of scheduling and the financial impact on farmers of the end of ESA payments. They requested better interpretation of heritage to help fill gaps in their local knowledge.

Over 380 respondents to a survey of attitudes, experiences and understanding of the landscape highlighted the need for access and interpretation, for effective land management and stressed the importance of the landscape in the local business economy (Rose Regeneration 2012). Over 40 farmers responded to a survey designed specifically to understand the farming perspective in Penwith. There was a significant appreciation of the importance of heritage features but a need for help with management of heritage and rough ground. Of these farmers, 84% had hedges that required repair and 61% confirmed that the care of historic buildings necessitated better traditional maintenance and building skills (CRCC 2013). There are relatively few areas within Penwith where management of natural habitat and historic heritage can be demonstrated and where farmers and landowners have the opportunity to discuss how this can be achieved.

Between 2011 and 2014, Cornwall Wildlife Trust delivered a Living Landscapes project in Penwith that aimed to restore and re-connect wildlife habitats at a catchment scale. Following a number of community engagement events, attendance numbers and feedback showed that people were interested in learning more about the wildlife heritage of the area. There was particular interest in training provision in heritage skills both for professionals and volunteers.

The CWT’s Wild Penwith volunteer group has engaged local people in carrying out practical conservation activities throughout Penwith. Participants have included men and women from a range of backgrounds including the long-term unemployed, ex-offenders and a recovering alcoholic in receipt of benefits. Ages have ranged from 19 to 72 years. Reasons for participating varied but many cited learning a new skill and expanding knowledge and experience as well as keeping fit and meeting new people. Many recorded an improvement in their mental and physical health from their activities.

During the PLP Development Phase, attendees at various events were asked to give their views, opinions and ideas. Comments that give a flavour of what people value included:

“[We have a] Unique farm history - such as Bronze Age structures, previous uses, names - to be discovered and subsequently shared with the public/within local parish.”

“Encourage the integration of farmers and their practices with their local community to cultivate understanding.”

“A successful farmer in this area needs to be technically good whilst being environmentally aware and supportive of best landscape practices.”

“I would like to see more co-operation with farmers to pool and share resources. Labour is always an issue.”

“There is a rare resource of oral history.”

“Working with schools is vital.”

“Develop small-scale specialty crops that need shelter and smaller enclosures i.e. equate crop needs with enclosure size. Principle and function of Cornish hedges no longer fits broad scale farming objectives. That’s what we’re working on to preserve landscape features.”

Penwith is a living-working landscape that retains and supports traditional farming methods wherever possible and enables complementary income-generating activities to develop alongside. The distinctive culture of the people who live and work there has developed over centuries and both visitors and local people appreciate its wild beauty, tranquility and sense of timelessness. As a place for enjoyment and recreation, Penwith contributes to Cornwall’s tourist economy. For many, its ancient sites hold spiritual, historical and cultural significance yet many have no designation or formal protection. In ecological terms, Penwith’s wildlife habitats also have enormous value. Management of this unique area, therefore, must focus on sustaining its value rather than risk losing it through lack of awareness and limited attention to threats that are already evident. Any change must be fully justified, carefully considered and, above all, involve local people, both in making decisions and getting things done.

Section 6

Threats and Opportunities

6.1 Identification of Key Threats and How to Address Them

Most of Penwith is a farmed landscape so long term change in the area's farming economy along with progressive reductions in public expenditure is an overarching issue. Fragmented management of the landscape as a result of frequent changes in policies and responses to economic drivers both contributes to, and is exacerbated by, a loss of traditional farming and countryside skills. This change and fragmentation is reflected in a lack of appreciation and understanding in the local population of how the landscape has evolved and continues to evolve (see over).

Fragmented landscape management	
Scientific value	Agricultural improvement of rough land – breaking in areas of heathland, acid grassland and wetland
	Potential increase in arable and daffodil production - leading to soil depletion and degradation through repetitive growing and intensification.
	Agricultural intensification of grassland e.g. for silage production, resulting in potential damage to water resources
	Increase in non-native invasive species such as Japanese knotweed
	Landowners in the adjacent Nitrate Vulnerable Zone acquiring land to ease slurry-spreading restrictions
	Neglect and abandonment of semi-natural habitats that can lead to increasing dominance of bracken, purple moor-grass and over-mature woody and scrubby species
	Lack of management of heathland vegetation resulting in an increase in the number and intensity of moorland fires - significant damage to wildlife and to the moorland surface and peat deposits
Historic value	Larger, more productive fields created by removing boundaries and historic field hedges and widening of gateways
	No protection for majority of Cornish hedges through current Hedgerow Regulations despite their historic and ecological value
	Lack of management of semi-natural habitat means standing and buried archaeology can no longer be seen – with subsequent damage to remains below ground
	Larger, more productive fields created by removing boundaries and historic field hedges and widening of gateways
	No protection for majority of Cornish hedges through current Hedgerow Regulations despite their historic and ecological value
	Lack of management of semi-natural habitat means standing and buried archaeology can no longer be seen – with subsequent damage to remains below ground
	Overgrown vegetation leading to narrower pathways that concentrate erosion. Resultant damage where these pass over archaeological features and/or prevent access altogether and lead to increased surface erosion at ‘honeypot’ sites
	Increase in the number and intensity of moorland fires that can cause damage to archaeology
	Traditional architecture at risk when small family farms are combined to create larger holdings and farms lose agricultural role. Redundant buildings neglected
Lack of appreciation and understanding	
Cultural and human value	Increased vulnerability of natural and cultural heritage and threats to landscape due to lack of understanding and knowledge about its distinctive character and history
	Decline of traditional uses of rough ground leading to loss of public understanding of appropriate management of the landscape - increased risk of difficulty in gaining acceptance for renewed management
	Loss of traditional family farms, lack of succession and ageing population, leading to increase in contracted-out land.
	Redundant buildings and farms turned into domestic properties with no connection to the land - resulting in gentrification and loss of local character
	Loss of orally-transmitted knowledge of the land, the places and features within it, and their stories
Loss of traditional skills	
Cultural and human value	Decline in the farming population incurs a significant risk of loss of knowledge of land management and construction skills and methods distinctive to the area
	Modern contract farming brings universal farming techniques and machinery to the landscape rather than utilising bespoke farming techniques of traditional family farms, which work with the land
	Increase in practice of ‘ranching’, combined with reduction in agricultural workers results in lack of repair and maintenance of traditional field boundaries and subsequent loss of hedging skills

6.1.1 Fragmented landscape management

Scientific value

Farmers own and are responsible for managing the landscape heritage of Penwith. Much farming in Penwith is marginally economically viable with many farmers relying on funding from agri-environment schemes. Economic pressure on farmers has resulted in neglect and abandonment of semi-natural habitats. Given the uncertainty of financial support, farmers are increasingly looking to other means of replacing their lost income, resulting in further accelerated land-use change and potential habitat loss. Uncertainty has been exacerbated by the UK preparing to leave the European Union, a decision 54% of the St Ives constituency supported. The Common Agricultural Policy (CAP) has enabled smaller farms to survive and to ensure a balance in the farming sector between wildlife and environmental consideration. Without an effective financial support system, production may be pushed more towards modern agricultural practices which often lead to: drainage of marginal land; re-seeding and improvement of grassland, woodland and scrub; increased inputs of fertilisers and use of herbicides and insecticides; and intensification with bigger machinery, larger gateways and removal of hedgerows. An increase in just some of these practices in Penwith would be hugely detrimental to the landscape and its heritage.

Management is required to secure the special qualities of rough land and to improve access, to protect archaeological sites and to conserve species and habitats. Yet people are concerned and unsure about what type of management is beneficial. There is often contention over infrastructure especially fencing and questions over grazing. Whilst most of the land is in private ownership, commoners have rights over the proportion registered as common land so rights of both landowners and commoners have to be respected.

The end of the ESA for much of Penwith removed the only direct protection of its historic and natural resources. Whilst cross-compliance linked to the Single Payment Scheme can prevent deliberate damage, it does not address the gradual decline in the value of the resources caused by neglect or lack of management. In particular, the breaking in of rough land for agricultural improvement was largely halted with the introduction of the ESA. Since the scheme ended, new instances have occurred in discreet patches across Penwith. Environmental Stewardship and now Countryside Stewardship are based on national criteria which do not necessarily recognise or address the unique landscape in Penwith and the issues facing it. They are also more selective, particularly the High Tier, which provides the most environmental gain for the landscape. Consequently take-up has been slow. The future of CS is uncertain since it is subject to negotiations regarding Brexit and the UK government’s transitional arrangements on the CAP. The way agri-environment schemes are targeted and the relatively low uptake in Penwith, coupled with uncertainty about any future AES, could leave important habitats and historic features unmanaged.

Lowland heathland is a non-climax vegetation type that requires management if it is to retain its value as the habitat for numerous plants and animals associated with it. Without management other vegetation will dominate. There is evidence that the lowland heathland in Penwith is in unfavourable condition. Scrub is invading and the vegetation is losing the diversity that is essential for it to retain its ecological value. Bracken, Japanese knotweed, rhododendron and other invasive species pose a threat to biodiversity.

The AONB Management Plan identifies some additional specific threats to the natural environment including: serial succession to bracken and woody vegetation impeding access especially at Rosewall Hill and Carn Galver; sycamore encroachment along stream valleys; and loss of hedgerow elm due to disease in southern areas.

Historical value

Changes in farming practice have resulted in a number of significant threats to the historical environment. Neglect of semi-natural habitat affects standing and buried archaeology, concealing it so it can no longer be seen, accessed, protected or appreciated. It increases the risk of damage or destruction of archaeological features through root growth. Invasive species are particularly damaging.

Scrub encroachment increases the risk of moorland fires, often intense and potentially hugely damaging to monuments and buried archaeology. Surface erosion occurs at ‘honeypot’ sites and on areas subject to regular horse riding.

The survey conducted by CAU of 46 sites identified bracken, bramble and scrub as the main issues rendering most of the sites in poor condition (Appendix 6.1). A small number were affected by erosion by stock (cattle and sheep) and people, with natural erosion a cause of damage on coastal sites. Other causes of damage were tree growth, invasives, other plants such as garden escapes, animal burrowing, structural instability and flooding/waterlogging. Some sites had been damaged by vehicles and cultivation activities; evidence of vandalism and inappropriate behaviour was rare although litter and dumping of garden waste was noted.

Nationally agreed AES do not have the same flexibility to cater for the uniqueness of Penwith and its landscape. The reduction in priority status of heritage features for agri-environment schemes has had a direct impact on what was the main source of funding available for the historic environment. This is combined with limited funding from Historic England, which also relied on funding from Natural England for much of their work. It is uncertain how this may change post-Brexit. Management of the HE is often seen as an added extra which can be done when time or funding permits, with other targets seen as main priorities. However, beneficial management of the historic environment can add to wider landscape and on-farm benefits. Valuing heritage can lead to economic benefit through increased visitor numbers, both local and tourist, more widely spread across a variety of locations, with greater demand on local suppliers, and significant capital returns into the local economy.

Cultural value

Penwith’s value as a place of recreation and enjoyment of the open countryside is threatened by poor access. Many of the paths are blocked, overgrown or do not connect from road to road or to another footpath or bridleway; some lead into a farm lane or farmyard over which there is no recorded right of way. This has become an increasing problem when long-established farms, where residents have been used to ‘sharing’ the landscape with walkers or riders, have been sold off and new owners are not so amenable. Often where a path crosses a parish boundary the definitive path stops or there are changes to its status. Many of the moorland paths have become very narrow through scrub encroachment and then become eroded and gullied by water. Erosion on paths where overgrown scrub concentrates footfall inhibits access and deters people from using routes that may have been used for centuries. Off-road motor cycling is a problem in some areas. Access to some of the most important archaeological sites, and particularly those that are less well known is increasingly difficult.

Cultural value is closely linked to lack of appreciation and understanding and the loss of traditional skills.

6.1.2 Lack of appreciation and understanding

Much traditional wisdom about land-use, as well as the interest and intrigue attached to specific places and the people who lived there, has been passed down orally within families. There is a risk that this will be lost to future generations as people’s relationship with the land changes.

There has, at times, been poor communication between those responsible for land management and those who visit and use the moors. People are sceptical about consultations which often impose rather than genuinely seek opinions. A breakdown of trust and communication over issues such as inappropriate fencing and damage to land can block an ambitious and worthwhile vision.

