

Looe NP Heritage, Culture and Tourism Working Group Interim Report

Introduction

The Process

1. Open discussions
2. Analysis of questionnaire results
3. Research and reading
4. Sharing of best practice and good examples
5. Consultation with various stakeholders
6. Review of reference material and evidence
7. Review of existing project development plans locally
8. Conducted accommodation study
9. Developed accommodation providers directory
10. Consulted with Cornwall Council on Cultural Whitepaper
11. Attended steering committee meetings
12. Created SWOT analysis
13. Created Heritage, Culture and Tourism vision statement for Looe
14. Created aims and objectives based on vision statement
15. Created policies and projects.

Summary of Evidence

Looe Residents Questionnaire

Looe Business Questionnaire

Looe Tourism Questionnaire

Looe Visitors Questionnaire

Consultation with the following stakeholders:

Looe Harbour Commissioners

East Looe Town Trust

West Looe Town Trust

Looe Development Trust

Looe Town Council

Looe Strategy Group

Cornwall Council

Looe Music Festival (LMF Trust)

Looe and District U3A
 Looe TIC
 Looe Marine Conservation Society
 Looe Old Cornwall Society
 Friends of Kilminorth Woods
 Lions Club of Looe

National Policy Planning Framework
 Cornwall Local Plan
 Liskeard Neighbourhood Plan
 St. Ives Neighbourhood Plan
 Ove Arup research
 Value of Arts to the Economy, Arts Council
 Cornwall Council White Paper for Culture
 LMF Charitable Trust Business Plan
 Caradon Local Plan
 Looe Area Community Action Plan

SWOT

Strengths	Weaknesses
Location Beach Waterfront River Coastal Path Marine Life Conservation Area Cornwall Topography Mix of Architecture Historic Buildings Existing tourism trade Railway links Transport links Airport Mining Heritage Fishing Heritage Marine industry Active community Population >5k Day caught fish Climate Hotels/Accommodation Sports clubs Museum	Lack of acceptance that Looe is dependent on tourism No tourism planning or strategy Weak tourist office Topography Lack of flat open spaces and grassy vistas Proximity of parking to beach Boscarne Overflow parking Bus network out of season Late trains not available Nowhere to eat after 9pm Evening activities Medical facilities/hospital Dentist No all weather venue Heritage Centre Accommodation quality gap No high quality hotel Public investment in community Lack of projects Perceived down-market image Underused heritage assets Decaying of the conservation area Lack of long term planning

<p>Listed buildings Looe Music Festival Lugger Regatta Banjo pier Looe island Nature reserve Open spaces Traditional Sports facilities Shark festival Bridge Retail offering Mix of local (non-High Street) shops Crabbing Boat trips Swimming Safe beach and harbour Walkable to the beach from car park Within easy reach of London Polperro Plenty of holiday accommodation Berths for visiting sailors Working fishing fleet Proximity of parking to town beach Coach parking Kilminorth Woods Looe Valley Line Proposed Cycle Trail Walking routes Wooldown Hannafore Downs St. Martins church hall Churches Cornish mining heritage UNESCO status Dog free beach Slower pace of life</p>	<p>Directional signage Blue flag status – beach Sustainable tourism No cinema/theatre Workforce seasonal jobs only No large wedding/conference venues No arts/heritage centre despite strong industrial heritage Blanket closure of businesses in January Half-day closing mentality No joined-up thinking for tourism in Cornwall Poor tourist Many assets and trusts under-funded Opening times and number of public toilet units No chamber of commerce in Looe Slower pace of life</p>
<p>Opportunities Development of the Boscarne Polean Polvellen Policies for sustainable tourism Protection of open spaces Library relocation/rethink 365 day a year indoor venue/arts centre Brexit – incoming/domestic tourism both increased Maritime activities potential for commercial and leisure Tourism is changing – rise of cultural tourism, activity tourism Distinctiveness/Cornishness</p>	<p>Threats Brexit/EU funding Decline of the fishing industry Land slips Weather Library review School holiday restrictions/fines Rising sea levels Flooding Water quality Lack of investment in SE Cornwall Perception of the area as a low priority for investment Local opposition to change “Looe mafia” mentality</p>

