

'Sustainable Cornwall – Exploring the Cultural Connection'



“Development that meets the needs of the present without compromising the ability of future generations to meet their own needs”
Definition of sustainability by Brundtland Report for the World Commission on Environment and Development (1992)

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Background to 'Sustainable Cornwall – Exploring the Cultural Connection'

Organised and led by the University of Exeter's Institute of Cornish Studies (ICS), this day conference considered the role and importance of Cornish culture and identity in developing a sustainable future.

Together with the Environment and Sustainability Institute (ESI), ICS aimed to facilitate debate on cultural, environmental, economic and social issues that contribute to a sustainable Cornwall and how this might look.

Delegates from a wide range of sectors attended, including: public (policy makers), cultural organisations, environmental and community groups, social enterprises, businesses and the wider general public.

Ecosystem Services (ES) is an increasingly important concept that transcends scientific, political, social and economic boundaries. It endeavours to better understand our dependencies and impacts on a range of environmental goods and services that we as individuals, communities, businesses and organisations depend upon for our wellbeing and prosperity. 'Cultural Services' comprises the non-material benefits people obtain from ecosystems through cultural heritage, education, spiritual enrichment, reflection, recreation and aesthetic experiences; thereby taking account of landscape values. These benefits are the most difficult to quantify however and as such, are they undervalued?

Broad questions discussed on the day included:

- What would a sustainable Cornwall look like?
- How resilient is the Cornish community and how can we make the region stronger?
- Is community action pursuit more effective than a top-down approach?
- How can we learn from the past to develop a sustainable future?
- How critical is cultural heritage in stimulating sustainable policies for future generations?
- What is the value of Cornwall's cultural and heritage assets, how do you quantify these?

Special thanks go to Edwina Hannaford and Rachael Brice of Cornwall Council for their contribution to this conference and in helping both Institutes deliver such a collaborative event.

Thanks also goes to all our speakers and delegates who participated on the day for providing such rich discussions and sharing their visions.

This document is a summary report of the day's presentations and discussions. A more detailed account of the conference which includes podcasts, power point presentations and a short video can be accessed on the following page: [Conference Materials](#)

Agenda

Date/time: Friday, 21 November 2014 (09:00 – 16:00)

Location: Environment and Sustainability Institute, Penryn Campus, Cornwall, TR10 9EZ

09:00 – 09:45 **Registration & coffee**

09:45 – 10:00 **Welcome and introductions**

Dr Garry Tregidga
(Director of the Institute of Cornish Studies (ICS))

10:00 – 10:20 **What would a sustainable Cornwall look like?**

Edwina Hannaford
(Portfolio Holder for Environment, Heritage & Planning, Cornwall Council)

10:20 – 10:40 **How can we build Cornwall as a stronger region in the UK?**

Dr Joanie Willett
(Lecturer in Environmental Politics at the ESI)

10:40 – 11:00 **How can we learn from the past to develop a sustainable future?**

Dr Lamorna Spry
(Trustee of Cornwall Heritage Trust)

11:00: - 11:15 **Coffee**

11:15 – 12:30 **Is community action pursuit more effective than a top-down approach?**

We hear from 3 Cornish organisations shaping sustainable behaviours
(Introduced by Dr Adrian Spalding)

- (i) Surfers Against Sewage – Hugo Tagholm (Chief Executive)
- (ii) Save our Sands (SOS) Hayle, St Ives – Howard Lyons (SOS Trustee)
- (iii) Movyans Skolyow Meythrin (MSM) – Esther Johns – (Director)

12:30 – 13:30 **Lunch**

13:30 – 13:50 **How resilient is the Cornish community?**

Prof. Katrina Brown
(Chair in Social Science at the Environment and Sustainability Institute (ESI))

13:50 – 14:10 **Asking the right questions: Disaster and resilience in modern Cornwall**

Dr Timothy Cooper
(Senior Lecturer in History & ICS Research Associate)

- 14:10 – 14:30 **Can Cornish identity, culture and ethnicity influence how national policies are implemented in Cornwall?**
- Richard Harris
(ICS Postgraduate Researcher)
- 14:30 – 14:50 **How critical is cultural heritage in stimulating sustainable policies for future generations?**
- Rachael Bice
(Strategic Environment Manager, Cornwall Council)
- 14:50 – 15:50 **(i) What is the value of Cornwall’s cultural and heritage assets, how do you quantify these?**
- (ii) What further research or knowledge gaps need to be filled to achieve a sustainable Cornwall?**
- Open discussion and feedback from delegates.
Afternoon tea will be served during this session.
- 16:00 **Close**



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Welcome and Introduction

The Institute of Cornish Studies was created in 1970 by the University of Exeter in partnership with Cornwall County Council. It is an interdisciplinary centre that combines academic research and teaching with community engagement. It is based at the Penryn Campus but is developing a network of partners throughout Cornwall and seeks to provide greater knowledge of historical and contemporary Cornwall in a global context. There have been four Directors since 1970: Dr F.L. Harris, Dr Charles Prof. Thomas, Prof. Philip Payton and currently Dr Garry Tregidga.

