

# 1. CASE STUDY

## Area Base Study – Helston and The Lizard

**The Helston and Lizard Community Network Area covers a wide and diverse geographical area that spans from Praze-an-Beeble in the north to Lizard Point in the south<sup>1</sup>, and it has a combined population of 28,455. The community area is based around the 5 electoral divisions of Breage and Crowan, Porthleven, Helston North, Meneage and South Helston and St Keverne.**

The main town is Helston with a population of 9,780 (2001). The areas around Helston are almost exclusively rural in character and the peninsula has been designated an Area of Outstanding Natural Beauty and as a Site of Special Scientific Interest (SSSI). Outside of Helston population settlements are dispersed and are characterised by small hamlets and villages. The area also includes the Royal Naval Air Station of Culdrose near Helston.

Some of the key demographic and socio-economic indicators are:

1. The majority of people live in villages or hamlets
2. 16% of households have no access to a car or van
3. The key feature outlined in the Mosaic data set is 'rural isolation'
4. 16% of households contain lone pensioners



<sup>1</sup>See map 1. on page 7

## 1.1 Localism in action: *access, influence, and participation*

### Access

One of the key facets of the localism agenda is the improved access to information and services through simple communication structures. This can take many forms, including single contact points and phone numbers, as well as structures that clearly highlight where responsibility is held.

Another key point is flexibility, and this is closely linked to local variations based around a locality's needs and requirements. Within an area like the Lizard, that is largely rural, with issues around rural isolation

and large disparities of wealth, it is clear that a localised approach to service delivery and information dissemination and access is crucial.

'Community Access Points' will be crucial in providing a single point of contact for all council related queries and information requests. It may also be possible to include other services such as health and police. Within the Helston and Lizard Community Network Area, the main community service point would be based in Helston.

However, because of the dispersed nature of the population groups in this network area, it would be necessary to supplement this main community service point with smaller, possibly part-time (or maybe mobile) local service points based in community facilities such as schools (linking to the extended services agenda), fire stations, post offices or GP surgeries.

**Map 1. The proposed Helston and Lizard Community Network Area**



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These part-time access points could be based in the 4 largest parishes outside of Helston, which in this instance would be Crowan, Porthleven (utilising the new children's centre), St Keverne, Mullion and potentially a fifth at Mawgan-in-Meneage to give a greater geographical spread (map).

The combined populations for these parishes and Helston would be 20,555, and a mobile service point could provide access for the harder-to-reach areas. Individual services would be encouraged to base staff at these locations to facilitate face-to-face access to service specialists. These access points would be supported by both the telephone and digital services that will be available to all of the people in Cornwall.

### **EXAMPLE**

*'Joe Fareham lives in Mullion and wants to find out about where he can access information regarding further education in Cornwall. He goes to his local Community Access Point and asks for some advice regarding the courses that he can take and where he can attend. While he is there, he remembers that his mother is unsure who she should contact regarding home care possibilities given that she is becoming increasingly house bound due to her arthritis. Joe receives a comprehensive answer to his questions, along with the appropriate forms. He is given guidance on how to complete the forms, and is given the 24hr call centre number for any further queries. He then travels home without having to make a second journey and with both queries answered. His query and answer have 'remained local'.*

## **Influence**

Within the Community Network Area, there will be greater opportunities for neighbourhoods and communities to influence service delivery within their locality. The mechanisms for enabling this fall under 2 broad headings:

1. Needs assessment
2. Access and information points

### **Needs assessment**

Needs assessment is both a direct and indirect method through which communities can shape and influence the services that are delivered within their localities. One of the fundamental aspects of the Community Networks is the ability to break down each area into its component parts using comprehensive needs assessment analysis data.

Such data would allow the limited resources available to be directed to where they are needed most, which in turn gives a greater return on resource allocation when one can avoid a 'one-size-fits-all' approach.

### **Access and information points**

The Community Access Points outlined above would be the first step in the process of compiling and acknowledging areas of complaint or required service improvements. It would also be a focal point for analysing requests for services. The Community Access Points would act as a conduit through which this information would be directed to both service providers and the 5 elected members who sit on the Helston and Lizard Community Network Area committee.



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## Participation

Public participation will be a crucial element of the Community Network Areas. The community forums in the Helston and Lizard area would take place, on a rotational basis, in the same 6 areas that the Community Access Points will be based. These meetings will allow the public to make recommendations on issues of local concern, as well as engaging members on future plans. This engagement would be an integral part of the planning process that will define the ultimate content of the community plan for the area.