There is general agreement that, despite the robust evidence of archaeological remains in Penwith, additional archaeology remains unrecorded, especially on the moors. Scheduling does not reflect what is actually there and most of what is there is known to be of national or international importance. Where records are incomplete, the value of heritage assets is not appreciated or understood. More recording and surveying is needed to show the landscape’s value. Although Penwith is one of Cornwall’s better-recorded landscapes, there are still significant areas which have not been surveyed (particularly the eastern portion around St Ives and Towednack, and a southern band at the heads of the numerous valleys running south to Mount’s Bay). The historic environmental features in these areas, which are subject to more intensive agriculture than much of the old ESA, are therefore more susceptible to unintended damage. Even within the core of the ESA in Zennor and Morvah there remain farms that have not been surveyed. Also, within the surveyed areas, the level of accuracy and detail recorded varies widely, from rapid sketch surveys to measured surveys at large scales. The Historic Environment Record is only as complete as the process by which it was compiled, reliant on information supplied by those undertaking work and subject to human error. A substantial proportion of features have not been incorporated into the database.

Similarly the lack of designations indicating national or international importance shows that the value of wildlife is underestimated. Lack of relevant designations leads to a poor understanding of the area’s ecological value. There is less robust evidence, and as a result knowledge held by statutory organisations is poorer than in other similar areas such as Bodmin Moor.

Reductions in local government staffing for heritage has resulted in a decrease in the input and support they provide, as well as a greater reliance on local volunteers. Penwith in particular has suffered from not having a dedicated heritage officer, so management works are fragmented and generally reactive rather than proactive. Even with good local support from farmers, landowners and residents to preserve the local heritage features, time and capital are scarce.

6.1.3 Loss of traditional skills

With the steady decline in the farming population, knowledge of the traditional management practices characteristic of Penwith risks being lost. In the past, rough ground, and in particular lowland heath, was managed by grazing livestock including traditional breeds and by cutting and burning. In addition, in exposed areas close to the coast wind and salt controlled vegetation sufficiently. Until recently, cutting by machine and by hand played an essential role in maintaining access routes and making archaeological monuments accessible; at the same time it reduced damage to sites from invasive plants especially gorse and bracken.

6.2 External Threats

External factors threaten the Penwith landscape. Whilst they are beyond the scope of the PLP to address, they may nonetheless affect the delivery of the Scheme.

6.2.1 Climate Change

Climate change influences fragmented landscape management by exacerbating pressures and uncertainties for farmers and landowners. The potential severity of its impact also requires greater appreciation and understanding by all sectors of the population.

According to the UK Climate Impacts Programme, changes likely to be experienced in the South West are:

- Temperature: average warming of 1.0 to 2.5° C, very warm years becoming more frequent
- Precipitation: 5-15% wetter winters, 15-30% drier summers, heavy rainfall more common, significant decrease in snowfall, greater contrast between summer and winter seasons
- Cloud cover: reduction in summer and autumn cloud cover, small increase in winter cloud cover
- Extreme weather events: more severe and frequent events causing river and coastal flooding
- Rises in sea level: relative sea level in the South West has risen by approximately 250mm since 1916

The 2009 UK Climate Projections (UKCP09) show that the rate of climate change in the South West will accelerate as the 21st century progresses.

Cornwall has a temperate maritime climate. As an exposed peninsula on the Atlantic coast, it is very vulnerable to increased rainfall, storminess and sea-level rise. Wetter, stormier winters and hotter drier summers will directly impact biodiversity, water resources, infrastructure, health, tourism and agriculture. Current climate change predictions suggest that mean annual temperatures in Cornwall will rise by 2.5-3.0 °C by 2100. Changes to total annual rainfall are less certain, but more extreme weather events are expected; periods of drought and sudden heavy rainfall events will both be more common.

Changes in the climate will not only have an impact on the environment, but also on society and the economy. More frequent intense rainfall events will increase the flood risk from rivers and surface water run-off in particular. Cornwall Council now has the role of Lead Local Flood Authority (LLFA), on management of local flood risk and the Environment Agency requires robust flood defence measures to be taken as part of proposed developments within high risk locations to ensure that new developments do not increase flood risk.

The Council became a signatory of the Nottingham Declaration on climate change in September 2010 and as a result has developed plans to address the causes and impacts of climate change and to achieve a significant reduction of greenhouse gas emissions, as part of its wider work to promote sustainable development. One of the most recent developments relevant to the PLP is the adoption of its Environmental Growth Strategy. Environmental growth is focused on helping nature ‘to do more’ and as such is part of a strategy to ensure Cornwall has a sustainable future in the face of numerous challenges, including climate change.

Climate change will have significant impacts at a local scale in Penwith. Longer periods of drought will lead to seasonal desiccation of some wetland habitats and will increase the risk of accidental fire in under-managed lowland heathland. A decrease in the frequency but increase in the intensity of rainfall events will lead to an increase in surface water run-off. This will be associated with a number of environmental impacts, particularly upon arable land with a large proportion of bare soil, such as the daffodil and winter vegetable fields in parts of the PLP Scheme area; and also on heavily compacted soils, which result from, for example, overstocking with dairy cattle. Where this run-off delivers sediment and associated nutrients and/or pesticides into wetlands and watercourses, it will threaten the biodiversity of these habitats. Predicted temperature increases will exacerbate the current nutrient enrichment issues in watercourses. There is also evidence of increased growth of problem species as a result of warmer temperatures. To improve its ability to withstand the impacts of climate change, the area’s potential to link or expand small or fragmented sites requires assessment.

The impacts of sea-level rise will be noticeable in small harbours and coastal communities. Coastal erosion from extreme weather events poses a high risk to ancient sites located close to the coast and to providing access to these and to coastal areas in general, with several sections of the South West Coast Path already experiencing serious erosion. An increase in extreme weather events and the warmer, wetter conditions anticipated during the winter months and hotter, drier conditions expected during summer will also accelerate erosion of surfaces and deterioration of archaeological sites.

More extremes of weather could also lead to a decline in interest in outdoor activities, both from visitors and volunteers, and increase demand for ‘undercover’ visitor attractions. Higher winter rainfall but hotter, drier summers will result in increased summer demand for water, especially by the tourist industry. More frequent and intense storm events will result in more properties, including tourist attractions and accommodation, at risk of flooding with some coastal assets such as campsites and caravan parks particularly at risk from rising sea levels.

The winter storms in 2014 caused extensive damage to areas of Penwith especially the harbour at Lamorna and the sea front in Penzance together with increased erosion along all exposed areas of the south coast. The devastating effect of summer storms with intense rainfall in a short space of time has been witnessed in Boscastle in August 2004 and Coverack in July 2017 when 100mm rain fell in less than 3 hours in a very small catchment polluting river-courses and the rocky shoreline, and causing significant damage to property.

The PLP’s focus will be on mitigating and adapting to the main climate-change impacts with projects designed to address the principles contained in government guidance (Defra, 2007). For example, through improving the quality of a range of BAP habitat types within Penwith and by establishing ecological networks between these priority habitats, the Scheme will develop a more ecologically resilient varied landscape. We will work to conserve and enhance habitat and species viability, both as a prerequisite to long-term survival, and also to ensure that species can shift and adapt their location, following their required climatic type.

The majority of the PLP area is in multiple private ownership so the ability to influence risk-management is limited to awareness-raising and supporting some direct interventions. There may be opportunities to support local emergency response initiatives by major landowners, or parish and town councils, and ensure that these take into account threats and potential loss to local heritage through flood, fire, erosion etc. This can be combined with raising awareness of the cumulative effect on the landscape of small-scale, localised threats such as the theft of stone from monuments and use of off-road motor vehicles at key sites.

6.2.2 Political Issues and Policy Change

Management of the landscape is particularly affected by policy changes and the state of the UK and (to some extent) global, economy since agri-environmental subsidies are linked to productivity and market forces. Lack of appreciation and understanding of the role of farmers in stewardship of the natural and historical environment reduces public support for increased government intervention. Nonetheless, changes in attitude to agriculture can provide unparalleled opportunities to prevent further loss of the historical and natural environment by making conservation of heritage an integral part of the drive towards a more sustainable farming industry.

European Union

The UK’s decision to leave the European Union not only impacts land management but also reveals voters’ lack of appreciation and understanding of the link between European funding mechanisms and environmental.

The PLP Scheme was submitted to the HLF prior to the introduction of the European Union Referendum Act 2015. In the second submission, £360,000 of EU funding was budgeted: 67% of the match required for the scheme. It was anticipated that this would come from ‘Local Enterprise Partnership EU funds, West Cornwall Local Action Group LEADER and Community Led Local Development funds’. The current position on some of these funds is explained in Appendix 6.1.

Since so much of the conservation, agricultural, skills-training and development funding in Cornwall has come from the EU over recent years, lack of EU funding will put pressure on other smaller funding sources such as local charities and private donors e.g. Cornwall Community Foundation and Cornwall Councillors’ community grants , as well as national programmes such as Coastal Communities and HLF itself.

Cornwall Council and Devolution

Cornwall Council’s aim is to negotiate a new funding relationship with Government as part of its devolution aspirations, which will include major projects previously funded by the EU. If successful, funding may be available to the PLP through this avenue. The PLP has the full support of the Enterprise and Environment Directorate, which is leading on the environment devolution programme, and the Council’s Environmental Growth Strategy, which the PLP can help deliver. The LEP and LNP are both actively engaged in presenting proposals to the UK on all those areas where Cornwall will be most affected, especially farming, fishing and the protection of the natural environment.

Political Situation in UK and Government Policy

Political uncertainty and the likely outcome of the Brexit negotiations were heightened by the results of the General Election in June 2017. Throughout the PLP’s Development Phase there has been uncertainty about the exact implications and timing of Britain’s exit from the EU, but having begun the two-year negotiation period, the position on some areas has been clarified. In his statement in August 2016, the Chancellor confirmed that all structural and investment fund projects, including agri-environment schemes, signed before the Autumn Statement would be fully funded, even when these projects continue beyond the UK’s departure from the EU. He also guaranteed that the current level of agricultural funding under CAP Pillar 1 would be upheld until 2020, as part of the transition to new domestic arrangements.

Local Political Issues - Cornwall Council

Whilst the May 2017 local elections returned a Conservative majority to Cornwall’s Unitary Authority Council, the Liberal Democrats and Independents have regained joint control. The new leader of the Council is committed to ensuring the Council delivers its Devolution Deal, which has potential benefits for several of the PLP deliverables. There is an opportunity to influence any new AES arrangements and, with the support of Cornwall Council, to build on Penwith’s uniqueness. Local changes included the appointment of one of the PLP Board Councillors to Portfolio holder for the Environment and Public Protection. Also, 2 of the 3 local Penwith councillors were replaced by new incumbents who have now joined the Board for the Delivery Phase.

Global water, food, energy and security issues

The threats associated with escalating fuel and energy costs, and in particular the cost to the environment of continued high consumption levels of fossil fuels, are significant for Penwith where sources of renewable energy are particularly low and reliance on private transport is high. A recent study of carbon footprints associated with household consumption for 177 regions in 27 EU countries, showed that per person, the UK is one of the biggest emitters and that in the South West in particular, people were responsible for emissions more than double those in other parts of Europe. Transport emissions were found to account for 30% of carbon footprints, the largest source of emissions, while food also scored highly at 17%.

Finally, the election of Donald Trump to the US presidency in 2016 and the implications for global security, economy, and, in particular, the environment following his decision to leave the Paris Climate Change Accord, create an unstable climate in which clear local policies and action are paramount.

6.3 Threats from Social and Economic Changes

As with much of Cornwall, the demographic structure of Penwith shows an ageing population. Whilst incomers and retired people moving to Penwith distort the average income figures, data on workless benefits and household income reveal that many families are less well-off than in other areas of Cornwall; basic costs such as transport and housing are also high. Employment is generally in low-paid sectors such as retail and services; educational attainment is low and unemployment amongst young people high. There is greater pressure for new affordable housing and for sources of renewable energy to support low-income local families.

Farming has declined steadily sometimes giving way to other small-scale industries and businesses which are able to exploit access to markets and information through increased internet connectivity. However, these tend to attract small numbers of higher-skilled, entrepreneurial workers who have little or no connection with the land, its history and its traditions.

Fragmented landscape management in Penwith is in part a result of the decline in traditional farming. Loss of traditional skills has been exacerbated by demographic, social and economic changes where work on the land has been replaced by jobs in retail, health and social care, and the hotel and catering industry. The lack of appreciation and understanding of heritage value is also affected by these trends.

