

Objective One case study public realm



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The Objective One Partnership
for Cornwall & the Isles of Scilly

Falmouth HERS
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The projects in the Public Realm investment cluster support the conservation of the environment of Cornwall and the Isles of Scilly where it contributes to economic regeneration, particularly the economic vitality and viability of our towns and villages.

The historic environment and cultural heritage of Cornwall and the Isles of Scilly are fundamental building blocks in the strong sense of regional distinctiveness and identity felt in the area, which in turn is a major contributor to the product of Cornwall. This distinctiveness is a key strength and developing the ability to secure economic benefits from the heritage is a key plank in achieving a sustainable and successful economy.

Falmouth Heritage Economic Regeneration Scheme and the Grove Hotel

This ambitious scheme to transform the historic areas in a seaside resort town attracted nationwide attention, created jobs and led to millions of pounds of additional income for businesses.

The Falmouth Heritage Economic Regeneration Scheme (HERS) was a project worth almost £2 million with more than £300,000 coming from the Objective One ERDF (European Regional Development Fund). It began in 2000 and finished in 2005. While there are now several similar schemes in key towns around Cornwall, Falmouth HERS was the first of its kind to receive Objective One investment.

Led by Carrick District Council it made use of grants totalling almost £1 million, plus match funding from the individual businesses, to make improvements to the town's historic opeways, with new surfaces and lighting, and to buildings - to some by the reinstatement of lost architectural details, and to others by making vital repairs. Local artists were also involved to design public seats and distinctive metalwork.

Successes include:

- 20 buildings improved of which at least 13 are listed
- 8 buildings at risk of collapse or in a condition seriously affecting business brought back into full use
- 8 new shop fronts



The Grove Hotel, one of the businesses to benefit from the Falmouth HERS project

- 10 opes improved
- 19 FTE gross direct jobs created
- £2.56 million gross additional sales
- 2 training schemes benefiting 15 local contractors

The project attracted nationwide attention and Carrick has been asked to demonstrate its best practice to organisations including English Heritage.

Alyson Cooper, project manager, said: "We have sent digital copies of the applications to other HERS schemes in Cornwall and Devon so project officers can use them for best practice and do not have to reinvent the wheel.

"In September 2005 we had a visit from almost 30 English Heritage inspectors from all over the country because they wanted to look at the practice we had adopted.

"The project has also had other benefits. As well as spending money on grant aided work people have also been investing extra money concurrently. And we have found that businesses adjacent to those that have had HERS investment are also improving their premises."

One of the businesses to benefit from the Falmouth HERS was the Grove Hotel, owned by Geoff

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and Sian Cumins. Improvements to the Grade II listed building included a new roof, repaired railings and expert work on the facade to restore it to its original 1840s splendour.

Mr Cumins said they felt the scheme was a trigger for them to undertake additional works to the property.

“We are very grateful and thankful for the HERS scheme, the works have completely uplifted the building, attracting many new customers. The scheme has been instrumental in pushing the business forward and contributed to the success. Customers are returning year after year.”

For further information about the Grove Hotel, contact Geoff and Sian Cumins on 01326 319577 or visit www.cornwall-online.co.uk/grovehotel/Welcome.html

Led by Carrick District Council Falmouth HERS was a package of heritage grants, worth more than £930,000. Almost £362,000 came from the Objective One European Regional Development Fund (ERDF). Nearly £107,000 for Falmouth’s HERS project was provided by Carrick, with £150,000 coming from the Single Regeneration Budget, £191,000 from English Heritage and £121,000 contributed by Cornwall County Council towards environmental enhancements.



The Falmouth HERS scheme has improved access at 10 opeways in Falmouth, including Webber Hill