



St Endellion

Community Economic Plan 2016



Final Draft

Looking for a Brighter Future



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1. Key Information

| | |
|-------------------------------|---|
| Name of CCT | St Endellion Parish |
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| CCT Membership | Martin Bell, St Endellion Parish Council Debbie Wilshire, resident and educational consultant Christopher Pomfret, resident and chair of Falmouth University Dugald Sproul, Port Isaac Harbour Commission David Raynor, Chair of the Parish Council John Cleave, culture and tourism Mark Symons, Agricultural Sector Julian Harris, Construction sector Nicola Williams, St Endellion Parish Council Ian Sandbrook, Endelienta Arts Group |
| Other local partners involved | Anna Druce, Cornwall Council |
| Accountable Body | St Endellion Parish Council |

2. Introduction

The Parish Council has developed this Economic Plan for the Parish of St Endellion. The purpose of this plan is to:

- Help identify the key economic issues facing the area;
- Set out short and longer term priorities; and,
- Enable economic growth.

The Plan is a 'live' document which will be updated periodically as new ideas and opportunities arise, however, the overall framework will be relevant for the next five years.

It is being funded by the Department for Communities and Local Government (DCLG) under the Coastal Communities initiative. Funding has been received from DCLG to establish a Coastal Community Team and develop this plan for the area.

The Parish Council has established a 'Coastal Communities Team' which has acted as the Steering Group to develop this plan. If you would like to get involved in the work of the Coastal Communities Team or help deliver actions identified in this plan, please let us know by contacting the Parish clerk as follows: stendellionpc@gmail.com

Please also be aware that this plan is complementary to, and will be supported by, the Neighbourhood Plan which is currently in development, particularly concerning the spatial elements of the strategy.

The document is structured as follows:

- **Section 2: St Endellion, where are we now?** - provides an overview of the current economic and social context, setting out the key issues facing the Parish at the current time;
- **Section 3: What is happening in the surrounding area?** – provides an overview of some of the key initiatives and activities that may impact on St Endellion in the near future, providing both opportunities and threats for the Parish;
- **Section 4: SWOT analysis** – summarises the previous two sections in the form of an analysis of Strengths, Weaknesses, Opportunities and Threats;
- **Section 5: Priorities** – highlights 5 broad priorities for action, based on the SWOT analysis;
- **Section 6: SMART objectives** – sets out the key targets to be achieved for each priority area;
- **Section 7: Ambition** – sets out the high level vision for the Parish in the future and key things that we want the plan to achieve;

- **Section 8: Key Projects** – identifies the key projects under each priority, set out under the headings of short, medium and long term projects;
- **Section 9: Action Plan** – for each project, sets out the key actions, funding, partners and timescales for taking forward the project;
- **Section 10: Resourcing** – explores how the plan could be resourced;
- **Section 11: Barriers** – explores the barriers to delivery and how these could be mitigated;
- **Section 12: Consultation and communication** – sets out how we have consulted on the development of this plan and our future plans to communicate with the Parish and,
- **Section 13: CCT logistics** – explains how the CCT team will work in the future.

3. St Endellion – Where are we now?

This section provides a summary of the key issues facing the Parish of St Endellion. More detail, including sources are provided in Appendix 1.

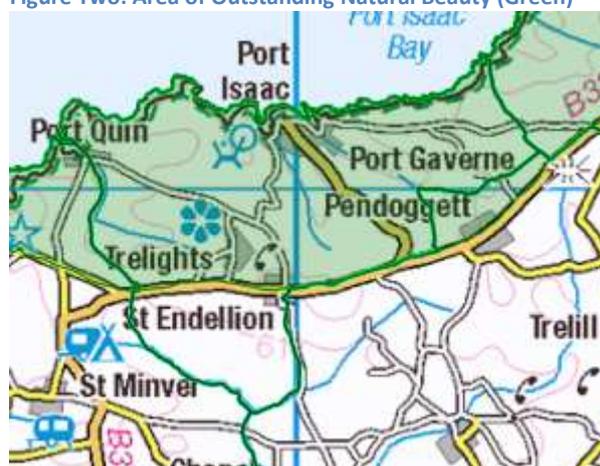
The Parish of St Endellion is situated on the North Coast of Cornwall and encompasses the villages of Port Isaac, Trelights, Port Quin and Port Gaverne. It is approximately nine miles from Wadebridge and forms part of the Wadebridge and Padstow Community Network Area (CNA). Much of the Parish lies within an Area of Outstanding Natural Beauty (AONB). Figures one and two below show the Parish boundary and AONB area respectively.

Figure One: St Endellion Parish Boundary



Source: Office for National Statistics licensed under the Open Government Licence v.3.0

Figure Two: Area of Outstanding Natural Beauty (Green)



Source: Ordnance Survey, Crown Copyright and database rights, 2015

The Parish has 1,029 residents, 903 of which are 16 or over. The age distribution shows that **St Endellion has a higher proportion of older people than is typical for Cornwall**. The age distribution is perceived to be both an asset and a challenge. Older people make significant contributions to the voluntary and community sector, maintaining a vibrant community, but equally a **shortage of younger working age people can constrain business growth and threaten services such as schools**. There are also concerns that the **elderly can become quite isolated**, particularly if they do not have access to transport or social activities within the community.

The residents of St Endellion Parish have a qualification profile broadly in-line with that of Cornwall, however, St Endellion has a **higher percentage of people with no qualifications** (26% vs 22%). There is also perceived to be an issue concerning the **level of aspirations**, which is preventing young people from fulfilling their potential. Some employers highlighted the **challenges of attracting staff and skilled workers**, with some going to considerable lengths and showing best practice to attract and retain the right staff.

54% of the population are engaged in economic activity (e.g. in employment, self-employment etc.), which is less than the average for Cornwall (60%), reflecting the higher proportion of retired people in the Parish. **Self-employment levels are significantly higher**

than the Cornwall average (43% compared to 21%), reflecting the entrepreneurial culture, but also reflecting the lack of significant employment opportunities locally, making self-employment a necessity for many. **Unemployment is lower than average**, but demonstrating a **seasonal profile**, reflecting views from stakeholders that many jobs in St Endellion are **low paid and seasonal**. St Endellion does not have any areas classified as highly deprived.

It is difficult to accurately measure the business base in St Endellion, as data is not available at the Parish geography. However, data for a larger area (Middle Layer Super Output area) shows the following significant business sectors:

- Agriculture, Forestry and Fishing;
- Accommodation and Food Services;
- Construction;
- Retail; and,
- Professional, Technical and Scientific.

With the exception of 'Agriculture, Forestry and Fishing', all are expected to show strong employment and output growth in the next 15 years, as projected by Cambridge Econometrics. However, whilst agriculture is not expected to grow in employment terms, the potential for economic growth through agri-tech and the wider food supply chain is recognised by Cornwall and Isles of Scilly Local Enterprise Partnership and aquaculture is also important locally.

Stakeholders highlight the **importance of tourism to the economy of St Endellion**, with visitors directly supporting jobs in accommodation and food services as well as retail and supply chain sectors such as construction. As a seaside Parish in Cornwall, tourism has always been an important part of the economy, however, the use of the village of Port Isaac as the location for filming the **TV series Doc Martin** since 2003 has increased the popularity of the village as a destination to stay and visit, in particular increasing the number of day visitors. Whilst this has had a positive impact (both in terms of direct income and tourism expenditure), it has also brought pressures of **managing large volumes of visitors in peak season**. Port Isaac has also featured in other TV programmes, such as Poldark and is associated with Rosamunde Pilcher. Further, filming will commence based on the Fisherman's Friends story in April 2016 which, it is thought, will lead to another surge in visitor numbers, suggesting that film/TV could have a continued role in Port Isaac beyond Doc Martin. A key challenge identified was the need to **extend the tourism season and income secured from visitors**.

Port Isaac benefits from two **Michelin starred restaurants through Nathan Outlaw**, which have strong connections to the fishing industry in Port Isaac. The existence of Michelin 2* restaurants supports the assertion that the Parish could benefit from a **high end 'destination' hotel**, which could help extend the season and income secured. There is also a growing range of leisure and extreme sports activities now available within and around the Parish which are increasingly popular with tourists. The tourism industry supports a strong and expanding construction sector, which provides supplies the strong second

home/holiday let market. **Workshop and storage space** was a key challenge identified for this sector and a number of potential sites have been identified for such use.