6.4 Opportunities to Address Issues Affecting Landscape and Heritage in Penwith

These identified threats either create opportunities directly and/or highlight where opportunities exist to counteract their negative impacts on scientific, historical and cultural heritage.

Fragmented landscape management, evidenced throughout this LCAP, can be addressed by:

- Ensuring farm business planning takes into account the character of the landscape and incorporates measures that safeguard natural resources, heritage and biodiversity
- Innovative and appropriate farming methods and practices
- Targeting subsidies, grants and financial incentives that address both environmental and farming agendas
- Encouraging greater and wider appreciation and understanding of the negative and detrimental effects of removal of Cornish hedges and agricultural intensification
- Advice and support to farmers to reduce fragility, insecurity and encourage positive succession-planning amongst ageing farmers
- Creating niche products that increase value at the point of sale e.g. traditional beef breeds
- Developing a Penwith brand to market higher-value products and bringing greater returns direct to producers
- Growing innovative crops that use the current advantages of land/microclimate rather than fighting the characteristics that make Penwith unsuitable for intensified agricultural production
- Working with farmers and large landowners to improve and enhance habitats, reduce fragmentation and increase ecological connectivity

Lack of appreciation and understanding can be counteracted by:

- Increasing skills of local people in recording and surveying their heritage with a view to looking after and enhancing it
- Harnessing a skilled workforce of specialists, willing to share their knowledge with local people
- Providing training and support to increase skills on how to record vulnerable key species, record and increase SAMs and reduce HAR
- Encouraging community participation in parish surveys to help maintain and value heritage within the local area and to plan a more sustainable future
- Improving physical access to and condition of ancient sites, combined with re-telling their stories
- Bringing together the wealth of information and data available on Penwith's heritage into one easily accessible place. Visitors and local people will be better informed and able to help reduce negative effects on habitat and heritage

Loss of traditional skills opens up opportunities to:

- Teach local people traditional land-management skills e.g. how to carry out controlled burns, scything and Cornish hedging
- Offer both financial help and a volunteer workforce to farmers to better manage areas of rough ground by bringing them back into the Whole Farm business plans.
- Provide reliable, skilled workforce to repair and build Cornish hedges.
- Advise and help motivate farmers on the best use of redundant buildings to bring an economic return to the farm.



Ross Poldark demonstrates traditional scything skills in Penwith

There are also opportunities to use the PLP as a catalyst to stimulate and strengthen other initiatives within Penwith with a similar aim. One of these is the potential to apply for International Dark Sky Landscape status for Penwith Moors. Recently granted to Bodmin Moor, a dark sky designation would support many of the PLP's specific objectives e.g. protecting vulnerable species, increasing visitor interest in more remote areas, and would be a positive long-term legacy.

6.5 Successful Interventions

Examples of interventions are given below. These successes, together with the relative urgency of the threats identified have guided the PLP in prioritisation of its work programme and projects.

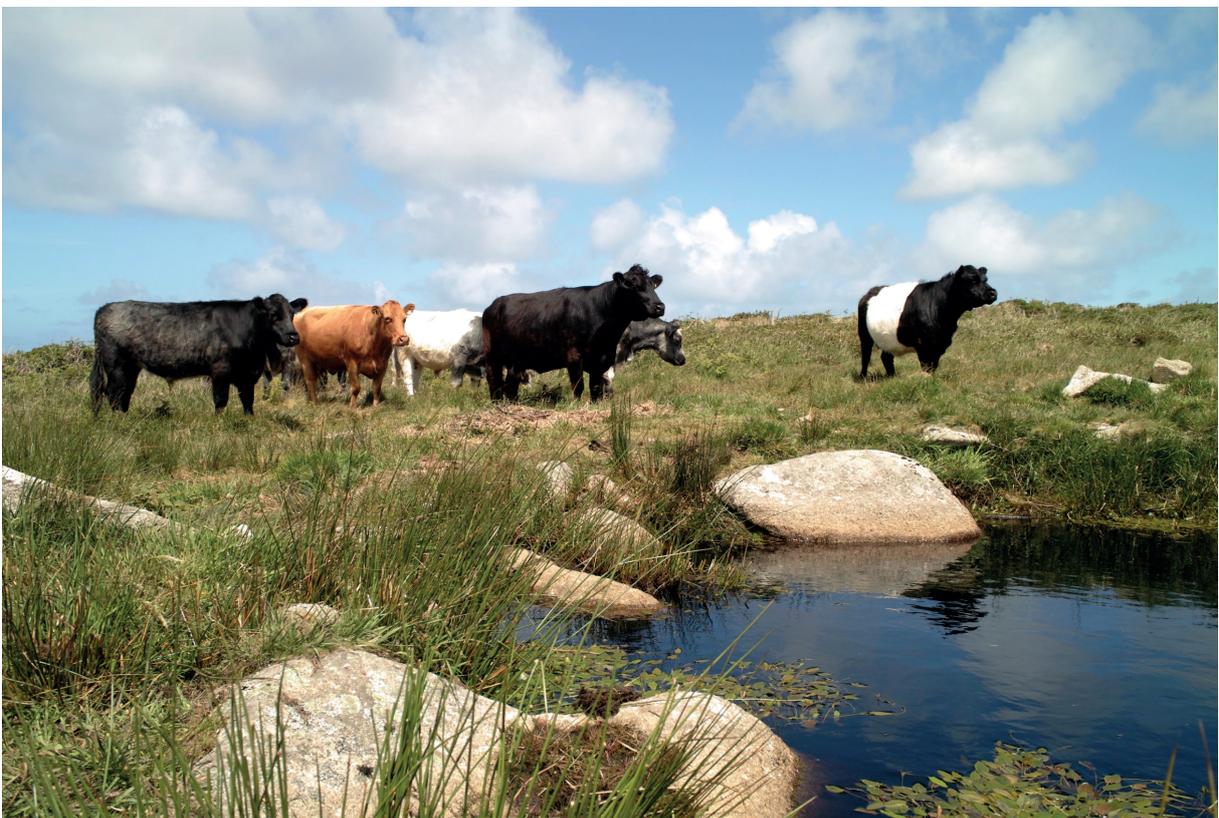
Land management

This has played a significant role in creating the landscape and its special qualities, especially those associated with the West Penwith Moors, and the different, complementary management techniques employed reflect the land's diversity.

Grazing with cattle, supplemented by cutting and controlled burning, is considered the most sustainable form of management of lowland heath in southern England. Grazing may not, however, be appropriate for the whole of Penwith where areas of mire, old mining shafts and lack of suitable vegetation make the ground unsuitable for cattle or other livestock. But where grazing, especially of native breeds, can be introduced following clearing by cutting or burning, it may provide an effective way to manage scrub encroachment as well as benefit the farm business.



Heathland burn dry carn - Jan Dinsdale



Traditional cattle breeds at Bodrifty Iron Age Settlement – Jan Dinsdale



Longhorns grazing in Penwith

Figures on the decline in farming reveal that fewer and fewer farms are viable. Nonetheless, farm diversification and supplementing farm income from other part-time work and small businesses is a way to support appropriate sustainable farming. Whole Farm Plans take into account both clean and rough land and can help farmers better access funding streams and grants.

Recording historic sites and monuments

The ancient sites of Penwith must be able to withstand the impact of increased visitor numbers and changes in local land management, so they are preserved for future generations. Since its inception 18 years ago, CASPN has consistently worked hard to address the gap in monument management created by the increasing resource and budgetary shortfalls within local heritage and land management agencies. The PLP Scheme provides an opportunity to build upon and extend CASPN’s original aims by drawing on local communities to boost volunteer capacity within Penwith. There is an increasing interest in heritage from residents and visitors, combined with a growing appetite for experiencing ‘the great outdoors’. Taken together with improvements to access and to fragmented land management, people will be encouraged to understand, engage with and take pride in these ancient sites. For example, the HAR record for 2016 has already been increased by the work carried out by CASPN and its volunteers during the Development Phase. This shows how volunteer effort can, with training and support, make a tremendous difference to the knowledge and evidence base.



Above: CASPN at work



Conservation vs. tourism pressures

Increasing visitor numbers can damage sites and landscape. However, the tourist and visitor economy offers a means to supplement low-wages and the chance to expand into service industries and self-employment that combines more easily with part-time farming than other forms of employment. Access to some of the most impressive archaeological sites, including Chûn, Mulfra and Zennor Quoits, and to many lesser-known sites could be improved. Linking existing paths and creating routes that connect areas of access land would provide longer routes, enticing visitors and tourists to explore the landscape on foot rather than by car and to visit some of the lesser-known locations.



Linking sites with existing footpaths near Sanscreed



Overgrown entrance to Merry Maidens

Declining and fragmented priority habitats

Semi-natural habitats and wetland habitats are threatened by farmers acquiring land and attempting to achieve more profitable and more intensive agricultural production by removing moor stones, then draining, ploughing and fertilising. Work was carried out during the Development Phase to show how ecological functioning and structural connectivity can be enhanced at a landscape-scale in Penwith. Maintaining large contiguous blocks of prime habitats will help to secure population viability through facilitating gene flow and natural migration. This is particularly important in wetland habitats in view of the effects of a changing climate (see Project 3.3 Wild Penwith).

Biological recording

As with historical records, volunteers represent a valuable resource in recording and surveying wildlife and improving our knowledge of vulnerable key species. CWT has ascertained that 21 local biological recorders, representing 11 different specialist groups and all of the major taxonomic groups, are willing to work as volunteers to help mentor local people and students. These groups include the Cornwall Geoconservation Group and the Cornwall Invertebrate, Botanical, and Reptile and Amphibian Groups. A local recording group was set up in 2016 and has already started training its volunteers.



Volunteerrrs recording and surveying

Cornish hedges

Cornish hedges are both unprotected and vulnerable, yet farmers recognise their value and importance. Resources, time and labour are required to repair and maintain them, but many people welcome the opportunity to learn a practical conservation skill. CWT has experience of delivering farmer-led practical Cornish hedging workshops to volunteers in Penwith. A workshop in June 2014 was led by a local farmer and the day was spent repairing and reinstating two sections of damaged Cornish hedge on Bartinney Nature Reserve. The farmer expressed an interest in running more volunteer training days and at least 7 other farmers have said that they are keen to do something similar. In March 2017, 10 people participated in a practical hedging day organised by the PLP jointly with Wild Penwith volunteers.



Volunteers repairing Cornish hedges in Penwith March 2017

Redundant Buildings

During the Development Phase several redundant buildings were visited and assessed and 3 surveyed in order to present proposals for their potential use to their respective owners. One of these, the conversion of a barn into housing for key farm workers, has been taken forward as a pilot study and a planning application submitted (see Project Appendix 3.1).

6.6 Working Towards Sustainable Landscape Management for Penwith and its Heritage

Some of the threats identified earlier can be addressed by concentrating effort and resources on specific targeted activities. Individual interventions by farmers and landowners under stewardship agreements, by local organisations such as the Cornwall Heritage Trust or CWT, by the larger estates, or by volunteer-led community groups such as CASPN and the Ramblers, go some way to conserve and protect specific sites and heritage features. Designations provide additional statutory protection.

However, many of these threats stem principally from a lack of sustainable long-term management of the landscape as a whole. Interventions are often carried out in isolation as short-term projects by individual organisations or, worse still, create competition for scarce resources, both of people and funds.

Members of the PLP Board came up with a list of potential projects, designed to respond to the most urgent of these threats. By bringing these together under the umbrella of the Landscape Partnership, the PLP will focus action and resources on its shared objective - to conserve, restore and enhance a living-working landscape in Penwith.

A broad Partnership with representation of a wide set of interests and views will promote a programme of well-resourced activities to support the goal of sustained long-term landscape management in Penwith. We will achieve this through successfully engaging people, from individuals who volunteer to communities and local organisations at a more strategic level, and through providing adequate resources. We will focus on the thematic areas that have the most positive impact on the landscape and its heritage: creating habitat connectivity and biodiversity; conserving archaeology and ancient sites; improving access; and supporting sustainable farming. Financial support from HLF over 5 years will be the catalyst to a more joined-up, better coordinated approach whereby organisations and local people will work together to achieve a shared outcome. By strengthening and enabling small local groups and building better relationships between people, some of the threats identified here will become opportunities to create positive change for heritage, people and communities and, in turn, become part of a lasting legacy.

