

KERDROYA

The Cornish Landscape Labyrinth

Diamond Landscapes

Stage 2 Application

From Golden Tree Productions



OUR LANDSCAPE

The world-class Cornish landscape that we love so much was created through a cauldron of causation: eons of geological tumult, epochs of ecological evolution and layered with millennia of human occupation and interaction. We wish to celebrate the heady mix of our special landscape and propagate the understanding that we ephemeral humans are not separate from, but an intrinsic component of, the natural world.



CORNISH HEDGES

Of all the human-created features of our landscape, First Prize for impact, beauty and function (as well as geological, ecological and cultural significance) goes to the humble Cornish hedge. Claimed to be amongst the oldest human-built structures in the world still in use for their original purpose, some are perhaps more than 4000 years old. With locally distinctive building styles celebrating the micro-geology of place, our hedges create the characteristic field-patterns of the Cornish landscape. There are about 30,000 miles of hedge across Cornwall today: vital nature reserves, linking corridors that connect all 12 AONBs with each other and through time with their pre-farming species range. With the recent near-catastrophic decrease in pollinators, hedges' function as reservoir for tens of thousands of species of insect (plus 600 species of flowering plants) is of critical importance.

LABYRINTH

In 1948 Mr S.J. Madge discovered two carvings on a slate overhang in Rocky Valley near Tintagel. Not 'mazes' (complex, branching puzzles) but 'labyrinths' (a single, meandering yet purposeful path inwards to the centre and out again). They were in fact handy-sized replicas of the classical labyrinth design as found in ancient Crete, Pontevedra in Galicia, Val Camonica in Italy and at Troytown on Agnes, Isles of Scilly. Initial excitement saw claims of Bronze Age origin and theories about migrations of Mediterranean peoples into Cornwall. Now it would seem more likely that the carvings were made by the tenant of Trewethett mill around 1800. Around that time there was an explosion of interest in the labyrinth symbol as a cultural icon linking sites and cultures along the entire western seaboard of Europe.

Today, the labyrinth remains a potent and popular image: we know of a further eight small labyrinths created in Cornwall alone in the last decade.



What has never before been attempted is the construction of full-scale properly Cornish-hedged landscape labyrinth:

KERDROYA

After a pilgrimage around 11 iconic coastal landscapes, finally, in the heart of Cornwall, at the centre of Bodmin Moor you discover Kerdroya. Like some newly built iron-age fort the expertly laid ranks of Cornish hedge spiral gently upwards in front of you leading your eye to the green mound in the centre. As you enter the cool, hushed pathway you are led up and around, closer, further, higher and lower, always imperceptibly moving towards your goal. Your meditations whilst walking are your own choice: exploring the distinctive stone-work representing each of the 12 AONBs, checking out the diverse, flora and fauna establishing themselves, new-age connections with pagan ceremony, contemplating on the impermanence of all human endeavour. As you enter the stretch representing your own local area, you convince your self that *that* stone there (second course up and three to the left of the distinctive grounder) is the very one that you carted here from your Granny's back garden and helped lodge into perfect position under the well-tutored eye of the master-hedger. When you reach the centre, you remain on the green mound for some time viewing out over the walls to the tranquil lake and the wide moor rolling away in all directions. You are part of this place, you are here and now, you are joined to the past and to the future. One last stamp in your pocketbook and your pilgrimage around the beautiful landscapes of Cornwall is now complete.



'KERDROYA' a note on the name: turf mazes in England were often named 'Troy Town' presumably because, in popular legend, the walls of the City of Troy were constructed in a confusing and complex way. Welsh hilltop turf mazes were called "Caerdroia", translated as "City of Troy". The Cornish spelling of this is KERDROYA, which also has an appropriate alternative translation: "Castle of Turnings".



'Kerdroya': Artist's Impression by Shawn Brown

COMMUNITY ENGAGEMENT PROGRAMME

With the creation of KERDROYA we consciously follow in the footsteps of land artists such as Andy Goldsworthy and Richard Long, whose small and large-scale pieces are made directly in the landscape, sculpting the land itself and often defining the shape of it permanently.

In contrast to those existing pieces of Land Art created by an individual working alone, Kerdroya will be community-crafted: shaped both by the distinctive material and the diverse people in the extraordinary landscape.



Stone River, Andy Goldsworthy, 2002

KERDROYA will...

