



2004 REPORT

This is the first full project report of the Great Atlantic Way following the July 2003 proposal documents (volumes 1- 4).

The concept and organisation have developed significantly as a result of the contributions of the team, its supporters and stakeholders and the initial responses from the community awareness programme.

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1 PROJECT SUMMARY

The aim of the project is the economic regeneration of North Cornwall - an area of approximately 500 square miles, embracing some 30% of the inhabited landscape of Cornwall but with one of the lowest 'income per household' in the UK. The concept can be extended to other regions in future phases.

The stimulus for increasing income to the district and the wealth of the population is the development of its primary asset and major income earner – tourism. The branded concept and supporting infrastructure of the project are expected to reinforce and sustain existing enterprise and to create new business opportunities and jobs - including those beyond visitor services – to create a greater sum of rural enterprise.

The distinctive attraction of the Great Atlantic Way is a choice of journeys through the landscape of the Atlantic region – journeys of the mind and the body – that offer the visitor a wider experience and deeper appreciation of the heritage and values of Cornwall, its natural environment and cultures. The common theme that runs throughout the journeys are stories of the interaction between the weather, the landscape and how they have shaped the lives of people.

The scene-setter will be the iconic 'House of the Elements' to be created in association with the Met Office at a completed landfill site at Tiscott, near Bude. It will

- tell the story of Earth's changing climate and its weather patterns and how they have shaped, and continue to shape, the landscape and the way people live and behave
- show the creation of Cornwall's Atlantic landscape and the special places that are Cornwall's natural heritage – valleys, beaches, cliffs, woods, rivers, quarries, moors
- map the journeys to twelve or more natural and cultural heritage locations which will inform the visitor and tell the stories of the exceptional lives and livelihoods of the people of Cornwall.

The concept of the Great Atlantic Way embodies philosophy, standards and methodology that will protect and preserve the landscape and natural environment of the area by

- identifying and enhancing the precious assets and values of Cornwall, expressed as its "heritage"
- adopting 21st Century management of tourism, increasing frequency of visits, extending and spreading the visitor season across the year
- encouraging the visitor to exchange the car for a network of more environmentally sustainable alternatives and promoting visits to Cornwall by public transport including by air into Newquay airport.

The Great Atlantic Way brand will embrace new and existing businesses that support the concept and meet the environmental criteria and standards of performance, belief and behaviour. It is expected to unify and develop businesses of all types in the region into a confederation of communities. The concept will provide a common marketing tool which will create brand clusters and a critical mass impossible to achieve by individual business promotion. The application of the brand will generate income and help develop the concept and the economy of the region.

2 MILESTONES

2.1 BUSINESS PLAN CORPORATE & FUNDING STRUCTURES: Tim Jones

With the establishment of the principles of the Great Atlantic Way, an initial assessment of the business planning corporate and funding structures has been made which will enable the project to be realised and then sustained throughout the business plan period.

DRAFT CORPORATE ARRANGEMENTS have been prepared outlining equity engagement, executive team and governance issues

AN INITIAL BUSINESS CASE is being developed. This addresses the issues of pre-feasibility funding Stage 1; feasibility Stage 2; pre-contract and marketing period procurement phase; operational phase, capital and revenue requirement; further development phase, capital and revenue requirement; extended development and capital amortization issues. Full account will be taken of all the cross-cutting issues which will include marketing, branding, individual measures, ICT implementation, equal opportunities programme, staff training programmes – both initial and ongoing – educational training programmes, internal product development programme, research and development product programme and local supply chain development.

A clear base line case needs to be established, with a robust input and output model to measure the growth of the project

FUNDING STRUCTURE

The development phase will need to reflect a funding package that is part capital and part revenue generated.

It is anticipated there will be a suite of different sources of public sector funding contributions, including Objective One, local/county authority grant support, marketing support from organisation such as South West Tourism, DTI innovation sources, rural renaissance sources and post-2006 structural funding sources.

The expectation is that the public sector funding contribution post-feasibility and validation will be unlikely to exceed one-third of the total capital cost. It is also recognised that there will be no public subsidy towards ongoing revenue requirements, with the possible exception of public transport, training and educational programmes.