Section 7

Towards a Shared Vision for the Penwith Landscape

7.1 Developing a Vision

The Penwith Landscape Partnership has gathered information, views and opinions from a wide range of sources. These have highlighted important features of Penwith and helped us to build a shared vision.

In 2006 the Land’s End Area Forum (LEAF) published its Community Action Plan to 2025. A community-led group established in 2004 to work on the Market and Coastal Towns Initiative, LEAF focused on St Just and Pendeen and the neighbouring parishes and conducted an extensive consultation on all aspects of community life. The wide-ranging vision was for a community that respected its very special environment and heritage and provided opportunities to develop skills and learning (LEAF 2006).

The Penwith Moor Community Plan envisaged the “re-unification of Penwith Moor” with the re-establishment of the moorland Tinnars’ Way, offering a pre-Victorian experience when the Tinnars’ Way was the main East–West route traversed by many travelers and a part of everyday life. The plan hoped to restore valley links between the moorland and the North coast headlands and create a narrative of monuments by connecting ancient sites and uniting commoners, owners, ramblers, animal lovers and spiritual pilgrims in a common vision (Penwith Moor Community Plan 2006).

In 2009, Natural England undertook some work to establish a shared vision for the future of Penwith Moors, using a similar visioning process as developed on Dartmoor and Bodmin Moor. The aim was to assess what the local community, and those involved with managing the area, believed were the issues that required action and to identify what would help. Its focus was on the rough land of the moors and downs and emphasised that each area has its unique qualities that require specific attention. As part of this work, consultation with a number of local community groups took place. The final report envisioned that:

“Over the next 25 years the extent of the rough land will be retained and where opportunities arise extended to increase its capacity to adapt to the impacts of climate change. Where appropriate, efforts to provide links between the areas of rough land will be taken and the entire resource managed sustainably to provide a diversity of habitats and species, including those associated with lowland heath. The lowland heath will support an optimum range of species. The wealth of archaeological sites, including the internationally important field systems and stone monuments, will be protected, enhanced and appropriately managed. Access onto and across the downs via the existing network of paths will be improved to encourage more people to enjoy this remarkable area, including where appropriate, the historic sites”.

(Waldon 2009)

People responding to the consultation carried out in the preparation of the Landscape Partnership bid supported the overall view that “management of the landscape and the conservation of valuable habitats are most effectively achieved through supporting the work of farmers” (Rose Regeneration 2012).

There was:

- Strong support for economically, environmentally and socially viable farming and the key role it plays in the landscape
- Strong recognition of the significance of the historic and natural environment and the need to maintain this – in many cases making a positive link between natural and historic environment management and farming
- Strong support for providing appropriate access to the landscape, with a connected footpath/bridleway path network and appropriate interpretation/explanation/promotion
- Strong support for partnership working across sectors, including in particular the local community, in order to achieve mutual goals.

Opinions covered issues such as changing demands in food and mineral production, micro-energy generation and an improved infrastructure supported by connectivity and increased broadband speeds. Many of these objectives are too broad for the Landscape Partnership and are rightly being addressed elsewhere through other initiatives. People did, however, want to see the regeneration of traditional and sustainable practices, particularly relating to farming, as well as local projects that would result in a greater understanding of the landscape and its historical assets and biodiversity. They hoped for better management of the land, with improved access, and with development supported by local ownership of the landscape through an established identity and branding.

The consultation led to a long-term vision for a landscape which, in 20 years’ time, would provide inspiration and excitement to residents and visitors who respect and support its development as a living place; have access to a pool of local people with the skills and talents to manage and interpret its unique character and draw personal and artistic motivation from it; and incorporate a network of towns and villages where people are able to both live and work.

7.2 Our Vision

The Penwith Landscape Partnership's vision is bold and far-reaching. Within a generation we expect Penwith to be valued and celebrated as a landscape of immense importance for its wildness and history. It will be appreciated for its unique collection of historic, cultural and natural assets found in a relatively small area and landowners, agencies and individuals will all understand the part they must play in conserving the natural and historic heritage of the landscape. It will be a landscape not only valued for its heritage but one that also addresses 21st century issues of climate change, biodiversity loss and health and wellbeing.

In 2014 the Board agreed the following description and vision:

The cliffs, fields, downs and moors of the Penwith peninsula combine to create a wild, ancient and mysterious landscape that is valued and celebrated by locals and visitors. The area is renowned for its unique combination of historic, cultural and natural assets with numerous national and international designations reflecting the significance of the landscape and its heritage.

Shaped by humans, with Bronze Age farmed landscapes visible today, farmers continue to play a key role in the stewardship of the Penwith landscape. The ancient field systems, on thin soils and buffeted by Atlantic winds, support viable farming that is sensitive to the valued landscape, heritage and biodiversity.

Agan hunros ni yw tirwedh yn Pennwydh, neb a via gwedhyn, byw ha le may fo poblans yn gweyth. Tyller le may sewenno ammeth hedre vo gwithys an asnodhow naturek, le may fo dastrehevys kolmow koth an ywvva hag afynys an ertach hendhyskansek: pow hag yw kerys, kemerys gans plesour, ha skoodhys gans kemenethow an tyller keffrys ha'n wodrigoryon.

Our vision is of a resilient living, working Penwith landscape where farming prospers while protecting natural resources, restoring habitat connectivity and enhancing the archaeological heritage; a landscape that is loved, enjoyed and supported by local communities and visitors.

7.3 Our Objectives

Our vision will remain 'just words' unless it is supported by action and clear agreement on managing a process to achieve its goal. So, we have embodied this vision in a long-term aim and a set of clear strategic objectives for conserving and managing heritage and for participation in heritage activities. These form part of the First and Last Penwith Landscape Partnership Agreement (Appendix 2.1) and, to help steer delivery, have been refined into 5 specific objectives.

Our Aim The First and Last Penwith Landscape Partnership scheme seeks to better manage the heritage of Penwith - natural, historic and landscape - in an economically sustainable way and enable people to get involved in its heritage through learning and volunteering.

Our Golden Thread The understanding, conservation and enhancement of the Penwith landscape as a sustainable living, working landscape

Specific Objectives:

1. To conserve, protect and enhance Penwith’s ancient farming landscape and field systems, its archaeology and built heritage.
2. To improve and increase access to the Penwith landscape and its heritage, both physically and intellectually.
3. To conserve, protect and restore Penwith’s natural heritage, in particular its heathland, downs and moors, and its flora and fauna, protecting its natural resources and restoring habitat connectivity.
4. To support sustainable farming which is sensitive to the valued landscape, heritage and biodiversity.
5. To engage people who live and work in or near Penwith, as well as those who visit, and inform them about its landscape and its heritage through:
 - a. increased participation in local heritage management, conservation and learning activities,
 - b. providing a diverse and wide-ranging suite of formal and informal learning and skills opportunities for all ages and abilities that will increase understanding and appreciation of the heritage of the Penwith landscape, and
 - c. offering bespoke training opportunities to ensure relevant local traditional skills are retained and applied in the management of the Penwith landscape into the future.

7.4 Our Shared Outcome

People want to be involved in the future of Penwith’s landscape. They often have different, sometimes competing, interests and agendas. The Partnership’s vision and objectives have been arrived at by listening to the views and opinions of local people and by consulting organisations with experience of working in the area. They draw on the conclusions from a review of current and past land management (Section 4) and from distilling the heritage values that people attach to Penwith into a clear statement of its significance (Section 5). They reflect the major threats and especially the opportunities identified and explained in Section 6. Whilst they cannot address all the issues that are of concern to the Penwith community, they tackle those that are most important in relation to our ambition. Together, they will achieve the shared outcome of a more integrated management of the landscape and its heritage, and contribute to reaching each of HLF’s 9 Outcomes for Heritage, People and Local Communities. Whilst the list of possible project themes was endless, each project has been designed to fulfill one or more of these objectives. How each project links to HLF’s outcomes is explained in the overview in Section 10 and more fully within each Full Project Plan in Part 3.

Section 8

A Lasting Difference for Penwith's Heritage

8.1 Legacy - Why is it Needed?

This section makes reference to the Landscape Partnership guidance on legacy planning, which stresses that legacy needs to be addressed by LPs operating in their own particular landscape and within a unique social and organisational context, and to its key recommendations. It also adheres to the HLF's Strategic Framework which emphasises making a lasting difference in the 3 areas of heritage, people and communities. Finally, the European Landscape Convention itself seeks long-term commitment to protect, manage and develop our landscapes as well as raise awareness, understanding, involvement and enjoyment of landscape amongst local and visiting communities.

Legacy for our purposes means “the enduring benefits which result from HLF-funded activities and which continue after the landscape partnership scheme has completed delivery” (Countryside Training Partnership, 2013). The PLP's legacy plan needs to address the legacy and suitability of the outcomes that both the Scheme as a whole and its individual project components aim to deliver through its LCAP. The expectation on delivering durable legacy also needs to be proportional to the size of the investment that HLF is making, in this case approximately £2.5m.

Legacy goes further than the need to fulfill HLF's requirements. It is important not only to provide greater certainty, structure and a clearer path to all those who hear about or get involved in the work of the PLP, but also to endeavour to achieve a lasting difference in contrast to the short-termism of previous project-based funding. It is particularly important to secure community buy-in from people who have become disillusioned by a perceived lack of sustainability of previous initiatives. For that purpose the PLP with work towards clear Shared Outcomes fed by ambitious but achievable objectives leading towards a step change in the way the landscape and its heritage is managed, conserved and protected.

8.2 Developing a Legacy for Penwith

The first stage submission identified the pillars that would support the sustainability of the scheme once the grant ends. These were:

- trained and enthused volunteers managing the upkeep and conservation of the landscape and
- a robust Board that will continue to meet beyond the delivery of the project.

These two main pillars have been expanded and built upon in the proposals in this section.

PLP’s legacy planning will also embrace the relevant aims that HLF highlight as important in their strategic framework: in particular investing in skills, embracing digital technology and ensuring public benefit exceeds private gain.

The Board recognises that it must create sustainable legacy for our landscape. It will strive to make sure that the 5-year investment in significant capital spend and activity creates a foundation which can be built on by a wider partnership of organisations closely involved with local communities and individuals. It is remarkable that the first formal meeting of the core members of the Partnership took place in 2011 and meetings have continued regularly since that time, in an area that has had no defined single body to represent it since the disbanding of Penwith District Council in 2009. So the current Partnership consists of people who have already worked together on a shared vision for over 5 years. Similarly, the Board has agreed that it will stay together in some form beyond the termination of the scheme.

Pressure to consider legacy has increased due to the uncertainties of the context and political and economic climate in which the PLP will commence delivery. Post-Brexit, many current and past funding mechanisms and policies which affect the scheme will cease to exist and their replacements have yet to be designed, resulting in an even greater need to safeguard and influence future landscape change in a positive manner. However, as well as posing unexpected pressures for the delivery and legacy of the scheme, Brexit also creates a window of opportunity to consider enshrining within the PLP an effective long-term responsibility for the Penwith landscape. Similar opportunities are presented by Cornwall Council’s Devolution Programme and implementation of its Environmental Growth Strategy

8.3 Starting with Our Vision

PLP vision:

a resilient living, working Penwith landscape where farming prospers while protecting natural resources, restoring habitat connectivity and enhancing the archaeological heritage; a landscape that is loved, enjoyed and supported by local communities and visitors.

The starting point for creating a legacy from the PLP is our long-term vision. This emphasises the economic and community aspects that will make the Penwith landscape resilient to change, ensuring that it continues to provide work and a sustainable living environment whilst protecting its resources and conserving its heritage. The core principle of legacy planning is enabling and strengthening the involvement of people in the heritage of their communities. This emphasis on people is commensurate with the definition of landscape adopted by the European Landscape Convention ‘an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors’.

In designing our legacy, we have also considered:

- how to establish mechanisms that will sustain landscape distinctiveness in Penwith in the long term
- that all landscapes matter - the degraded landscapes, as well as those that have been afforded protection and
- that everyone has some concern about what happens to their landscape and has a right to be involved in decisions affecting it.

8.4 Legacy Planning

The PLP Delivery Programme offers an intensive period of activity in which to identify the enduring significance of the landscape and secure its heritage. The following 10 years need to continue that work. The Delivery Phase will be used to establish institutional and financial arrangements which are not just focused on short term funding but that value local identity and involve local people in ongoing management.

