Planning
Future Cornwall

Growth Factors:
Helston & the Lizard Community Network Area
Version 2

February 2013
Growth Factors – Helston & the Lizard Community Network Area

This ‘Profile’ brings together a range of key facts about the Helston & the Lizard Community Network Area that will act as an evidence base to help determine how much growth the area should accommodate over the next twenty years to maintain to enhance its viability and resilience. Each ‘Profile’ is split into three sections: Policy Objectives, Infrastructure & Environmental Considerations and Socio-Economic Considerations.

Summaries have been provided to indicate what the key facts might mean in terms of the need for growth – and symbols have been used as follows to give a quick overview:

| Supports the case for future growth | No conclusion reached/ neutral factor/further evidence required | Suggests concerns over future growth |

**Helston & the Lizard Overview:** The Helston & The Lizard Community Network Area Area is a wide geographical area covering a total of 18 Parishes. Helston is the main town within this area, and therefore acts as the local service centre to the numerous smaller settlements surrounding it. The only other town in the area is Porthleven, whilst larger villages include Mullion, Praze-an-Beeble, St. Keverne and The Lizard. Smaller villages in the area include Ashton, Breage, Cadgwith, Carleen, Coverack, Cury, Germoe, Godolphin Cross, Gweek, Leedstown, Manaccan, Mawgan & Garras, Nancegollan, Porkellis, Porthallow, Praa Sands, Ruan Minor, Sithney, Townshend and Wendron.

This is a generally an area of ancient landscapes - mediaeval farmland in the north and centre, prehistoric and medieval field patterns in Meneage, open heath containing significant prehistoric remains, and much later WWII remains, on the Lizard. Although the underlying settlement pattern throughout is of scattered farmsteads and hamlets, there is also an unusual number of large villages - some industrial like Leedstown, others, like Mullion or St Keverne, enlarged churchtowns historically functioning in their remote areas as small market centres, with a wealth of vernacular buildings; Lizard is a unique centre developed as much as anything from tourist activity in the 19th century.¹

The two industrial areas, around Tregonning and Wendron, are distinct from the rest of the area, and from each other. The Tregonning/Godolphin area is a combination of prehistoric landscapes with significant monuments (hill fort, defended settlements), early mining landscapes left relatively unaltered, and one of the most important aristocratic landscapes in Cornwall associated with Godolphin House. Porkellis/Wendron, in contrast, is more firmly 19th century - included in the WHS in large part because of the importance of the coherent smallholding landscape around here.

The long coastline, although varied between the creeks around Helford, and the fishing coves of the Lizard, has long been an important focus of activity - fishing, quarrying, lighthouses and rescue stations, tourism - and consequently the large settlements were set on or just off the coast. Despite being numerous, each remains isolated as communication routes are mostly back into the hinterland rather than along the coast. The maritime and coastal historic environment is of very great significance.

Although it feels isolated, its position jutting out into the western approaches has always given the area a strategic value. Defence and communication is a major theme, associated with coastal warning and communications, with trans-national communications (Poldhu/ Goonhilly) and with defence (numerous abandoned as well as still working airfields).

This is an area of high quality urban environments - especially in Helston, with a legacy of historic buildings and structures and streetscapes; there is a strong relationship with the Cober valley down to Loe Pool which forms an essential part of Helston's character. Porthleven has its own distinctive character, with harbour side warehouses, terraces on upper slopes, a collection of outstanding 19th century chapels and public buildings, as befits a planned, commercial/industrial port town.

There are a large number of well established large houses, gardens, ornamental landscapes and estate farmlands which give the area a distinct character e.g. Trelowarren, Bosahan, Clowance, Penrose, Bonython.

The following section outlines key facts about the Helston & the Lizard area, and provides the background information that has been used to produce the overall conclusions on what factors could promote or inhibit additional growth in the area.

**Section 1: Policy Objectives:** this section identifies how the Helston & the Lizard area can contribute towards achieving the key strategic ambitions for Cornwall as set out in Future Cornwall\(^2\). In terms of the spatial strategy required to accomplish this, development is necessary to meet the needs of Cornwall’s communities for homes, jobs and access to our daily needs in a way that can improve our health. The role of the Cornwall Local Plan: Strategic Policies\(^3\) document is to manage change and development pressures to enable and facilitate Cornwall’s wider objectives.

