

Agenda 15 f)

COUNCIL
16/10/25

Milly Southworth

From: Matthew Pontin <matthew@torpointartistscollective.co.uk>
Sent: 09 October 2025 18:08
To: Milly Southworth
Cc: Gary Davis; Julie Martin
Subject: South West Rural Mobility Pilot application (in principle letter of support)
Attachments: Torpoint Gateway Hub Pilot.pdf; TAC funding application for Torpoint Ferry.pdf; TAC Letter of support Bikespace.pdf; TAC Letter of Support_Torpoint Gateway Hub Pilot Citybus.pdf

hi Milly (and councillors)

I'm writing formally to share details of Torpoint Artists Collective CIC's (TAC CIC) recent application to the Peninsula Transport and Western Gateway Rural Mobility Fund and to request that Torpoint Town Council consider providing a letter of support for the proposal at the forthcoming October council meeting (the funder has asked for confirmation (letter of support) of in principle agreement work together but made clear that does not mean this application will get funded, they wanted to understand the scope for collaboration).

The Torpoint Gateway Hub Pilot idea aims to creatively explore the ferry embarkation area - Cornwall's main arrival point - from a drive-through space into a welcoming, low-carbon transport hub connecting ferry, bus, rail, cycling and walking. Led by TAC CIC, the 12-month pilot combines transport planning with creative community design to deliver visible improvements in wayfinding, information, and local identity, while testing and developing new connections such as a shuttle to St Germans rail station and e-bike links.

The project could bring together Tamar Crossings, Go South West (Citybus), Bikespace CIC and Torpoint Town Council as key partners, alongside local residents, schools and businesses through a creative engagement programme. It directly talks to the TITAN Transport Strategy and supports the Town Vision's goals for improved connectivity, safety and pride in place.

We recognise that the application was submitted late in the funding window, but have framed it as a partnership-building pilot, designed to lay strong foundations for future collaborative work and investment in sustainable mobility and placemaking. This work will potentially build on the upcoming Arts & Culture strategy as a creative placemaking project for the town.

I've attached the full application summary for reference and other partners' letters of support (not to be made public). Should the project be successful, we would welcome the Town Council's ongoing involvement and if preferred, the option for the Council to act as fundholder for the grant. But we realise the fund is competitive and there's a strong chance of an unsuccessful application.

Many thanks for considering this request and please don't hesitate to contact me if further information would be useful ahead of the meeting.

Regards,

Matthew

on behalf of TAC CIC



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Torpoint Gateway Hub Pilot

Project Summary

Torpoint is Cornwall's literal and symbolic gateway – the first point of arrival for thousands of vehicles and pedestrians each day via the ferry. Yet despite this central role, it remains a drive-through town rather than a destination or connection point. Confusing signage, unsafe crossings and disconnected ferry, bus, cycling and rail links mean residents and visitors experience barriers to sustainable, affordable travel.

This pilot addresses that opportunity: **to turn Torpoint's ferry area into a coherent, creative, and connected gateway hub.**

Responding to the Six Grand Challenges of Rural Mobility

- **Operational sustainability:** Testing new service integration models between ferry, bus, cycling and rail.
 - **Net Zero:** Promoting active and shared modes through wayfinding, shuttle services and e-bike links.
 - **Equity:** Co-designing safer, more legible routes for all ages and abilities.
 - **Affordability:** Improving low-cost multi-modal connections, including the pilot rail shuttle.
 - **Local access:** Strengthening Torpoint's town centre economy by encouraging people to stop, explore and shop locally.
 - **Sustainable tourism:** Welcoming visitors with clear, sustainable travel choices from their arrival point.
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Creative Engagement and Co-Design

The creative engagement and co-design process led by **Torpoint Artists Collective (TAC CIC)** will ensure the hub reflects local identity and community needs.

Residents, schools, businesses and visitors will take part in **creative mapping, workshops and exhibitions** that shape wayfinding design, transport information and public realm priorities. This participatory approach builds civic pride and a shared understanding of how sustainable mobility supports the town's wider regeneration.

Potential Partnership

- Tamar Crossings (ferry)
- Go South West (bus)
- Bikespace CIC (managing Plymouth's Beryl Bikes)
- Torpoint Town Council

Together, these potential partners can test tangible improvements such as **integrated signage**, **real-time transport information**, a **short-term rail shuttle link to St Germans**, and **feasibility concepts for a safe pedestrian bridge**.