In addition to 3 years preparing its bid to the HLF, 18 months of development planning and 5 years delivery, the Board has a responsibility to fulfill various obligations associated with its HLF funding until December 2032 – in all a commitment lasting over 20 years. Focusing on longevity is key to ensuring that the Partnership works on creating a workable and appropriate legacy, bearing in mind that the majority of those involved on the Board up to this stage may not be actively involved in seeing this legacy through to its end due to their age and/or other responsibilities. So, a huge goal for legacy is to involve younger people in its planning and then implementation.

In considering this time-scale, the PLP is in line with other longer-term strategies. The RSPB in its Futurescapes programme adheres to the principle that to reverse habitat fragmentation which has occurred over the last 50 years requires a multi-decade programme; Cornwall Council’s Environmental Growth Strategy covers 50 years and advocates the long view, since stewardship of Cornwall is a long-term activity.

8.5 Creating a Legacy Strategy

During Year 1 of the Delivery Phase, the Board will set up a Legacy Planning Task and Finish Group which will report back by the end of the year, review its proposals in Year 3 and start implementation of a Legacy Strategy by the end of Year 4. This work will include looking at the experiences and successful legacy models developed by other LPs and reviewing the scheme-wide risks identified in Section 2. The Task and Finish Group will use a ‘back-casting exercise’ to clarify its long-term goals and to identify what needs to be done in each Project, across each theme area and at Board level to reach its Shared Outcomes. This will form part of the ongoing work on legacy and feed in to the mid-term review and the Final Evaluation.

The brief of the Task and Finish Group will also include creating a Management and Maintenance Plan, working with the Programme Manager and the Project Officers to monitor the use of any available funding within the Delivery Stage budget which can be allocated to increased management and maintenance beyond 2022.

The Year 3 review will assess the success of Projects and strands in delivering their objectives using the results of the mid-term evaluation (Section 9) and thus determine those that are most sustainable beyond the Scheme delivery period. The following issues will also be addressed:

- Changes in Board involvement: during the Delivery Phase, the Board will encourage more local community involvement and ideas on longer-term viability involving local voluntary sector institutions, establishing an annual open meeting to encourage greater participation, particularly by younger people.
- Changes in the wider political context as new farming and agri-environment policy and Cornwall Council’s Devolution Agenda develop and their likely effects on land management by farmers and landowners in particular become apparent.

It will be the responsibility of the Task and Finish Group to:

- detail project by project and site by site what needs to be done, where and at what cost (this will also be incorporated into individual Project Plans), and
- work out partner by partner where responsibility lies regarding maintenance and monitoring.

The Year 3 review will produce a Legacy Strategy, incorporating but going beyond management and maintenance plans for each project, based on this LCAP and the framework below:

Framework of legacy strategy

- Review aspirations – at landscape, Board and Project levels
- Confirm Partners’ commitment to Penwith
- Identify actions and resources including support for new institutional arrangements
- Use mid-term review data from projects
- - Establish monitoring systems beyond the Scheme end
- - Create an appropriate Exit and Legacy Strategy

The Legacy Strategy will be a review of the LCAP and an opportunity to adjust its goals given changed circumstances by identifying external factors that have influenced delivery significantly e.g. changes in government policy and funding. It may include recommendations to change outputs originally foreseen within Project Delivery Plans as a result of the mid-term review. Resources to deliver and support the submission of a full legacy plan a year before the scheme ends will be taken from the Evaluation budget-line. This will be used to facilitate the work of the Task and Finish Group. The Board may choose to use the same consultant to facilitate legacy planning as carries out the PLP’s external evaluation.

8.6 Working on Legacy and Sustainability

This section looks at two ways of ensuring sustainability: through proposals that can be adopted and worked on within Projects as part of Project Delivery and that have been included in the Full Project Plans; and proposals that need to be explored by the Legacy Task and Finish Group.

Due to the diverse nature of the Scheme, its legacy will be considered in a number of areas:

- projects and their outputs and outcomes
- wider landscape-scale initiatives, requiring joint working and vision between partners, and
- sustainability of Partnership-working and the role of partner organisations and of individuals in the community

8.6.1 Project-specific legacy

All the projects have been developed with an emphasis on:

- learning and developing skills that are needed to manage land better, initially amongst volunteers but also through exploring the creation of work-place opportunities
- creating greater capacity within local communities to manage their heritage assets
- helping farmers and landowners with heritage management, with human and financial resources as well as advice and support, and
- encouraging delivery of activities by local communities and individuals rather than ‘outsiders’.

Those responsible for developing the projects have considered legacy and sustainability whilst developing their work programmes and activities. They have looked at what will endure, how works will be safeguarded and how further activities can take place in the future. Each project has identified specific actions on legacy. These are included in the Full Project Plans (Part 3) and summarised in the Table at the end of this section. Since most of these activities are included as Project Outputs, they will form part of the Job Descriptions of the Project Officers supported by the Programme Manager and the Project Groups. Project Officers will work with the Legacy and Evaluation Task and Finish Group on sustainability and will engage communities and stakeholders in seeking additional funding not only to add value to the PLP Delivery Phase but also to extend activities beyond five years.

Work on legacy across all projects will include: Using the PLP as a catalyst to obtain additional funding for other projects and as an example of good practice: The Delivery Phase will provide a focus for attracting additional funds to support spin-off projects and activities which will have added purpose through their connection with the wider landscape scheme. It will also demonstrate and provide an example of good practice for the delivery of the Environmental Growth Strategy for replication elsewhere within Cornwall.

- Smaller more site specific follow-on activity: Successful, small-scale, site specific activities will provide examples to be replicated through attracting additional funding from a variety of sources. These opportunities will be assessed by the Task and Finish Group and fed into the Legacy Strategy.
- Third party agreements: A key part of the delivery of several projects is through small capital grants to farmers and landowners. The terms of the grants will safeguard management for a 10-year period.
- Agri-environment and other land management and small grants agreements: The grants available through Natural England under current AES, require commitments for 10 years. A similar commitment is likely to be retained in whatever schemes replace CS. South West Water’s Upstream Thinking programme also requires grantees to enter into an agreement for 10-year management of infrastructure or capital improvements grant aided through its programme.
- New and strengthened volunteer groups: There are several opportunities within the Project Delivery Plans to strengthen existing volunteer groups e.g. CASPN and its support group, FOCAS; CWT’s Local Group and the West Cornwall recording group.
- Creation of a network of schools keen to engage in heritage activities: This will emerge from the programme of schools activities within several projects, especially Ancient Penwith and That’s Our Parish, and the production of sustainable educational materials, and build on the work underway through the Cornish Language Lead.

8.6.2 Landscape-scale legacy

Types of wider landscape-scale legacy include:

- reinforcing the identity of the Penwith landscape, through ‘branding’ and marketing
- strengthening the way the culture of individual organisations become more ‘pro-heritage’
- kick-starting other heritage activities, through additional resources – both human and financial
- ensuring that organisations work together more effectively, focusing on shared outcomes and joint-working of Project Officers as a team, and
- building capacity of partner organisations to enable them to have longer-term more sustainable ways of operating.

The following will be considered as part of a scheme-wide legacy plan:

- Economic impact from heritage projects: Measuring the economic impact from investment in heritage projects is of particular importance to the PLP’s secondary funder, Cornwall Council, and will be included in the Evaluation Framework. It will give pointers for the most beneficial areas for further investment. It may include creating a West Penwith ‘brand’ to market produce or activities in a joined-up way or trialling a West Penwith visitor gifting scheme using experiences from the Lake District and with the support of Visit Cornwall.
- Wider habitat connectivity and ecological networks: These require sustained long-term intervention. The work on identifying key habitat areas during the Development Phase will allow the most resilient networks to be targeted. Illustrations of success will fuel further efforts through volunteers and local communities.
- Defining an ambitious but achievable legacy goal that links clearly to the vision and aims of the PLP: The goal of the LP Scheme is long-term management and protection of the landscape and its historic and natural environment features. As long ago as 2011, the possibility of working together to support SSSI designation for the former ESA area was considered. However, several elements of the local community were against the designation. Anticipated changes in agri-environment schemes may renew interest in this proposal as a route to legacy and sustainability. During the Delivery Phase the PLP will focus on achieving similar goals to those achieved under ESA using HLF funding and on engaging both the community and local landowners. At the same time, work will continue on the promotion of a significant area of Penwith as an SSSI as proposed by Natural England. A successful designation would give a clear focus for legacy planning.

8.6.3 Sustainability of Partnership-working

Ultimately, a successful legacy depends on creating an effective way of working, with organisations working together with individuals in the community, supported by good transparent management. We will achieve this through:

- Building relationships between partners, between the PLP and community-based groups (voluntary sector) and between partner organisations and the local community especially farmers and landowners: The sustainability of interventions in the landscape will be achieved principally through an effective change in attitudes and increased involvement of local people in positive ongoing management, whether this is through volunteer activities, different farming and land practices or further targeted investment. Building the capacity of local community-based groups and organisations and strengthening their trust and relationship through involvement in the PLP scheme during delivery will be important. We will make an effort to reduce the ‘them and us’ feelings towards outside organisations that benefit from external funding by showing real positive change that benefits local people.
- Legacy Fund: The Board will seek to earmark a sum to deploy as a legacy fund. This will depend on the success of accessing additional funding during the Delivery Phase.

- **Management and Maintenance Fund:** Similarly, funding to ensure management and maintenance of specific sites for a 5-10 year period after the Delivery Phase ends will be costed where required within each project and accumulated under ‘Increased 10-year Management and Maintenance Costs’ in the Main Budget for which additional funding will be sought.
- **Match funding to lever in additional money in future years:** Cornwall Council has agreed a £150,000 repayable loan to the scheme. Within the conditions by which this can be drawn down by the PLP, the Board will look to include support to a legacy fund.
- **Institutional arrangements:** An appropriate ongoing institutional arrangement will be required for a number of purposes: to scrutinise expenditure on management and maintenance works from the legacy budget, including any draw down from Cornwall Council; to monitor the condition of heritage and implement measures where there are problems or issues; and to disburse additional funds that might be available. This could be achieved by making the PLP Board into a legal entity, such as a social enterprise or not-for profit CIC, through establishing a new community-based body, or by delegating and passing responsibility to the current Lead Partner or another partner well placed to take on this role. Which of these is the most appropriate will become apparent during the Delivery Phase and will depend on the changing circumstances surrounding member partners.
- **Creation of a more sustainable business model for some of the PLP Board member organisations:** During the Development Phase the fragility of some of the member organisations was a cause for concern and represented a risk to the successful delivery of key projects. This has been mitigated by ensuring that alternative ways of delivering some projects are available. Capacity building of member organisations to reduce their grant dependency will be an important part of the Delivery Phase. The PLP Board will also look at how to develop a more sustainable business model by which members of the Partnership may take on a long-term legacy role for particular elements of the scheme.
- **Lead Role on Legacy Strategy:** Given the risks involved in the ending of a period of well-funded activity, it will be important to identify a lead partner able to dispose sufficient staff time to continue work on delivering the legacy strategy and managing the legacy fund. This may or may not be the Delivery Phase Lead Partner. Since monitoring legacy will not be the responsibility of HLF, this body will take on the role of monitoring any ongoing activity, reviewing the legacy strategy periodically and monitoring responsibility of partners involved in 10-year third-party agreements. As far as possible, this will be a sustainable non-resource based activity involving committed community representatives in a voluntary capacity. During the Delivery Phase, staff will identify, build capacity and strengthen the interest of individuals and community-based organisations to get involved.