INTERPRET - with the Guild of Cornish Hedgers we will run classes and workshops across all 12 AONBs to increase our understanding of locally distinctive geology, ecology and stories of hedge-craft.

CONNECT – schools, individuals and organisations from across the 12 AONBs will ‘adopt a hedge’ locally, meaning that they participate in its ecological monitoring, maintenance and repair.

ENGAGE – community members, school children, volunteers and organisations from across all 12 AONBs will bring their own stone to Kerdroya. The stone and the story that comes with it will become part of the permanent structure.

CELEBRATE – we all contribute to the making of the labyrinth during a calendar of celebratory events. Over the 12 months of 2019, each month is dedicated to one AONB.

CULTIVATE – we will be brave enough to mark the AONB’s Diamond Anniversary by looking *forwards* - a lasting and living monument to our unique landscape; a symbolic legacy for future generations.

COMMUNITY ENGAGEMENT ELEMENTS

Primary Schools: 12 schools, one per AONB, recruited and engaged as 'hedge stewards'; monitoring, recording and celebrating hedges in their area

Community Groups: 12 organisations representing those not previously engaged with arts, heritage or environment, also recruited as hedge-stewards

Community Lectures: 12 'village-hall' presentations unpacking the history and importance of Cornish hedging and the work of the AONB

Adopted Hedges: 12 lengths of hedge (identified by HIT), one per AONB in iconic landscape settings, recorded and monitored

Hedging Workshops: 12 traditional Cornish hedging technique workshops, rebuilding the locally adopted length and creating letterbox 'niche'

Letterboxes: 12 'geocaches' installed in hedge niches with community-created content, plus physical and virtual 'rubber-stamp'

Stampbook and maps: a passport-sized pocketbook with maps of each AONB, letterbox locations and stamp-collecting pages

Web-site: inviting visitors to follow the Kerdroya pilgrimage to all 12 AONBs, locate the letterboxes and stamp their pocketbook

Stone Pledges: 12 community events at Kerdroya itself; each month the people of one AONB contribute both their stones and their stories

Final Event: 1 final community celebration marking the completion of Kerdroya (1st Jan 2020!) looking forward to the landscape of the future



Letterbox at Cranmere Pool. The origin of letterboxing can be traced to Dartmoor, 1854

DELIVERABILITY

In order to ensure deliverability, we have developed a graded series of 3 outcome scenarios: 'Crystal', 'Silver' and 'Diamond'. Depending on scale of funding realised, each scenario may stand-alone (both in terms of legacy of the construction and in terms of community engagement) or be developed further and 'upgraded' into the next scenario. The Development Phase lasts from June through to September 2018 and will be the same whichever of the three scenarios is pursued. The decision milestone occurs at the beginning of October, and from that moment onwards one of the three scenarios is followed.

DEVELOPMENT PHASE

June-Sept 2018: research and identify community groups, engage schools, build partnerships, develop ACE and HLF bids, solve any permissions or legalities, design brand identity.

'KERDROYA CRYSTAL'

Minimal scenario in which no further funding is obtained beyond the AONB grant and in-kind support is correspondingly small.

Total budget £ 71,050

Labyrinth: traditionally across Europe labyrinths have been two-dimensional turf-cut pathways. The Crystal scenario will create a full-scale footprint of the labyrinth but will realise it in a two-dimensional lay-out of the pathways with natural kerb stone edging.

Community engagement:

- 12 Community Lectures
- 12 Letter Boxes
- Website
- Stamp book and maps
- 12 Stone Pledge events at Kerdroya



'KERDROYA SILVER'

Moderate scenario in which Golden Tree in collaboration with the AONB successfully attract funding from Art Council England and the Heritage Lottery Fund, in-kind support remains relatively small.

Total budget £182,273

Labyrinth: the three-dimensional form of the gently rising ranks is built, however the pathways remain simply kerbed with natural stone until you reach the very centre where the summit mount is completed in its entirety using Cornish hedging.



Glastonbury Tor, Somerset; some claim that the pathways around the entire hill form a single, huge classical labyrinth

Community engagement:

- 12 Primary Schools
- 12 Community Groups
- 12 Community Lectures
- 12 Adopted Hedges
- 12 Hedging Workshops
- 12 Letter Boxes
- Website
- Stamp book and maps
- 12 Stone Pledge events at Kerdroya
- 1 Final Event at Kerdroya

'KERDROYA DIAMOND'

Ideal scenario in which ACE and HLF funding is attracted, a further major partner engages and in-kind support is considerable.