The **fishing industry is a small but important sector**, closely connected to the visitor economy, supplying fish to restaurants as well as drawing in visitors. However, the sector is in decline and facing an uncertain future, as much of the catch is sold in European markets, where exchange rate fluctuations can have a significant impact on the income for fishermen. Therefore a key challenge for the fishing industry is to secure its long term future, by exploring the growth of the domestic market and other methods of adding value locally. The development of the **Lobster Hatchery** project in Padstow provides a scientific centre looking at stocking and its potential benefits. The growth of **aquaculture** is also thought to have significant economic potential which is currently being researched by the Lobster Hatchery, in a £3m Innovate UK funded project. Like the construction sector, the fishing industry has also identified a need for **workshop space and a logistical hub** outside the harbour area, where materials and equipment could be stored. The current fish cellars in the old town were also considered to be impractical for the modern industry and if an alternative site for a logistical hub were to be found, could provide opportunities for alternative uses, linked to its historic past.

On the 17th of January 2016, the UK Government designated a further 23 Marine Conservation Areas, in addition to the 23 designated in 2013. This now means that there are three MCAs in the wider area (Newquay and the Gannel, Padstow Bay and surrounds and Hartland Point to Tintagel), although the St Endellion Parish coast is not currently covered. Each MCA will be managed on a case by case basis and fisheries management will be within the jurisdiction of the Inshore Fisheries and Conservation Authority.

Agriculture is likewise important within the economy with several farms located within the Parish and these help to maintain the high quality environment. Whilst farmers are to a large extent constrained by global commodity prices, many farms have already diversified in connection with the tourism industry. However, as with fishing, there may be further opportunities for farmers to add value locally. A key issue identified by local farmers, is that much of the land in the Parish is not covered by the Government's Catchment Sensitive Farming scheme, which means no resources are available for effluent management schemes on farms, leading to pollution of the River Amble and ultimately Camel, threatening water quality. The loss of water quality, in turn threatens other economic activities, such as aquaculture in the mouth of the Camel.

The hamlet of St Endellion itself is home to renowned music festivals and an **emerging arts and cultural sector**. The Endelienta project is in the process of developing a year round programme of arts/cultural experiences that will make the project a key **arts/cultural hub for North Cornwall**. Planned developments at the St Endellion church site provide an opportunity for supporting the growth of the arts/cultural sector, which in turn may help attract visitors outside the peak season. There are also practising visual artists in Port Isaac, which is also home to the celebrated Fisherman's Friends.

St Endellion has **Superfast Broadband in part** (approximately 75%). Although the next phase of the superfast Cornwall project does not currently include premises in the Parish, the

existence of Superfast broadband provides opportunities to stimulate **home working** and the **digital economy**. Mobile phone coverage, however, is also patchy and cannot be accessed through all providers.

St Endellion has **high levels of holiday homes** and second homes, with the census suggesting that 46% of homes may fall into this category. Stakeholders recognised that the volume of second homes is a double edge sword. On the one hand, the second homes sustain local facilities and businesses, but on the other reduce the availability of stock for local people and consequently impacts on **housing affordability**. The location of Port Isaac and Trelights within the AONB provides further challenges in developing new homes in the area. This is currently being addressed through the Neighbourhood Planning Process.

4. What is happening in the surrounding area that may affect St Endellion?

St Endellion lies on the North Cornwall Coast, north of Wadebridge. The economy of St Endellion will therefore benefit from a number of wider initiatives to benefit Cornwall, led by partners elsewhere. These can be considered in two groups, projects specific to the North Cornwall Atlantic Coast and projects that will benefit the whole of Cornwall. These are highlighted below.

North Cornwall Atlantic Coast Area

- Atlantic and Moor Local Action Group, bringing £3.246m of rural funding to the area
- Lobster Hatchery Project, Padstow
- £3 million Innovate UK project led by the Lobster Hatchery looking at the economic potential of aquaculture
- Newquay Cornwall Airport - widened route network and potential establishment of a 'spaceport'
- Aerohub Enterprise Zone - a new aviation/aerospace hub that will deliver over 2,000 high value, highly skilled permanent jobs
- 'Better Bodmin' - plans for growth of Bodmin and potential role as a strategic employment location
- Proposals for an agri-food enterprise zone in Bodmin
- Expansion of Truro/Penwith College at Bodmin Campus

Whole County Initiatives

- Cornwall and Isles of Scilly LEP area allocated approx €600m through european structural funds to drive economic growth
- Devolution of powers to provide an integrated transport network and greater input into further education and apprenticeship provision
- Improvements to rail and road connectivity
- Superfast broadband roll-out at approx 95%, with further investment planned as well as initiatives to help businesses make the most of it
- Significant improvement in HE provision in Cornwall including Falmouth University and significant presence of Exeter and Plymouth Universities
- A business Growth Hub - helping all businesses find the support they need to grow
- Business support programmes targeting exports, finance, start-ups and much more
- Raising Aspiration programme targeting pre-16s
- National funding to improve countryside productivity, environment and rural economy

5. SWOT Analysis

| | |
|---|--|
| <p>STRENGTHS</p> <ul style="list-style-type: none"> • Beautiful natural environment with stunning coastline, SW Coast Path, and beautiful landscape maintained by agriculture • Relatively high levels of employment (94% of the economically active population in employment) • Strong tourism industry, which has benefitted significantly from Port Isaac's location as a TV/film set destination. Featuring fine dining, walking, arts/culture, outdoor adventure pursuits and Cornish Coast • Growing arts/cultural sector, building on existing visual arts community, Endelienta project and musical traditions including the Fishermen's Friend' shanty singers and St Endellion Music Festivals • Small Inshore fishing industry mainly catching lobster and crab • Planning permission already secured for a local produce outdoor market on the Port Isaac car park • Small, 'good' primary school in Port Isaac | <p>WEAKNESSES</p> <ul style="list-style-type: none"> • Overly dependent on tourism and other low-wage industries • Seasonal nature of key industries • No Chamber of Commerce (or similar) to provide a business voice, or benefit businesses • Shortage of business workspace and storage space in the Parish • Unskilled workforce (26% of the resident population have no qualifications) • Location and transport constrain access to FE & HE opportunities • Lack of coach parking/pick-up facilities in Port Isaac • Lack of affordable housing • Recent closure of Port Isaac church rooms (for structural reasons) which has been used to display / sell local art and craft work • Emerging arts/cultural sector not yet sufficiently 'joined up' • Less than 100% superfast broadband coverage and poor mobile reception |
| <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Add value to agricultural and fishing products and explore alternative markets • Developing partnerships both within and beyond the Parish (including other localities) and collaborative working • Development of a Neighbourhood Plan to engage the community • Engagement with wider initiatives such as the Aerohub Enterprise Zone Potential availability of land/sites across the parish in which to develop business units (workshops, storage, office and retail) • Superfast broadband providing opportunities for home-working, start-ups and inward investment • Opportunity to explore alternative uses for fish cellars | <p>THREATS</p> <ul style="list-style-type: none"> • Discontinuation of Doc Martin TV show expected in 2019 • Exchange rate changes resulting in lower prices for exported lobster/crab. • Ageing demographic and difficulties retaining young people will limit availability of labour and threaten viability of village facilities (e.g. schools) • Declining fishing industry, which if lost will threaten tourism offer • Ability to secure planning permission • Land not covered by Catchment Sensitive Farming means no resources for effluent management on farms, leading to pollution of the River Amble and ultimately Camel, threatening water quality |

6. Priorities

The evidence base and SWOT analysis highlights the following five priority areas.



Priority 1: Create a Thriving Environment to do Business

Our consultation showed that St Endellion Parish lacks some of the ingredients necessary for businesses to grow and thrive, such as superfast broadband coverage, business premises/workspace and environmental facilities. Ensuring the Parish has the right facilities, infrastructure, support networks and environment to allow businesses to flourish is therefore essential for growth.



Priority 2: Sustain Traditional Industries and Increase Income Locally

Traditional industries such as tourism, fishing and food production are vital to the Parish, but jobs are often low paid and seasonal. Extending the tourism season and increasing spend are priorities for tourism, whilst securing a long term future for fishing remains the highest priority for the fishing industry.



Priority 3: Encourage New Business Sectors and Diversification

The St Endellion economy is heavily reliant on traditional business sectors. Diversification could create more year round job opportunities that pay higher wages. Key opportunities for diversification could arise from the emerging creative/cultural sector as well as home-working/new start-ups enabled by improved connectivity.



Priority 4: Raise Aspirations and Skills

The evidence suggests that there is a need to raise skills levels within the workforce as well as attract more people to work in the Parish. There are also higher skilled job opportunities emerging in the wider travel to work area, outside the Parish. The young people of St Endellion need to be equipped to access these.