### Housing Need: Key Facts
- There were 15,901 dwellings in the Helston & the Lizard area in 2011\(^4\) and of these – 14,013 (88.1%) had at least one resident compared to the Cornwall average of 89%.
- The number of additional households\(^5\) created by population growth could be around 3,900 in the next twenty years if trends experienced up to 2008 continue as they have done. Many of these additional households will require new homes to be delivered.
- 490 people on the Home Choice Housing Register\(^6\) (waiting list) that are classed as in housing need (Bands A-D) have identified this area as their preferred location (about 4.3% of the total). Another 676 people (Band E) have expressed a desire to live in the area and are also recorded in the Register.
- 77 affordable homes\(^7\) are required each year to meet need - 0.5% of households compared to 0.65% of households across Cornwall

### Housing Supply: Key Facts
- 15,901\(^8\) dwellings in 2011 – 6.1% of Cornwall’s dwellings
- There has been a 19% increase in dwelling numbers\(^9\) (1991-2012 – average of 22.4% across Cornwall) equating to some 115 new dwellings per annum in the area.

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\(^5\) Cornwall Council (2010) PopGroup population and household projections
\(^6\) Cornwall Council (2012) Home Choice Housing Register
\(^9\) Cornwall Council (2012) Housing Land Availability
Growth Factors – Helston & the Lizard Community Network Area

- There is enough land in and around Helston town for around 2,000 dwellings, and the current proposal is that Helston should take up to 1,100 houses (although this was revised down to 900 at a recent Full Council meeting).
- The surrounding rural area is proposed to accommodate around 800 dwellings in order to meet local needs housing and to support existing rural communities and facilities (although this was revised up to 900 at a recent Full Council meeting). Information is available on land availability in the smaller settlements in the area and this would suggest that more work needs to be done on identifying sufficient land to accommodate either of these levels of growth. Past development rates (68 new dwellings per annum) would suggest that the levels of growth proposed can be accommodated.
- As at 31st March 2012 there were 211 dwellings under construction and 491 unimplemented planning permissions. 272 dwellings have been completed between 2010 and 2012. If a figure of 1,900 dwellings for the area is chosen, just over half of this figure is already accounted for. If a figure of 1,800 dwellings for the area is chosen, 55% of this figure is already accounted for.
- About 1.1% of dwellings were registered as empty properties - Cornwall average 1.6% (2012) and 5.4% of properties were registered as second homes – Cornwall average 5.4%. These figures indicate that a low proportion of dwellings remain vacant, and that there is a similar level to the Cornwall average of competition between permanent and temporary residents.
- 27.8% of dwellings paying Council Tax in 2012 were occupied by one person in the Helston & the Lizard area compared to the Cornwall average of 30.7%.
- Average household size in the area was estimated to be 2.34 in 2011 compared to a Cornwall average of 2.27 indicating that there a more people per house than on average across Cornwall.

<table>
<thead>
<tr>
<th>Growth Factor</th>
<th>The rate of new dwellings constructed in this area in recent times is at a lower level than the average across Cornwall, and this trend will need to improve in the rural area to accommodate the additional population the area is predicted to grow by.</th>
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<tbody>
<tr>
<td></td>
<td>Land to accommodate around 2,200 homes has been identified in and around Helston town indicating capacity for growth.</td>
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<td>A significant amount of housing land may potentially be required in smaller settlements in the area (up to 900 dwellings) and some of this has not been identified at this stage.</td>
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<tr>
<td></td>
<td>If the growth figure of 1,900 is chosen, just over half of the dwellings required have already been accounted for through existing planning permissions. If the growth figure of 1,800 is chosen, 55% of the dwellings required have already been accounted for through existing planning permissions.</td>
</tr>
</tbody>
</table>

Economy and Regeneration: Key Facts

- The Helston & the Lizard area falls within the Falmouth & Helston Travel to Work Area (TTWA) and as a result Helston town is in competition with Falmouth and Penryn towns in terms of attracting employees and employment opportunities.
- The Helston & the Lizard area produces about 4.7% of Cornwall’s Gross Value Added figure.

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14 Cornwall Council (2012) Housing Land Availability
15 Cornwall Council (2012) Council Tax
17 Cornwall Council (2011) Economic Development Intelligence Report (estimates)
The town’s economy is significantly influenced by RNAS Culdrose which is a major local employer and source of spending\textsuperscript{18}.