The Environment and Sustainability Institute is an interdisciplinary centre leading cutting edge research spanning three interrelated themes: clean technologies, natural environment and social science and sustainability. Enabled by investment from the EU ERDF and SWRDA, its vision is to conduct research that can provide solutions to problems of environmental change and enhance lives by improving people's relationships with the environment. Based at the Penryn Campus, the Institute is headed by inaugural Director Prof. Kevin J Gaston.

Please use the following hyperlinks to find out more about the [ICS](#) and [ESI](#).

"The aim of this conference is to put people in the picture of sustainability. All too often, there is a focus on the idea of 'place' and 'people' as if they are two separate entities. If we are genuinely going to create a green and environmental future for Cornwall and globally, we need to understand and implement proper strategies that put people and cultures centre stage", Dr Garry Tregidga.

What would a sustainable Cornwall look like?

Edwina Hannaford provided a vision of sustainability through a local authority lens. The presentation highlighted components of this vision such as a thriving and connected economy, equality and quality of life as well as a balance in culture and nature. There are challenges in balancing the three pillars: economic, environment and social; in reality they don't always work in harmony and people tend to work in silos. There is need for a more horizontal conversation and the portfolio has changed as a result of these challenges. Directorate reorganisations now have triple EQ (Environment, Enterprise and Economy) and the local authority is now trying to bring these strands together.

A useful distinction was made in that economic restoration is an attempt to balance nature and culture; environmental growth wants both to flourish.

Other points discussed included devolution, valuing land beyond its financial value, reducing impact on limited resources as well as how we consume and currently live beyond our means. Upstream and linear thinking is required, it's not about going back to the past but creating relationships with our past and future that endure, are resilient and create wellbeing.

Discussion Points:

- Change is needed in how organisations are run to move away from these silos. New role models are required and change has to be implemented from the top if the majority are to be influenced.
- Neighbourhood planning is a way to get the silent majority heard, it is part of the Localism Act, linking neighbourhood planning and community led projects.
- In part, there is a critical mind-set that misses the point and has been hijacked for political reasons, it's important not to be deflected and take a 'one planet' approach.

How can we build Cornwall as a stronger region in the UK?

A significant part of Dr Joanie Willett's research is exploring Cornwall's economy, the environment and governance structure that goes alongside that. Joanie talks about devolved decision making and how decentralised governance should be considered around issues of environment, social and economic sustainability. The presentation highlighted a scenario where many are engaged in political topics but simply aren't voting perhaps due to a feeling that they can't make a difference.

There is a need to be clear about and voice what is good about Cornwall. Much can be learnt from having broader conversations and building stronger links with other regions that face similar issues. If Cornwall collaborates as an equal partner with other areas of Britain and Europe, it will have a better chance of being heard on the bigger stage.

Discussion Points:

- Fairer funding is a major challenge, when comparing Cornwall to some of London's inner city boroughs; we are £50 to £60 per head worse off.
- Cornwall needs to be in a position where it can grow income from strengths such as food and drink, energy production, new technology etc.
- Devolution is a journey and not an event, austerity pressures could lead to combined authorities.
- Embedded strengths of a region can help mobilise it amongst the wider global scene. For example Brittany places a strong emphasis on environmentalism and uses it as a part of its wider cultural agenda. As such it is seen to be at the forefront of the green movement within a French context.

How can we learn from the past to develop a sustainable future?

Dr Lamorna Spry speaks of her own views on how Cornwall's unique historical past could provide pointers to policy makers in creating a sustainable future and explores how the heritage sector can help a sustainable Cornwall. She focuses on culture and community and how a strong sense of identity can help a community's resilience and recovery from decline. Mass migration out of Cornwall and mass inward migration has challenged this identity.

Employment and trading is integral in forming a sense of belonging, the traditional industries such as fishing in Newlyn demonstrate this when compared to its neighbour Mousehole. The impacts of second home ownership were questioned; does it maintain the fabric of an historic centre or create a polarisation of the community? Community projects at a micro level such as Neighbourhood Planning were seen as helpful in overcoming such issues.