Priority 5: Maintain a Vibrant Community

Effective and vibrant communities are good for local businesses, helping people to spend more in the local economy. Our consultation found that improving local amenities, access to local services (including schools) and supporting the young and old were important local priorities.

7. SMART Objectives

Our objectives for each of these priorities are as follows:

Priority 1: Create a Thriving Environment to do Business

- By 2017, a business network/group will have been established, potentially linked to the chamber of commerce
- By 2017, additional commercial waste facilities will exist
- By 2020, 100% of the Parish will have access to superfast broadband
- By 2020, 900m² of new business workspace (a mixture of types) will have been created

Priority 2: Sustain Traditional Industries and Add More Value Locally

- By 2020, tourism will be less seasonal in nature, i.e. the number of tourists visiting the Parish will have increased between October to April from 30% in 2014, to 40% in 2020. Measured through monthly spend in the two main car parks as a measurable indicator
- By 2020, the fishing industry will be operating on a more secure basis

Priority 3: Encourage New Business Sectors and Diversification

- By 2021, the number of people working in the Parish will have grown by 10% i.e. from 423 to 462 (workplace population, Census 2011)
- By 2020, a creative/cultural business cluster will have become established

Priority 4: Raise Aspirations and Skills

- By 2021, the proportion of residents with 'no qualifications' will be in line with the average for Cornwall
- By 2020, young people in the Parish will have been provided with better Information, Advice and Guidance with awareness of wider opportunities and the ability to access them

Priority 5: Maintain a Vibrant Community

- By 2020, 2 new community facilities will be operational
- By 2020, a plan will be in place to address issues of housing shortages for local people

8. Ambition

Our ambition is for the Parish of St Endellion to be a vibrant and successful place to live and work, where the community is strong and resilient; serving the needs of the young and old alike; where traditional industries are thriving as opportunities to reach new markets and attract new customers are seized. Our business base will be broader, as people take-up the opportunity of home-working, enabled by superfast broadband and new businesses are established, serving exciting opportunities outside the Parish. Our economic success is dependent on our natural environment, so by 2020, the Parish will be cleaner and greener than ever before.

The following outcomes will be achieved by 2020 through this Plan:

- 1. Increase in the number of people with year round employment**
 - 2. Improvements in business profitability and the capacity to pay higher wages**
 - 3. More residents and workforce with the skills needed to support growth**
 - 4. Young people with higher aspirations and the ability to access opportunities in St Endellion and its wider Travel to Work area**
 - 5. A vibrant community with appropriate facilities and local services for young and old alike**
-

9. Key Projects

This part of our plan highlights our key projects for each priority, broken down into short, medium and long term actions.

Priority 1: Creating a Thriving Environment to do business

| Short Term | Medium Term | Long Term |
|--|--|---|
| <ul style="list-style-type: none">• Research the need for business workspace to understand demand and identify appropriate location(s) and types required• Secure better mobile phone coverage from existing mast infrastructure• Work with partners to ensure local businesses and residents are able to capitalise on the superfast broadband opportunity• Work with the Cornwall Chamber of Commerce to establish an inclusive business networking organisation• Research opportunities to provide additional commercial waste facilities in Port Isaac (e.g. general waste, oil, cardboard compressor and other recycling) | <ul style="list-style-type: none">• Influence partners such as Superfast Cornwall to secure 100% coverage of superfast broadband• Deliver required workspace• Deliver required commercial waste facilities and promote use | <ul style="list-style-type: none">• Continue to understand the workplace and business facilities required in the Parish |

Priority 2: Sustain Traditional Industries and Add More Value Locally

| Short Term | Medium Term | Long Term |
|---|---|---|
| <ul style="list-style-type: none">• Tourism Marketing - Work with Visit Cornwall to develop a marketing strategy/action plan for promoting the Parish, focusing on increasing the length of season, increasing spend and attracting international visitors linked to the countries where Doc Martin is already shown. A key part of this process being to understand visitor types and motivations• Ensure toilets remain open all year round• Establish local producer markets• Develop a 'tourist information centre' (TIC), featuring local accommodation providers, 'what's on', maps etc.• Assess demand for a fishing related storage/depot facility at the top of Port Isaac to provide fishermen with a store, oil storage facilities, salt storage and potentially tanks for storing live lobster/crab. To include options for over-winter storage of pots. Linked to workspace study under Priority 1 | <ul style="list-style-type: none">• Develop a year round programme of events to attract visitors in the shoulder months• Develop 'packages' around St Endellion's special qualities (e.g. arts/culture and food and drink, Coast path, 'hook and cook')• Cookery School• Develop a coach park for Port Isaac, potentially linked to fish storage/depot• Explore opportunities in relation to the 'Fish Cellars' | <ul style="list-style-type: none">• Work with the private sector to develop a 4/5* destination hotel (i.e. spa, pool, restaurant etc.) in the Parish• Adding local value to fish – Explore with local fishermen, wholesalers and others within the fishing industry, options for adding more value to local lobster/crab (such as local branding, selling direct to consumers etc) |

Priority 3: Encourage New Business Sectors and Diversification

| Short Term | Medium Term | Long Term |
|--|---|---|
| <ul style="list-style-type: none"> •Develop a programme of activities to showcase the different ways that people can work from home or start an internet based business, highlighting real life examples to inspire both residents and 2nd home owners •Explore opportunities to develop creative/cultural workspace as part of the St Endellion cultural/creative 'campus' (as part of workspace study under Priority 1) | <ul style="list-style-type: none"> •Support the development of St Endellion Church Hall as part of the wider Endelientia project, which aims to be a key cultural hub for North Cornwall •Develop a cultural strategy for the area, (aligned with the tourism strategy above), covering cultural opportunities across the whole Parish. To include work to understand audience/client interests and needs •Develop church rooms in Port Isaac (see Priority 5) | <ul style="list-style-type: none"> •Ensure that an effective creative/cultural business cluster has been established |

Priority 4: Raise Aspirations and Skills

| Short Term | Medium Term | Long Term |
|---|--|--|
| <ul style="list-style-type: none"> •Survey local businesses to understand skills needs and shortages •Work with Newquay Aerohub and Better Bodmin to understand the nature of the opportunities and recruitment practices | <ul style="list-style-type: none"> •Work with learning & skills providers to develop bespoke/flexible skills/apprenticeship provision to meet needs of local employers and stimulate a training culture •Work with local partners to deliver a 'business ambassadors' project to raise young people's aspirations •Encourage schools to deliver locally relevant careers advice •Work with learning and skills providers to develop outreach courses in areas such as management and ICT •Signpost local businesses to advice through the Cornwall and Isles of Scilly Growth Hub | <ul style="list-style-type: none"> •Assess effectiveness of delivery and adjust/roll out further as necessary |

Priority 5: Maintain a Vibrant Community

Short Term

- Support the development of activities for older people as part of or complementing the Golden Circle , with support from co-operative
- Establish a Post Office with small shop and Tourist Information Centre in Port Isaac

Medium Term

- Establish community run shop in Trelights
- Develop facilities for young people in Port Isaac
- Redevelop church rooms and village hall in Port Isaac

Long Term

- Develop the network of footpaths in the parish, including a new footpath to Trewetha
- Address affordable housing issues by considering models such as self build



Part 2: Detailed Delivery Arrangements

10. Action Plan

| Key Project | CCT Role | Key Actions | Indicative Partners | Timescales | Indicative costs | Likely funding sources | Other Resources |
|--|---|--|--|--|---|------------------------------------|---|
| Priority 1: Creating a Thriving Environment to do business | | | | | | | |
| BROADBAND/MOBILE | | | | | | | |
| a) Work with partners to ensure local businesses and residents are able to capitalise on the superfast broadband opportunity b) Influence partners such as Superfast Cornwall to secure 100% coverage of superfast broadband c) Work with private sector to secure better mobile phone coverage from existing mast infrastructure | Facilitator | a) Ensure access to existing Cornwall-wide training opportunities and promote with local businesses and residents b) Lobby partners to secure 100% coverage and mobile phone coverage | Superfast Cornwall C&IOS LEP Mobile Operators | a) 2016 b) 2017/18 c) 2016/17 | None | External partners | A mechanism for promoting opportunities – possibly through the new Chamber? |
| WORKSPACE/WORKSHOPS | | | | | | | |
| a) Research the need for business workspace to understand demand and identify appropriate location(s) and types required (study to include needs of fishermen and cultural sector (see priorities 2 and 3) b) Deliver required workspace c) Continue to understand the workspace and business facilities required in the Parish, in line with the Neighbourhood Planning group | Co-ordinator, working with Neighbourhood Planning Group | a) Commission a feasibility study initially b) Secure funding to deliver the workspace(s) and oversee completion c) Undertake annual surveys to monitor usage/satisfaction | Cornwall Council St Endellion Neighbourhood Planning Group Other potential land owners Chamber of Commerce & Local Businesses | a) 2016 b) 2017/18 subject to results from feasibility c) On-going | a) £5-10k b) Not known c) Not known | LEADER Coastal Communities Funding | Dedicated time to oversee the feasibility work & implementation |