Total budget £428,903

Labyrinth: full-scale three dimensional classical labyrinth build of traditional Cornish hedging including stone and hedging styles from all 12 AONBs as described in the main body of this proposal.



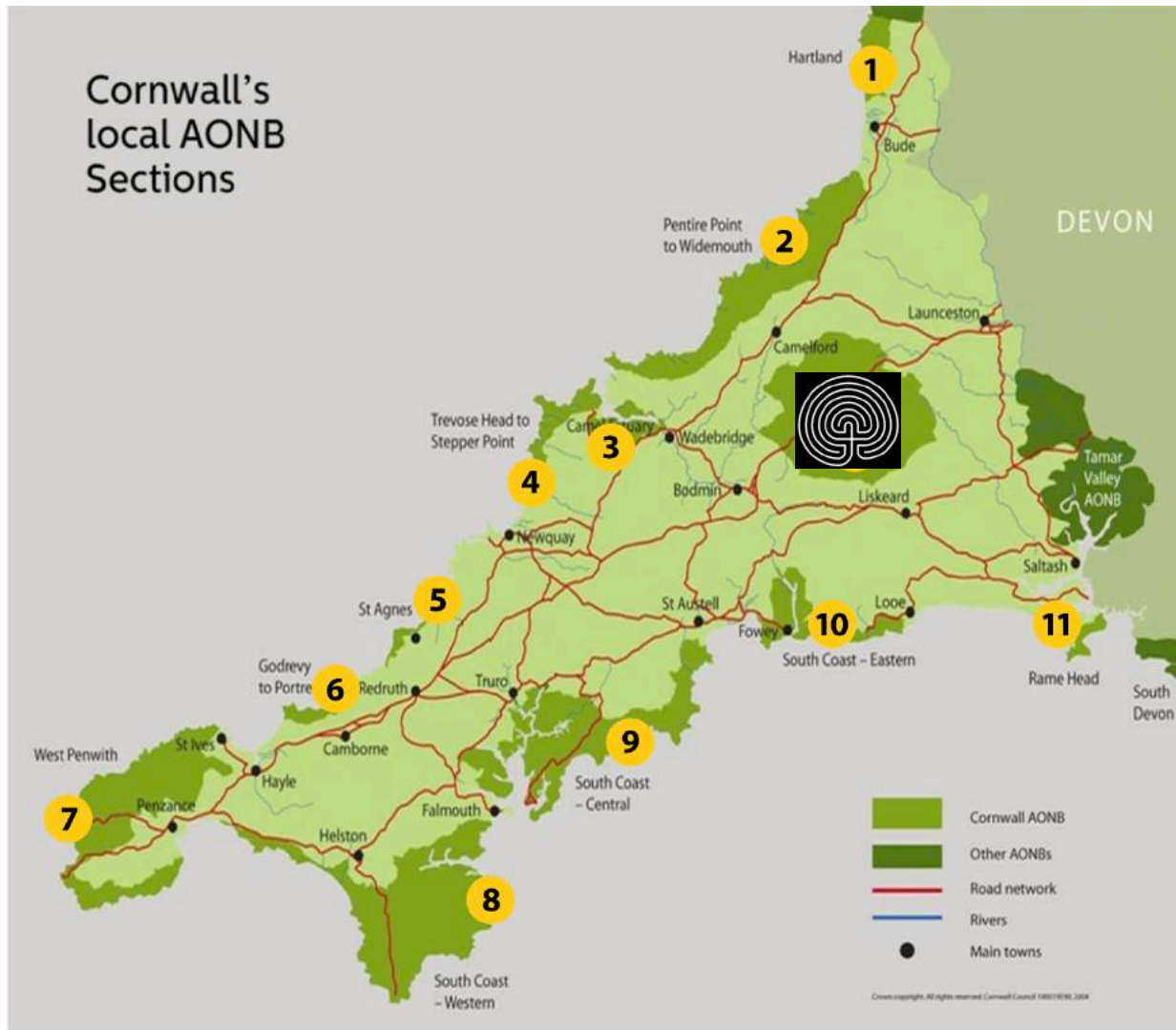
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12 AONBs: ONE LOCATION

How can a single site encourage visitors to experience all 12 areas?

