

# Mount Edgcumbe means business

A vision document and action plan





The Mount Edgcumbe vision is a 3 year blueprint for the future aiming to substantially develop the visitor experience to the grade 1 listed park and increase awareness of the immense historical significance. Increasing the number of attractions, activities and experiences on offer for all age groups.

In implementing the vision the aim is to sensitively realise the parks commercial potential and present the best possible experience for current and new visitors, generating new and sustainable income to help manage and conserve the historic park into the future. Ensuring profitable use and conservation go hand in hand.

## The vision

The unique selling point for Mount Edgcumbe is the wealth of history and stories of famous historical figures associated with the Estate over the centuries.

The history of Mount Edgcumbe provides a unique opportunity to stand out from the competition.

The vision will focus on celebrating the story of the Earl of Mount Edgcumbe family to highlight local history and develop the park into an anchor attraction for the Rame Peninsula.

**A free to enter historic park with a variety of choice income attractions**



The emphasis on this phase of capital expenditure will be to create a number of facilities for the Barrow Centre making units more attractive to business.

## Phase 1 - To be completed by April 2014

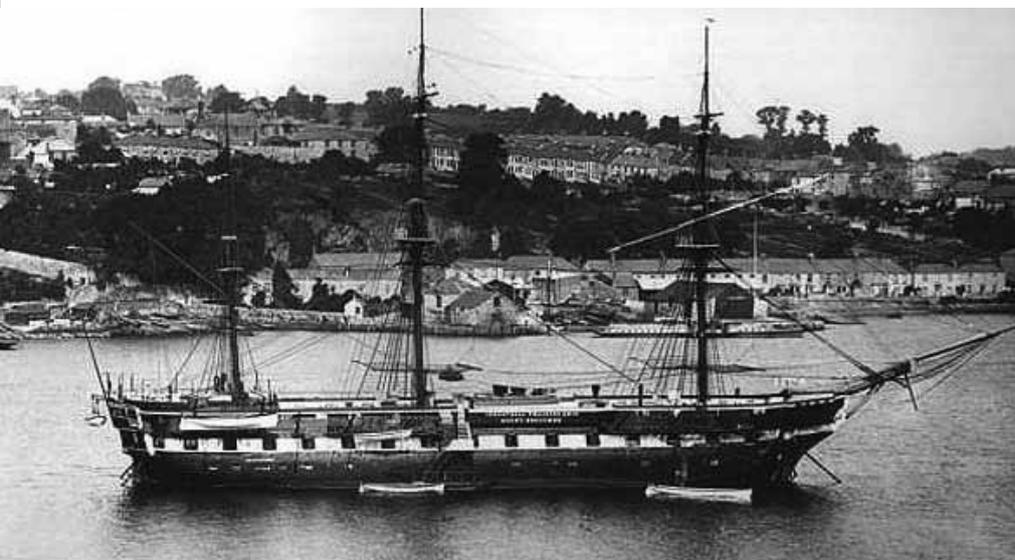
To “create a buzz” aimed specifically to encourage further investment from small businesses, and in turn help attract and secure larger investment for phase two by external funding partners.

Continue to develop the Barrow Centre as a visitor attraction for the park by stimulating commercial lettings and thus reducing the amount of subsidy to the park. Property lettings will provide future sustainable

income and help establish a number of small independent businesses with new employment opportunities.