| CHAMBER/BUSINESS VOICE | | | | | | | |
|--|---|---|---|--|---|--|---|
| Work with the Cornwall Chamber of Commerce to establish an inclusive business networking organisation | Facilitator | Engage with Cornwall Chamber to get a local business group up & running | Cornwall Chamber | 2016 | Probably Chamber fees | Membership fees | Meeting space, admin support etc |
| COMMERCIAL WASTE | | | | | | | |
| a) Research opportunities to provide additional commercial waste facilities in Port Isaac (e.g. Cardboard compressor) b) Deliver required commercial waste facilities and promote use | Co-ordinator, working with Neighbourhood Planning Group | a) Hold initial discussions with Cornwall Council and commercial waste providers b) Conduct feasibility study c) Secure funding to deliver the facilities and oversee completion if proved viable | Cornwall Council Commercial waste providers (e.g. SITA and CORY) Businesses in Parish | a) 2016 b) 2016/17 c) 2017/18 subject to results from feasibility | a) None b) Not known c) Not known | May be private sector funded with fees for use | Dedicated time to oversee the feasibility work & implementation |

| Key Project | CCT Role | Key Actions | Indicative Partners | Timescales | Indicative costs | Likely funding sources | Other Resources |
|---|---|--|--|---|--|--|--|
| Priority 2: Sustain Traditional Industries and Add More Value Locally | | | | | | | |
| TOURISM OFFER | | | | | | | |
| a) Work with Visit Cornwall to develop a marketing strategy/action plan for promoting the Parish, focusing on increasing the length of season/spend and attracting international visitors b) Develop a year round programme of events to attract visitors c) Develop 'packages' around St Endellion's special qualities | Co-ordinator | a) Initiate conversation with Visit Cornwall and work with them to develop a strategy b) Included within above strategy c) Included within above strategy | Visit Cornwall Private sector partners invited to join task and finish group Commercial operator of Post Office/TIC | a) 2016 b) 2016 c) 2016 d) 2016 | No cost for a), b) & c) initially – further costs dependent upon initial work and d) from Martin | LEADER/Coastal communities Funding Crowd-funding | Dedicated time to work with Visit Cornwall to develop the strategy & time to identify/ work with a private sector partner on the tourist info centre |
| FACILITIES | | | | | | | |
| a) Develop a tourist information centre (TIC) b) Ensure toilets remain open all year round c) Develop a coach park for Port Isaac, potentially linked to fish storage/depot (point c below) d) Explore opportunities in relation to the 'Fish Cellars', subject to 'b' below e) Develop a 'cookery school' | Co-ordinator, working with Neighbourhood Planning Group | a) Investigate opportunity to incorporate into Post Office Project b) Work with Cornwall Council to develop a sustainable solution c) Refer to outcomes of Priority 1- workspace feasibility d) Commission feasibility study to explore alternative, but appropriate uses e) Explore with private sector | Commercial operator of post office/TIC Cornwall Council Chamber of Commerce Owners of Fish Cellars Private sector | a) 2016/17 b) 2016 c) 2016/17 d) 2017 e) 2017 | a) Not known b) Revenue costs c) Not known d) Not known e) Private sector | LEADER Coastal Communities Funding /Fisheries Funding Private Sector | Dedicated time to oversee the feasibility work & implementation |
| LOCAL PRODUCE | | | | | | | |
| a) Establish local producer markets b) Assess demand for a fishing related storage/depot facility at the top of | Co-ordinator | a) Run pilot producer market b) Canvas the views of ALL | Local fishermen | a) 2016 | a) Venue hire & marketi | c) Fisheries Funding d) LEADER | Dedicated time to engage with the fishermen |

| | | | | | | | |
|--|-------------|--|---|-------------------------------|------------------------------------|--------------------------|---|
| <p>Port Isaac and potentially tanks for storing live lobster/crab (link to workspace and coach park). As part of this explore over-winter storage of pots</p> <p>c) Work with local fishermen, wholesalers and others to develop a model for adding more value to local lobster/crab</p> | | <p>local fishermen about the requirement and their willingness to relocate facilities, as part of wider workspace study under Priority 1–</p> <p>c) If sufficient appetite from fishermen, conduct study to explore adding value options</p> | Others in the industry as required | <p>b) 2016</p> <p>c) 2019</p> | <p>ng</p> <p>b) See priority 1</p> | e) Fisheries Funding | and develop a plan to relocate, IF there is appetite to take this forward |
| HIGH END HOTEL | | | | | | | |
| Work with the private sector to develop a 4/5* destination hotel | Facilitator | Work with the Cornwall Council's inward investment team | <p>Cornwall Council</p> <p>Cornwall Development Company</p> <p>Invest in Cornwall</p> <p>Private sector</p> | 2018-19 | Not known | Private sector developer | Dedicated time |

| Key Project | CCT Role | Key Actions | Indicative Partners | Timescales | Indicative costs | Likely funding sources | Other Resources |
|--|--------------|--|--|--------------------|---------------------------------------|----------------------------|--|
| Priority 3: Encourage New Business Sectors and Diversification | | | | | | | |
| HOME WORKING | | | | | | | |
| Develop a programme of activities to showcase how people can work from home/start an internet business | Facilitator | Engage with business support providers and their commissioners to promote business start-up support | Business support providers C&IOS LEP | On-going from 2016 | None | N/A | Dedicated time to make connections |
| CREATIVE/CULTURAL INDUSTRIES | | | | | | | |
| a) Explore opportunities to develop workspace as part of the St Endellion cultural/creative 'campus' b) Support the development of St Endellion Church Hall as part of the wider Endelientia project c) Develop a cultural strategy d) Ensure that an effective creative/cultural business cluster has been established | Co-ordinator | a) Refer to outcomes of Priority 1 workspace/workshops b) Fundraising for this project is already in progress. Planning permission granted September 2015. Subject to success of fund-raising, hall programmed to be completed by March 2018 c) Engage cultural providers and partners to generate a joined-up cultural offer to support the economy of the Parish and the well-being of its inhabitants | Church Endelientia Cornwall Council Other cultural partners Neighbourhood Planning Group | On-going from 2016 | a) See Priority 1 budget b) £5-10k | Arts Council LEADER | Dedicated time to co-ordinate projects |

| Key Project | CCT Role | Key Actions | Indicative Partners | Timescales | Indicative costs | Likely funding sources | Other Resources |
|--|--------------|--|--|--------------------|---|---------------------------|------------------------------------|
| Priority 4: Raise Aspirations and Skills | | | | | | | |
| SCHOOLS/YOUNG PEOPLE | | | | | | | |
| a) Work with local partners to deliver a 'business ambassadors' project to raise young people's aspirations b) Encourage schools to deliver locally relevant careers advice c) Assess effectiveness of delivery and adjust/roll out further as necessary | Co-ordinator | a) Engage with Cornwall College re: their ambassadors project b) Parish council to influence local secondary school Governors about provision of careers advice | Schools Cornwall College & other FE providers | On-going from 2016 | None | N/A | Dedicated time to make connections |
| BUSINESSES | | | | | | | |
| a) Survey local businesses to understand skills needs and shortages b) Work with Newquay Aerohub & Better Bodmin to understand emerging opportunities and recruitment practices c) Work with learning & skills providers to develop bespoke/flexible skills/apprenticeship provision to meet needs of local employers and stimulate a training culture d) Work with learning and skills providers to develop outreach courses in areas such as management and ICT e) Signpost local businesses to advice through the Cornwall and Isles of Scilly Growth Hub | Co-ordinator | a) Conduct a business survey b) Initiate conversations with relevant parties c) Learn from/showcase local best practice (e.g. Nathan Outlaw) and roll out as appropriate d) Engage with local learning and skills providers e) Establish an effective sign-posting mechanism, possibly through the new Chamber | Newquay Aerohub Better Bodmin Training providers Growth Hub | On-going from 2016 | a) <£5k to survey businesses b) -e) None | Coastal Community Funding | Dedicated time to make connections |