Helston town and industrial estates are situated some distance from the A30 and commercial traffic must use the A394 to access the A30 at Ludgvan or via the A394 to Mabe and then either the A39 through Truro or the A393 to Redruth.

Helston’s main employment site – Water-ma-Trout is now fully developed.

Helston’s economy has seen little recent development despite the longstanding allocation of Helston Business Park. This allocation does offer scope for increasing employment in the town.

The redevelopment of the Goonhilly Earth Station site is being considered including developing part of it into a viable space science centre\textsuperscript{19}.

Rural work space, business mentoring and business support is required\textsuperscript{20}.

In 2011\textsuperscript{21}, 20.3% of those aged 16 plus in the Helston & the Lizard area had no qualification compared to the Cornwall average of 22.4%. Of the remainder, 26.6% had level 4 and above qualifications in the Bodmin area compared to 25% on average across Cornwall.

The Helston & the Lizard area falls within the Falmouth & Helston Travel to Work Area (TTWA) and as a result Helston town is in competition with Falmouth and Penryn towns in terms of attracting employees and employment opportunities.

In terms of economic output, the area appears to be producing just under 5% of Cornwall’s GVA from just over 6% of Cornwall’s population, indicating that it is a poorer location for improving Cornwall’s overall economic output, and may be more suited to meeting local economic needs.

New employment opportunities could be created at the undeveloped Helston Business Park site indicating capacity for growth.

Local skills levels are generally higher in this area than on average across Cornwall.

Community Aspirations\textsuperscript{22}:

- Address high house prices, lack of affordable housing and lack of elderly & special needs accommodation.
- Reduce rural isolation, particularly in the remote villages and hamlets; lack of regular public transport to access services, work and education.
- Enable the provision of rural workspace and encourage business mentoring & support.
- Ensure development is sensitive to the outstanding natural, built and historic environment of the area.
- Encourage improvements to community services, health care and education provision and enhance current levels of provision where possible. Consideration should also be given to mobile services.
- Boost access to recreational opportunities for young people.
- Maintain Helston’s role as the main retail and service centre in the area and enhance the attractiveness and viability of the town centre.

### Growth Factors – Helston & the Lizard Community Network Area

<table>
<thead>
<tr>
<th>Growth Factor</th>
<th>Description</th>
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<tbody>
<tr>
<td>Growth is required to enable the delivery of affordable housing and older persons and special needs housing, and as grant support reduces there will be a greater reliance on affordable homes being cross subsidised as part of larger open market developments. The number of affordable homes that can be provided will be related to the number of total homes developed. High growth levels will enable the delivery of high numbers of affordable homes.</td>
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<tr>
<td>Planning for rural workspace and business mentoring &amp; support - growth can enable these types of developments to come forward.</td>
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<td>Access to employment, community facilities and services is important, particularly for education, healthcare and recreation and growth can maintain or enhance the viability of existing services.</td>
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<tr>
<td>Access to sustainable and affordable travel between the rural and urban settlements in the area, and growth can maintain or enhance the viability of existing services.</td>
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<tr>
<td>Growth can impact on the natural, built and historic landscapes in the area and it needs to be carefully managed to ensure its impact is kept to a minimum and appropriate mitigation measures required are enforced.</td>
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<tr>
<td>Growth will help maintain Helston’s role as the local service centre for the area for residents.</td>
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### Section 2: Infrastructure and Environmental Considerations:

This section aims to demonstrate the ability of the area to cope with additional development, and to identify where there are specific constraints that will need to be carefully managed or mitigated against.