Another avenue of participation will be the right to petition and the community call for action. While these particular processes are covered elsewhere in the proposal, it is worth noting that the power that is vested in local members through the call for action will ensure that local concerns are taken to the highest strategic level of decision making. This is another strength of the new 'frontline councillor' role that will be strengthened by the Community Network Area structure.

## 1.2 The role of councillors

The 5 local members will be the pivotal link between the council and the community, and the network structure will redefine their role into that of a community champion and place shaper. They will also hold surgeries for individuals to bring forward their ideas for local improvements to services or needed facilities etc.

## 1.3 The Community Networks

The Community Network in the Helston and Lizard area will be comprised of a convening board made up from the 5 elected members, as well as representatives from key stakeholders including other public services, town and parish councils and community interest groups. Each forum would also rely on public participation as a crucial element in the decision making process.

The networks will ensure adequate oversight and response to community concerns.

The Community Networks will then be in a position to formulate community plans that incorporate the issues that are of paramount importance to the communities concerned.

### EXAMPLE

#### ***Helston and Lizard Community Plan- illustrating the possibilities***

*There is an active community planning partnership established for the area. A community development trust is being developed with the help of key stakeholders throughout the area. An integrated tourism plan is looking at how the peninsula can better develop and sustain this important economic sector. Part of this will involve building a new Sustainability Visitors' Centre to link Helston with its heritage trail and create a gateway to Loe Pool, Loe Bar, the coastal footpath, Porthleven and the Lizard. Working with the Helford River Cycleau Partnership, Loe Pool Forum and the Environment Agency, the community will seek to protect and enhance the soil, air and water quality of the area. The area has been granted Market and Coastal Town Initiative (MCTI) status through the South Kerrier Alliance.*

## 1.4 Partners

The role of partner organisations within the Community Network Area will be of paramount importance. Organisations such as the Primary Care Trust, the police authority, local organisations such as the South Kerrier Alliance, West Cornwall Business Network, the Lizard Peninsula Tourism Association as well as the town and parish councils (through their plans and direct input) and the Extended Schools Network will form an integral role in shaping the community plan. Their role is important as they are aware of local priorities, have local knowledge and they possess experience of working in specific localities which, taken in its entirety, is a huge resource. Their role on the forum and in the scrutiny of local area outcomes will be crucial.

## 1.5 Outcomes

The outcomes of the processes outlined above will be measured both through the community plan and against mini-LAA outcomes that will be formulated for each area. This will provide a key benchmark against which the activities of the local members and their partners can be measured and will incorporate a long-term vision for the area, whilst at the same time contributing to Cornwall's Sustainable Community Strategy and Cornwall's Local Area Agreement (LAA).

## 1.6 Devolved service delivery and support structures

The Helston and Lizard Community Network Area will have service requirements and needs that are unique to this area of Cornwall. Given the largely rural nature of the area, and the 'key features' indicators highlighting rural isolation, issues of access and mobility will be key to any integrated service planning. There are also areas of outstanding natural beauty including a popular coastline, and environmental protection and sustainability will be crucial.

Given the particular needs of this area, there will be the potential for the following services to be devolved down (or influenced) at the Community Network level to ensure that local priorities are shaping service goals:

**Travel awareness and travel plans;** including safer routes to school, development and monitoring of travel plans and support to development control. There could be some discretion possible through the planning process.

**'Street scene';** current models in place for highways and footpath maintenance with the parish councils could be developed and linked to street cleansing activities.

**Public transport;** Local discretion possible for considering local issues over the services operated. It could be possible to add additional routes through locally controlled revenue.

**Foreshore;** Potential for local discretion of coastal management within strategic framework

**Open spaces;** Playing fields, parks, gardens could benefit from local ownership

**Environmental education;** Outreach activities and provision of resource materials

**Visitor information and centres;** Both could be delivered and managed at the local level within a strategic framework

**Climate change;** Air quality could be improved through the development of local Air Quality Management Plans (AQMP) with local monitoring and input. This could incorporate consultation on scheme details and local engagement through education and publicity. The delivery of catchment sensitive farming and working within the Water Framework Directive with partners such as the Environment Agency could deliver real environmental improvements within a local framework.

**Community cohesion;** Community cohesion strategies will be incorporated into the community plan to ensure that the diversity of people's different backgrounds and circumstances is appreciated and positively valued.

**Extended Services;** The Community Network would link with the Extended Services Cluster to monitor developments and further enhance developments between schools and their communities.

There are many other services that can be devolved down to the community level in their entirety, and other services that will be subject to local scrutiny. However, the key to the success of the Community Network Areas is the ability to be flexible, and each area will concentrate on those services that are needed most. This is not, of course, to suggest that all services can be devolved down, but in an area like the Helston and Lizard Community Network Area, transport and accessibility will be important factors.