| Key Project | CCT Role | Key Actions | Indicative Partners | Timescales | Indicative costs | Likely funding sources | Other Resources |
|--|---|--|--|-----------------------|--|--|---|
| Priority 5: Maintain a Vibrant Community | | | | | | | |
| ACTIVITIES FOR ALL AGES | | | | | | | |
| a) Support the development of activities for older people as part of, or complementing the Golden Circle, with support from co-operative b) Develop facilities for young people in Port Isaac | Supporting role – activity primarily driven through other groups in the community | a) Work with co-ordinator of Golden Circle to see what is needed to help expand the service b) Activity already underway through the Port Isaac Playing Field Association Project | Age Concern UK or other age charity Concern Wadebridge Golden Circle Co-operative Parish Council PIPFA Port Isaac Primary School | a) 2016 b) 2016/17 | a) Minimal b) Port Isaac Playing Field Association Project £1.5m | a) Co-op b) Landfill tax credits, Lottery, Parish council, LEADER, Doc Martin Trust | a) Local champion b) Being taking forward already through Parish Council |
| COMMUNITY FACILITIES | | | | | | | |
| a) Establish community run shop in Trelights b) Redevelop church rooms and village hall in Port Isaac | Supporting role – activity primarily driven through other groups in the community | a) Explore viability of community run concept b) Already underway, with architect appointed for preliminary feasibility study | a) Residents, Plunkett Foundation b) Residents, Diocese of Truro | a) Scope in 2016 | a) Not known b) Not known | LEADER Landfill tax credits, lottery Doc Martin Fund | Dedicated time to scope projects |

| ENVIRONMENT | | | | | | | |
|--|---|---|--|-------------------------------------|-----------|--|---|
| Develop the network of footpaths in the Parish, including a new footpath to Trewetha | Supporting role – action underway through NDP | Work with Cornwall Council and local landowners to identify appropriate new routes and obtain relevant permissions | Cornwall Council Landowners Neighbourhood Planning Group | Scope in 2016/2017. Deliver by 2020 | Not known | Landfill Tax Credits, Lottery | Dedicated time to scope network and consult |
| HOUSING | | | | | | | |
| Address affordable housing issues by considering models such as self-build | Supporting role - action underway through NDP | Investigate self-build schemes such as the Vanguard project on Dartmoor and scope a project as part of Neighbourhood Plan | Landowners Cornwall Council Parish Council St Minver Highlands & Lowlands Neighbourhood Planning Group | Scope in 2017/2018, deliver by 2020 | Not known | Homes and Communities Agency Section 106 | Dedicated time to investigate and scope project |

11. Resourcing Delivery

The action plan above details the expected resources required to deliver each element of the plan, where this is known. Some actions can be achieved through influencing or facilitating the delivery of partner organisations, such as the Growth Hub or Superfast Cornwall project, who will be delivering Cornwall wide projects, to ensure delivery occurs in the Parish. Other actions will require specific resources and the CCT will seek funding from the following sources:

- DCLG – Coastal Communities Funding;
- Atlantic and Moors Local Action Group (LEADER);
- Doc Martin Community Fund;
- Co-operative Community Fund;
- European Fisheries Fund;
- Lottery;
- Landfill Tax Credits;
- Trusts and Foundations; and,
- Parish Council.

Currently, the CCT does not have a budget to support the delivery of the plan; therefore in taking forward actions the CCT is reliant on its members to work in a voluntary capacity to:

- Liaise with partners to facilitate activity in the Parish;
- Co-ordinate local activity;
- Undertake research/survey work to assess feasibility of longer term actions; and,
- Complete funding bids.

It is advised that the Coastal Communities Team apply for further funding from DCLG to support a part time member of staff to take forward the projects outlined here.

12. Barriers

This ambitious economic plan has been drawn up through a thorough process of community engagement to ensure that plans have community support and are likely to be deliverable. However, there are a number of potential barriers to delivery and these are highlighted below:

| Barriers/Risks | Description | Mitigation |
|--|---|--|
| Capacity of Coastal Community Team to take forward portfolio of actions. | As volunteers, the CCT team will have limited time to take forward a large number of actions/projects. | <ol style="list-style-type: none"> 1. The chair of the team will ensure that actions are spread across the team to ensure individual portfolios are manageable. 2. Actions/projects have been prioritised. 3. Additional capacity will be sought (through funding) to take forward more significant actions (e.g. feasibility studies). |
| Ability to secure funding for projects. | Whilst many of the projects are likely to have a good fit with potential funding sources, some may not meet criteria or may fail to secure funding in a competitive environment. | Planning bid writing schedule to ensure sufficient time is given to write quality bids. |
| Ability to influence delivery partners working across wider geographies. | Several actions require the CCT to influence the work of delivery partners working across Cornwall and the Isles of Scilly, to secure delivery in the Parish. There is a risk that the objectives for delivery partners, may not align with those of the CCT. | Cornwall Council to help facilitate and find common ground. |
| Securing private sector or community involvement. | Whilst the actions proposed have been suggested by members of the community or local businesses, it may be the case that when a project moves forward, there is insufficient involvement to take it forward. | In the first instance, the CCT team will attempt to secure involvement of relevant parties with an interest in the project. If this is not possible, the CCT will review if the project is required and whether it should be a priority. |

13. Consultation and Communication

The CCT employed economic development consultants Buckman Associates Ltd and Southern Horizons (UK) Ltd to develop this economic plan. The team consulted with the community in two phases:

- Phase 1: A mixture of telephone and face to face interviews with over 20 members of the community, local businesses and wider stakeholders. These were used to inform the evidence base and draw up the initial priorities and a high level list of projects. A proposition paper was developed which was then consulted upon at a wider community event.
- Phase 2: A community consultation event was arranged for the 21st of January 2016. The CCT team arranged the venue and promoted the event through a mixture of posters and direct invitations. The session ran from 4pm till 8pm, with a total of 10 members of the public taking part. Participants were able to go through a high level version of the plan either individually or as part of the group. Participants were able to comment on the evidence base underpinning the plan, the proposed priorities and vision as well as the potential projects. The plan was amended following this consultation process to reflect the views of the community.

The CCT will continue to engage with the community through:

- Personal contacts – CCT members are well known in the Parish and have a good network of personal contacts who they will keep informed about the progress of the plan and seek involvement;
- Articles in the local newspaper and Parish magazine – Providing a regular update on progress and activities undertaken;
- The Parish Council – three CCT members are drawn from the Parish Council, who will provide a regular update on progress to the Parish Council;
- Events – The CCT are likely to hold further events to take forward particular projects/actions, which will provide an opportunity for further community engagement; and,
- Website – the CCT will include a link to the activities of the CCT on the Parish Council website <http://www.stendellionpc.com/index.html>.

14. Coastal Community Team Logistics

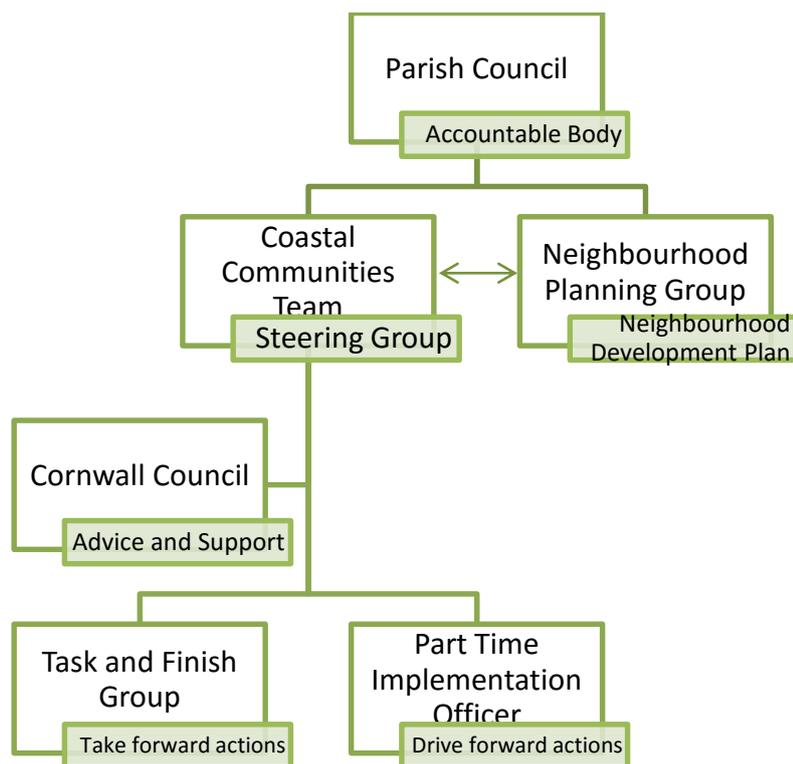
The Coastal Communities team is currently made up of the following individuals:

- Martin Bell, St Endellion Parish Council;
- Debbie Wilshire, resident and educational consultant;
- Christopher Pomfret, resident and chair of Falmouth University;
- Dugald Sproul, Port Isaac Harbour Commission;
- David Raynor, Chair of the Parish Council;
- John Cleave, resident and representing culture and tourism;
- Mark Symons, resident and representing the Agricultural Sector;
- Julian Harris, resident and representing the Construction Sector;
- Nicola Vickery, St Endellion Parish Council; and,
- Ian Sandbrook, resident and representing Endelienta Arts Group;

The membership has been designed to reflect the key economic sectors and local organisations, although it is recognised that the group may evolve over time. Anyone wishing to become a member should contact the Parish Council. The Coastal Communities Team is led by its chair Debbie Wilshire. Meetings will take place at least quarterly. The CCT reports to the Parish Council, which acts as the Accountable Body for any funding and signs off the Economic Plan. It also receives advice and support from Cornwall Council.

