

Creating a Cultural Landscape

The Heartlands Project is a community-led vision to transform the town of Pool, located between Redruth and Camborne in Cornwall, from a derelict urban area into a truly inspirational cultural landscape. It will celebrate local traditions of innovation and creativity and help Pool to be a truly great place to live, work and play. At the centre of the Heartlands site stands Robinsons Shaft, the former tin mine last worked in the 1990's and an iconic symbol of the Heartlands site.

Resources

In November 2007 the Heartlands Project was awarded £22 million from the Big Lottery Fund's 'Living Landmarks' programme, towards the overall cost of £29million, with additional funding from Kerrier District Council and English Partnerships. Competition for the 'Living Landmarks' funding was incredibly tight. From over 300 applications, three projects in the UK were awarded just over £70 million. The 'Living Landmarks' programme aims to create major new capital projects that transform, revitalise and regenerate communities.

The Aims

The Heartlands Project aims to transform Pool by April 2010. Heartlands is to be developed under 3 main areas:

- The Park: will include an events arena, large public green spaces, water features, children's play areas, cycle ways and Diaspora Gardens.
- Robinsons Shaft: the buildings will be transformed in to an exhibition centre, to help the site to become the gateway to the newly established World Heritage Site. Also included will be a community building, performance space, artist workshops, outdoor classrooms, cycle hire and café-bar and restaurant.
- The Village: there will be extensive improvements to the centre of Pool Village including village greens, Cornish gardens and a community events space.

Story to Date

In the development phase, Kerrier District Council worked closely with the local community to shape the scheme. Large consultation events, together with workshops with schools, interest groups and others were undertaken to ensure that the overall design reflected the community's vision for the area. This community-led approach created local ownership that can now lead to local involvement in the long-term management and use of the site.

Wider issues affected the approach to design and end use that has shaped the scheme. The area has social issues focussing on health and education which has meant a needs-based assessment; potential solutions to below average attainment of GCSE in local school children resulted in enhanced education opportunities and higher than average worklessness led to the delivery of health and education programmes.

A partnership of local individuals and groups together with Kerrier District Council, the local Urban Regeneration Company, the World Heritage Site team and national bodies such as English Partnerships and the Land Restoration Trust has allowed a range of skills to develop and drive the project forward. This experience will be used to shape the long-term management of the scheme to benefit all users.

The Future

Heartlands will develop as a model for green technologies. Its operation will not add to the levels of CO₂ in the atmosphere and CO₂ production will be minimised during the construction. Heartlands will act as an exemplar for sustainable living by using recycled and locally sourced materials in construction, generating electricity from natural sources (wind turbines, photo voltaic panels), collecting rainwater, promoting walking and cycling. With an improved environment in Pool it is hoped that there will be increased community spirit, something to be proud of, in use on a daily basis. The appeal will spread to the wider region, with Pool becoming a desirable place to invest and visit.

Kirsty Davies

Heartlands Project Assistant

Community Regeneration Team

Regeneration and Planning Service, Kerrier District Council

Old Cowlin's Mill, Penhallick, Carn Brea, Redruth, Cornwall, TR15 3YR

Tel: 01209 614069 Fax: 01209 613977

E-Mail: kirsty.davies@kerrier.gov.uk

www.theheartlandsproject.org.uk