Whilst the heritage sector has proven to be a key economic driver for regeneration, Lamorna highlighted there is a need for more 'job makers' not 'takers' in other sectors whereby jobs stay in Cornwall. Delivering education to understand our heritage and its economic value will be key and the heritage offering for Cornwall needs to be communicated as one voice.

Discussion Points:

- Creating a portfolio that brings economic development and culture together is a positive move, as in the past, culture has been very much the poor relation.
- The attraction towards the Cornish brand, 'made in Cornwall' is not towards mass produced products but niche products that combine the conservation of the Cornish landscape and production.
- Heritage organisations are generally not as popular as children or cancer charities and acknowledge those that live in poverty are generally not concerned about heritage sites.

Is community action pursuit more effective than a top-down approach?

Dr Adrian Spalding of Spalding Associates (Environmental Ltd) chaired this session and introduced three organisations based in Cornwall that are shaping sustainable behaviours. All were asked to address the following questions within their presentations:

- What is their vision of a sustainable Cornwall?
- What does their organisation do and how does it fit into this vision?
- Has Cornish culture / identity played a role in their development and growth?
- What cultural / behavioural challenges do they face?

Adrian also touched on the responses given by delegates to the above questions in a pre-conference survey; the summary of these have been anonymised and can be viewed in Appendix 1.

i) Surfers Against Sewage (SAS)

SAS is an environmental charity that seeks to protect waves, oceans and beaches for all to enjoy safely and sustainably. The organisation was born out of its cultural connection with the sea and natural environment. Hugo talks of their bottom up and top down approach in lobbying for positive change in public behaviour, government policy and industry practice. Pivotal to SAS is going beyond Cornwall and creating influence with policy makers.

To achieve their ambition, the charity is building an extensive network of volunteers and community leaders to tackle issues from all angles; they see this as a way to empower and support strong coastal communities. SAS are not just about surfing, they have run many campaigns including [marine litter report](#) and water quality. They are working to bring UK sustainable surfing to the international stage e.g. Global Wave Conference.

Discussion Points:

- Influencing behaviours to purchase more expensive but environmentally friendly products such as bio-plastics is a challenge when they can be 4 times more costly than mainstream products.
- We need to get ahead of the curve, be proactive and pursue innovative initiatives that advocate the best possible solution.
- It's about everybody taking action, not just government but community and industry as well – the burden needs to be spread moving forwards.
- It's also about Local Authorities taking responsibility, not only increasing the amount that is recycled but widening the type of plastic that can be recycled for collection.
- The issue of contamination of plastics after being in the sea causes their value to plummet. The real key is stopping the source. An example of this is cotton bud sticks, thousands are washed up and manufacturers could quite easily replace the plastic stem with cardboard.

ii) Save Our Sand (SOS), Hayle & St Ives Bay

Howard Lyons, Trustee of SOS describes it as a local community organisation, driven by volunteers who have a strong sense of place, culture and willingness to fight for the preservation of their environment. A historical account was given of the organisation's lobbying activity to halt removal of sand cells in the area. Their adversarial approach in the early days was a real reflection of local anger. Whilst present day heavy metal pollution is as a result of 250 years of mining, the group are mindful that it may take another 250 years to clean up but acknowledge they have to find a way to take ownership of the problem.

Discussion Points:

- Marine Minerals Ltd (MML) is an organisation investigating the possibility of recovering minerals from the seabed as a result of Cornwall's historic tin mining industry. Some say it will bring a lot of wealth back to the region.
- The SOS response was that they were opposed in principle but prepared to let the organisation prove they could remove materials without pollution or damaging sand cells. They are mindful not to alienate the community if there is a safe way to proceed and generate business for the harbour.
- SAS reaffirmed their position that all campaigns are evidenced based and not knee jerk reactions. It is the job of MML to prove the case and provide answers about exclusion zones and possible damage to sensitive habitats and species.
- The evidenced base scenario is an important position in debate, especially with what's happening around wind turbines at the moment, are they carbon neutral, positive or negative? Getting the evidence can be difficult.

iii) Movyans Skolyow Meythrin (MSM)

MSM is a nursery school movement in Cornwall, set up in 2009 to provide pre-school age children with the opportunity to use the Cornish language. It operates a 'roots up' system whereby demand comes from the parents. Esther Johns (Director) talks about the school's set up, lessons, its techniques and how it can be used as a research facility to look at how children acquire language, specifically Cornish.