Task and Finish Groups may be set up as and when needed to take forward more complex projects or actions. These may include individuals/organisations from outside the steering group. Task and Finish groups must have at least one member on the CCT Steering Group and report back to the chair. If funds can be secured, a part time 'implementation officer' will be appointed to help take forward the action plan. The structure is illustrated overleaf.

The CCT will work in tandem with the Neighbourhood Development Plan Working Group, with reference to the recently completed Landscape Character, Housing and Development Assessment to identify suitable locations for defined elements within this Plan, notably workshop space, commercial waste collection and recycling facilities, and the critical requirement for coach parking.



The costs of running the Coastal Communities Team are as follows:

| Item | Description | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|---|---|---------|---------|---------|---------|---------|---------------------|
| Public events | Allow 1 public event/year. Cost to include venue hire, refreshments, publicity etc. | £100 | £100 | £100 | £100 | £100 | £500 |
| Website | Cost to include page on Parish council site | In kind | N/A |
| Printing | Promotional material | £200 | £200 | £200 | £200 | £200 | £1,000 |
| Staff | 0.5FTE implementation officer. | £25,000 | £25,000 | £25,000 | £25,000 | £25,000 | £125,000 + on-costs |
| Research / studies | As per action plan | TBC | TBC | TBC | TBC | TBC | TBC |
| Measuring impact and updating plan | At the mid-term and final stages | 0 | £10,000 | 0 | 0 | £10,000 | £20,000 |
| TOTAL | | | | | | | At least £146,500 |

It has been anticipated that the CCT will steer the implementation of this plan over a five year period. However, this will be reviewed annually along with progress.

Areas of specific interest for St Endellion, where the CCT would like to share experiences with other CCTs are around:

- Sustainability of the fishing industry;
- Extending the tourism season; and,
- Encouraging new businesses using broadband.

Appendix 1: Evidence Base

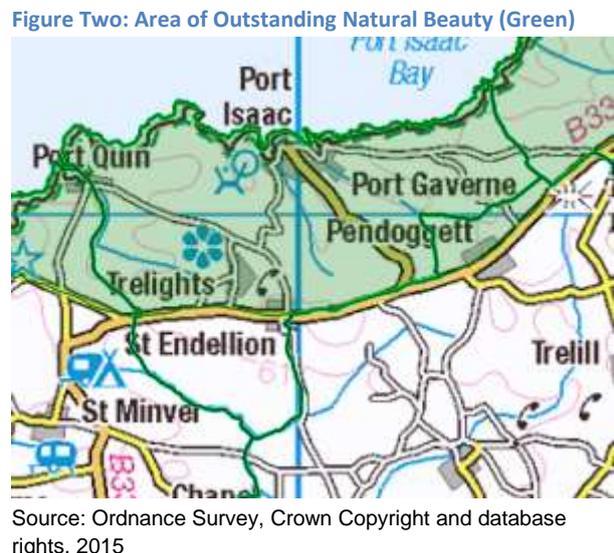
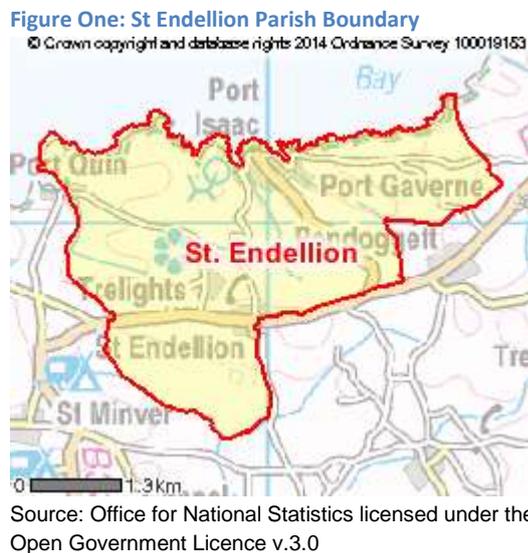
Methodological Note

This section of the report provides a profile of the area. Where possible, Parish level data is used, drawing on the 2011 census. However, on occasions where it is not possible to access Parish data, ward level data is used. It should be noted that the Parish of St Endellion has a population of 1,029 residents, whereas the ward has a larger population of 3,268 residents, therefore ward data will include people from outside the Parish. Unfortunately, Business demography data was not available at either the Parish or ward level, but was available for ‘middle layer super output areas (MSOA)’. In this case, the MSOA is considerably larger than the Parish and the ward, covering a geography that extends around the town of Wadebridge in the shape of a ‘doughnut’. The MSOA has a population of 5,257. Whilst still a useful guide, the business demography data must be viewed in this context.

The Plan has also been informed by interviews with over 20 local businesses and community organisations. This evidence has been presented alongside the statistical data to add depth and more detailed understanding of the local context. However, it is often anecdotal or subjective in nature. As such it is presented in text boxes, to distinguish these findings from the more statistically robust evidence and data sources.

Introduction to the Parish

The Parish of St Endellion is situated on the North Coast of Cornwall and encompasses the villages of Port Isaac, Trelights, Port Quin and Port Gaverne. It is nine miles from Wadebridge and forms part of the Wadebridge and Padstow Community Network Area (CNA). The Parish boundary is shown in Figure 1 below:



The CNA as a whole has an important maritime heritage and much of St Endellion also lies within a designated Area of Outstanding Natural Beauty (AONB) (See Figure 2). St Endellion’s tourism industry reflects its natural assets and is further supported by the ‘Doc Martin’ TV show which is filmed in Port Isaac as well as other local attractions such as Nathan Outlaw’s Michelin star

restaurant and a range of extreme sports activities. Filming will also commence based on the Fisherman’s Friends story in April 2016 which, it this thought, will lead to a surge in visitor numbers.

Population

Of the 1,029 residents in the Parish of St Endellion, 903 are aged 16 or over. The age distribution of those within the Parish is shown in Table One below illustrating that St Endellion has higher numbers of older people and fewer younger people than the Cornwall wide age distribution.

Table One: Population Profile (2011)

| Age Band | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|----------|--------------------------|-------------------------|--------------|
| 0-9 | 84 | 8% | 10% |
| 10-15 | 42 | 4% | 7% |
| 16-24 | 62 | 6% | 10% |
| 25-44 | 199 | 19% | 23% |
| 45-64 | 322 | 31% | 29% |
| 65-74 | 160 | 16% | 12% |
| 75+ | 160 | 16% | 10% |

Source: 2011 Census, accessed at NOMIS. N.B percentages do not total 100 because of rounding

The population profile has been highlighted by local stakeholders as an asset and a challenge. It is suggested that St Endellion benefits from the fact that many of the older, retired people have time to contribute to the community which adds to its vibrancy. However, stakeholders are also aware that older people can also become quite isolated, particularly if they do not have access to transport out of the Parish. The comparatively smaller number of under 16 year olds means that there is no secondary school within St Endellion and the future of the primary school is also thought to be somewhat precarious. Anecdotal evidence suggests that there are limited leisure and social activities for the younger generations currently.

Qualifications

The qualification levels of residents in the St Endellion Parish are broadly in line with the Cornwall-wide figures but St Endellion has a higher percentage of people with no qualifications (26% vs 22%) as shown in Table Two.

