

**Name of Organisation or Group:**

Looe Development Trust: Moor to Sea project

**Purpose of Organisation or Group:**

Specifically, evolution and promotion of the Smugglers Trail

**Purpose of Application:**

To match fund and support suitable signposting from Looe Town Centre to the Smugglers trail route that is being evolved which will begin at Kilminorth Woods but may well be undiscovered by many visitors to the town. We also wish to provide directional signage into the town centre and to and from the railway station which will have separately funded signage. This will be a mix of larger signs and roundels to be discussed with and sanctioned by the Town Council who are also part of the Smugglers trail legacy group – one of the aims of the Moor to Sea project. Suitable signage will include interpretation and QR codes which can give the walker information about the culture, environment and history of the area as well as local services and businesses.

Encouraging walking is a key element of promoting health and wellbeing which is a central objective of the project, along with supporting affordable accessibility more generally and connecting/mapping this 21 mile route (there is a website in development) initially from Looe to Liskeard but also with the prospect of extending to Minions. The historic route is a Cornish coast to coast route which ends at Boscastle and that may be a long-term aim; but this project represents the first tangible of several parish and town councils working together in south east Cornwall to pursue a landscape partnership approach (such as evolved in west Cornwall).

The other focus of spend is on materials such as marketing leaflets and events to publicise knowledge of the trail which has been identified as being along existing rights of way and quiet public highway. It will link to the already established Moorswater trail in Liskeard and provide a green route attraction for south east Cornwall.

**Total Cost:**

£36,037

**Description and Value of Funds from Received / Pledged from Other Sources (Identify Sources)**

- Cornwall Council Community Fund (SPF) £14,915
- Devon and Cornwall Rail Partnership (Community Rail grant) £10,622
- Cornwall and west Devon World Heritage Site £1,000
- Moor to Sea match funding (derived from a number of sources) £8000

These are all specifically for the Smugglers Trail although we are also using residual funds from the remaining Moor to Sea project to support appropriate elements.

**List Other Sources Approached for Donation/Grant Support**

Liskeard Town Council £750

**Value of Donation/Grant Requested from Looe Town Council:**

£750

**Describe how the Project will be Sustained in the Future:**

Because this project is focused on sign posting and supporting materials it will be self sustaining. We are (for example) ensuring that the logo for the trail (to be confirmed) will last at the very least for a decade and we hope to be able to work with Cornwall Council to replace the odd signpost that has rotted away.

'Sustainability' is ultimately about encouraging people to combine walking with train travel which is part of what this project is about and (also) in the long term guiding people through assets such as Kilminorth Woods to ensure that they are used as tourist and local assets to always illustrate to Cornwall Council the importance of them.