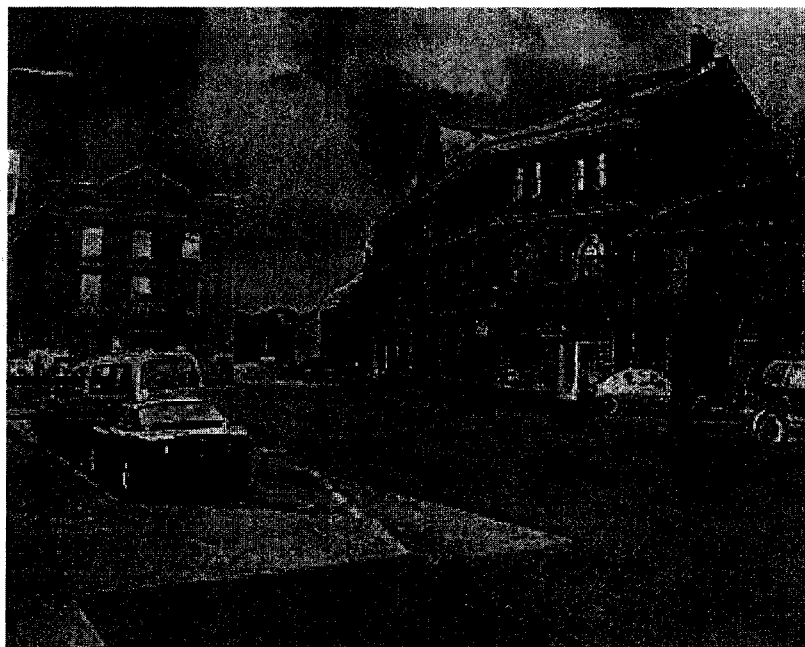


# The Vision for Hayle

## ***The Rising Star on West Cornwall's Horizon***

*Regeneration is now forging ahead in this historic port in Penwith District where the Council is working to deliver a future based*

*on employment growth, environmental sustainability and social well-being. **Regeneration Officer Caroline Sargent** reports on the latest developments in what was once the boomtown of the industrial revolution and is now again the focus of massive investment growth.*



Hayle's stunning waterside location helped bring the town fame and fortune as one of Britain's biggest industrial ports during the early Victorian era. It continues to draw millions of visitors to study the history now acclaimed by World Heritage Site status, to enjoy Europe's first and last bird migration port or to surf, sail and soak up the views along its miles of golden sand.

The assets of Hayle's natural environment have been recognised by local people working recently to develop a vision for the town's future, expressed in the "Hayle Area Plan". These will underpin new regeneration projects, building upon the strength of past and present investment activity. Plan principles are actively embraced by ING Real Estate, one of the world's top three property companies, currently preparing planning applications for its £175 million redevelopment of Hayle Harbour.

### **Enterprise**

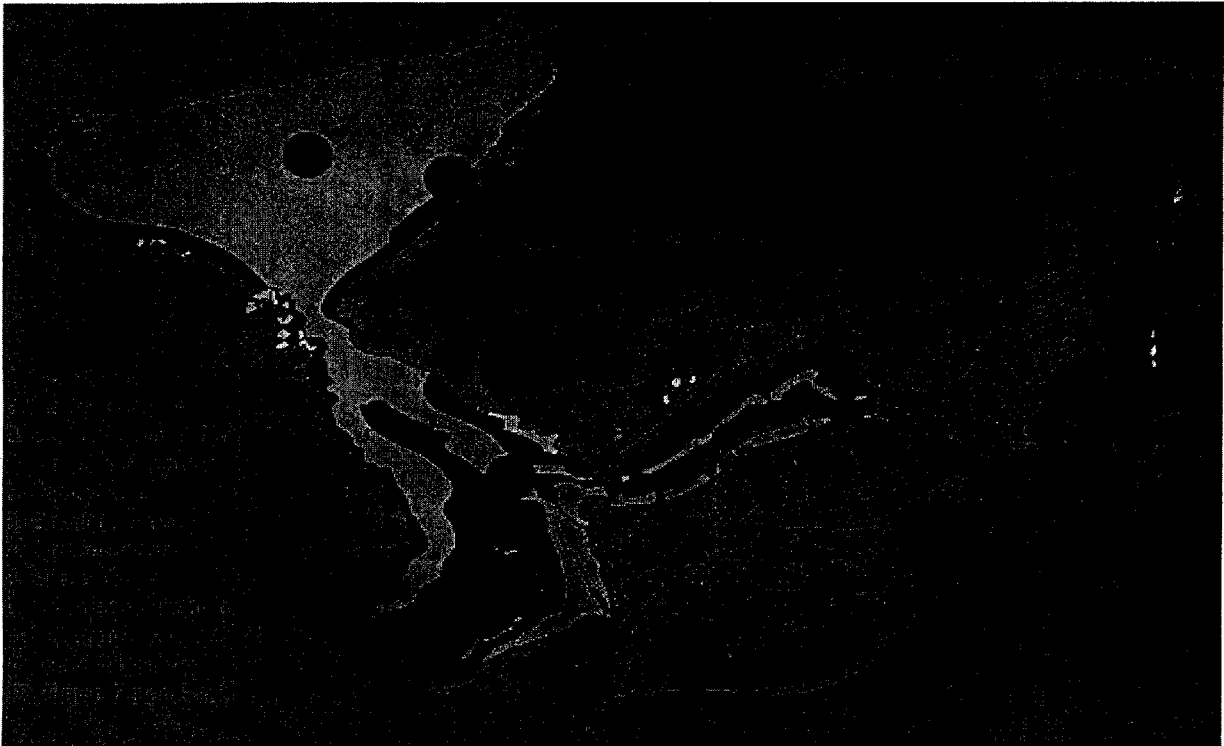
It was an enterprising blacksmith, John Harvey, who set up his diversifying business alongside the Hayle estuary and first brought industrial prosperity to the town. Harvey's Foundry became a powerhouse of the industrial revolution, where renowned engineer Richard Trevithick pioneered steam-driven technologies for export worldwide.