The balance of the core capital funding costs can be anticipated to involve a mixture of traditional lending and both growth and equity participation. For these reasons the project will need to be broken into a number of different funding packages. The first is the requirement for establishing the Tiscott Wood facility. The second is the development of the brand. The third is the infrastructure (including transport) and the fourth is the incremental development of the “houses”.

It is further anticipated that there will be slightly different characteristics to each of these funding packages; for example, a significant equity participation in Tiscott

Wood, high levels of corporate involvement in the infrastructure package, including the alternative transport modes, and significant private sector investment in each of the “houses”.

The business case development will address in particular:

- transparency and full accountability mechanisms for public sector stakeholders and public sector funding streams
- the broader accountability issues associated with the syndication of different funding streams, the various elements of the development and the incremental programme of growth.
- the need to identify the balance of loan to revenue, with the revenue stream being derived initially from visitor footfall, product brand retail sales and endorsements.

2.2 PR AND COMMUNICATIONS: Terry Woodger

STRATEGY

- The overall communication strategy and plan has been created
- Outline structure of the Case for Effective Regeneration has been defined. It needs refining and completing for feasibility testing and inclusion in the Business Case
- The three key pillars of the project concept need flesh adding – the scene setter at Tiscott Landfill, the Heritage Houses and Transport.
 - Tiscott is well scoped but the theme of weather needs developing with the Met Office and its application at Tiscott and the Houses.
 - Houses (working title only). A first draft of the principle of the heritage locations has been drafted for consultation
 - Transport proposition has now begun serious development
- Brand development: the Great Atlantic Way brand is in process of registration. The next tasks are to define the brand, its values and rules, quality controls etc
- Sponsorship: an initial meeting has been held with potential consultants for public, private and commercial funding. A detailed brief will now be developed.

TOOLS

- **Information pack** summarising and explaining the project and its management. A designed version is to be produced for the public consultation programme.
- **Press release:** was issued and now replaced by the information pack
- **Website:** has been created with the support of two young local businesses (the site by Lee Bartrop and landscape photos by Ross Hoddinott).
- **Film:** made and sponsored by Point of View Productions. A good scene setter which is currently under review for editing updating.
- **PowerPoint presentation:** covers most aspects of the project and adaptable to specific audiences.

- **Contact database:** structured to embrace all target groups and individuals that are important to the project (funders, supporters, opposers, participants, partners, authorities, media etc and of course the internal team) Will be developed continuously
- **Briefing spokespersons:** preparation programme will be created to equip management team to deliver the messages and concept, and handle concerns.
- **Versatile presentation equipment** to support speakers and consultation events

PROGRAMME

Awareness of the project (March 04 continuing)

Over 70 community/public meetings, presentations and discussions have been held to date:

- 19 local authorities, community or business groups
- 33 funding bodies, potential partners or supporters
- 7 educational establishments or bodies
- 16 national and international bodies or individuals

(see Appendix 4.1 and Monthly Briefings)

There has been media coverage in:

- 14 west country media including radio and TV
- 4 national news media including Sunday Telegraph
- 10 sector press – building/ design, leisure management, property investment

(see Appendix 4.2 and Monthly Briefings)

In addition, there have been many letters of support and confidential business approaches, but also some opposition expressed in meetings and letters to the press.

Funding for Phase I

County Environmental Trust funding submission has been completed

Cornwall County Council Funding Proposal in conjunction with Cornwall Enterprise and the Economic Development and Regeneration Plan has been completed

In process: NCDC follow up report and submission for 2nd tranche of agreed support
 Met Office report to support continued funding.
 Other funding submissions yet to be explored
 Objective I funding application (Feasibility Study)

Public Consultation programme.

The proposal is to take the project into each candidate community and engage their active support and development, identifying the most appropriate heritage concepts and locations and begin mapping the transport routes.

The programme plan will be promoted to and through the media to encourage the widest regional awareness and positive participation.

2.3 HERITAGE AND THE ENVIRONMENT: Keith Hambly-Staite

During the past six months there has been a series of meetings with stakeholders to assess the way forward for the heritage and environment portfolio. The North Cornwall area is rich in ancient monuments, listed buildings and conservation areas. Tintagel Castle, one of the 'lead sites' for English Heritage, is situated in the District.