### Infrastructure**:

** Key Facts

- Education – additional capacity is required to meet the need for primary age places in Helston town before the end of the plan period, and a new school is proposed. Primary schools in the rural area are close to capacity in some settlements (e.g. Coverack, Godolphin) and have a significant amount of capacity in other settlements (e.g. Germoe, Trannack, Garras, Sithney). Capacity for secondary school places in the area can be accommodated at Helston College and in the short to medium term at Mullion School – this position will need to be reviewed once more certainty on the scale and distribution of growth is achieved.
- More work needs to be done to assess the capacity of existing utilities (i.e. water, sewage, electricity, gas) to meet proposed growth.
- Helston town has a good range of spaces available to residents including sports pitches, children’s equipped play areas, informal green space and indoor sports facilities. Many of the settlements in the rural area include some small equipped play areas, informal green space and sports pitches. More work needs to be undertaken to assess the capacity of existing sports, green and open space, and the requirement for additional space to meet the levels of growth proposed.
- Healthcare – residents can access their main healthcare providers in Helston town (doctors, dentists, opticians, chemists and community hospital) and there is a full time doctors’ surgery and chemist in Mullion and Porthleven, a full time doctors’ surgery in Praze-an-Beeble and St Keverne and a part time doctors’ surgery in Lizard and Ruan Minor. It is estimated that up to 3 additional doctors may be required in the Helston area depending on the level of growth proposed. Despite the availability of health services in the area, access to health care is an issue in the area, and there is no direct bus service to Treliske Hospital in Truro.
- Crematoria and Cemeteries – crematoria capacity is sufficient to meet demand over the next twenty years whichever level of growth is proposed. Information is not available locally about the capacity of burial space and work in being undertaken to assess need.

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Helston town residents have access to a wide range of infrastructure, and growth will help maintain or enhance these services and facilities.

Rural residents in the area have access to some infrastructure and additional growth may help maintain these services and facilities. Rural residents will always need to travel to Helston or other urban areas to access key services and facilities.

New development in the area will require additional infrastructure to be delivered, particularly in terms of primary age education, healthcare and public transport options.

### Transport Links & Accessibility

- This area is remote from strategic road network (A30) and other roads provide a poor connection to settlements within and outside the area.
- There are no mainline rail services.
- Helston town is accessible by private transport and there are several car parks available.
- Improvements are required in terms of cycling and pedestrian routes in Helston town.
- Helston town has a good travel to work bus service to key centres such as Falmouth & Penryn, Penzance, Redruth and Truro – as do many settlements in the rural area and the majority have access to a travel to work bus service – some smaller settlements however do not.
- Access to public transport is an issue in the rural areas, resulting in a high dependency on private transport. Funding has been approved to improve bus infrastructure on the Lizard, and there are aspirations to improve Helston bus station and provide a ‘real time passenger information’ system.

Good public transport links are available between Helston town and other key urban settlements, and from some settlements within the area. An appropriate level of growth will help maintain and enhance the current level of service, and may help reduce the amount of subsidy required to currently run these services.

Public transport is an issue in the rural area, and many residents are reliant on private transport to access employment and other key services and facilities. Growth may exacerbate this problem and increase the use made of private transport, or it could improve the viability of public transport options and facilitate the provision of additional or more frequent bus services.

### Environment: Key Facts

- A significant part of the Helston area (the Lizard) is designated as an Area of Outstanding Natural Beauty. There are also 18 internationally protected Sites of Special Scientific Interest (SSSI) and 2 Special Areas of Conservation (SAC), The Lizard and Tregonning Hill. Part of Cornwall’s World Heritage Site falls within the Helston area.
- Important landscape designations in the area are identified on the map below:

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27 Cornwall Council (2011) Geographic Information System
The Helston area is divided into five landscape type areas\textsuperscript{28}.

Flood Risk & Mitigation – work needs to be undertaken to understand these issues in the Helston area. Proposed are schemes at Loe Bar culvert, Helston, Coverack Old Sea Wall, Porthleven Harbour Walls, Hazelphron and Praa Sands\textsuperscript{29}.

Historic Environment – major heritage at risk has been identified as Grade Ruan Church and Bayview Terrace in Porthleven. Studies are required in the area on ports & harbours, wider quays & landing stages, maritime coastal work, quarries & quarrying, gardens & ornamental landscapes, conservation areas, highway heritage assets and Cornish character\textsuperscript{30}.

Significant parts of the area fall within nationally recognised landscape and historic character designations. New development has to be carefully planned to minimise its impact. Flooding is a concern in some areas and mitigation works may be required in or as a result of new developments.

### Section 3: Socio-Economic Considerations:

This section aims to identify what socio-economic factors in the area exist that would indicate either a need for growth to meet future needs or which suggest a limited level of growth is required.

**Population: Key Facts\textsuperscript{31}**

- Population of 33,514 (2011)\textsuperscript{32} – 6.3% of Cornwall’s population
The population growth rate between 2001 and 2011 is similar to Cornwall average (6.6%).