Language was described as providing a road map to a culture, reflecting where people have come from and where they are going. It helps sustain identity, a sense of belonging, pride and ownership of a culture. Esther highlighted that teaching children to have a sense of difference also helps them learn how others in the world are different.

Discussion Points:

- Although many would not link language with the sustainability scenario, language is a vital part of sustaining a culture. In order to be sustainable, people need to exist within their historical perspective; they need to understand their environment and language can help with this e.g. place names.
- Teaching Cornish at a young age will help children learn other languages, English tends to generate monoglots.

How resilient is the Cornish community?

Prof. Katrina Brown frames what is meant by resilience and how resilient Cornwall is and can be in the future. Beyond the ability to withstand shock, the ability and importance to adapt and adopt transformative change was highlighted. A summary of a survey for 'Characteristics of Community Resilience' in a Cornish community of 300 households conveyed the challenges faced from economy to fragmentation and response to change. Linking the past to the future to guide communities into the future was seen as critical for sustainability. To summarise, an approach to future resilience was discussed.

Discussion Points:

- The work around peak oil and re-localisation that the Falmouth LETS and Falmouth Transition groups have been doing was highlighted; as well as David Holmgren's work on permaculture and Rob Hopkins of the Transition movement.
- The challenge to revert to smaller scale operations in the face of economies of scale offered by large organisations is problematic. There is a weakness at the end of the supply chain which is demonstrated with supermarkets and energy storage.
- How resilient are people in their own lives, how much responsibility do they take for themselves?
- The Rockefeller Foundation definition of resilience is good in that it is cross-scalar; it addresses individuals, communities and broader systems and the importance of working across those scales.

Asking the right questions: Disaster and resilience in modern Cornwall

Dr Tim Cooper works around environmental history and themes of sustainability. He emphasises the idea of sustainability as a question and poses three questions in his presentation:

- i) What does it mean to say Cornwall should be sustainable to make that assumption/claim?
- ii) Whose sustainability are we talking about when we evoke the idea?
- iii) Should we be seeking to sustain what we have? This is the core question; is what we have now the very best that we can imagine?

Tim explores and discusses his thoughts on the above through an oral history project done on the Torrey Canyon oil disaster in Cornwall. He shares his thoughts on how he believes 'sustainability' is actually the enemy for those who desire change and a fundamentally different and just society.

Discussion Points:

- There are issues of individual resilience, some may not like wind turbines for spoiling the view but they always find a way to consume.
- There is a need to move beyond the personal and make questions on things such as sustainability, social reproduction and energy, public democratic questions. Where is the space for the public as a collective body to answer these questions?
- Do public policy debates hide real issues? Should politics be organised in a way that it's not a case of asking people what they want but enabling them to make decisions on how energy systems function? Everyone should have a say in how energy is produced, whether they are a shareholder or not.
- The cooperative method, local scale economies, LETS groups and sharing skills to replace a monetary system are alternative ways of doing things.

Can Cornish identity, culture and ethnicity influence how national policies are implemented in Cornwall?

Dr Richard Harris focuses on three things:

- i) Top down approaches to planning and housing
- ii) The opportunity offered by cultural change in Cornwall and Cornish identity
- iii) The need for a political response

Richard discusses population growth in the context of failed planning policies, dilution of Cornish ethnicity and identity as well as endemic issues of low earnings and pockets of high deprivation in Cornwall, despite European funding. There are challenges around putting forward a sustained argument against the application of national housing policy. There is a need to see the local plan reflect cultural issues in Cornwall and this difference needs to be respected, not homogenised. Richard also talks about a lack of political leadership and how Cornwall views itself as a perpetual victim rather than shaping its own agenda. He believes achieving national minority status should not be seen simply as a device to resolve local politics but an opportunity to develop a case for devolution.

Discussion Points:

- Several discussions centred on the example of St Ives Bay, its new housing stock being built and how the neighbourhood plan aims to protect a portion of these for affordable housing and full time residency only. This is compliant with the NPPF as it's been through referendum. Other communities may follow suit because it's unsustainable to have rents that are 20 times someone's salary.

- Neighbourhood plans are bound by the National Planning Policy Framework (NPPF) in that they have to take into account NPPF and local plans thus limiting some flexibility.
- Affordable housing is based on land values.
- Although devolution would give powers to Cornwall to apply a more local agenda, there is the danger of causing a public split in those who would want an enhanced Cornwall Council and others a Cornish Assembly. The region needs a common message for government that will provide those powers.
- The Liberal Democrats have failed to secure devolution for rural areas as well as city regions.