The meetings have included the National Trust, Environment Agency, North Cornwall District Council, Cornwall County Council and the Combined Universities in Cornwall. There have also been discussions with English Heritage.

- The North Cornwall District Council has undertaken a review of many of the conservation areas and have published booklets describing some twenty villages. Cornwall Heritage Trust has commented that the landscape gains its character from a delicate balance of diverse factors. It is becoming generally recognised that the historic environment can lead to a heritage dividend bringing considerable social and economic benefits to the community.
- Further discussions will be required to ensure that the maximum benefit from any educational or tourism programmes are achieved within a sustainable environment.
- The Environment Agency recognises the potential problems that climate change could bring to the environment and ancient monuments. This area of concern would fit into a broader consideration of climate and its weather by the Meteorological Office.

The diversity of the landscape and the quality of the historic environment provides a framework within which to develop such education and tourism projects. These could be developed individually or in partnership with other stakeholders such as the District Council and primary and secondary schools.

The location of these projects will, to some extent, depend on the development of other parts of the Great Atlantic Way but the education programme for instance could start in collaboration with the schools and English Heritage.

2.4 CULTURE AND TOURISM: John Bolitho

DISCUSSIONS

In addition to the many community discussions listed in Appendix 4.1, presentations and reports were made to international organisations:

- Directors of the Cornish Bureau of European Relations (COBER) in February and June
- Committee of the Pan Celtic organisation in April

Research into potential cultural stories and historic routes included Valda Trevlyn, wife of McDiarmid and the pilgrim routes of North Cornwall

The meeting with South West Tourism in December demonstrated how well the Great Atlantic Way project matches the criteria for future tourism in the consultative strategic approach 'Towards 2015' produced by SWT. It will clearly contribute to the vision of the South West as a model of sustainable tourism and destination management, placing quality and value above quantity – both in visitors and jobs created.

Future actions include continuous progress reports to COBER and the cultural links throughout Europe, the Pan Celtic Festival Committee and the Cornwall branch of the Celtic Congress.

THE VALUE

Tourism is the mainstay of the Cornish economy and will be for the foreseeable future and this is accepted by almost all involved with Cornish economy and regeneration. The tourism industry is widely known to be the easiest and strongest driver of regional regeneration, particularly when focussed on regional distinctiveness and identity.

Tourism is recognised as a growth industry within the European Union. Huge sums of Objective One funds have been directed at the agricultural industry to persuade them to tap into tourism. Ease of travel within the EU and more leisure is already driving an expansion of tourism.

Cultural Tourism is seen as the main area of growth. At the European Centre for Training and Regional Cultures conference at Bunratty, Eire, Cultural Tourism was accepted as the way forward for the industry to expand its proven effect on the regeneration of deprived areas. The demands of tourism are changing, the sum of these changing demands can be summed up by the phrase, "Quality of Service".

THE ISSUES

However, there is a growing reaction against tourism and there are issues and concerns to be managed:

- Hugely increased traffic flows and congestion - the main problem
- The seasonality of tourism, concentrating on two months of the year, providing low pay and mostly part time work
- Increased prices for goods, and particularly services

- A low proportion of visitor spend being retained within Cornwall
- Tourist industry concentrated on hotspots, mostly on environmentally sensitive sites

The response of the tourist industry to these concerns has been too fragmented and spasmodic.

THE CONTRIBUTION OF THE GREAT ATLANTIC WAY

The Great Atlantic Way is not an answer to everything, but it does address every one of these issues.