Population by age in the Helston & the Lizard area comprises 15.5% aged 0-15; 63.1% aged 16-64 and 21.4% aged 65 plus compared to 15.2%, 62.8% and 22.1% respectively across Cornwall.

Based on trends experienced up to 2008 the population could increase by 5,850 (14%) between 2010 and 2030.

By 2030, 31.2% of the population could be aged 65 or more compared to 30.8% across Cornwall.

The area has a current dependency ratio of 68.8 which is lower than the Cornwall average of 72.2. This means that there are less people in the younger and older age groups that need supporting by the working age population.

The Helston & the Lizard area accounts for about 8% of Cornwall by area (28,883 hectares).

Population density of 1.14 persons per hectare compared to the Cornwall average of 1.5 persons per hectare.

<table>
<thead>
<tr>
<th>Growth Factor</th>
<th>Details</th>
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<tbody>
<tr>
<td>Population of the area is forecast to grow by almost 6,000 over the next twenty years if current trends continue, and a significant number of new homes will need to be provided to accommodate this increase in population.</td>
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<tr>
<td>The area has experienced similar levels of growth than on average indicating that it is likely to be able to cope with future demand for housing.</td>
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<tr>
<td>This is a large, relatively sparsely populated area, with a population density slightly lower than that of the Cornwall average, and any additional population will be spread across the area – apart from Helston town no settlement stands out as being able to accommodate significant levels of growth</td>
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<tr>
<td>There is a good balance in the population between working age people and the more dependent younger and older age groups.</td>
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**Employment and Jobs:**

The main employment sectors in Helston town in 2011 were wholesale & retail trades/repair of motor vehicles, public administration, defence & compulsory social security and human health & social work activities which reflects the pattern in 2001.

The main employment sectors outside of Helston town in 2011 were wholesale & retail trades/repair of motor vehicles, public administration, defence & compulsory social security and human health & social work activities.

In terms of employed people, the key sectors in the area are wholesale & retail trades/repair of motor vehicles, accommodation & food service activities and human health & social work activities.

Social care is a sector that is predicted to grow by 25% to meet the needs of an increasing number of older age people.

66.7% of those in employment in the Helston & the Lizard area worked full time (31 hours per week plus) and 33.3% were part time (less than 31 hours) compared to the Cornwall average of 66.1% and 33.9% respectively.

The Job Seekers Allowance claimant rate for the area has increased from 1.9% of the working age population in January 2007 to 2.6% in January 2012 (low season –
Cornwall average 2% and 3.3% respectively). The rate changed from 1% in July 2007 to 1.8% in July 2012 (high season – Cornwall 1.3% and 2.6% respectively). The current rate (December 2012) stands at 2.3% of the working age population in Bodmin compared to 3% on average across Cornwall.

- In 2011\(^1\) 36.1% of households in the Helston & the Lizard area contained no-one in employment and of these households 7.1% had dependent children compared to the Cornwall averages of 37.8% and 8.3% respectively.
- In 2011\(^2\) 28% of households in the area contained at least one person with a long term health problem or disability, and of these households 16.4% contained dependent children compared to the Cornwall averages of 28.8% and 15.6% respectively.

<table>
<thead>
<tr>
<th>Growth Factor</th>
<th>There is a good range of employment sectors in the area although many of them tend to be low paid and can be seasonal.</th>
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<tbody>
<tr>
<td></td>
<td>Agriculture is important in the rural areas and there may be an impact in terms of competing land uses for agriculture and new development (particularly on the highest quality agricultural land).</td>
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<td></td>
<td>The proportion of people claiming Job Seekers Allowance in the Helston &amp; the Lizard area is generally lower than on average across Cornwall.</td>
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</tbody>
</table>