How critical is cultural heritage in stimulating policies for future generations?

i) What is the value of Cornwall's cultural and heritage assets, how do you quantify these?

ii) What further research or knowledge gaps need to be filled to achieve a sustainable Cornwall?

Rachael Bice works for Cornwall Council and is tasked with writing the environment strategy for Cornwall. In addressing these questions, she primarily talks about environmental cultural heritage but recognises there are less tangible assets such as art, dance and literature.

Rachael highlights how heritage is critical for future sustainable policy making by providing a lens back in time that allows us to evaluate past decisions, actions and consequences. The environment strategy considers diminishing baselines and talks of 'environmental growth' which enables nature and culture to flourish together. The work of the town heritage team in producing a guide to retrofit renewable energy into historical assets was an example of preservation and regeneration; it's not just about the natural environment, ecosystems are also about making the most of cultural heritage.

Delegates were invited to discuss their views on what is critical about cultural heritage and what policy makers need to consider.

Discussion Points:

- Heritage is not just about buildings and ancient monuments, there is also sporting culture.
- The key question is what causes children to consider themselves as Cornish, is it ancient monuments, folklore?
- The assertion of minority status is enabling people to walk tall and have the courage to speak out.
- Industrial heritage has brought a 'boom bust' economy (mining), a model to learn from but not to repeat. However, many wish to keep the landscape as it is; some brownfield sites are some of the most ecologically important.
- Instead of chasing the ideological aspect of the best we can get, we should also consider being grateful for what we have.
- Consider past technologies and skills for the future. In an internet age, oral communication is still vital.
- Cultural heritage can be perceived in different ways, either industrial, monuments, ecology or environmental. Heritage talks of the past and yet there's a lot to say about present and future Cornwall.
- Disparate viewpoints within environmental and social sectors can collectively weaken strengths against what is seen as a singular economic viewpoint. Bringing together common ground is more useful.
- Language helps people understand their home, landscape and provides a link to the Celtic world.
- Heritage can be flexible in so far as which part of the time line do people wish to preserve?
- The environment strategy needs to consider how historic buildings inform modern construction and how to tackle issues of viability.
- Popular culture such as Kernow King can help put a place on the map and help formulate a cultural identity more strongly.

- The meaning of Cornwall's cultural heritage needs to be articulated as the vast majority do not identify as being Cornish.
- Cornwall Council need to engage with town parish councils in their policy making processes as they are sitting on a wealth of information relating to their community's historical and cultural assets. They should also take into account the Duchy of Cornwall and their actions.
- There is a danger of 'commodifying' Cornish culture by trying to attach a monetary value. Should Cornwall Council be linking culture with economy?
- It's about realising culture is an asset for Cornwall, harnessing that asset, delivering economic opportunities and regenerating brownfield sites. Combining culture and economy gives it a profile, we talk of economic growth, environmental growth but less is known about cultural growth.

Further discussions to the latter half of this session revolved around intellectual capital, adult education, Employment and Skills Board and the separate channels of funding for government and higher education institutions. Although both have their respective outcomes to achieve – academic / applied, through partnerships such as the Local Nature Partnership, there are now opportunities developing for joint bids to utilise academic outcomes to inform public policy.

The pre-conference survey (Appendix 1) may evoke more ideas for research projects that can be emailed to Colette Defoe (c.defoe@exeter.ac.uk) but here some suggested on the day:

- What is a sustainable University provision for Cornwall?
- What is a sustainable happiness measure for Cornwall?
- What is the cultural / heritage pound worth?
- What areas of tourism make money versus leech money from Cornwall?

Next Steps

It is hoped that this conference has established a forum for ongoing dialogue between the University and wider community on this subject area. If you would like to put forward further research or collaborative project ideas, please email Dr Garry Tregidga: g.h.tregidga@exeter.ac.uk or Colette Defoe.

Finally, Cornish Story works in association with the Institute of Cornish Studies and is a community outreach programme to share stories relating to Cornwall and ongoing activities. It provides updates via its facebook group: [Cornish Story](#)

Appendix 1: Survey of delegate responses to:

“What is your vision of a sustainable Cornwall?”

A place . . .

- Where there is collective collaboration enabling all to benefit from resources.
- Where micro connections & relationships are valued; this includes our friendships, natural ecologies that support food production, cultural networks and supporting a year round visitor economy. This will pave the way for macro sustainable behaviours.
- With a beautiful landscape where villages are not overrun with traffic and large scale developments.
- Where smart growth models are adopted, where balanced consideration is given to social, economic, environment and well-being; where we do not harm opportunities for future generations.
- With a great sense of community and willingness to share skills within a co-operative rather than competitive economy.
- That is dynamic and forward looking, whilst being built on a solid foundation of the past.
- Where people have positive ‘can do’ attitudes.
- Where there is great connectivity to the environment, each other, ideas and activities to improve lives but don't compromise future generations or survival of other species.