Developing Legacy Proposals for PLP projects

Theme	Project	Legacy	How it might be sustained
People and communities	Outstanding Penwith	Stronger, bigger, better-skilled Penwith-wide volunteer group	Within individual partner organisations
			Support to individuals and groups to remain engaged in heritage activities e.g. training workshops through local Parish groups
Access and Ancient Sites	That’s our Parish	Community records	Maintained and lodged with Kresen Kernow
	Ancient Penwith	Maintenance of Interpretation Boards	Taken on by host organisations
		Restored sites protected from damage and decay	10-year management agreements with landowners
		On-going management and protection of sites	Sites at Risk Register, HER. Strengthened CASPN volunteer task-force
		HER and other archaeological records for specialists and other portals	Held by HER and Kresen Kernow
		Educational materials for schools	In use and developed by schools
At the End of the Land and Making Tracks	Improved access on RoW	Joint Action Plan with Cornwall Council Parish Councils and volunteer groups enabled and organised Farmers and landowners with support from volunteers and advice on financial resources	

Theme	Project	Legacy	How it might be sustained
Economy, Farming and Wildlife	Wild Penwith	On-going management of habitats through grazing regimes, water course management	Wider SSSI designation to target stewardship resources
		New biological records	Held by ERCCIS and maintained by local recording groups
		Habitats managed and maintained on ongoing basis	Maintained by volunteers and strengthened local organisations
		Management agreements relating to small grants	Monitored by Executive Committee which will continue for this purpose beyond the end of the Delivery Phase
	Penwith Hedges	Improved Cornish hedges	Parish Councils and volunteer groups trained in maintenance Farmers and landowners with support from volunteers and advice on financial resources
	Up with the Downs	Semi-natural habitat restored and brought within farm business	Farmers and landowners with support from volunteers and advice on mechanisms to support and target resources
Communications and Interpretation	Farming Futures	More appropriate, sustainable farming	Shared experience of successful business models and alternative farming practices
	Buildings in the Landscape	Examples of use of redundant buildings bringing economic value to farms	Publicity of good practice Publically available bespoke guidance on economic benefits, costs, design etc.
	Virtual Landscape Hub	Interpretation material – digital and web-based	Legacy website maintained through advertising by local businesses Online resources maintained by volunteers for reprints / publications
	Taking Names and Seeing the Landscape	Knowledge and use of Cornish in the management and appreciation of the landscape Varied products from Seeing the Landscape	Ongoing landscape and heritage events within local community calendar

Section 9

Monitoring and Evaluation

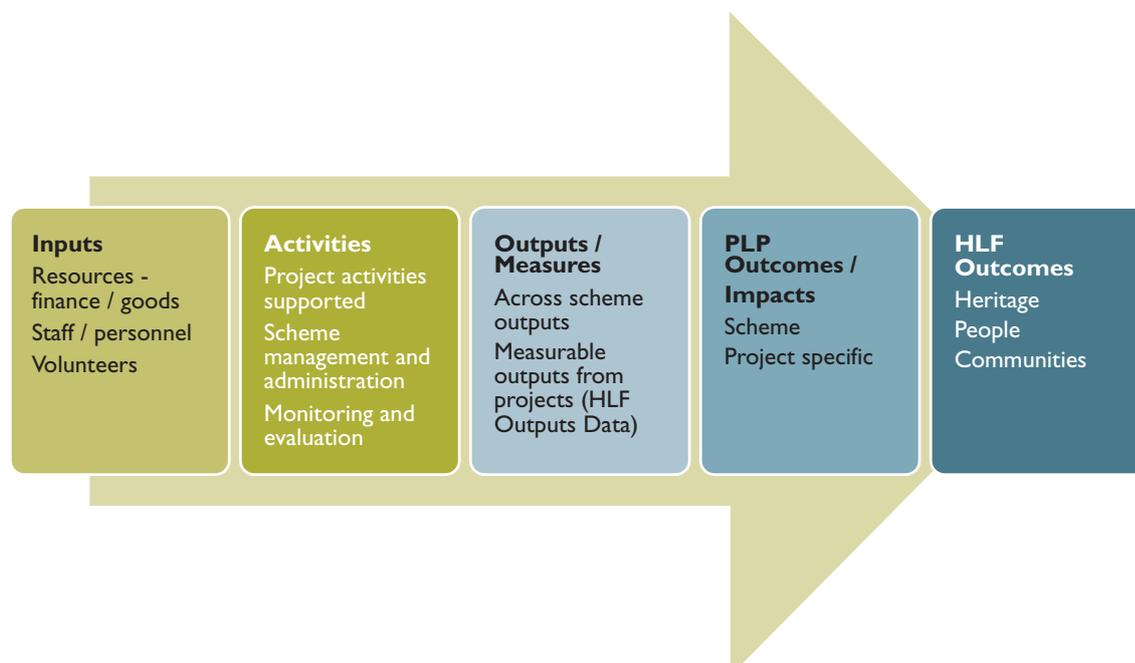
9.1 Monitoring Outputs vs. Evaluating Impact

This section sets out proposals for monitoring of outputs and evaluation of impact. Reference has been made to HLF’s evaluation guidance for landscape partnerships and guidance on evaluation issued by the Big Lottery.

The evaluation framework for the PLP scheme will be designed around:

- evaluation of the impact of each Project, and
- evaluation of the impact of the Scheme as a whole

Both areas will be assessed against HLF’s 9 outcomes. It will follow the Logic Chain illustrated below:



For each individual project a Logical Framework Approach will link inputs or resources to planned activities with the aim of producing clear and measurable outputs, linked in turn to achievable outcomes for the PLP and HLF (see the Full Project Plans in Part 3 for examples). Each project has a specific purpose (or several specific objectives), which relates directly to 1 or more of the 5 objectives of the PLP scheme, as outlined in Section 7. The Logical Framework Approach will enable each Project Officer to assess their individual actions and activities in terms of the overall objectives of the LP scheme and HLF’s outcomes.

9.2 Monitoring and Collection of Data

Expenditure

Quarterly expenditure, monitored by the HLF Grants Officer, will relate directly to outputs identified in the work programme for that quarter and recorded in HLF’s Landscape Partnership’s Output Data workbook.

Outputs

Each project has defined the intended outputs from specified activities related to measurable indicators – generally a quantitative measure that can be recorded relatively easily by Project Officers. Project Officers will keep good records, and report regularly on their activities in progress reports, supported by the Finance and Administrative Officer. Data on farm visits, administration of capital grants, site interventions etc. will be recorded through GIS layers in ArcGIS, enabling reports to be generated directly on place-based activities as explained in the **Virtual Landscape Hub** Project. HLF’s Output Data workbook will be completed by Project Officers under the guidance of the Programme Manager, ensuring that data is collected across the Scheme.

The table overleaf suggests a format for Project Officers to adopt at the start of the Delivery Phase to ensure that data is collected on all relevant Outputs as required by HLF.

Outcomes

Different qualitative and non-quantitative methods of measuring outcomes will be employed as well as the aggregation of quantitative outputs to gather data around change and impact. This will feed into internal reflective learning and be included in the mid-term evaluation in Year 3. Whilst some ideas on possible qualitative indicators are included later, they will be developed and refined during Year 1 of the Scheme Delivery. Both the mid-term and final evaluation will measure impact and change by assessing the opinions of people and communities as well as recording specific changes in the landscape and heritage. The results of this work in Year 3 will lead to a more realistic Legacy Strategy (see Section 8). It will also indicate the achievability of the target outputs set for each project, offering an opportunity to review and recalibrate them for the final 2 years of delivery.

Baseline information

Data will be collected both for individual projects and the scheme as a whole to enable ‘before and after’ comparisons. Some data already exists from the Development Phase e.g. site assessment surveys by the Archaeology Working Group. Where necessary, further work will be done at the start of the Delivery Phase e.g. footpath and RoW surveys, or as part of project delivery e.g. habitat and heritage surveys carried out by Parish Councils within Local Landscape Character Assessments. In some cases, where activity is to be directed will be decided only once projects have started e.g. Whole Farm Surveys and Demonstration Farms. Collection of baseline data on participants and volunteers will form part of individual activities through ‘before and after’ questionnaires at training or information events.

HLF Outputs Data Monitoring

What	How done	Where	Who	When
1. Built heritage				
Historical sites, conservation areas, listed buildings, scheduled monuments, other built heritage; industrial heritage;	Photo monitoring condition surveys New site records	Cornwall Records Centre (Kresen Kernow); HAR; Scheduled Monuments list	Professional - CC Historic Environment Service; Historic England Volunteers – CASPN, Cornwall Archaeological Society and Parish Groups, local history groups and Old Cornwall Societies	Development Phase throughout Delivery Phase
Designed landscapes	tbd	Registered parkland, others	Historic England, CCHES	
2. Biodiversity and Landscape				
Habitat – maintenance, restoration and enhancement	Habitat and species surveys	JNCC Common Standards Monitoring, Biodiversity Actions Reporting system; National Biodiversity Network Gateway through ERCCIS Breeding Bird Survey etc.	CWT, other specialist recording groups Cornwall Butterfly Society, RSPB, local recording group; trained volunteers	Throughout Delivery Phase
Eradication of invasive species	Practical conservation volunteering records	GIS mapping Site specific	Volunteers National Trust Wild Penwith Officers	2018 Baseline Throughout Delivery Phase
Repair of boundaries/ Cornish hedges	Practical conservation	GIS mapping Site specific	Wild Penwith Officers Practical Tasks Officer	2016/17 Hedge Survey baseline Throughout Delivery Phase
Protection or reintroduction of species	Species surveys	ERCCIS	Specialist Groups	
3. Advice, Participation and Learning				
Community engagement	Numerical records of attendance at activities – training days, workshops	PLP monitoring records and HLF Outputs; MENE (NE)	Project Officers and Admin Officer; Volunteers	At each event/activity; monthly; quarterly to HLF
	Sample surveys	PLP Monitoring Records HLF Outputs Workbook	Volunteers	Periodically throughout Delivery Phase

What	How done	Where	Who	When
3. (cont.) Advice, participation and learning (contd.)	Access to website, (Google analytics)	Digital outputs Basic user stats/reach data from online resources	Digital and Communications Officer	Quarterly / annually
	Links on website (Alexa)			Quarterly / annually
	Self-completed	Survey Monkey online		Annually / Mid-term and Final evaluation
	Socio-economic groups (ONS) and demographics; disability	Focus groups and participants in activities	Workshops, open forum, feedback sheets	Baseline - database from Development Phase throughout Delivery Phase
Partner capacity building and engagement	Record of participation in activities and events (Board /Project Groups)	Minutes, PLP records Notes of Meetings	Project Officers Finance and Administration Officer	Quarterly / annually
Economic benefits	Nos. of small businesses benefiting; additional work created, visitor spend in area	Cornwall Council economic impact study	PLP team plus CC staff; volunteers	Annually / Mid-term and Final evaluation
Health and well-being benefits	Nos. participating in walks and activities; sample surveys	Health and well-being Board through European Centre for Environment and Human Health student	Project Officers and volunteers	Annually

Additional categories to be covered are: **Access, Visitors, Volunteers, Employment, Training and Skills**

9.3 Thematic Axes for Evaluation

In the evaluation of the PLP, 4 key areas will be considered These are: people-based outcomes; measuring social capital; measuring natural capital; measuring economic impact.

People-based outcomes

These will be measured by assessing ‘personal development’, especially of regular volunteers and other participants. New or more in-depth knowledge and skills, new experience, improved confidence, changed attitudes, awareness, understanding, values, ideas and/or feelings can be focused on using techniques such as the STAR method. The Volunteer Programme Coordinator together with the Community Coordinator will measure these indicators through a process of active engagement with participants over time. Gauging the success of learning opportunities provided by the PLP will be important since effective learning leads to change and the desire to learn more. Examples of how HLF’s outcomes can be assessed are given below:

Example of use of questions in interviews or sample surveys

Outcome	Detail	Example questions
Increased knowledge and understanding of Penwith’s heritage - natural, landscape, historical	Knowing more and learning new facts about heritage In-depth interest in and understanding of heritage Making links and relationships between heritage and individual’s experience / community	Has this project made you feel any differently, or more strongly, about the heritage of Penwith? Have you gained knowledge/skills that you can use or have used in your work? Have you become more interested in something you knew little about before /gained a better understanding of heritage?
Development of personal skills and capabilities	Knowing how to do something better Being able to do new things	Did you learn a new skill? * What new things have you found out how to do? (* Skills may include: Intellectual/thinking/problem-solving skills Creative/making/physical skills Information-management skills Social skills Communication/speaking and listening skills Observational / recording skills)

Such ‘generic learning outcomes’ will be used to evaluate training in the scheme as well as to assess health and wellbeing. Following the progress of some individuals who received training for a period of up to 2 years will enable us to assess wellbeing, using both subjective and psychological approaches. We will work with our partner PCDT to incorporate these measurements in skills training and development packages. If possible, they will be matched against the Office for National Statistics measures of ‘subjective wellbeing’ for the whole UK population.

Measuring social capital

This measure will be an important indicator of PLP’s effectiveness in creating a sustainable living-working community. The Office for National Statistics describes social capital as “the pattern and intensity of networks among people and the shared values which arise from those networks”. Increased interaction generates a greater sense of community spirit and the PLP will measure community impact by incorporating indicators of social capital in its evaluation. Working closely with local people, the PLP will find appropriate ways to collect their opinions.