Recently the old firm's principal offices, drawing office and stables for generations of Harveys' working horses have been refurbished from dereliction as modern work-space, including offices and craft workshops with homes above. HRH The Prince of Wales, Duke of Cornwall, opened Phase I, where 60 now work, and hailed the project an exemplar of regeneration through heritage.

The return of Harvey's Foundry to productive uses has cost £4.6 million over two phases to date. Part of the money has come from the £4.1 million Hayle Townscape Initiative, bringing improvements to buildings and the street scene. Further work is about to start in Foundry Square and these initiatives have sparked several other public and private sector investments in the town.

Public sector work has been led by the District Council, heading a wide-ranging partnership representing the Harvey's Foundry Trust, local councils, English Heritage, the European Regional Development Fund, the Heritage Lottery Fund and the South West of England Regional Development Agency (SWERDA).

Spearheading the private sector's current investment drive is the Harbour Development by ING Real Estate which proposes industrial, commercial and residential development to deliver a thousand new jobs and nearly 870 new homes. The developer is currently working with



working with various organisations, including SWERDA, to advance its proposals for a Ten Year Development Programme. A planning application is anticipated by the local authority in late summer with employment growth focused on fishing, the marine industries, tourism, IT and renewable energy.

### Growth Sectors

Hayle is the chosen location for the world's first major offshore 'farm' for a burgeoning renewable energy industry - wave power. This is the £20 million Wave Hub project. Two British companies and one Norwegian company are developing different ground-breaking technologies and engineering systems to harness wave power ten miles out to sea. The power will be fed into a seabed receptor, effectively a big socket, connected to the shore where Hayle has a direct link into the high voltage National Grid.

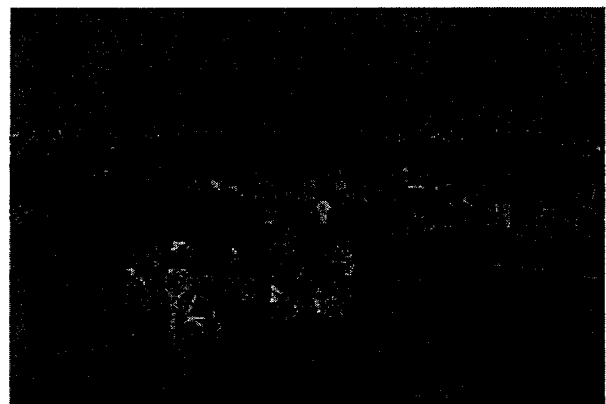
Tourism is today one of the principal industries for the town, its surrounding villages and neighbouring parishes. Hayle is the gateway to the Penwith district, which attracted 1.03 million day visitors and around 792,000 staying guests last year. Many visitors discover St Ives just across the bay and beyond the Godrevy Lighthouse immortalised by Virginia Woolf. A long-established artistic tradition, borne in part of the area's special quality of light, continues today at galleries including Tate St Ives. Craft traditions are also being revived at the Bernard Leach Pottery, now undergoing complete refurbishment.

### New Developments

Local facilities are growing to match increasing demand. Fresh retail activity will soon see Marks and Spencer joining Boots and Next, already trading at the new £20

million Hayle Retail Park. Eighty people work at the edge of town site now. Facing that development across the Loggans Moor roundabout, the imposing Loggans Mill is a derelict Listed structure on which the Council is working with developers towards sustainable future uses.

Other projects making an impact in local communities here include the Hayle Surf Lifesaving Club's new clubhouse (£487,000); the novel and popular Hayle Skate Bowl (£225,000); the astro-turf Ellis Park Bowling Green (£120,000) encouraging new players; fresh planting, seats and lighting at Copperhouse (£50,000), and awards including a Regional Gold in the 2006 Britain in Bloom competition for Hayle in Bloom, with planting by local volunteers and Council gardeners.



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