The answer is to create a pilgrimage trail of twelve letterboxes, each built into a niche in a distinctive Cornish hedge in an iconic location. Having followed the maps and collected 11 stamps, the ultimate destination is Kerdroya itself. But where would that full-scale labyrinth be sited? How can any one single site be representative of all 12 Cornish AONBs? A location in any of the 11 coastal AONBs would immediately seem 'lop-sided'. The only possible solution is to locate a site centrally in AONB number 12: Bodmin Moor at the heart of Cornwall.



COLLIFORD LAKE

Our partners South West Lakes Trust have for some time been looking for a good idea to 'rejuvenate' and to increase the offer at their Colliford Lake site. They concur that Kerdroya is exactly the thing they have been looking for.

The site is easily accessed from the main A30, at the heart of Bodmin Moor AONB and central to all 12 AONBs.

Below the (closed) toilet block and existing car park is an overgrown and redundant car-parking area - effectively a 'brown field' site.



Proposed site: redundant car park at Colliford Lake, Bodmin Moor



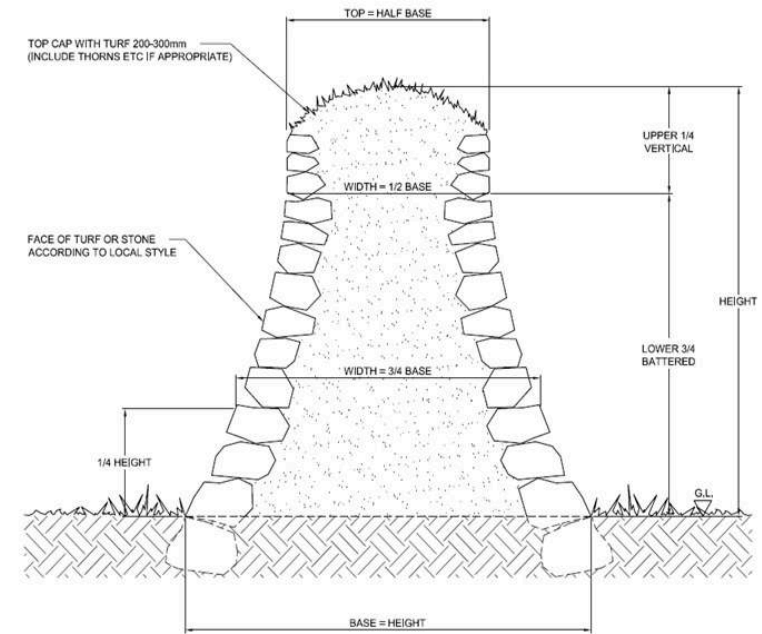
Colliford Lake: SWLT propose refurbishment and re-opening of closed toilet block.
The redundant, overgrown car-parking area close to the lake edge will benefit from sympathetic redevelopment.

CONSTRUCTION

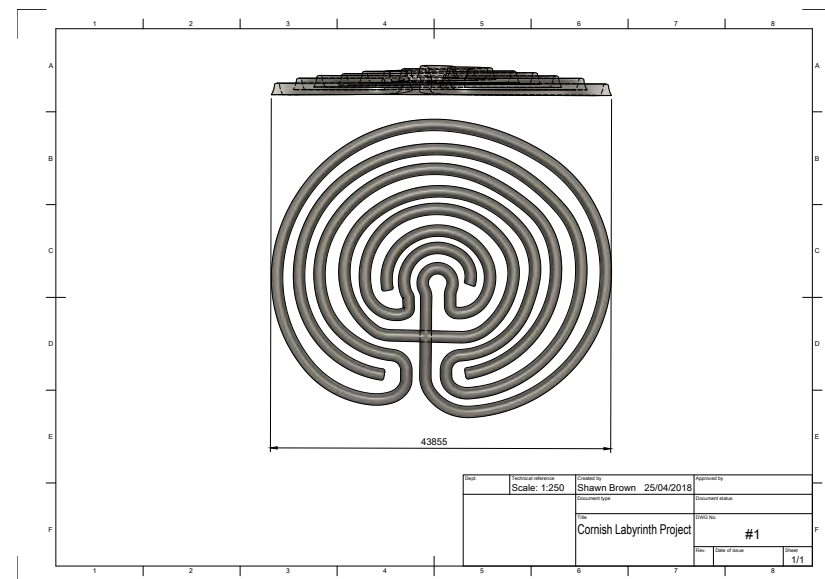
*"The typical Cornish hedge is a combination of a stone wall and an earth bank. It has an earth centre and is then faced each side with local stone. It is usually tapered with an inward curve from the base to half-way up, with the top being half the width of the bottom. This is vital for the stability of the hedge structure."*¹