Culture and identity

- Maintains the cultural aspects of Cornwall.
- Cornwall's distinct identity as a Celtic nation is recognised , its heritage protected and the cultural experience of those who live and visit here is enriched.
- Decisions made understand the balance between culture and nature and are based on an understanding of the true character and identity of the place.

Economy

- Has a diverse range of economic activities rather than relying on relatively low paid activities subject to weather (tourism, fishing, farming).
- Strives for full employment where the productivity and connected pay gap is closed.
- Abolish GNP & adopt GNH (Gross National Happiness).
- Funding opportunities contributing to bottom up solutions in communities.
- Is not always and counted in monetary terms.
- Where the 11% tourism income is given proportional importance.
- Wealth in Cornwall to re-circulate within the Duchy as opposed to be leached off to Westminster. Retain resources created in Cornwall in Cornwall (media skills, technological innovation, IT)
- Cornwall having its own complementary currency which works in parallel to the £ and €

Cornwall Council & LEP economic viewpoint:

- A resilient economy that draws upon its strengths.
- Economic progress that has positive outcomes for people and supports an improved quality of life.
- Responsible use of the natural environment as a key economic asset - supporting drive towards a low carbon economy.
- More local people employed in prosperous businesses.
- An increase in skill levels - offering opportunities for higher wages.
- A vibrant business base where businesses are connected, can flourish and innovate.
- An exemplar Council leading in the areas of business friendly procurement, planning, regulation and using our economic footprint to support local businesses.

Education

- A place where education is key to opening doors for young people to engage with society on all levels (environmentally, politically, socially, and culturally).

Environment

- Clean and resilient environment where people do not suffer from extreme discrepancies in wealth & wellbeing.
- Environment is acknowledged as a vital foundation for strong communities, culture & economic activity.

Government

- A public service model that is sufficiently funded to support the region's population and able to offer a full range of support to a diverse rural population.

Housing

- A place without a disproportionate amount of holiday homes.
- Where children do not live in 'outhouses' before they can own their own homes.

Land and planning

- Greater diversity in local production but in keeping with natural assets of the land and environment.
- A real strategy that considers all land use - one that isn't focused on generating prosperity and considers efficient use of land to support local need. A planning department that works for the people rather than developers.
- Sustainable tourism that is audited for synergy with Cornish culture, local businesses & local planning empowered to privilege sympathetic development - not fast food outlets & second homes.
- Development is halted on greenfield sites.
- Place where local people can control the development of their communities.
- Restrictions put on holiday traffic coming into Cornwall.

Local

- More independence from Westminster with devolved power and responsibility at a local level with appropriate funding.
- A region that supports local Cornish food producers, distributors and suppliers which will enable a more local consumption / supply chain where what is consumed in Cornwall comes from Cornwall.
- Where communities reduce reliance on fossil fuels to lower carbon emissions, save energy and create a more locally based and owned renewable energy.
- Renewable energy is owned and managed by local communities for their own benefit and that of the environment / climate.

People

- Nurture & encourage community spirit.
- Have an awareness and appreciation of the fragility of human interaction with the landscape. They understand they can affect positive and negative change through their stewardship of it.

Technology

- Embraces opportunities for bio based materials.
- Is a centre of excellence for environmental performance - material recycling (more processing of in-county waste), provider of renewable energy, leading research and technical innovation.
- Aim for 'best practice' scenarios, deliver high standard projects where Cornwall is seen as the benchmark and not a poor post-industrial holiday home.

Values / Lifestyle

- Revert to 1950's lifestyle.
- People value human and natural resources; they save valuable resources by reducing waste (plastic, food), increase repair, re-use and recycling.
- Values the land as a means of growing food, sustaining small and medium scale farming in an environmentally sensitive way.
- Values the individual contribution.
- Values self-sufficiency for food and energy but doesn't operate in isolation from communities.

Cornwall Council & LEP viewpoint:

- Thriving economy with greater local autonomy benefiting from vast local assets & innovating into global markets.
- Unique blend of 'people and place', where the environment is valued both as a business asset and inspiration to life.
- Where businesses and individuals can work as communities & thrive to reach full potential, confident, outward looking, connected to each other & the world.
- Place where ideas are nurtured and have the opportunity to flourish - value of knowledge is and applied with understanding.
- Home for competitive aspiring businesses, a natural magnet for the ambitious and creating sustainable rewards.

