



## case study

# environmental sustainability



Objective One is  
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The Objective One Partnership  
for Cornwall & the Isles of Scilly

## RIO - Goss Moor and Environs Rural Issues and Opportunities Feasibility Study

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### *the project*

The study aimed to maximise the economic, environmental and community benefits of the upgrading and realignment of the A30 on this National Nature Reserve and cSAC (candidate Special Area of Conservation).

The Programme has invested £10,310 from the European Agricultural Guidance and Guarantee Fund (EAGGF) in the project which has a total cost of £37,810.

The study helped local agricultural and other rural businesses specifically and identified potential sources of funding to support prospective initiatives.

### *measures of environmental sustainability adopted*

#### **To protect and improve the environment**

Having identified the wildlife resource of the area (which is a candidate Special Area of Conservation) as a key economic asset via a mapping process and agricultural survey the entire project was geared towards habitat protection and achieves this partly by bringing together the many habitat management projects which are working on and around the Goss Moor.

#### **To take advantage of the business opportunities afforded by growing demands for environmental goods, processes and services**

Report on the potential for developing cycling, walking and horse riding activities was carried out by Sustrans. A scoping study was done on the potential of the area's farming community to process and sell local products.

#### **To increase awareness of residents, businesses and visitors of the value and importance of the environment**

Community open days were held to consult local people about what they would like to see happen on Goss Moor and at the same time inform them about the importance and potential value of the existing local environment.



### *benefits of environmental sustainability*

Overall the feasibility study identified twelve opportunities for sustainable development and economic regeneration presented by the considerable depth and wealth of the natural and historical environment found in the area. It gives details about potential funding, outputs and lead organisations which could be needed for each opportunity to be realised and how these could form one integrated project.

The traffic study helped partners look at available options and think about their role in promoting alternative transport. It also raised awareness of the existing traffic problem in the area.

Importantly the community consultation events engendered a better understanding of the importance of the immediate environment and has resulted in greater appreciation and use of the moor e.g. by horse-riders.

In summary, the economic benefits identified in the study will be derived from an improved understanding of the potential contribution of sustainable transport, farm diversification and the coordination of existing and new sustainable tourism initiatives to the regeneration of the area. The study was also pivotal in securing EU LIFE-Nature funding to support habitat restoration on the candidate Special Area of Conservation which will support the economic regeneration initiatives mentioned above.



#### **lessons learnt**

Jo Traill-Thompson, Project Manager, advises *“Good advice about environmental sustainability is available so do use it. And environmental sustainability can save you money and be used for marketing and promotion, especially when backed up with relevant accreditation. Employ a project officer if possible as strategic thinking is very important for any project.*”

*“Don’t expect to achieve it all in one go; have some kind of targets for environmental sustainability and work towards them as a practical straightforward approach is best. Don’t be put off by not achieving 100% as every little bit does count.*”

*“By protecting the environment we are protecting the resource base of many, many businesses in Cornwall which rely on it.”*

Bert Biscoe, Executive Member for the Environment at Cornwall County Council, concludes, *“This project - a ‘small step for mankind’ - will signal the beginning of the process that will lead to Goss Moor becoming not only one of the finest Nature Reserves in the UK, but will also indicate the extent to which care for the environment can contribute to Cornwall’s long term prosperity.”*

**For more information about how you can incorporate environmental sustainability into your project please contact the Objective One Partnership Office on 01872 241379 or email [objectiveone@cornwall.gov.uk](mailto:objectiveone@cornwall.gov.uk).**