There are 5-6 main Cornish hedging styles, which are largely dependant on the distinctive stone found in the local area. Each master hedger will also add their own unique stamp to a hedge. A regular hedge is around 1.4 meters high. Kerdroya will be built on a series of raised ramps, so the hedge height looking inward is 1.5 m and looking out is 1.2m. With a path that is 1.5 meters wide, the total length of hedge will be approximately 480m (43m diameter and its widest point). The outer rampart and the central summit mound will be built from local Bodmin Moor granite. Each of the 12 AONBs will be allocated a concentric section. Thus a walk through the labyrinth will be a walk through the 12 distinctive geological, ecological and cultural identities of the AONBs. The hedging will be done by the master hedgers with a large pool of skilled volunteer hedgers. The professional hedgers will be paid a regular day rate. We expect the hedge to be built in a total of 240 days (based on a pace of 2m a day). In 2019 each month will be dedicated to one AONB, with the respective section of the hedge being built in that month and the community weekend happening at the beginning of each month.

¹ Cornwall Council <https://www.cornwall.gov.uk/environment-and-planning/trees-hedges-and-woodland/hedges/hedge-structure/>



The internal structure of a Cornish hedge,



KERDROYA TIMELINE

Core	Community Engagement	Construction	Communication
Development Phase: June – Oct 2018			
<ul style="list-style-type: none"> • write ACE bid • write HLF bid • develop further funding opportunities eg SWW, CC. LEADER • develop in-kind partnerships eg CWT, Eden, MK 	<ul style="list-style-type: none"> • call out to <i>all</i> primary schools in all 12 AONBs • tender process, select 12 schools • research, identify and engage community groups maximising diversity 	<ul style="list-style-type: none"> • agreement on terms of ownership of site • secure any planning permission • identify and appoint master hedgers • programme site preparation (Ease) 	<ul style="list-style-type: none"> • appoint PR company • develop brand identity • create skeleton website • design social media campaign
Preparation Phase Oct 2018 – Dec 2018			
<ul style="list-style-type: none"> • decision on scenario: Crystal, Silver or Diamond? • oversee planning 	<ul style="list-style-type: none"> • plan calendar of community engagement • plan calendar of Kerdroya events • identify locally adopted hedge 	<ul style="list-style-type: none"> • architect's design • site preparation • make up levels • soft landscaping • toilet block refurbishment • programme build (Ease) 	<ul style="list-style-type: none"> • build full web-site • design outline of stampbook, maps, interpretation boards • 'soft launch' parish newsletters etc
Delivery Phase: Jan 2019 – Dec 2019 [each month dedicated to one AONB]			
<ul style="list-style-type: none"> • manage relationships with partners • oversee delivery 	<ul style="list-style-type: none"> • community lectures & workshops • local hedge re-builds • stone pledge events at Kerdroya 	<ul style="list-style-type: none"> • master-hedgers, apprentices and volunteers build labyrinth • build project manager oversee logistics 	<ul style="list-style-type: none"> • full press launch • web-site live • social media campaign • interpretation boards live • documentation
Legacy Phase: Jan 2020 onwards			
<ul style="list-style-type: none"> • fund-raise for illustrated book and/or further legacy projects 	<ul style="list-style-type: none"> • final event at Kerdroya 	<ul style="list-style-type: none"> • Kerdroya complete 	<ul style="list-style-type: none"> • Full re-launch of web-site and mapbooks with all 12 letterboxes in situ

KEY PERSONNEL

ARTISTIC DIRECTOR: Will Coleman

Will is a 'cultural producer'; film-maker, author, musician and educational consultant. His major interests are Cornish language and identity, traditional music and culture, community celebration, place-based learning and interactive pedagogy. Previous incarnations include performer, director and musician with Kneehigh Theatre, professional storyteller and deputy-head of a large Primary school.



COMMUNITY ENGAGEMENT PROJECT MANAGER:

Dr Natalia Earnstman

Natalia is an artist, producer, educator and community engager. Her projects address ecological sustainability issues through the arts; they are always specific to a place and in collaboration with the people that live there. She has designed and managed several projects for Golden Tree.