The concept

- provides a framework that takes advantage of the considerable, so far untapped, resources of cultural Cornwall, by providing a central unifying idea reminding us that the culture of the region is formed by the geography, geology and weather system of that region.
- enables inland settlements as well as coastal communities to capitalise on unique features in their localities.
- encourages a sense of pride of place, a feeling of ownership and involvement, thereby raising standards and quality.
- seeks a new confederation within communities and across communities where traditional barriers and demarcation lines are discarded – individuals, families, farmers, manufacturers, services, shops working together to give visitors and permanent residents a greater appreciation of the culture and lifestyles of the area.
- keeps the wealth generated within the area
- reduces car congestion by offering alternative modes of transport that are part of the fun and experience and closer contact with nature and the people
- promotes a code of quality and value for money
- spreads tourism across the year and spreads visitor destinations across the district

2.5 EDUCATION: Rob Spowart

Education is seen to be at the very heart of the Great Atlantic Way initiative and this is reflected in the work which has taken place in the last year, including:

- Discussions and debate with local teachers and Headteachers about how Great Atlantic Way and local educational groups might be able to work together for mutual benefit
- Development of a draft set of education proposals and ideas that might start to shape the wider areas of interest for Primary & Secondary Schools in the Great Atlantic Way area
- Development of a strategy & structure document for the Great Atlantic Way education portfolio which seeks to engage with all “lifelong learning” educational groups that may offer education within the area

- Formalised meetings in which there was both discussion and debate with those Heads of secondary schools (and their representatives) with responsibility for communities around & along the Great Atlantic Way area. The debate focussed on how they and their students might both contribute to, and benefit from, the Great Atlantic Way concept and brand.
- Developing connections (through Keith Hambly-Staite & the Heritage Portfolio) with Combined Universities in Cornwall (CUC) for formal briefing meetings in December 2004
- Joint community project (with Rotary Club of St Columb) underway & scheduled for June 30th 2005. Bringing together primary & secondary youngsters in a celebration of the spoken word – with a “weather” or social history theme.
- Meetings for early in the New Year are planned to inform the Learning & Skills Council (LSC), Further Education representatives (Cornwall College & Truro College), Cornwall LEA (Dean Ashton, Deputy CEO) and a representative group of Primary Headteachers
- Later discussions (early 2005) will be arranged to involve other services including Cornwall Library, Adult & Continuing Education and the Early Years Groups.

2.6 TRANSPORT: William Murray

The major development in this area over the last year is the realisation that it has become a significantly more important part of the overall offering. Much of this development has occurred within the last few weeks, and the bulk of the exciting developments and partnerships are to come in the next few months.

THE VISION

- **No-Car Tourism**

To encourage the arrival and transportation of an increased number of tourists to the local area without a commensurate increase in car use and congestion. To avoid the negative impact on the local community and to fit in within the wider ecological standpoint of the project.

- **Improving public transport for the local community**

Partnering with local public transport providers so that the innovative transport solutions can serve both local and visitor communities.

- **Transport itself as an attractor**

Creating or using modes of transport that are attractive to people by their very nature – this could include an existing steam train experience, or re-introducing a traditional stagecoach journey between houses.

- **Adventure Trails**

Serving the growing numbers of people who want to experience and immerse themselves in travel. This could range from horse riding, walking and cycling, to sailing, surfing and canoeing.

- **Journeying**

Both literally and metaphorically. Encouraging people to adapt their modes of transport to fit in with a changing lifestyle. This might mean starting in the morning at a B&B in Bude, walking over Stamford Hill to accommodation in Stratton, knowing that your luggage has arrived before you. Or it might mean horse riding from Camelford, sleeping out under the stars in a way station in Bodmin and finishing to pick up your luggage in Padstow, before taking a boat to Newquay and catching a flight home to Birmingham.

- **Changing relationships with agriculture**

Creating partnerships with farmers and landowners to encourage sensitive travel solutions across the existing landscape, providing a sustainable income to participating farms. For example using the route of the dismantled railway from Wadebridge to Delabole.

- **A global exemplar for sustainable, ecological local transport strategies**

Creating and developing large scale rural transport solutions that address all of the previous points, as well as the global requirements for a decreasing reliance on carbon based fuel systems. Ideas range from running hydrogen buses powered by the Delabole Wind Farm to improving local cycle networks.

All of these visions fit within, and enhance, the existing network of tourist attractions and facilities, to create a web of choice and opportunity for the local, national and global tourist community, that creates a critical mass to allow the intervention of innovative (which doesn't necessarily mean expensive, modern or complicated) transport solutions. Appreciating the issue of weather, and the potentially negative associations with adverse weather conditions, the transport solutions will be sensitive to the differing needs of different audiences – understanding that for some gore-tex is enough, and for others only total exclusion from the elements will do.