Measuring natural capital

Value lies at the heart of the natural capital concept. Assessing the value of changes in Penwith’s natural capital and the services it provides is fundamental to deciding how and where funds should be spent to restore, maintain and manage the natural environment. Using methodologies developed by Cornwall AONB and others, the PLP will measure and assess the natural capital within its area in order to identify ways of ‘growing’ natural capital through future investment. This will directly link to delivery of the Council’s Environmental Growth Strategy, which features a number of social, economic and environmental indicators. We will use these to evaluate the PLP’s contribution and incorporate them into our monitoring and evaluation.

Measuring economic impact

In assessing the economic impact of the PLP scheme, we will consider the methods used by Heritage Design and the New Economic Foundation. The PLP will collect data on who participates in activities, especially visitors – who they are, why they have come, where from, likes or dislikes, and what else they might be doing in the local area. This will provide data on impact of use to other agencies, particularly Visit Cornwall and Cornwall Council, and help us to assess the economic impact of the scheme. There may be clear economic benefits e.g. income generated by providing a residential programme of volunteering opportunities. Visitor spend on the day of a visit to a particular site or location under various categories such as accommodation, eating and drinking is often collected. However, with expenditure off-site and at other local businesses, this will be difficult for the PLP to measure. We will try to gauge how important the extra information provided through the PLP has been in bringing visitors to the area (displacement) to show the impact of those visitors who would not otherwise have come e.g. through evaluation of participants in our guided walks and especially the Walking Festivals.

The PLP will also keep a record of spend during the scheme and where that money goes in the local economy following the Local Multiplier 3 tool (LM3), used by the New Economics Foundation as a simple way to measure local economic impact through local money flows. Designed to be used by Project Managers, this tool can be built in to the Programme Manager’s work. The Evaluation Framework will consider using LM3 online. It will be qualified by surveys of local businesses and focus-group interviews.

The PLP programme, will incorporate an ecosystems services approach to evaluation to measure, for example, the extent to which the moorland and small field systems and the heritage in the landscape provide a ‘public good’. Willingness to pay (WTP) for this ‘service’ will be assessed and the economic value of other important ecosystem services will be quantified, including the provision of cleaner drinking water, the potential to store carbon, and health benefits to local people and visitors.

9.4 Developing an Evaluation Framework

Work on evaluation during the Development Phase has been limited owing to the complexity of developing the individual projects and ensuring that they fit into a Scheme-wide framework that could be evaluated as such. However, monitoring and evaluation methods for each project are included within the Full Project Proposals approved by the Board.

A key responsibility of the Programme Manager at the start of the Delivery Phase will be to gather these findings together into a single evaluation framework and, through discussions with the Executive Committee, produce a fully developed evaluation plan and budget. This will also be discussed with Cornwall Council, as match funder.

Evaluation must be carried out by the whole Partnership, including partners, delivery partners and participants, not just external consultants. A double-loop learning model will ensure that evaluation is ongoing, reflective and leads to improvements in practice, delivery and reporting. This will be programmed in to team progress meetings.

Whilst much evaluation will be carried out by the Programme Manager with the Project Officers, an unbiased, professional perspective will be obtained from an external consultant. This appointment will be tendered at an early stage to allow ongoing evaluation throughout the Delivery Phase. The Final Evaluation report will be commissioned in the spring of 2022. Its structure will follow HLF guidelines and will include legacy as part of its brief. A Task and Finish Group will commission the external work and consider its findings and the Board will sign off the final report. A summary of the report will be made available on the website, and publicised widely as part of an end of Scheme event. It will also trigger the start of the Partnership’s next phase.

Evaluation will focus on those directly involved in projects: volunteers, both regular and casual, and those who receive skills training; participants in activities or attendees at events; those involved in developing and running activities e.g. guided walks, temporary exhibitions; visitors to sites and open events; local residents and neighbours of specific sites; local suppliers and local businesses that have benefited from projects. Information will be gathered using questionnaires where possible, sample surveys, and face-to-face interviews. Quantitative data will also be collected. The **Virtual Landscape Hub** offers a way for those less physically able to engage with and learn from the scheme. Their views can be evaluated using online methods.

In addition, there will be dialogue with members of the PLP Board and its Executive Committee, with staff within the projects and those working closely with them from other organisations e.g. advisers from Natural England and Historic England, specialists such as the Guild of Cornish Hedgers, HLF and Cornwall Council, local Parish Councils and other community group representatives such as Old Cornwall Societies and local History Groups. Structured feedback and constructive criticism will be gathered by peer review within the team and from colleagues and friends less familiar with the scheme. Wherever possible the scheme will utilise social media through its **Virtual Landscape Hub** to gauge public views, reactions, suggestions and criticisms and this will form a key element of the evaluation of impact. We will also consider the use of direct observation, participatory appraisals and ‘Planning for Real’ techniques.

The table below indicates some of the methods for evaluating each of the different groups working with the PLP. These will be further developed by the Project Team.

Suggested Evaluation Methods^[1]

	Participatory learning	Online survey	On-site surveys	Interviews	Focus groups
PLP board members	✓			✓	
Volunteers – regular and casual	✓	✓		✓	✓
People who join in with activities or attend events	✓	✓	✓	✓	✓
People involved in developing and running activities	✓			✓	
Trainees	✓			✓	✓
Visitors to sites	✓		✓	✓	✓
People who live nearby	✓	✓	✓	✓	✓
Local businesses and suppliers		✓		✓	
Website/online/social-media users	✓	✓			

Finally, for purposes of legacy planning, the evaluation framework will assess people’s perceptions, ideas and aspirations for the landscape and its heritage through small focus-groups and online surveys. This will inform plans for long-term legacy and sustainability and will be compared with the results of similar work in the preparatory phase of the Scheme.

Results of monitoring and evaluation during the Delivery Phase will lead directly into the work on Legacy Planning. Successfully achieved outcomes will be a good indication of where continued activity should be directed e.g. where improved physical access and access to virtual information has encouraged more and/or a wider group of visitors to visit less well-known sites.

9.5 Other Useful Evaluation Methods

We will refer to the following:

- MENE, carried out by Natural England, provides estimates of the number of visits to the natural environment by the adult population and identifies barriers and drivers that shape participation. It also gives robust information on the characteristics of visitors and their visits and will help to identify patterns in use and participation for key groups at an appropriate scale for Penwith.
- Monitoring and valuation techniques used by RSPB, British Trust for Ornithology, Breeding Birds Survey and specialist groups such as the Bat Conservation Trust and British Lichen Society, Historic England and the Joint Nature Conservation Committee’s Common Standards for Monitoring Designated Sites.
- Big Lottery Fund: CWT is currently delivering a 5-year programme under the ‘Our Bright Future’ movement. Lessons will be learnt and experiences shared over evaluation of people-focused outcomes from the ‘Your Shore Beach Rangers’ project. The project aims to equip young people in several Cornish coastal communities with the skills and knowledge to improve their local environments and develop sufficient confidence and resilience to influence decisions at local and national levels.

[1] based on information from the New Economics Foundation ‘Proving & Improving – a quality & impact toolkit for social enterprise’

- Other relevant local research: for example, a report focusing on food tourism in Cornwall (Ally Everett Cara Aitchison, 2010) found a correlation between increased levels of food tourism interest and the retention and development of regional identity following in-depth interviews with restaurateurs in 4 popular tourist locations. Enhancement of environmental awareness and sustainability led to an increase in social and cultural benefits celebrating the production of local food and the conservation of traditional heritage, skills and ways of life.

9.6 Possible Evaluation Techniques for PLP Projects

Finally, examples of specific evaluation techniques for key areas of the PLP scheme are described below:

Community events and practical conservation volunteering: Standard quantitative data will be collected for all community and stakeholder events including number and type of events, number of attendees, number of volunteer hours. The PLP's database of contacts and participants will be developed further during the Delivery Phase. Questionnaires will provide information on levels of enjoyment and learning, ideas for future positive action for heritage conservation. To this end the experience of a sample of volunteers will be monitored. Sample surveys, questionnaires and semi-structured interviews carried out at specific sites between Year 1 and Year 5 will assess opinions on the standard of maintenance and upkeep of the site, and improved access to local information.

Training events: The Volunteer Programme Coordinator will gather detail on attendees of training courses and make an assessment of the quality and appropriateness of the training and the benefit to participants. The Local Landscape Character Assessment (LLCA) workshops will provide an opportunity to gather critical assessments of existing LCAs and views on local landscape character. Other useful techniques include using Comments Boards to record participants' views and suggestions, and 'Personal Mind Mapping' of 'before and after' opinions or knowledge on a topic.

Questionnaires and comment cards: During the Development Phase open-ended questionnaires gathered opinions from participants at meetings and generated a good response rate. Comment cards with specific questions will be distributed at some events; follow-up online questionnaires will also be used.

Focus groups: One-off structured discussions will be held with focus groups of 6-8 volunteers and other key stakeholders identified during the Delivery Phase e.g. small businesses.

Face-to-face interviews: These may be possible on practical conservation activities and at workshops. Audio content will be a feature of the Virtual Landscape Hub and facilitate short spontaneous interviews at events and activities.

Accompanied walks and visitor observation: Guided walks will allow staff or volunteers to observe interactions and levels of engagement.

Photographic records: These will form a valuable and important part of the monitoring and evaluation of the scheme for Project Officers and for the public. 'Before and after' fixed-point photographs taken as part of the monitoring and assessment of works on sites will show change. During the Development Phase a valuable archive was built up of 50 sites. An archive of the remaining 150 sites will be part of **Ancient Penwith** Officer. Similarly the Access Officer will create an Asset Management Plan for each of the proposed trails including photographic records. Those working on **Wild Penwith** will ensure that each site that falls within its habitat restoration programme is photographed.

It will be the responsibility of the Digital and Communications Officer to create a photo archive of the Delivery Phase. He/she will also advise on the suitability of using video and audio methods for evaluation, and on the use of social media as a source of evidence on participation and engagement. Participants will be able to upload photos to the **Virtual Landscape Hub**.

Web analytics: Through its Virtual Landscape Hub and social media, the Digital and Communications Officer will generate analytic reports to measure the impact of its website and measure trends in how or when people engage with the PLP online.

Reviews and media coverage: The Digital and Communications Officer will be responsible for monitoring discussion on blogs/websites such as Trip Advisor, Google as well as keeping comprehensive records of press coverage.

Wear and tear on ancient sites: Through regular volunteer clear-ups, CASPN will record increased wear and tear as a sign of increased popularity.

Anecdotal evidence and diaries: The PLP staff and volunteers will note comments from visitors and participants, collate them and provide input to project team meetings and discussions of progress. For some projects a creative diary or scrap book can document experiences and achievements e.g. That’s Our Parish, Wild Penwith.

Geographic profiling and GIS Mapping: During the Development Phase, postcodes were used to map engagement with farmers. During the Delivery Phase, ArcGIS will be used extensively to map place-based activities and monitor progress.

Mail-out: At a key point during Year 1, a regional household mail-out featuring the website and the scheme will capture baseline data on people’s views and experiences of heritage and landscape through, for example a link to an online questionnaire or an invitation to fill in a survey sheet. Open meetings may be held to gauge interest similar to those during the Development Phase.

Post-completion HLF questionnaire: During the Delivery Phase, the team will consider how to carry out a post-completion evaluation using, for example, a Storyboard Exercise with key stakeholders and project officers.