<p>Poldark effect/media focus Social cohesion</p>	<p>Tourism dominated employment – seasonal jobs Seagulls Dog poo/litter Cuts in local council budgets Council tax rises Several owners of coastal land makes co-ordinated approach difficult Secrecy about development plans from local groups Lack of entrepreneurial spirit Lack of innovation in business</p>
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Conclusions from Evidence

Strategic Overview Vision/Aims/Objectives

Vision/Aims Statement:		
Objectives	Policy suggestions	Projects

Looe Town of Culture/Arts.

Looe skatepark

all-year round tourism

evening activities

all weather venue

Millpool arts centre – on stilts!

Tourist office/Tourism planning

Maritime Heritage Centre

Holiday accommodation needs and gap

Educational resource

Marine tourism, connection with fishing, leisure craft, sailing

High Quality Hotel?

To bring sustainable uses of heritage and cultural assets as well as private and public investment in the community, cultural, natural and heritage assets so they can be enjoyed now and restored/maintained for future generations.

Deliver community and cultural facilities and services to meet local needs.

Support sustainable rural tourism and leisure developments that benefit businesses, communities and visitors.

Open Spaces and Vistas

Connectivity with open and green spaces

Protection of open spaces – conservation area, impact on conservation area from recreational activities

area around St. Martins Church

School playing field area

Land around Dawes Lane

St. Martins Wood

Kilminorth Woods

Coastal protection, blue flag beach, signage “where’s the beach?”, beach access

Support the cultural well-being for all communities.

Built Environment

Protection of heritage buildings, connected walk/cycle/retail/heritage telling the story of Looe, existing heritage trail and cycle routes – joined up?

Preserving buildings of historical interest

Identification of additional “heritage” buildings

Boscarne – reuse

Library – RIO business plan

St Martins Church hall better utilised

Use of flats above shops

Take account of the roles and character of different areas of Looe

From Looe Strategy Group

The Caradon Local Plan contained many excellent policies aimed at shaping building development in Looe's Conservation Area in a manner that supports the historic environment and which also benefits Looe on a wider social, cultural and economic level.

Just two policies (CL8 and CL9) are carried forward to the new Cornwall Local Plan which supersedes the Caradon Plan. We believe it is important therefore that other policies, such as EV2, EV3 and LO8, are earmarked for inclusion in Looe's Neighbourhood Plan to ensure continued protection and enjoyment of the Conservation Area into the future.

Character-based principles for development

The following principles should underpin all regeneration initiatives within the Looe Area NDP boundary:

Recognise the distinctive character of the built environment and achieve equally high quality and distinctiveness in all future new build;

Recognise the importance of individual components of character and distinctiveness seen throughout the town and conserve and enhance these;

Reinstate character and quality in the built environment and key open spaces where it has been eroded by inappropriate past interventions;

Respect and safeguard the fundamental importance of the natural setting and physical topography to the character of Looe, particularly the sloping townscape, beach and the views to and from the harbour;

Present, interpret and promote Looe as a traditional historic Cornish town.

To protect, promote and enhance sensitive landscapes, habitats and open spaces, so that open and green spaces, including the beach, within and between settlements are prioritised over any future development.

Holiday accommodation development relevant to tourism requirements and character of Looe.

All weather venue to extend tourism season, sports and leisure facilities to provide an amenity for residents/tourists.

Cycle paths

Bike trails – St. Martins Woods and elsewhere

quayside prime location leisure and heritage buildings

All weather venue – classical music, theatre, cinema

Sports/Leisure facility

Outer marina

Protection of the coastline/beach

Potential Projects

Connect public transport with tourist needs.

Park and ride

i-walk

wifi mesh

Museum, industrial heritage – connected walk route

Heritage trail plaques

Link to camel trail

Vehicle access improvements

Pedestrianisation of town centre at peak times

Seafront parking redeveloped?

Bandstand

Issues Requiring Resolution