Partnership discussions and meetings

- The Vehicle Design Department at the Royal College of Art
- The RAC Foundation
- Steer Davis Gleave
- Arup Transport
- Department of Architecture, the University of Plymouth.
- Camborne School of Mines
- The University of Exeter
- Delabole Wind Farm

The Next Four Months

- Further meeting and presentations with transport consultants to understand how they might be able to take the feasibility study forward. At this stage we would expect them to undertake this work solely on the promise of future opportunities.
- Further development of the network of supporters, partnerships and contacts.
- To set out the important milestones and goals over a 10 year timeline.
- Create a vision statement and a declaration about the project, particularly relating to the use and development of energy efficient, ecological and sustainable transport solutions.

2.7 RURAL ENTERPRISE: Bill Kneebone

The discussions arising from the growing public awareness of the project have produced significant interest from the business community and some very positive proposals from across the district.

There is a growing appreciation for the concept of the 'sum of rural enterprise' – thinking in a new way, working together to build mutually-supportive businesses and breaking down traditional barriers.

The project approach is to work with local businesses to develop practical ideas and sustainable opportunities. It does not seek to impose pre-conceived solutions or methods but it does seek to develop a confederation of participants who support the project concept and values.

Farmers and landowners have expressed their interest in opening up alternative transport routes across their land. These routes are seen as potential sustainable income and the response is an indication of the changing relationship of business and the community with agriculture

One of the ideas under consideration is the regeneration of town centres through a new community confederation – not only of businesses, shops and suppliers that reflect the history and culture of the district but also of individuals and families that have stories to tell that will enhance the visitor experience.

Two major banks have indicated their willingness to support the drive for rural enterprise and ideas are currently under discussion.

2.8 FUTURE PROOFING: Jemima Ball

THE OBJECTIVE: to ensure that the plans for the Great Atlantic Way meet sustainability requirements - environmentally, socially and economically.

The active involvement of the younger generation is essential if the project is to meet the criteria of the future stakeholders and develop to the benefit of the whole community.

THE METHOD:

A team of young advisers will come together to work with the steering group, portfolio holders and stakeholders to ensure Great Atlantic Way contributes to Cornwall's future needs.

The team will:

- represent a new generation of young business people, entrepreneurs and community members.
- consider future strategic agendas for rural regeneration, sustainable design and sustainable tourism.
- address the use of future technologies and new business opportunities

THE PROGRESS:

The Great Atlantic Way has

- developed a strong relationship with the Hub – Cornwall's young business network. This unique network has a membership of 500 young business people and entrepreneurs across all sectors and is expected to provide a core resource.
- established a design team led by internationally acclaimed experts in sustainable design; Edward Cullinan Architects and Buro Happold Engineers.
- employed the skills of young local people for web design, IT, and photography. Local labour and suppliers are sought wherever possible and local producers are showcased.
- adopted sustainable solutions in the headquarters at Bude including low energy lighting, re-housing of current office furnishings and recycling of materials. The office runs a low waste programme working with the local council and Cornwall's recycling companies. All office stationery is from sustainable sources.
- opened discussions in commercial confidence with a technology provider in the USA and UK, pioneering a system for mobile communications across the rough terrain of North Cornwall.

THE FUTURE:

The Great Atlantic Way will seek to work with the sustainability agendas of business and environmental groups in the region, including:

- Towards 2015 (South West Tourism Strategy)
- Economic Development and Regeneration Strategic Plan (Cornwall County Council)
- Regional Economic Strategy for the South West of England
- Objective One cross cutting themes
- Future Foundations building a better South West

3 FUNDING

Below is a summary of funding

- Met Office – £25,000 secured May 2003 additional funding support agreed in principle from 2004/5 budgets
- North Cornwall District Council - has committed £25,000 of funding in February 2004. The first tranche, £10,000 has been received
- Cornwall County Council (Economy Portfolio, Economy Pressures Budget) - £15,000 committed and due end of January 2005
- First Group/ First Great Western – £48,000 per annum in kind support to be reviewed Jan 2006
- Point of View Productions - £15,000 in kind contribution to the public awareness and public consultation programme
- Ross Hoddinott – In kind contribution to photographic communications
- In kind contributions from all portfolio holders and directors
- In kind contributions from professional design team and project advisors

Future funding sources

County Environmental Trust – £25,000 funding agreed for Tiscott Landfill appraisal conditional on Cornwall County Council contribution to the project and ENTRUST approval.

