

## PLYMOUTH CITY COUNCIL

**Subject:** Mount Edgcumbe Means Business  
**Committee:** Mount Edgcumbe Joint Committee  
**Date:** 18 July 2014  
**Joint Chair:** Councillor Peter Smith, Plymouth City Council/  
Councillor Hannaford, Cornwall Council  
**Cabinet Members:** Councillor Peter Smith Plymouth City Council/  
Councillor Hannaford Cornwall Council  
**CMT Member:** Anthony Payne, Strategic Director for Place

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**Ref:** ME  
**Key Decision:** No  
**Part:** I

### **Purpose of the report:**

This report outlines progress to date in respect of the Transformational Change project at Mount Edgcumbe.

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### **The Brilliant Co-operative Council Corporate Plan 2013/14 – 2016/17:**

#### **Plymouth City Council.**

This report links to delivering the priorities within the Councils Corporate Plan particularly with regard to raising aspirations and providing value to communities

#### **Cornwall Council**

Business Plan Immediate Priorities: Use of resources and performance management

Environment, Planning and Economy Directorate Plan priorities:

- a) Creating a Green Cornwall
- b) Creating a better place to live
- c) Delivering excellent service

**Implications for Medium Term Financial Plan and Resource Implications:**

There are no resource implications

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**Other Implications: eg. Child Poverty, Community Safety, Health and Safety and Risk Management:**

N/A

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**Equality and Diversity:**

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**Recommendations and Reasons for Recommended Action:**

i) Members note the report.

**Alternative Options Considered & Reasons for Recommended Action:**

N/A

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**Background Papers:**

N/A

## **1. Introduction**

Towards the end of 2013 Mount Edgcumbe launched a vision statement intended to stimulate discussion and attract commercial interest in the park.

To date, most of the initial ambitious targets and objectives outlined in phase one have either been completed or scheduled for delivery.

The main objective of phase one was to stimulate activity in and around the Barrow Centre and “create a buzz” at Mount Edgcumbe to stimulate confidence that attracts additional external investment into the facilities.

The package included a long list of initiatives which can be summarised as follows:

## **2. Letting of Units**

Following a direct mail shot to over 1,500 local businesses identified as possible future tenants, the park has attracted significant interest from businesses wishing to rent units.

A letting policy has been created to enable the right businesses to be selected that bring a variety of services to increase the overall visitor offer.

To date, a total of 12 new businesses have occupied units around the barrow centre creating employment opportunities for approximately 26 people.

(See appendix for list of businesses now in occupation)

In addition, two specialist event organisers have committed to putting on monthly producers markets and vintage fairs around the Barrow centre area. This provides trading opportunities for approximately 20 – 30 small independent businesses on a regular basis.

Only a few units remain vacant and the management is currently considering a number of applications for prospective users.

The existing Segway tenant located in the Barrow Centre has reported increased sales and has exceeded income targets for the first year of trading. The tenant is now considering investing in further additional activities at Mount Edgcumbe.

### **3. General Improvements**

The external decking and play area at the Barrow centre is almost complete

A one way system for vehicles entering the park has been introduced to encourage cars to park at the Barrow centre car park. Income statistics indicate this is working and that more users now use the Barrow car park rather than Dry Walk.

Various minor schemes to widen paths, cut back bushes and alter fence lines to make the Barrow Centre more open to visitors have been completed.

Works to improve fencing around the Barrow field have been tendered and will commence shortly.

### **4. Aggressive marketing**

Direct mail-shots to business at the beginning of the year resulted in attracting business to the Barrow Centre.

Regular Television advertising on ITV Westcountry has added kudos to the park and created confidence for those wishing to invest their time and efforts into future activities.

Press campaigns and social media activities have seen a significant increase. This is helped by working together with all new tenants in a joint effort to continually promote the park.

Land train – to drive footfall to the Barrow centre. Negotiations have been completed and this train should be built and delivered by end of November, in time for launch at the Christmas event.

### **5. External Stakeholders**

Cremyll ferry reported a substantial increase in passenger numbers during May and June compared to previous year.

The Faery Festival this June saw a substantial increase in the number of visitors to their annual event, and the joint world record attempt saw just under 700 fairies gather on the avenue, which in turn created valuable and positive publicity for the park.

A successful Green Man event was held in early May to celebrate the arrival of Spring and was well attended.

Plymouth Indoor market joined forces with Mount Edgcumbe to create a Smugglers Market event in May as part of the National “Love your local market” campaign.

The park is actively encouraging and supporting a heritage lottery bid being made by a local stakeholder, Cremyll Keel boats, to restore the Lynher Barge. This project is based at Mashfords boat yard and the Lynher Barge is a historic link to partners along the Tamar, and in particular provides a connection to the Cotehele Estate to help tell the story of the Earle of Mount Edgcumbe family.

Assistance will be given by incorporating the Lynher Barge project into future publicity surrounding Mount Edgcumbe and helping them with development of the business planning.

(See appendix for further information about the project)

## **6. Visitor information service**

Management are currently discussing proposals to act as agency for selling other local services.

The foyer shop in the main house will be the location of the visitor information service, and will act as a one stop shop for all future services at Mount Edgcumbe.

## **7. Cremyll Lodge**

The first property allocated as a holiday letting is near completion and is likely to be delivered under the anticipated budget.

The Cremyll shop unit has received a lot of interest and is currently being marketed as available to let to a commercial tenant.

## **8. Phase 2**

Planning for phase 2 of the Mount Edgcumbe Means Business project is currently being finalised and will be the subject of a future report to joint committee members.

## **9. Recommendation**

Members note the report.