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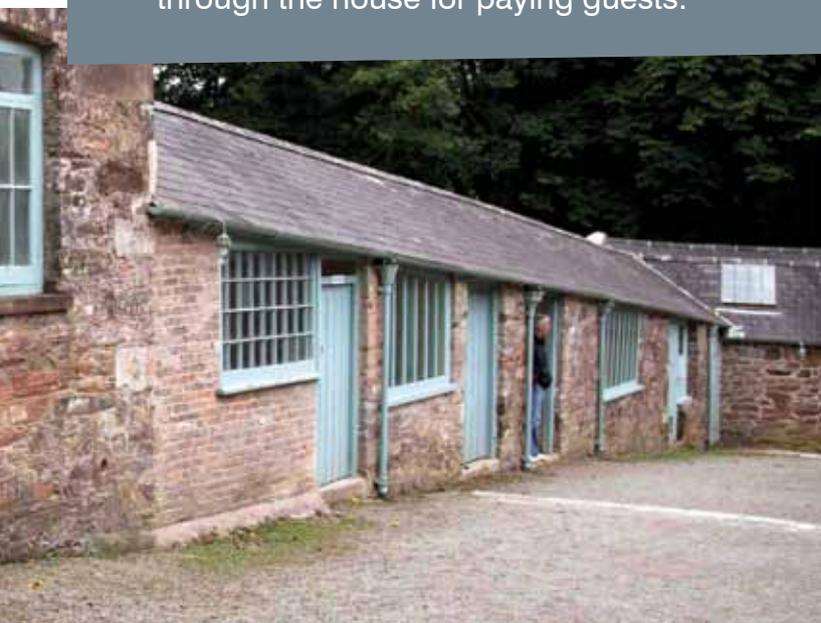
This will be achieved through a combination of small but deliverable initiatives each contributing to an improved visitor experience whilst focussing on the objective of generating income from sustainable commercial lettings.





**From existing resources the park will strive to deliver most if not all the following items before April 2014:**

- Allocate and let commercial unit spaces.
- Make the Barrow Centre more visible.
- Install a quality wifi system.
- Develop the existing series of events.
- Create an aggressive marketing plan.
- Review overall branding of the park.
- Provide a “bat friendly” scheme of lighting.
- TS Mount Edgcumbe – A themed play area.
- Purchase a land train to literally “drive footfall” from the Cremyll gates to the Barrow Centre.
- Develop a pedestrian one way system through the house for paying guests.
- Remove the majority of existing signage.
- Convert the Cremyll shop building to provide holiday accommodation whilst retaining the gift shop at the front.
- Improve fencing along the main road.
- Provide cosmetic improvements to the Triumphal Arch entrance.
- Review on-site car parking arrangements and coach drop off points.
- Consider one way vehicle system into the park.
- Develop Dry Walk car park to accommodate touring caravans as a “certified” location.



## Business Planning

- Establish a funding group of external partners to create a financial strategy for delivery of phase two.
- Develop the business planning for next phase.
- Implement a staffing structure capable of delivering and maintaining the vision for the future.
- Create a Visitor Information Centre and Wedding one-stop-shop facility in the house foyer. (Possible phase two)

# Phase 2 – to be completed by April 2016

## Explore Mount Edgcumbe

- Establish a commercially viable visitor information centre for the Rame Peninsula combined with a one-stop-shop for wedding services.
- Implement a scheme of interpretation across the park including branded signage, heritage trails, identified walks and in particular linking to other attractions on the Peninsula.
- Bring to life a number of listed structures in the park and promote the educational resources available to local schools.
- Renovate the French Conservatory and utilise as a cultural exhibition space and educational workshop.
- Build on the success of the existing catering facilities with a view to offering more choice for visitors.

