

# Objective One case study tourism



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Tourism is a very important element of the Cornish economy and it is a very competitive market. Part of the challenge for the Cornish tourism industry is to extend the season from the traditional summer months and attract visitors all year round.

Cornwall's Tourism Strategy has been developed by the Tourism Task Force based upon four key objectives. These are new opportunities for public and private sector tourism joint working, marketing, data and quality.

The projects in the Tourism investment cluster are projects specifically investing in the development of the tourism industry in Cornwall and the Isles of Scilly.

## **The Core, Eden**

The Core, at the world famous Eden project, was officially opened by Her Majesty the Queen in 2006. The stunning design is topped by a roof created from an intricate web of curved timber beams and based on Fibonacci spirals - a pattern found in many natural forms including the seeds of a sunflower head, pine cones and snail shells.

The Eden Project's groundbreaking Biomes (Mediterranean and humid tropics) had been built using investment from the Objective One predecessor in Cornwall, Objective 5b. The £15 million Core was built using £1 million of Objective One investment and is to be the focus of all education at the top visitor attraction.

The Core is a model of sustainability. The structure is a network of double-curved beams from Forestry Stewardship Council-sourced spruce from Switzerland. The copper for the roof panels comes from a single source - one of the world's most sustainable mines, in Kennecott, Utah. The wall tiles are made of Devon clay and are decorated with the handprints of visitors who helped make them. Other green features include rainwater collection to flush the toilets, photovoltaic panels, and green floor tiles made from recycled beer bottles. Main contractor McAlpine JV recycled 55% of their own waste. The Core was a winner in the Project of the Year category of the 2006 Michelmores Western Morning News Commercial Property Awards.

Major sponsors are the Millennium Commission (£10.5 million), South West Regional Development Agency (£2.9 million) and the Objective One European Regional Development Fund (£1 million).



The famous Eden Biomes with the Core building in the foreground

Doctor Jo Readman, Director of Learning, promotes education for all ages and abilities. She said: "In our Living Theatre of Plants and People we communicate stories to reconnect people with their world, explore global ideas for a sustainable future and share work we are doing on collaborative projects locally, nationally and internationally. We use many different interpretation methods so that whatever the visitors' interests, we hope there is something that engages them.

"Eden, first and foremost an educational charity, is proud to have the Core at its heart. The Core, dedicated to the plant engine that powers our world, communicates sustainability in its design, its construction materials and in its operation. The roof, based on a sunflower which is made of hundreds of little flowers that work together to create a massive functional landing pad for bees, is a testament to what can be achieved when people learn and work together.

"Knowledge, values and experience are essential to the region's sustainable economy and we hope this new building will play a core role."

The Core will host over a million visitors a year including 24,000 school children. Visitors can view innovative permanent and temporary exhibitions on the ground floor, go to workshops, discussion, films and talks on the first floor, eat and learn about healthy diets in the cafe and have the learning adventure of a lifetime.

**For more information about the Core, contact Dan James at the Eden Project on 01726 811911.**