By making the **TITAN Transport Strategy** visible and actionable, the pilot will transform Torpoint from a congested crossing point into a **model rural gateway** – safer, more legible, and more welcoming for residents and visitors alike.

Vision

To transform Torpoint from a drive-through town into a **welcoming, multi-modal gateway to Cornwall** - a place where ferry, bus, rail, cycling and walking connections come together in an environment that is safe, accessible and distinctly local in character.

Objectives

- Deliver a **connected transport hub** at the ferry embarkation area through improved wayfinding, real-time information and an artist-led design identity.
- Pilot **new connectivity**, including a shuttle to St Germans rail station and enhanced cycling links, with a feasibility study for Beryl e-bikes.
- Explore **safe pedestrian movement** via an open bridge design competition, inviting bold concepts for crossing the ferry lanes and linking Fore Street with the waterfront.
- Engage the **community and build partnerships** through creative co-design, mapping and exhibitions that build shared ownership of the town's mobility future.

This will **translate the TITAN Transport Strategy into action**, producing tangible interventions, learning and evidence for long-term investment.

Innovation

This pilot uniquely combines **transport planning, design thinking and community creativity**. By pairing functional improvements – signage, shuttle, feasibility design – with cultural engagement, it demonstrates how people-centred design can make rural mobility both effective and inspiring.

The **bridge competition** adds a forward-looking, participatory dimension, connecting everyday movement with visionary design. The project's integrated approach will set a new benchmark for how rural and coastal gateway towns can turn strategy into visible, human-scale transformation.

Pilot Components

1. Wayfinding and Information Design

An artist-led redesign of wayfinding will unify ferry, bus, cycling, walking and rail information into a **coherent visual system**.

New maps, signage and digital displays will help residents and visitors navigate sustainably, while creative branding will define Torpoint as Cornwall's "**Gateway Town**."

Through better partnership working, the **disused kiosk beside the ferry lanes** could be transformed into a **pop-up community information point** (graphics externally) a tangible example of low-carbon placemaking through adaptive reuse rather than new build.

2. Transport Integration Pilot

Working with **Go South West**, the pilot will part-subsidise a **trial bus link between Torpoint and St Germans rail station**, connecting the town to the national rail network.

The trial will test service viability, integration with ferry timetables and passenger demand.

A **feasibility study for e-bike connectivity** will explore how shared e-bikes could link the ferry, town centre and neighbourhoods, building on knowledge with **Bikespace CIC / Beryl** and the cross-Tamar active travel plans.

3. Pedestrian Bridge Design Competition

A design competition will invite **architects, engineers and artists** to propose creative, safe solutions for bridging the seven lanes of queuing ferry traffic between Fore Street and the waterfront.

Public exhibitions and community feedback via the **TAC Gallery** will ensure the final concept reflects both technical feasibility and local identity.

4. Creative Engagement and Co-Design

Arts-based **workshops, mapping and exhibitions** will involve residents, schools, businesses and visitors in shaping wayfinding, connectivity and local identity.

These activities will strengthen local ownership and bring together all build partnerships around a shared vision for the ferry area.

5. Integration with Existing Networks

The pilot will realise **TITAN's proposal for a Primary Mobility Hub** at the ferry, integrating land, water, bus and rail travel.

It complements wider regional investment in **Plymouth's Transforming Cities programme** and the **Looe Valley Trails**, strengthening Torpoint's role as a sustainable cross-Tamar transport node.

6. Low-Carbon and Shared Focus

All project components promote **zero- or low-emission mobility** – walking, cycling, shared e-bikes, and public transport – supported by clear information and attractive design.

By combining feasibility work, creative co-design and operational testing, the pilot will demonstrate how **art-led interventions** can deliver tangible transport and carbon reduction outcomes.

Lead Organisation

Torpoint Artists Collective CIC (TAC CIC) will lead and manage the pilot.

TAC is a new social enterprise driving community-led regeneration in Torpoint through **creativity, co-design and collaboration**.

The organisation has already secured **CLUP finance** to transform a long-vacant Fore Street shop into a **creative hub, workshop and artist studio**, establishing a base for engagement and skills development.