Table Two: Qualifications (2011)

| Highest Level Qualification | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|--|--------------------------|-------------------------|--------------|
| Level 4 and above | 230 | 25% | 25% |
| Level 3 | 110 | 12% | 13% |
| Level 2 | 129 | 14% | 17% |
| Level 1 | 122 | 14% | 13% |
| Apprenticeships and other qualifications | 79 | 9% | 9% |
| No qualifications | 233 | 26% | 22% |

Source: 2011 Census, accessed at NOMIS. Note: only includes persons aged 16+

Local stakeholders have identified some concerns around skills and qualification levels within St Endellion. There is anecdotal evidence that young people tend to have low aspirations, compounded by a lack of quality Information, Advice & Guidance (IAG) which may prevent them from fulfilling their potential. This will be a particular issue for young people if they wish to access opportunities that will come from wider developments in neighbouring areas such as the Aerohub in Newquay. Additionally, some businesses within the Parish struggle to recruit and retain a suitably skilled workforce and the distance from Further and Higher Education opportunities is seen as problematic. However, there are also some areas of good practice including a partnership between Nathan Outlaw and Cornwall College to deliver apprenticeship training for chefs and there is certainly scope to work more closely with education providers who would be keen to support the Parish to delivery flexible training in areas of identified business need.

Economic Activity and Inactivity¹

According to the 2011 census figures, there were 485 economically active people within the Parish. This equates to 54% of the resident population which is slightly lower than the Cornwall wide figure (60%). Of these, 94% were in employment, with the data showing particularly high levels of self-employment in the St Endellion Parish (43% compared to 21% across Cornwall) as shown in Table Three. There is a relatively low level of unemployment in St Endellion at 4%.

Table Three: Employment and Unemployment (2011)

| Employment | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|--|--------------------------|-------------------------|--------------|
| In employment | 457 | 94% | 91% |
| Employees | 248 | 51% | 70% |
| Self-employed | 209 | 43% | 21% |
| Economically active full time student | 11 | 2% | 4% |
| Unemployed | 17 | 4% | 5% |

Source: 2011 Census, accessed at NOMIS.

Closer examination of the economically inactive population shows that the highest proportion is retired (67%) as shown in Table Four. The percentage of economically inactive retired people is higher than the Cornwall wide figure. Conversely, the proportion of economically inactive students; people looking after a home or family; and those that are long-term sick or disabled is lower in St Endellion Parish.

Table Four: Economic Inactivity (2011)

| Status | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|-------------------------------------|--------------------------|-------------------------|--------------|
| Retired | 174 | 67% | 57% |
| Student | 17 | 7% | 13% |
| Looking after home or family | 22 | 9% | 12% |
| Long-term sick or disabled | 29 | 11% | 13% |
| Other | 16 | 6% | 5% |

Source: 2011 Census, accessed at NOMIS

¹ Economic activity is a measure of participation in the labour market, so measures people that are in work or available to work. Conversely inactivity measures people that are not participating in the labour market and are not looking to participate, e.g. retired, full time students (not working), people looking after home/family etc.

Reflecting the high-levels of self-employment, Table five shows that St Endellion Parish also has a high percentage of people who work mainly at, or from, home (32% compared to 15% across Cornwall). For those who do travel to work, the distance travelled is slightly different that the Cornwall wide figures. Table Four illustrates that there is a higher percentage of people in St Endellion Parish that travel more than 30km and a lower percentage that travel less than 10km compared to the Cornwall wide figures. The Parish officially falls into the Wadebridge Travel to Work Area² as illustrated below.

Figure Three: Cornwall Travel to Work Areas



Source: Office for National Statistics licensed under the Open Government Licence v.3.0

Table Five: Distances Travelled to Work (2011)

| Distance | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|-----------------------------|--------------------------|-------------------------|--------------|
| Less than 10km | 150 | 32% | 45% |
| 10km to less than 30km | 45 | 10% | 22% |
| 30km and over | 71 | 15% | 8% |
| Work mainly at or from home | 153 | 32% | 15% |
| Other | 53 | 11% | 10% |

Source: 2011 Census, accessed at NOMIS.

The level of full-time employment is very slightly lower in St Endellion, at 65%, than the Cornwall-wide figure (66%). However, a higher percentage of people in the St Endellion Parish are employed in managerial roles, as shown in Table Six. The data also shows substantially higher levels of people in skilled trade occupations in St Endellion.

² At least 75% of an area's resident workforce work in the area and at least 75% of the people who work in the area also live in the area

Table Six: Employment by Occupation (2011)

| Occupation | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|--------------------------------------|-----------------------------|----------------------------|-----------------|
| Managers and senior officials | 86 | 18% | 11% |
| Professional | 56 | 12% | 14% |
| Associate professional & technical | 39 | 8% | 10% |
| Administrative & secretarial | 36 | 8% | 10% |
| Skilled trades | 138 | 30% | 17% |
| Personal services | 30 | 6% | 11% |
| Sales and customer services | 22 | 5% | 8% |
| Process plant and machine operatives | 15 | 3% | 7% |
| Elementary occupations | 45 | 10% | 12% |

Source: 2011 Census, accessed at NOMIS

Not surprisingly, given the profile of the area, the most recent Job Seekers Allowance release (which is available at ward level, October 2015) shows that just 0.4% of the St Endellion ward is claiming JSA (compared to 1% Cornwall wide). The majority of these are in the 25-49 age bracket and none had been claiming JSA for more than 12 months. When JSA data is reviewed on a monthly basis, we can see a clear seasonal pattern emerge, with unemployment at just 0.3% in August 2014, compared to 1.6% in January of the same year. N.B. other out of work benefits data are not currently available at this level.

Although unemployment levels are low, key challenges for St Endellion are the seasonal nature of employment within the Parish which is heavily reliant on both tourism and fishing; and low wages. Although the tourist season has started to extend in recent years, in part due to the Doc Martin phenomenon, the winter months can be very quiet for many businesses meaning that staff are not always needed all year around. There are, however, a number of opportunities to extend the season further, working closely with Tourism Cornwall. It may also be possible to 'add more value' locally to produce in order to increase profitability which may in turn be passed down through the workforce through higher wages.

Health and Quality of Life

St Endellion Parish has a slightly lower percentage of its population experiencing very good health compared to the Cornwall wide figure as shown in Table Seven below; and a slightly higher percentage experiencing very bad health.

Table Seven: Health (2011)

| Health Status | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|------------------|-----------------------------|----------------------------|--------------|
| Very good health | 433 | 42% | 45% |
| Good health | 357 | 35% | 34% |
| Fair health | 160 | 16% | 15% |
| Bad health | 59 | 6% | 5% |
| Very bad health | 20 | 2% | 1% |

Source: 2011 Census, accessed at NOMIS

Looking at the dimensions of deprivation, there are no neighbourhoods classified as highly deprived within any part of the Wadebrige and Padstow CNA, the average across Cornwall being 9.8%.

However, the residents of St Endellion Parish compare very similarly to the Cornwall-wide figures for families experiencing any of the four dimensions of deprivation (based on employment, education, health/disability and housing) as shown in Table Eight.

Table Eight: Dimensions of Deprivation (2011)

| Deprivation Dimensions | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|--|--------------------------|-------------------------|--------------|
| Household is not deprived in any dimension | 193 | 40% | 40% |
| Household is deprived in 1 dimension | 162 | 34% | 35% |
| Household is deprived in 2 dimensions | 110 | 23% | 20% |
| Household is deprived in 3 dimensions | 13 | 3% | 5% |
| Household is deprived in 4 dimensions | 1 | <1% | <1% |

Source: 2011 Census, accessed at NOMIS

Although the overall health of the Parish is slightly worse than the Cornwall averages (which may, to some extent reflect the older profile its residents), quality of life is thought to be very good, attracting people from elsewhere to relocate to St Endellion. Whilst the natural environment and stunning coastline provide the community with easy access to green space and fresh air, rural isolation was also identified as a potential health challenge, particularly for the elderly, where studies have found strong links between social activity and mental health. Improving community facilities (such as church/village halls), establishing community services (e.g. minibus, community shops etc) and enhancing social opportunities for the elderly were highlighted as important priorities.

Housing

Data from Cornwall Council (2013) shows that 33.2% of households in St Endellion were receiving a second homes Council Tax discount compared with 21% of households within the wider Wadebridge and Padstow CNA and 5% across Cornwall as a whole.

According to the 2011 census return there were 868 'household spaces³' in the Parish of St Endellion. Of these, only 479 (56%) had at least one usual resident. The Cornwall wide figure of household spaces with at least one resident is 89%.

Table Nine presents the breakdown of the 479 households by tenure within the Parish. It shows that a slightly lower percentage of households (66%) within the Parish are owned than the Cornwall wide figure; and that there is a higher percentage of socially rented housing.

Evidence from the Cornwall Local Plan, indicates that house prices within the parish falls into 'Band 3' on a five band scale, where bands 1 and 2 and the most expensive⁴.