Cornwall College - discussions ongoing

Restormel Borough Council – discussions ongoing

South West Regional Development Agency – discussions ongoing

Government Office South West – discussions ongoing

South West Tourism –discussions ongoing

Lottery Funding –informal discussions have been advanced with the Heritage Lottery Fund

English Partnerships –discussion ongoing

Bude & Stratton Town Council – discussions ongoing

Numerous Private sector funding - discussion ongoing

4 APPENDICES

4.1 COMMUNITY, PUBLIC MEETINGS, PRESENTATIONS & DISCUSSIONS

Bude & District Forum
Bude & District Forum - public meeting
Bude Chamber of Commerce
Rotary Club of Bude
Mayor of Bude and Stratton
Kilkhampton Parish Council - public meeting
Bude Tourist Board
Bude & Stratton Heritage Trust

North Cornwall District Council Regeneration Committee public meeting
Restormel Borough Council regeneration team
Restormel Regeneration Partnership, Newquay – public meeting
Camelford Town Forum – public meeting
Delabole & Camelford Community Development Trust
Launceston Civic Society - public meeting
St Gennys Parish Council
Parish, Town, District and County Councillors (one to one)
Association of Parish Councils in North Cornwall
Rotary Club of St Columb
Rotary Club of Padstow
Padstow Area Tourism AGM – public meeting

Numerous “In commercial confidence” discussions with existing landowners/enterprises in North Cornwall

Met Office, Exeter
County Environmental Services
County Environment Trust
Cornwall County Council (Economy portfolio)
Chairman, Cornwall Economic Forum
Director Objective 1 Programme
The Devon Initiative
Government Office, South West
Environment Agency
English Partnerships
SWRDA Transport
South West Tourism
Jonathon Porritt
Newquay Regeneration Forum
National Trust Cornwall area
Paul Tyler, MP
The Lord Lieutenant of Cornwall
Tresco Estate, Isles of Scilly
The Rt Revd Bishop of Truro
Simon Harris

First Great Western
Rick Stein
Deli Windfarm
Camel Valley Vineyard
St Austell Brewery
Creative Kernow
Surf Life Saving Association of Great Britain
International Life Saving
Surf Capital Steering Group, Newquay
Royal National Lifeboat Institution
C Hoare & Co, Bankers
HSBC Bank
Deutsche Bank
Lloyds TSB Bank
Chief Executive of @Bristol

CUC (Combined Universities in Cornwall)
Cornwall College
Cornwall Community Foundation
Plymouth Marine Laboratory
Exeter University
Plymouth University School of Architecture
Royal College of Arts
Secondary Schools within the Great Atlantic Way Area

Office of Deputy Prime Minister
President of Ireland
President Rotary International
Lord Mayor of London elect
Royal Institute of British Architects
Landscape Institute
The Civic Trust AGM – public meeting
Director of Conservation, English Heritage
Lord George of St Tudy
Jim Sloman OAM, Olympic consultant Sydney and London 2012
Mark Daniel, Slow Food Movement
Richard England, Malta
County Architect, Cork, Republic of Ireland
Fourth Door
Director, RAC Foundation
Cork & Kerry Tourist Board
Pan Celtic Festival, Tralee

4.2 MEDIA COVERAGE

Regional media launch in April: good coverage in

Western Morning News
Cornish Guardian
West Briton
Cornish & Devon Post
North Cornwall Advertiser
Mid Cornwall Advertiser
BBC TV (west)
Carlton west country TV
BBC Radio Cornwall
BBC Radio Devon
Pirate FM Cornwall

Follow up coverage in:

Western Morning News
Cornish Guardian (twice)
Cornish and Devon Post
Radio Cornwall
Pirate FM
Newquay Voice
Stratton Parish News
St Genny's Gazette

National news coverage in:

The Sunday Telegraph
The Guardian
New Scientist
Radio 2 (Wogan)

Sector press coverage in:

Architects Journal
Building Design
Alternative Investment Guide
Leisure Opportunities Magazine
Vista (Landscape Institute)
Attractions Management (web site)
BALPPA (web site)
Leisure Management
Landscape Review (yet to be published)
Design History Society

4.3 WHAT IS BEING SAID OF US

“..... Having just returned from a couple of weeks on the North Cornwall Coast, where we've been for our annual summer holiday for the last 12 years or more, this is obviously a project that I have some personal interest in as well as anything else!”

“Sustainable development is ... indeed about spiritual reconnection with the land, about understanding the relationship between humankind and the natural world, and at the same time, it's about economic development, and the pursuit of prosperity in a very different way”

Jonathon Porritt
Chairman of the UK Sustainable Development Commission and Director of
Forum for the Future

“I am delighted to help the project in any way I can, in particular in the development of your volunteer programme. As you know, this was a vital ingredient in the success of the Sydney 2000 Olympics.” The Great Atlantic Way has my full support

Jim Sloman
Adviser: London 2012; Chief Operating Officer, Sydney 2000

“I am pleased to confirm First Great Western's support for this visionary project. For our part, we see a clear link between the way in which the development of railways in the County helped to shape the economic development of Cornwall, not least the Atlantic Coast of North Cornwall, and the opportunity to bring the future visitor to the region by this most sustainable form of transport”

Julian Crow
Business Development Manager, First Great Western

“I was particularly impressed with the important issues of sustainability being promoted. This aligns well with the Agency's duty to promote sustainability. Because of this, I have agreed to act as one of the project's advisors on environmental issues.”

Geoff Boyd
Cornwall Area Manager, Environment Agency

“The Great Atlantic Way is a journey where the car is swapped for transport that allows interaction with the environment. In a car you experience time and road engineering. On a bike you experience geography and weather and on foot you experience surfaces, flora and fauna. When you first stop you experience everything else that moves After a while you begin to experience the genius loci”.

Roddy Langmuir
Architect

“Since September 11th stress levels in the world have increased. People are more anxious and worried about the future, which to say the least, seems very uncertain. They need hope, inspiration and enlightenment, an opportunity to relax and experience a more positive way of being.

With the Great Atlantic Way, connections will be made between the individual, nature and what is going on in the world and, hopefully, people will go away realising that they do matter and that they can change their lifestyle and make a positive difference to the world.”

John McConnell
UK Assistant Project Co-ordinator
Brahma Kumaris World Spiritual University

“I must express my admiration for an idea which is above all about the particular “spirit of place” of that wonderful area of the British Isles which is Cornwall. Throughout my working life I have always been obsessed with the idea of the resonating not quite tangible spirit of place and its particular qualities which makes places different to others. Always I have felt that it is necessary for us to learn about a place by listening to what I refer to as the *voices of the site*. The Great Atlantic Way is exactly about experiencing the energy of an extraordinary land, with all its present absences and absent presences; thus enabling the participating observer to absorb its unique magical spirit with eyes that feel and hands that see. This is the sort of dream project which can make man rediscover some of the “inherent knowledge” which seemed to be so natural to the ancients but which the modern mechanized world has unfortunately lost, reminding us of T S Eliot’s verses, “where has all the wisdom gone lost in knowledge?” “

Professor Richard England
Malta

“I think everyone recognises that heritage, culture and distinctiveness are the unique selling points of any area, not only for visitors, but also for engendering local pride and attracting others to invest in these areas.

Your proposals are an ideal example of how the synergy of developing for the future can be built on a solid foundation of celebrating the past and making contemporary world-class statements.”

Malcolm Bell
Chief Executive, Southwest Tourism

“I am impressed at how the Great Atlantic Way has gathered momentum over the last six months. Cornwall has enjoyed a mini boom in the last couple of years, and I hope this becomes the jewel in the Crown .”

Alexander Hoare
Chief Executive, Hoare’s Bank London