“What cultural or behavioural challenges does your organisation face in achieving a sustainable Cornwall”?

Adaptation

- Trying to marry the history and heritage of Cornwall with global and local environmental changes.
- Adapting from a heritage of farming, mining and fishing powerhouse to tourist, retail and health centre industries in a sustainable way whilst still retaining Cornish individuality.

Attitudes and values

- Responsible citizens who care for their surroundings.
- Agreeing on what is sustainable.
- Accepting the current position is not sustainable and radical change is needed in some areas. This could carry significant advantages however.
- People and agencies need to recognise the value of the natural world for health and wellbeing.
- Attitudes to information technology and embracing this.
- Working in silos.
- How to deal with waste in Cornwall - plans to incinerate waste.

Dilution

- Continuous dilution of Cornwall's distinct culture, language, dialect, music, singing, dancing and sport.
- Dilution predominantly caused by the action and inaction of those with no interest or knowledge of Cornish history and heritage.
- Cultural domination of Cornish music by commercial and artistic interests outside of Cornwall.

Economic

- Challenge of delivering EU associated funds and Strategic Economic Plan (SEP).
- Insufficient funding to attract employees as opposed to volunteers and short term project workers which in turn lead to organisational instability.
- Cornwall not receiving its share of tax based arts, media, communication and sports funding.
- Removal of public funding from Destination Management Organisation (DMO), Visit Cornwall who are a partner on the programme.
- Cornwall will need to deliver an increasing number of jobs as the welfare state shrinks, people work longer, the economy becomes more productive and some job demands disappear.
- Increased consumer (as opposed to producer) culture within UK society as a whole.

Engaging people

- Volunteer fatigue
- Group action doesn't negate 'buy-in' to ideas. Need the individual to take an interest and take action.

- Engaging people to accept big changes are needed. There is no magic fix if the planet is to be left in a fit state for future generations.
- Recruiting a younger generation of bright, energetic, entrepreneurial apprentices.
- The word 'culture', for some can seem inaccessible, exclusive, and even a bit frightening.
- Many people continue to move to Cornwall for cultural reasons, this is to be celebrated and putting up barriers and identity boundaries needs to be avoided.
- Retaining the interest and commitment of supporters.
- Raising profile of the message in the face of negative media reports (renewable energy, climate change)
- People no longer fight for what they believe in because they 'know' they cannot have an effect - demonstrated by the democratic deficit exhibited by this Council.

Inequality

- There is an uneven spread of cultural activity across Cornwall. West Cornwall is well endowed with cultural venues (Tate, Newlyn + Exchange, Minack, Leach Potter, Geevor, Tin Mines etc.) Parts of North & SE Cornwall rely on community led activity to boost their cultural offering. The dispersal of communities, local authority funding cuts and the wider economic climate add further layers of complexity & challenges to the sustainability of this grassroots culture.

Government / Local Authority

- Council systematically ignores the electorate but blames Westminster or denies there is a problem.
- Different models of governance that may be in conflict with each other when considering sustainability. E.g. new developments to support communities may impact on transport / travel patterns which reduce sustainability.
- Remodelling of Cornwall public sector – job roles, functions, skills.
- Future government legislation, future of LEP & ongoing austerity.
- Ability of CC to realise its savings.
- Localist agenda for service delivery.
- Centre/periphery political culture that privileges the centre (London/Exeter)

Population

- How to sustain economic growth and new commercial / residential developments against the backdrop of historic and potentially rapidly increasing population.
- The potential of being swamped by people from upcountry; with a minority status in place, this should not be happening.

“Has Cornish culture and identity played a role in your organisation’s development and growth”?

Most respondents identified with Cornish culture and identity influencing their organisations in varying degrees depending on the nature of their purpose, service, projects, customers and beliefs. Additional comments about this cultural link include:

- There is power and economic potential in the Cornish brand; local heritage and landscape can provide a selling point for products.
- Culture is an increasing driver for tourism, it makes Cornwall distinct and involves major employers with local supply implications (Eden, museums, galleries) which in turn have a strong brand relationship with food and drink (e.g. St Ives).
- Historically Cornish culture has not always encouraged growth in the right direction - e.g. mining. Environmentally and socially, it was an acceptable activity but still an exploitative practice. Issues around health, wellbeing and future sustainability would now be questionable.
- Culture and identity are a means to explain Cornwall to others.
- In developing more resilient communities in Cornwall, its residents can be linked to growing the Cornish brand with sustainable values.