³ A 'household's accommodation' (a household space) is defined as being in a shared dwelling if it has accommodation type 'part of a converted or shared house', not all the rooms (including bathroom and toilet, if any) are behind a door that only that household can use and there is at least one other such household space at the same address with which it can be combined to form the shared dwelling. If any of these conditions are not met, the household space forms an unshared dwelling. Therefore a dwelling can consist of one household space (an unshared dwelling) or two or more household spaces (a shared dwelling).

⁴ Cornwall Local Plan: Strategic Policies. Proposed changes for consultation 2016, page 50.

Table Nine: Housing Tenure (2011)

| Tenure | St Endellion Parish (no) | St Endellion Parish (%) | Cornwall (%) |
|-------------------------|--------------------------|-------------------------|--------------|
| Owned | 314 | 66% | 69% |
| Socially rented | 91 | 19% | 12% |
| Private rented | 52 | 11% | 17% |
| Living rent free | 20 | 4% | 2% |

Source: 2011 Census, accessed at NOMIS

Housing is something of a controversial issue within St Endellion. This is partly due to the very high volume of second homes which, on the one hand sustains local facilities and the many businesses that service them, but on the other, serves to reduce the availability of stock for local people and consequently impacts on housing affordability, especially in a low wage economy. Many local residents are keenly aware of this 'double-edged sword' and given its location within an AONB there are clearly challenges in developing new homes within the area. This is currently being addressed through the Neighbourhood Planning process.

The Business Base

It was not possible to obtain business statistics at the Parish level, instead we must rely on the wider Middle Layer Super Output area, which covers a broader geography than the Parish alone. The MSOA area has 600 businesses in 2015, an increase of 45 businesses since 2014. In 2015 the highest numbers are in Agriculture, Forestry & Fishing as shown in Table Ten. Accommodation & Food Services followed by Construction are the next two largest sectors in terms of the number of businesses. However, Retail is the only sector where there are businesses with in excess of 50 employees.

Table Ten: Business Counts - Local Units (2015)

| Industry | Total | 0 - 4 | 5 - 9 | 10-19 | 20-49 | 50 - 249 | 250+ |
|---|-------|-------|-------|-------|-------|----------|------|
| Agriculture, forestry & fishing (A) | 135 | 120 | 10 | 0 | 0 | 0 | 0 |
| Mining, quarrying & utilities (B,D and E) | 20 | 20 | 0 | 0 | 0 | 0 | 0 |
| Manufacturing (C) | 15 | 10 | 0 | 5 | 0 | 0 | 0 |
| Construction (F) | 70 | 55 | 10 | 5 | 5 | 0 | 0 |
| Motor trades (Part G) | 15 | 10 | 5 | 0 | 0 | 0 | 0 |
| Wholesale (Part G) | 25 | 10 | 5 | 5 | 5 | 0 | 0 |
| Retail (Part G) | 60 | 30 | 15 | 5 | 5 | 5 | 0 |
| Transport & storage (inc postal) (H) | 10 | 10 | 0 | 0 | 0 | 0 | 0 |
| Accommodation & food services (I) | 80 | 30 | 25 | 15 | 10 | 0 | 0 |
| Information & communication (J) | 10 | 10 | 0 | 0 | 0 | 0 | 0 |
| Financial & insurance (K) | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Property (L) | 20 | 15 | 0 | 0 | 0 | 0 | 0 |
| Professional, scientific & technical (M) | 45 | 40 | 5 | 0 | 0 | 0 | 0 |
| Business administration & support services (N) | 35 | 30 | 5 | 0 | 0 | 0 | 0 |
| Public administration & defence (O) | 5 | 5 | 0 | 0 | 0 | 0 | 0 |
| Education (P) | 5 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | |
|---|------------|------------|-----------|-----------|-----------|-----------|----------|
| Health (Q) | 15 | 5 | 0 | 5 | 0 | 0 | 0 |
| Arts, entertainment, recreation & other services (R,S,T and U) | 35 | 15 | 10 | 5 | 5 | 0 | 0 |
| Column Total | 600 | 415 | 90 | 50 | 30 | 10 | 0 |

Source: NOMIS (super output areas - middle layer E02003937 : North Cornwall 007)

The business base has clearly changed over the past few decades. Whilst fishing is still very important to the economy, the scale has reduced considerably in the last 15 years from 13 full time boats to just five. As well as selling to wholesalers, the fishing industry supports local tourism. The tourism industry itself remains strong. However, there are mixed views on the impact of the Doc Martin series which has changed the type of visitor primarily to day-trippers in Port Isaac and the numbers, particularly in the peak season, place pressure on local facilities with limited car-parking (especially for coaches), no dedicated tourist information point and high volumes of refuse. However, there are opportunities to mitigate some of these problems and build on the opportunities presented, working in conjunction with Tourism Cornwall. Anecdotal evidence suggests that development of a high-end hotel in the area could likewise help attract different kinds of visitors. In addition to fishing and tourism, the construction industry is expanding and there is also an emerging Arts and Culture sector within St Endellion (including the Endelientia festival programme), which could be very important for the economy moving forwards, particularly if it is less seasonally reliant. Many local stakeholders have highlighted the need for additional business space (i.e. business units) to support the cultural sector but there is also a requirement for units to enable some of the existing businesses, including those in fishing and construction, to grow. These could be linked to a range of existing business support that is already on offer within Cornwall.

Growth Forecasts

Economic forecasting is the process of attempting to predict how an economy of a given area is going to change over a given time. This change is usually measured by indicators such as Gross Domestic Product (GDP), Gross Value Added (GVA) or employment levels. These indicators are projected by using a set of variables included in statistical models. Largely, projections are the result of calculations and analysis based on past and current economic and demographic data and a general assumption that past trends will continue into the longer term. Therefore, projections should be considered as only a ‘best informed assessment’ of future conditions.

Cambridge Econometrics estimates that, if existing trends continue, the Cornish Economy will grow by 29,600 jobs (11%) and £3494m GVA (41%) between 2015 and 2030. These projections are not available at the Parish level; however, consideration of the growth prospects for key sectors within the economy may be informative. Therefore the table below shows the county wide projections for St Endellion’s largest five sectors (see Table 10). The projections show that, with the exception of ‘Agriculture, Forestry and Fishing’, these sectors are expected to show a reasonably strong performance. This tells us that the most of the sectors that are important to the parish of St Endellion are expected to perform reasonably well at the county level over the next 15 years. In relation to agriculture, forestry and fishing, growth will come through productivity improvements rather than additional employment. As such the potential for economic growth through agri-tech and the wider food supply chain is recognised by the Cornwall and Isles of Scilly Local Enterprise Partnership. The potential role of aquaculture is also important and currently being explored by the Lobster Hatchery.

Table Eleven: Growth Projections by Sector for Cornwall from 2015 to 2030 – Most relevant sectors for St Endellion

| Sector | Employment | GVA |
|---|---------------------|-----------------|
| Agriculture, Forestry and Fishing | -700 jobs (-7.4%) | £30.5m (15.2%) |
| Accommodation and Food Services | 11,500 jobs (32.8%) | £387.6m (64.2%) |
| Construction | 2,800 jobs (12%) | £338.6m (42.6%) |
| Retail | 2,800 jobs (10%) | £361.9m (47.4%) |
| Professional, technical and Scientific | 5,300 jobs (18.5%) | £183.7m (28.5%) |

Source: Cambridge Econometrics

Broadband and Mobile Phone Communications

Unfortunately, there is a mismatch between the Parish Council and network boundaries making an accurate assessment difficult but it has been confirmed that the Port Isaac exchange covers around 1000 premises including Port Isaac, Gaverne and Trelights. The Port Isaac exchange has about 75% coverage of 24+bps superfast broadband. However, there are some notable areas not covered including Pendeggott and Tregelist, as well as some other sparse areas. The superfast Cornwall website suggests that the next phase of superfast roll-out covering 8,600 of the 30,000+ premises in Cornwall without superfast broadband, is unlikely to cover premises in the St Endellion Parish. Anecdotally there are also issues with mobile phone coverage. Although a new mast has been erected in neighbouring Polzeath it currently only covers certain mobile phone providers.

There may be opportunities to further support start-ups, home working through broadband and also to consider its role in business diversification (e.g. online sales). A Cornwall wide scheme is currently under development to improve uptake and utilisation of superfast broadband by SMEs in Cornwall and this is likely to be accessed via the Cornwall and Isles of Scilly Growth Hub.

Business/Commercial Premises

Cornwall Council’s draft local plan provides the following employment land targets for the Wadebridge and Padstow Community Network Area:

- B1 Employment = 6,667sqm
- Other Employment = 6,667sqm

Half of this is expected to be accommodated within Wadebridge.