

# Trevenson Road, Pool: Transforming market perceptions

Camborne-Pool-Redruth is a conurbation at the heart of Cornwall's historic tin-mining area, with fortunes tied to the rise and fall of the industry. Following decades of lack of investment and market failure, it became one of the country's most deprived areas. A visionary solution was called for.

LDA Design worked closely with multiple public agencies to define a masterplan and detailed Implementation Plan for delivery of regeneration in the most deprived area of all – the Trevenson Road area of Pool.

The masterplan vision simply drew the best elements of the built and natural environments together in an inspirational new parkland that provided a high-quality setting for development, a positive outlook for residents and businesses, and a reason to visit Pool.

The bold, transformational masterplan and delivery-focused Implementation Plan, with public agency support in the early years, have reduced uncertainty, stimulated market interest and changed economic conditions to the extent that investment has become viable and the area is almost completely built out.



**Client**  
Homes England/English Partnerships

**Location**  
Camborne Pool Redruth, Cornwall

**Partners**  
Scott Wilson/URS, Roger Tym & Partners/PBA,  
Thomas Lister, Miller Commercial

**Services**  
Planning, Masterplanning, Environmental Planning,  
Landscape Architecture

**Area**  
38 ha

**Schedule**  
2004 - 2011

<sup>1</sup> Turning around one of the  
UK's most deprived areas



1-4 Built scheme