BUILD PROJECT MANAGER: Torquil Home

Torquil is employed by EASE Ltd, construction project managers. After ten years as a Stage Manager in mainstream theatre he now also has wide experience in the construction, hospitality and entertainments industries including managing large-scale construction projects at Eden. Torquil successfully project managed the Man Engine Resurrection Tour 2018



Golden Tree Productions has an amazing 'black book' of freelance creatives: we draw on an extensive network of talented people right across Cornwall. We work with people who share our passion for this special place and the arts as a force for social good.

KERDROYA PARTNERS

Cornwall AONB

(Collette Beckham, Partnership Manager)

Golden Tree look forward to developing a collaborative working relationship with Collette and the AONB. The 'Diamond' scenario proposes significant in-kind staff-time and support from the AONB.

South West Lakes Trust

(Neil Reeves, Head of Countryside)

SWLT manages Colliford Lake and will be a main partner in the project. Beyond 2019, Kerdroya will become a significant landscape feature and asset for the Trust. See letter of support Appendix 1.

Arts Council England

(Phil Gibby, Area Director South West)

Following the success of the Man Engine (and other projects) the Arts Council has expressed a desire to support the development of Golden Tree as an organisation producing distinctively Cornish cultural output. Early indications are that ACE would welcome an application in respect of Kerdroya.

Hall for Cornwall

(Helen Tiplady, Head of Arts Development)

HfC will be involved in each of the Stone Pledge community events; their volunteers participating in the story collecting, as well as the overall organisation of the events.

Heritage Lottery Fund

(Nerys Watts, Head HLFSW)

Golden Tree have successfully worked with the HLF on several projects (eg Plen an Gwari, Penzance Cornish Crew, Man Engine Cymru). Kerdroya is seen as a development of and legacy from their previous Cornish hedge investments.

South West Water

(Chris Loughlin, CEO)

SWW is the landowner at Colliford Lake. They are fully supportive of the project and the development. We have an indication that some cash funding might be obtainable from SWW, however the scale of this has not as yet been discussed.

The Guild of Cornish Hedgers

(Patrick Semmens, President)

The Guild will advise on the construction of the hedge. We will utilise their expertise and the network of certified hedgers they have created through the HLF-funded project 'Our Living Working Landscapes'. The professional hedgers will both build the labyrinth and supervise/ teach volunteers joining in with the building. The final design and construction of the labyrinth will be developed in close collaboration with representatives of the Guild.

National Trust

(Ian Marsh, General Manager, West Cornwall)

Golden Tree has previously worked with the National Trust on several successful projects. The Trust has a large network of volunteers involved in a range of gardening and maintenance activities at NT properties; some of them are skilled hedgers, others have a keen interest to develop their hedging skills and being involved in outdoor labour activities. We have begun conversations with NT around recruit a group of volunteers willing to help us build the labyrinth alongside community members.

Maen Karne

(Sam Ashburton, Transport Manager)

A proudly Cornish company who will 'move the earth for you'. With their shiny fleet of distinctive black lorries, Maen Karne were our main logistics partner and sponsor for the Man Engine Resurrection Tour – they will be very pleased to provide support in-kind for Kerdroya

RIO

(Lindsey Hall, Director)

The Real Ideas Organisation work have a base in Liskeard from which they work with disadvantaged young people, often not in employment , education or training. They see Kerdroya as a unique opportunity to train young people in the practical, rewarding skill of Cornish hedge-building.

Cornwall Wildlife Trust

(Cheryl Marriott, Head of Natur Conservation)

Like the National Trust, Cornwall Wildlife Trust has agreed to link us up with relevant volunteer groups, existing projects and experts who will support the design and build of Kerdroya. We will be seeking ecological advice on the wildlife/ biodiversity aspect of the labyrinth: how to establish and maintain a biodiversity-high habit on the hedge, how to give the different parts of the hedge a distinct ecological structure and appearance, etc.

Eden Project

(Gordon Seabright, CEO)

Eden have recently become the National Wildflower Centre, with careful consideration for the delicate biodiversity issues involved, they will provide bespoke wild-flower seed so that each section of Kerdroya reflects flag-ship species and the distinctive plant ecology of each AONB. They would also like to be involved in the hedge-building opportunities for their award-winning apprenticeship programme

Cornwall Council

(Julian German, Deputy Leader)

Golden Tree is a Strategic Client of Cornwall Council. Early conversations have been held about the longer-term impact of Kerdroya and the possibility of obtaining match-funding from Economic Development sources