## 1.7 Support structures

There will be an area support team dedicated to supporting the role of the local members within the area. The team will consist of a community development officer based in Helston, who would be supported by administrative personnel. They would in turn be supported by member services that would be centrally based. This team would be responsible for supporting:

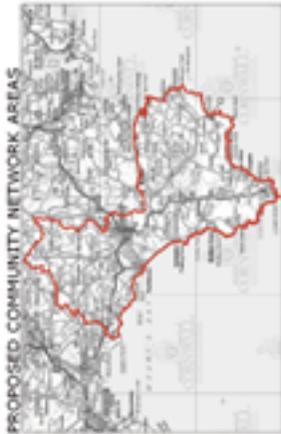
- The forums
- Developing community plans
- New local initiatives
- Partnership working
- Community engagement activity
- Manage local grants
- Local capacity

Although the team would be based in Helston, the community development officers would be responsible for community engagement throughout the Community Network Area, and they would be available for surgeries throughout the 5 part time centres on a regular basis. They would build up their local knowledge and contacts base to ensure that all relevant partners are involved and contributing to the development goals. This team would be supported by the staff manning the Community Access Points and the contact centre.

The community development officers would act as local champions, working closely with member services to ensure that the forums and community development strategies are adequately articulated and implemented. They would also have an important role in ensuring that county-wide strategies are implemented on a local basis.

### COMMUNITY NETWORK AREA PROFILE

The 16 draft Community Network Areas are built from Electoral Divisions.



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There are 5 EDs & 5 Members in this area  
 Breage & Crowan (Cons)  
 Porthleven (Ind)  
 Helston North (Lib Dem)  
 Menage & South Helston (Ind)  
 St Keverne (Ind)

### Helston and the Lizard

Area Cornwall

Population 28455  
 Area (sq hectares) 25233

#### Employment and Benefits

% Full time employees 69  
 % Part time employees 31  
 Employment Sector (percentage):  
 Agriculture; hunting and forestry; fishing 4.5  
 Mining & quarrying; electricity; gas and water 1.9  
 Manufacturing 11.1  
 Construction 8.5  
 Wholesale and retail trade; repairs 7.1  
 Hotels and restaurants 8.1  
 Transport storage and communications 4.7  
 Financial Intermediation 1.7  
 Real estate; renting and business activities 1.9  
 Public administration and defence; social security 9.4  
 Education 8.8  
 Health and social work 7.2  
 Other 6.6

11.0  
 5.2

#### Education

% with no quals or level unknown 16  
 % with degree 34

#### Housing and Services

Number of Dwellings 11,990  
 Housing Tenure:  
 Owned 74  
 Privately Rented 3  
 Social Rented 7  
 Living Rent Free 16

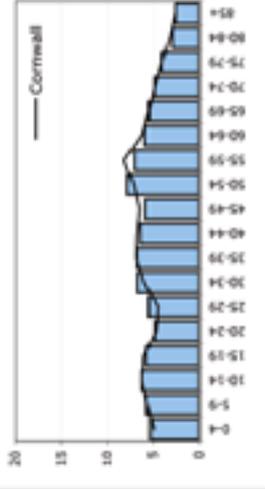
#### Household Characteristics

Lone Pensioner Households 16  
 Lone Parent with Dependent Children 16  
 Households without access to car/van 5  
 Households with 2 or more cars/vans 20  
 Households with 3 or more cars/vans 31

#### Health

People with a limiting long term illness 66  
 People whose health was 'good' 20

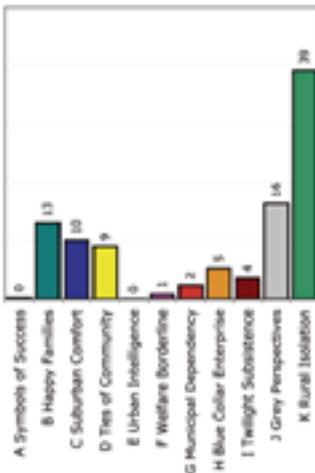
#### 2001 POPULATION (ACTUAL)



#### mosaic United Kingdom

Experian's Mosaic dataset is a consumer classification product that categorises households into 11 groups and 61 types, each of which has an associated profile.

#### % Households by Mosaic Type



#### Key Features: K Rural Isolation

Older people  
 Small communities  
 Neighbourly  
 Distinct Rural Life  
 Farming  
 Agro-tourism  
 Good diet and lifestyle  
 Work long hours