**Viable Places - Settlement Functionality\(^3\): Key Facts**

- Main settlement is Helston – categorised as Category B settlement - identified as market and coastal towns that are locally significant and contain a good range of housing, employment, and community facilities and services.
- Category C settlements are identified as small towns and villages that meet local needs for some services and facilities – Porthleven and Mullion.
- Category D settlements are smaller settlements that perform an important role in their local areas, i.e. ‘rural service centres’ – Lizard, Leedstown, Ruan Minor, St Keverne, Manaccan and Mawgan & Garras.
- Category E settlements are those that include either a primary school or a general store – Breage, Gweek, Praze-an-Beeble, Cury, Coverack, Godolphin Cross, Sithney, Germoe, Porkellis and Wendron.
- Other settlements do contain some key facilities such as a travel to work bus service and a meeting place – Praa Sands, Newtown St Martin, Ashton, Rame, Townshend and Carleen.
- Work is underway to understand how some villages could work together to provide services and facilities to local residents - a ‘cluster’ – and in this area there are some potential clusters already identified – St Keverne with Coverack, Breage with Ashton, Leedstown with Praze-an-Beeble; Carnkie with Porkellis & Rame and Newtown St Martin with St Martin’s Green.

<table>
<thead>
<tr>
<th>Growth Factor</th>
<th>There is a good mix of settlements in the area and an appropriate level of growth can help maintain and enhance the viability and resilience of existing communities.</th>
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<tbody>
<tr>
<td></td>
<td>Helston town is the main urban centre in the area and it has a good range of services and facilities available to meet the needs of the current and future populations and can accommodate a significant proportion of the growth allocated to the area.</td>
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<td>There is the potential to ensure better access to services and facilities through the identification of ‘clusters’ – and St Keverne with Coverack, Breage with Ashton, Leedstown with Praze-an-Beeble; Carnkie with Porkellis &amp; Rame and Newtown St Martin with St Martin’s Green are identified as potential clusters.</td>
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Retail: Key Facts

- Two-thirds of residents in the area do their main food shopping in Helston town. The Co-op is the main store in town – out of town stores are Sainsbury’s and Tesco (Sainsbury’s is a new store and the Tesco store has been extended in the last couple of years). Helston also contain a Lidl store.
- Helston town contains a small number of multiple retailers, the majority being independent retailers.
- Small number of vacant premises in the town centre.
- There is no requirement for additional convenience floorspace and the town could require up to 3,900 sq m of comparison floorspace by 2030, depending on the level of growth the town experiences. Qualitative improvements are required in the town centre.
- There were no retailer requirements recorded for Helston in October 2010.
- In terms of yields and rents, Helston town is performing at a similar level to St Austell, Redruth, Bodmin and Liskeard.
- Truro is the shopping centre that most people in this area use for clothes and other personal goods.
- Camborne/Redruth and Penzance are the shopping centres chosen for DIY and household goods in this area.
- 84% of residents in the area considered Helston to be their main shopping centre. 53% liked Helston because it was near and/or convenient, although 38% didn’t like the selection of shops available.
- Helston is performing relatively well taking into account its limited accessibility, although its remoteness (and lack of nearby competition) is likely to reason why the town is performing well.
- A large number of villages in the area include retail outlets such as general stores and post offices – these can provide many of the services residents require on a daily basis.

Deprivation:

- Census 2011 has identified that 42.4% of households in the Helston & the Lizard area do not experience any form of deprivation compared to 40.2% on average across Cornwall. Of the remainder, 34.6% are deprived in one dimension, 19% in two dimensions, 3.7% in three dimensions and 0.3% in all four dimensions compared to 34.6%, 19.9%, 4.8% and 0.5% respectively across Cornwall.
- The English Indices of Deprivation combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each

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44 Cornwall Council/GVA Grimley (2009) Cornwall Household Retail Telephone Survey
The dimensions of deprivation used to classify households are indicators based on the four selected household characteristics: Employment (any member of a household not a full-time student is either unemployed or long-term sick); Education (no person in the household has at least level 2 education, and no person aged 16-18 is a full-time student); Health and disability (any person in the household has general health ‘bad or very bad’ or has a long term health problem), and Housing (Household’s accommodation is ether overcrowded, with an occupancy rating -1 or less, or is in a shared dwelling, or has no central heating). A household is classified as being deprived in none, or one to four of these dimensions in any combination.
small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. These Indices have been produced at a Lower Super Output Area level, of which there are 32,482 in England.

- In terms of the overall Index of Multiple Deprivation, 1 area in Helston town appears in the most deprived quintile across England.
- In terms of income deprivation, 1 area in Helston town appears in the most deprived quintile across England.
- In terms of employment deprivation (conceptualised as involuntary exclusion of the working age population from the world of work), 1 area in Helston town appears in the most deprived quintile across England.
- In terms of education, skills and training deprivation, relating to a lack of attainment among children and young people, and a lack of qualifications in terms of skills, no areas in the Helston & the Lizard area appear in the most deprived quintile across England.