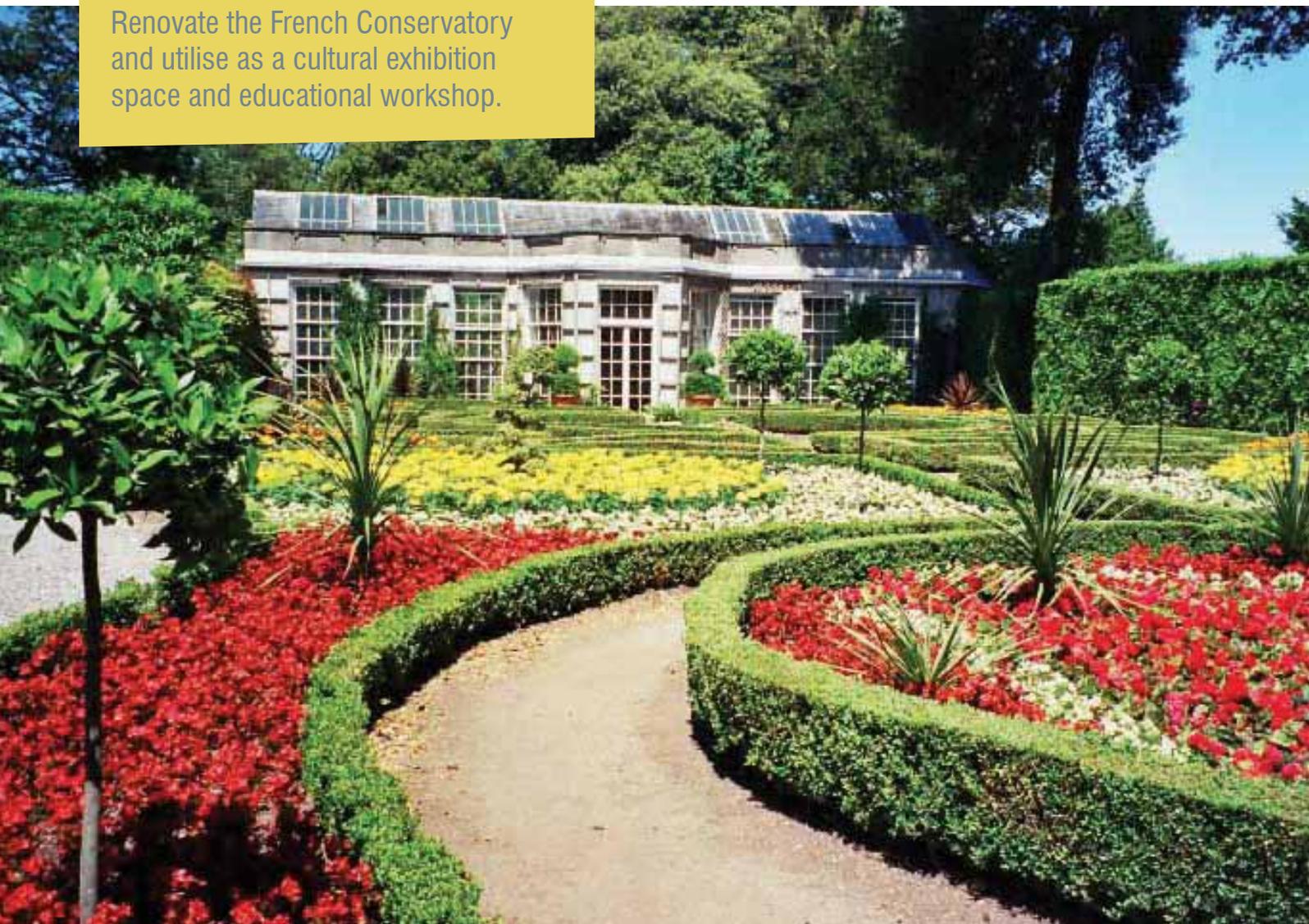
- Develop additional recreational attractions.
- Provide lighting schemes at various key points in the park.
- Explore invest to save opportunities around sustainable energy sources and waste recycling opportunities.

## Getting to Mount Edgcumbe

Work in partnership with key transport providers to implement a number of improvements for accessing Mount Edgcumbe and encouraging visitors to explore other local attractions.



Renovate the French Conservatory and utilise as a cultural exhibition space and educational workshop.





## Stay at Mount Edgcumbe

Complete a number of property renovations for the purpose of creating holiday accommodation.

### To include:

- Cremyll Lodge
- English Garden house
- Convert existing offices in the main house
- Gardeners lodges x 2
- Develop caravan and camping facilities
- Self contained eco huts in the woods
- The dog kennels building on upper deer park

## Key strategic drivers

1. Review Governance
2. Establish the overall brand
3. Develop overall business plan
4. Barrow Centre as a central hub
5. Holiday and Residential accommodation
6. Events and Functions
7. Existing and new activity
8. Revise staff structure for delivery of the vision
9. Partnership working with Friends of Mount Edgcumbe



Build on the success of the existing catering facilities with a view to offering more choice for visitors.





## We value your comments

Please let us know what you think about Mount Edgcombe and the proposals for the future.

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