TAC Team

- **Miranda Housden** – Project Lead and **Director, Institution of Civil Engineers South West (ICE SW)**. Brings expertise in partnership governance, infrastructure planning and regional strategy.
- **Matthew Pontin** – Director, **Fotonow CIC**. Specialist in creative media, community engagement and evaluation.

Together, they ensure the pilot balances creativity with operational rigour under a robust governance framework suitable for a public-funded partnership project.

Governance Structure

TAC CIC will act as the **accountable body**, responsible for finance, delivery and reporting to **Peninsula Transport and the Western Gateway**.

A **Project Board**, including all potential delivery partners, will meet monthly to oversee progress, share intelligence and manage risk.

Potential Roles

- **Tamar Crossings:** Operational partner and site facilitator for ferry-area improvements and visitor information.
 - **Go South West:** Transport partner delivering the rail shuttle pilot and contributing to service design and evaluation.
 - **Bikespace CIC / Beryl Bikes:** Technical advisors for the e-bike connectivity feasibility study.
 - **Torpoint Town Council:** Civic partner ensuring alignment with the Town Vision, Neighbourhood Plan and TITAN Strategy.
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Additional Capacity

To strengthen local capacity and long-term planning, **placemaking specialist Jonny Birkett** will lead a series of **charrette sessions** with partners and the community, helping translate creative ideas into viable development pathways for future funding.

Programme and Timeline

Duration: 12 months

Months 1–2:

- Project initiation and governance setup.
- Establish Project Board and partner agreements.
- Commission key suppliers and collect baseline data (travel behaviour, signage audit, user surveys).

Months 3–5:

- Co-design and community engagement workshops.
 - Develop wayfinding concepts and gateway branding.
 - Launch the Pedestrian Bridge Design Competition with public exhibition at TAC Gallery.
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Months 6–9:

- Install pilot wayfinding signage and digital displays.
- Run the **Torpoint ↔ St Germans shuttle trial** (three-month test).
- Complete the **e-bike feasibility study**.

Months 10–12:

- Evaluate outcomes, gather data and feedback.
- Produce final evaluation report and investment roadmap.
- Host public exhibition and stakeholder event.

Funding Request

Total: Up to **£50,000** from the **Peninsula Transport and Western Gateway Rural Mobility Fund**, supporting five interlinked strands of activity:

Strand	Description	Budget
Wayfinding & Information Design	Artist-led signage, mapping, digital displays, kiosk refurbishment	£15,000
St Germans Shuttle Pilot	Part-subsidy and data monitoring for six-month rail link bus trial	£12,000
Pedestrian Bridge Design Competition	Feasibility and concept design with public exhibition	£10,000
Creative Engagement & Branding	Workshops, mapping, charrettes and communications	£8,000
Project Management & Evaluation	TAC coordination, liaison and film-based case study reporting	£5,000

Total: £50,000

In-Kind Contributions

- TAC CIC's new **Creative Hub** hosting workshops and exhibitions.
- **Torpoint Town Council** potentially providing venues and civic support.

- **Tamar Crossings** offering site access and engagement opportunities.
- Partners contributing marketing, communications and networks to amplify reach.

Future funding opportunities may include **Town Council and CIL allocations, National Lottery Heritage Fund**, and **Department for Transport / Shared Prosperity Fund** programmes.

Monitoring and Evaluation

A **mixed-method approach** combining quantitative data and creative qualitative insight will be used. Oversight will sit with **TAC CIC**, supported by partners and an independent evaluator.

Performance Measures

- **Community Engagement:** ≥200 local participants, 5+ schools/groups.
 - **Partnership Activity:** Record collaboration and Project Board activity.
 - **Transport Metrics:** Track shuttle ridership, interchange patterns, and pedestrian/cyclist flows.
 - **Digital Engagement:** Monitor web and social engagement with new materials.
 - **Investment Leverage:** Record follow-on bids and in-kind support (target ≥2).
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Creative Evaluation and Knowledge Sharing

Fotonow CIC will produce a **short film** capturing the project's process and impact — a powerful tool for funders and replication elsewhere.

Findings will be shared through **public exhibitions, reports, and partnership networks** including Peninsula Transport, Western Gateway, Cornwall Council and regional social enterprise groups.

Torpoint Gateway Hub Pilot

Turning strategy into action – transforming Torpoint into a creative, connected, and low-carbon gateway to Cornwall.