The Helston & the Lizard area generally experiences lower levels of deprivation than on average across Cornwall.

There is an area in Helston town that appears in the most deprived quintile in terms of deprivation.

Growth and regeneration can improve levels of deprivation by giving people the training to find higher skilled and better paid jobs by enhancing training and employment opportunities in an area.

Summary:

<table>
<thead>
<tr>
<th>Policy Objectives</th>
<th>Details</th>
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<tr>
<td><strong>Housing Need and Supply</strong></td>
<td>The number of new households in the area is forecast to grow by almost 4,000 over the next twenty years if current trends continue, and many of these households will require additional homes to be built. In addition there is a need for almost 800 additional affordable homes to be provided over the next ten years to accommodate those already in housing need. Land to accommodate around 2,200 homes has been identified in and around Helston town indicating capacity for growth. Households in the area face higher levels of competition than on average across Cornwall from prospective second home owners.</td>
</tr>
<tr>
<td><strong>Economy &amp; Regeneration</strong></td>
<td>Helston is fairly remote from the strategic road network in Cornwall. In terms of economic output, the area appears to be producing just under 5% of Cornwall’s GVA from just over 6% of Cornwall’s population, indicating that it is more likely to be a location suited to meeting local economic needs.</td>
</tr>
<tr>
<td><strong>Community Aspirations</strong></td>
<td>Growth will help deliver many of the aspirations communities have in this area.</td>
</tr>
</tbody>
</table>

**Infrastructure and Environmental Considerations**

| Infrastructure | Helston town residents have access to a wide range of infrastructure, and growth will help maintain or enhance these services and facilities. Rural residents in the area have access to some infrastructure and additional growth may help maintain these services and facilities. |
| Transport Links & Accessibility | The area is quite remote from the strategic road network in Cornwall and growth will help maintain the viability of existing local services and facilities. Good public transport links are available between Helston town and other key urban settlements, and from some settlements within the area. Public transport is an issue in the rural area, and many residents are reliant on private transport to access employment and other key services and facilities. |
| Environmental Considerations | Significant parts of the area fall within nationally recognised landscape and historic character designations. New development has to be carefully planned to minimise its impact. Flood risk and mitigation are issues that need careful consideration. |
## Socio-Economic Considerations

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<th>Category</th>
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<tbody>
<tr>
<td>Population</td>
<td>Population of the area is forecast to grow by almost 6,000 over the next twenty years if current trends continue, and a significant number of new homes will need to be provided to accommodate this increase in population. There is a good balance between working age people and the more dependent younger and older age groups.</td>
</tr>
<tr>
<td>Employment &amp; Jobs</td>
<td>Employment in the area tends to be in low paid sectors. The main employment sectors in the CNA are the wholesale &amp; retail trades/repair of motor vehicles, hotels &amp; catering, agriculture, real estate/renting &amp; business activities, public administration &amp; defence, manufacturing, construction and health and social care. Social care is a sector that is predicted to grow by 25% to meet the needs of an increasing number of older age people. Unemployment levels are generally lower in the area than on average across Cornwall.</td>
</tr>
<tr>
<td>Viable Places - Settlement Functionality</td>
<td>An appropriate level of growth can help maintain and enhance the viability and resilience of existing communities. Helston town is the main urban centre in the area and it has a good range of services and facilities available to meet the needs of the current and future populations.</td>
</tr>
<tr>
<td>Retail</td>
<td>The majority of residents in the area consider Helston town to be their main shopping centre for food shopping, but choose other centres such as Truro, Camborne, Redruth or Penzance for non food shopping. Some daily retail needs of residents can currently be met locally in a number of smaller settlements in the area, and an appropriate level of growth can help maintain these facilities.</td>
</tr>
<tr>
<td>Deprivation</td>
<td>There is an area in Helston town that appears in the most deprived quintile in England in terms of deprivation. Growth and regeneration can reduce deprivation by giving people the training to find higher skilled and better paid jobs by enhancing training and employment opportunities in an area.</td>
</tr>
</tbody>
</table>