Appendix 2: Delegate list

Name	Organisation	Role
Adrian Spalding	Spalding Associates Ltd	Director
Ainsley Cocks	Cornish Mining World Heritage	Research & Information Officer
Dr Andrew Ormerod	Cornucopiaalchemy	Economic Botanist
Dr Bryony Onciul	UoE Department of History	Lecturer in Public History
Dr Caitlin DeSilvey	UoE Environment & Sustainability Institute	Senior Lecturer in Environmental Science
Colette Defoe	UoE Research & Knowledge Transfer	Knowledge Exchange Manager
Dan Bloomfield	University of Exeter	NERC Knowledge Exchange Fellow
Daniel Ratcliffe	Cornwall Council (Historic Environment Team)	Historic Environment and Place Shaping Lead
Deborah Boden	Cornish Mining World Heritage	World Heritage Site Co-ordinator
Delia Brotherton	Gorsedh Kernow	Communications Officer
Edwina Hannaford	Cornwall Council (Cornwall Councillor Looe West, Lansallos and Laneglos)	Portfolio Holder for Environment, Heritage & Planning
Emma Trevarthen	Historic Cornwall	Senior Archaeologist
Emmie Kell	Emmie Kell Consultancy Ltd	Founder
Esther Johns	Movyans Skolyow Meythrin (MSM)	Director
Euan McPhee	Friends of Tregonigge Wood	Volunteer
Fiona Wotton	Cornwall Arts Centre Trust Ltd (ACT)	Programme Manager (Cultural Cornwall Tourism Programme)
Dr Garry Tregidga	UoE Institute of Cornish Studies	Director
Geoff Garbett	South West Green Party	Mid and East Cornwall Green Party
Henry Purbrick	Penryn Resident	Penryn Resident
Howard Lyons	SOS Hayle, St Ives Bay	Trustee

Name	Organisation	Role
Hugo Tagholm	Surfers Against Sewage (SAS)	Chief Executive
Jane Acton	Nature Workshops	Ethnobotanist
Jenefer Lowe	Cornish Language Partnership MAGA	Development Manager
Jenny Poland	Penryn Resident	Penryn Resident
Jim Grant	UoE Research & Knowledge Transfer	Operations Director (Cornwall)
Dr Jo Esra	UoE Institute of Cornish Studies	ICS Research Associate
Dr Joanie Willett	UoE Environment & Sustainability Institute	Lecturer in Politics
Julie Tamblin	Learn Cornish in Cornwall	Cornish Language Teacher
Katie Bone	UoE Department of History	Politics Undergraduate
Prof. Katrina Brown	UoE Environment & Sustainability Institute	Chair in Social Science
Dr Lamorna Spry	Cornwall Heritage Trust	Trustee
Luci Isaacson	Climate Vision	Director
Malcolm Brown	Cornwall Council	Liberal Democrat Councillor
Prof. Marion Gibson	UoE Department of English	Associate Professor of Renaissance and Magical Literatures
Matthew Clarke	Kernowpods	Founder
Maureen Fuller	Gorsedh Kernow	Grand Bard
Dr Melissa Hardie	Hypatia Trust	Founder
Merv Davey	Gorsedh Kernow	Deputy Grand Bard
Dr Norma Bubier	Our Cornwall	Executive Director
Paul Green	Diocese of Truro	Cornwall Homeless Support Project Manager
Paul Simmons	WalkitCornwall	Owner & Principal Guide
Phil Hills	Cornwall Environmental Consultants	Consultancy Manager

Name	Organisation	Role
Philip Pearce	Transition Falmouth	Member
Rachael Bice	Cornwall Council (Economy, Enterprise and Environment Directorate)	Strategic Environment Manager
Richard Harris	UoE Institute of Cornish Studies	PhD Student
Rob Follett	Falmouth Local Exchange Trading Scheme	Member
Sara Bowler	UoE Environment & Sustainability Institute	Creative Exchange Affiliate
Sharon Kelsey	South West Green Party	Mid and East Cornwall Green Party
Simon Rix	Cornwall Council	Chairman of Health & Adult Care Portfolio Advisory Committee
Stephen Hickman	UoE Business School	Programme Director BSc Business
Stephen Horscroft	Cornwall Council (Economic Development & Culture)	Strategy Integration Officer
Steve Angove	Centre for European Research & Support	Chairman
Dr Tim Cooper	UoE Department of History	Senior Lecturer