Section 10

Summary and Scheme Overview

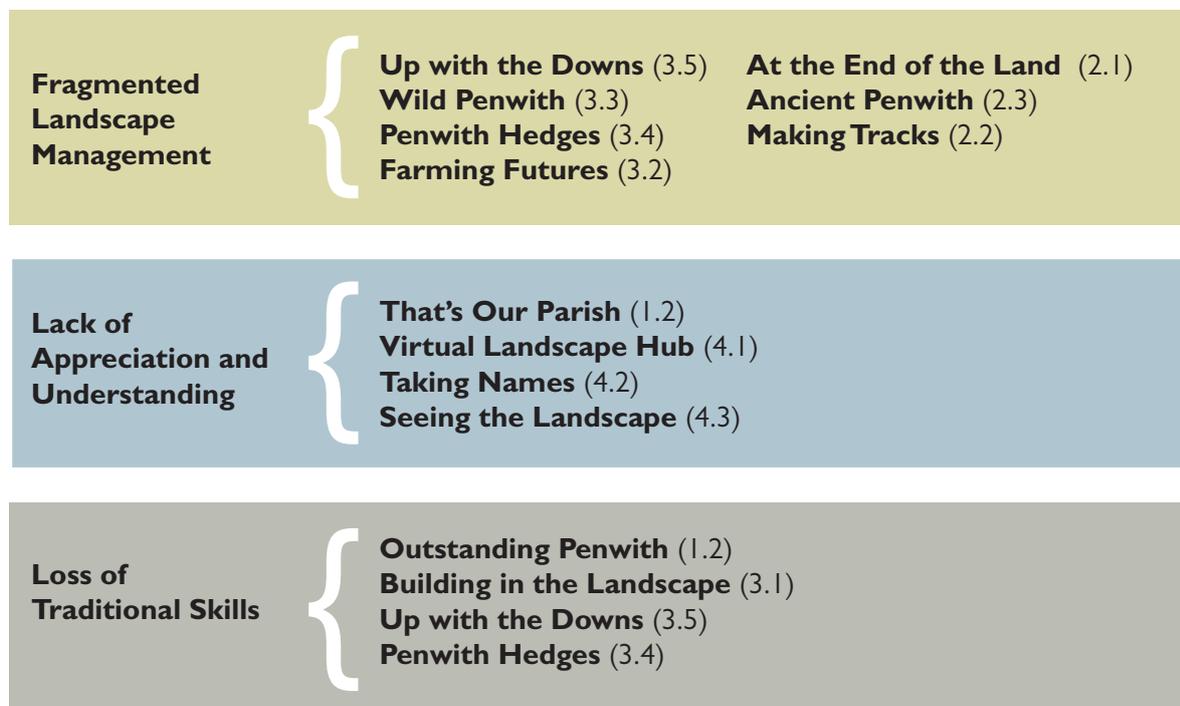
The objective of the Penwith Landscape Partnership is the understanding, preservation and enhancement of the Penwith landscape as a living, working landscape. This section provides a summary of key information about the Penwith Landscape Partnership Scheme. It explains how each of the projects, described in detail in Part 3, contributes to the overall aim of the Scheme and to achieving HLF’s outcomes.

10.1 Project Summary

The table overleaf lists each of the projects and shows how they will be led during delivery. Where there is no separate delivery partner identified, the Landscape Partnership itself will lead through its staff team.

Objectives and priority activities have been developed to tackle the most prominent risks to the landscape, as explained in Section 6, and to broaden the range of people engaging with the landscape. The diagram below illustrates the relationship between the issues identified as key threats and the interventions proposed through the 13 projects.

PLP Projects Grouped Around Identified Key Issues



Penwith Landscape Partnership Projects and Key Project Outputs

Theme	Project Title	Project Codes	Lead Partners(s)	Key Project Outputs
People and Communities	Outstanding Penwith Pennwydh an Gwella	1.1	AONB and PCDT	Volunteer Programme: Recruitment, support and training of 300 volunteers to support all PLP projects as required
	That’s our Parish Yth yw agan Pluw	1.2	AONB	Understanding our heritage: Surveys and recording of heritage features and Local Landscape Character Assessments in 11 Parishes
Access and Ancient Sites	At the End of the Land Orth Pedn an Wlas	2.1	PLP	Access to Penwith: Development of PLP trails with interpretation and practical improvements to Rights of Way and Open Access land
	Making Tracks Gul Hynsi	2.2	PLP	Surveying, restoring and promoting the Tinnerns’ Way
	Ancient Penwith Pennwydh Koth	2.3	CASPN	Recording, monitoring and interpretation of heritage features (historic sites and monuments) in the landscape Restoration of neglected sites Educational visits and guided walks
Economy, Farming and Wildlife	Buildings in the Landscape Dreheviansow y’n Tirwedh	3.1	PLP	Supporting owners in the use of redundant farm buildings with heritage value
	Farming Futures Bargednyow-Tir y’n Termyn a-dheu	3.2	External contractor	Working with farmers to support farm businesses which are sensitive to Penwith’s landscape, heritage and biodiversity
	Wild Penwith Pennwydh Gwyls	3.3	Cornwall Wildlife Trust	Increasing biodiversity: providing Farm Surveys and Whole Farm Plans, and Small Grants and volunteer support for positive heritage and habitat management
	Penwith Hedges Keow Pennwydh	3.4	Cornwall Wildlife Trust	Surveying, recording and ongoing monitoring of Cornish hedges. Practical hedging supported by training of volunteer hedgers
	Up with the Downs An Gonyow Bys Vykken	3.5	PLP	Surveys of rough ground and improvements to rough ground management
Communication and Interpretation	Virtual Landscape Hub Kresen a’n Tirwedh	4.1	PLP	Online resources, promotion and communications
	Taking Names A-dro dhe Henwyn-Tyller	4.2	External contractor	Knowing and recording our past: Research into and communication of historic place and field-names Assistance with Cornish Language interpretation and application to all projects
	Seeing the Landscape Gweles an Tirwedh	4.3	PLP	Promoting and encouraging arts and culture across all PLP projects

For the Delivery Phase, all 13 projects have been grouped together under 4 thematic areas which correspond broadly to HLF’s outcomes. These are:

1. People and Communities – involving people in their local heritage
2. Access and Ancient Sites – exploring and conserving built heritage in the landscape
3. Economy, Farming and Wildlife – supporting a living-working landscape and its wildlife
4. Communications and Interpretation – providing information and knowledge

10.2 Project Outcomes

Figure 1 (overleaf) shows how each project will contribute to achieving HLF’s outcomes. These are explained in greater detail within each Full Project Plan.

Threats Project Outcomes and HLF Outcomes

Main Threats to Penwith Landscape	Project	Key Project Outcomes	HLF Outcomes Achieved		
			Heritage in better condition	Heritage better managed	People developed skills
Fragmented landscape management	Up with the Downs 3.5	Rough ground better managed as part of farm business	Heritage in better condition	Heritage better managed	People developed skills
	Wild Penwith 3.3	Habitat improved and managed through Whole Farm Plans	Heritage better managed	Heritage in better condition	Heritage identified and/or recorded
	Penwith Hedges 3.4	Cornish hedges and Penwith gates restored and better maintained	Heritage in better condition	People developed skills	People volunteered time
	At the end of the Land 2.1	Physical access to landscape improved through well maintained RoW	People volunteered time	Local area better place to live, work or visit.	Negative environmental impacts reduced
	Making Tracks - The Tinnors' Way 2.2	Tinnors Way restored as a multi-purpose trail	People learnt about heritage	More & wider range of people engaged	Local area better place to live, work or visit.
	Ancient Penwith 2.3	Historic sites and monuments in the landscape restored and better managed and maintained	Heritage better managed	Heritage in better condition	People learnt about heritage
	Farming Futures 3.2	Farmers supported in sustainable farming practice, sensitive to landscape and heritage	Negative environmental impacts reduced	Heritage better managed	People developed skills
Lack of appreciation and understanding of heritage	Buildings in the Landscape 3.1	Economic use restored to redundant farm buildings with heritage value	Heritage in better condition	Local area better place to live, work or visit.	Negative environmental impacts reduced
	That's our Parish 1.2	Parish groups trained in Local Landscape Character Assessment and recording heritage	Heritage identified and/or recorded	People developed skills	More & wider range of people engaged
	Virtual Landscape Hub 4.1	On-line resources, monitoring/recording tools, archives, publicity more easily accessible	People learnt about heritage	Heritage identified and/or recorded	More & wider range of people engaged
	Taking Names 4.2	Cornish place-names in the landscape, myths and legends researched, recorded and archived	Heritage identified and/or recorded	People learnt about heritage	More & wider range of people engaged
Loss of traditional skills	Seeing the landscape 4.3	Creative output from all projects made available	More & wider range of people engaged	People learnt about heritage	Local area better place to live, work or visit.
	Outstanding Penwith 1.1	Approx. 300 volunteers recruited, trained, supervised and supported over 5 years	People developed skills	People learnt about heritage	People volunteered time
Heritage	will be better managed				
	will be in better condition				
	will be identified and/or recorded				
People	will have developed skills				
	will have learnt about heritage				
	will have volunteered time				
Community	negative environmental impacts will be reduced				
	more people and a wider range of people will have engaged with heritage				
	your local area/community will be a better place to live, work or visit.				

Figure 1: Threats, Project Outcomes and HLF Outcomes

10.4 Scheme Overview

Finally, Figure 5 (below) shows how the Penwith Landscape Partnership Scheme has developed and how the projects relate to the elements described in this Landscape Conservation Action Plan.

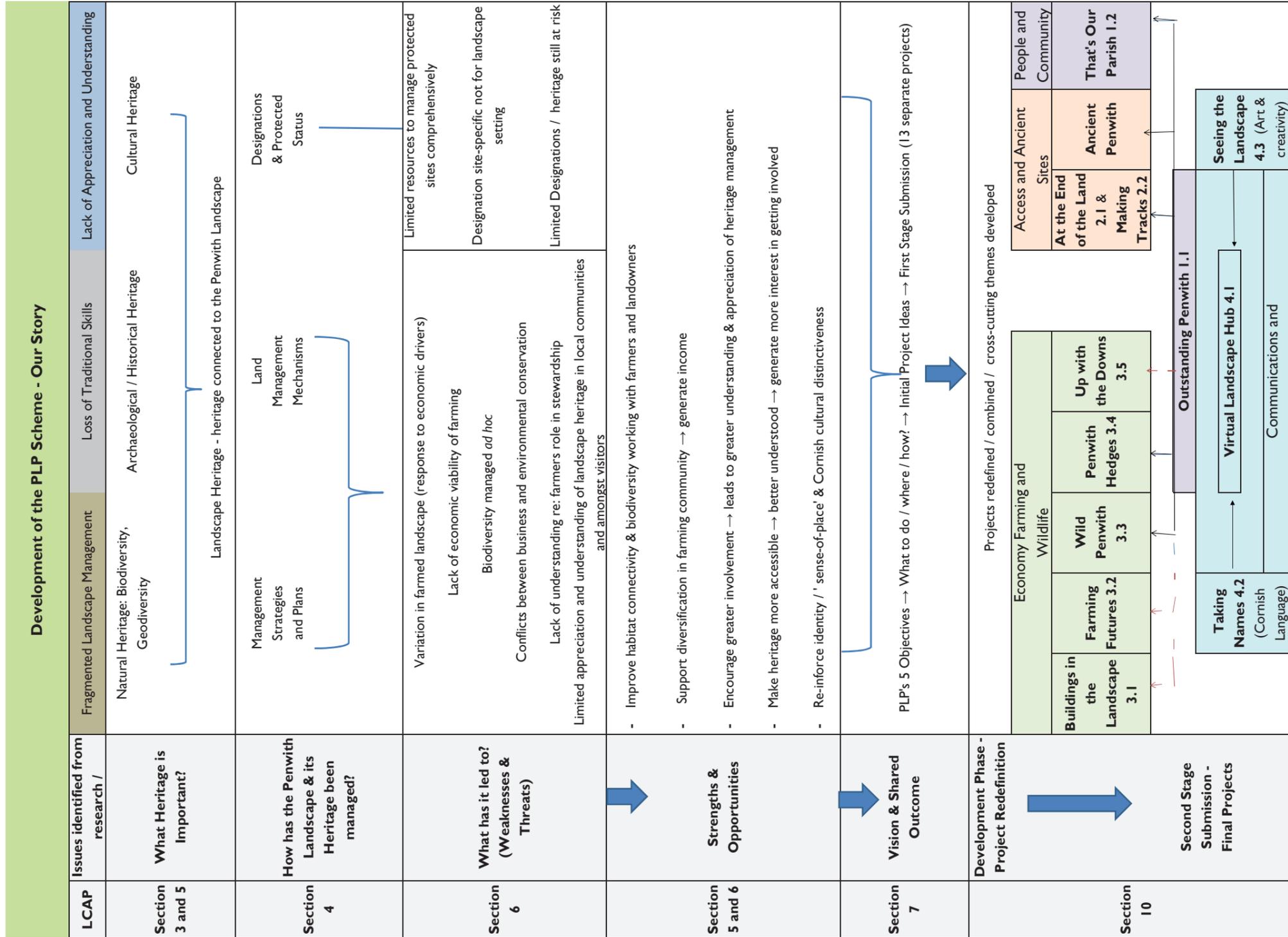


Figure 5 Scheme overview