



KERDROYA

The Cornish Landscape Labyrinth



BE PART OF SOMETHING TIMELESS



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KERDROYA itself is a major new piece of permanent public art - a 56m diameter classical labyrinth built of Cornish stone hedging at Colliford on Bodmin Moor.

The visitor walks a single, meandering path through a virtual footprint of Cornwall stretches of artisan stonework celebrating the aesthetics of distinct hedging styles from 12 Cornish locations.

Whilst larger mazes certainly exist, Kerdroya will be the largest classical labyrinth in the world. Built in 2020 but lasting for thousands of years.

KERDROYA is the successful bid for the 'Diamond Landscapes' initiative, celebrating 60 years of the Cornwall Area of Outstanding Natural Beauty (AONB).

Get involved in something incredible.



“Cornwall AONB have been brave enough to commission a project that creates a lasting and living monument to our unique landscape; a symbolic legacy for future generations.”

Julian German, Leader, Cornwall Council



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THE WIDER KERDROYA PROJECT

Why the **CORNISH HEDGE**?

Neither a 'hedgerow' nor a 'dry-stone wall' the distinctive Cornish Hedge is outstanding for its impact, beauty and function. Our 30,000 miles of hedge creates the characteristic patterns of the Cornish landscape. They are also claimed to be the 'oldest surviving human-built structures still in use anywhere in the world' - some are perhaps 4,000 years old!

Why the **LABYRINTH**?

The Rocky Valley carvings near Tintagel are not 'mazes' (complex, branching puzzles) but 'labyrinths' (a single, looping path). One of civilisations most enduring designs, the labyrinth can be traced back over 4,000 years (just like Cornish Hedges) - a popular icon, often seen as metaphor for a journey to the centre of our deepest self and back.

The **CENTREPIECE**

At the heart of the labyrinth will be a 10m circular space which opens out to breath-taking views across the moorland and lake. Here, the visitor encounters a newly commissioned art installation, deepening and augmenting the response to the Cornish landscape.

The **DIGITAL EXPERIENCE**

Will utilise hand-held devices to bridge the digital and real-world experience, linking 12 far-flung landscape locations with sections of the labyrinth, framed by myth and creatively incorporating the Cornish language.

The **COMMUNITY ENGAGEMENT PROGRAMME**

Will engage schools and communities with the cultural treasure of Cornish Hedges, resulting in 12 time capsules hidden in the labyrinth and an exhibition at Kresen Kernow.

The **TRAINING PROGRAMME**

Will respond to the current desperate shortage of skilled Cornish Hedgers and give a whole new cohort of young and unemployed people the opportunity to master the craft of Cornish Hedging.

WHY GET INVOLVED?

KERDROYA’S IMPACT FOR CORNWALL, PEOPLE AND PLANET

1. Economy

Increased Revenue

Kerdroya will inspire a significant increased visitor footfall and positive economic impact: Visit Cornwall's Economic Impact Assessment predicts an increased revenue of circa **£56 million** to be spent in Cornwall over a 10-year period as a direct result of this project. It will also create **79 jobs**.

Media and PR

The Kerdroya project is already creating significant press and public interest with introductory coverage by The Guardian and BBC TV. Following the official PR launch of the initiative, the project is expected to reach more than **30 million people** in one year generating **£697k marketing value**.

Skills and Training

The Kerdroya training programme is urgently required - **62 trainees** will receive direct supervision from Guild accredited Master Hedgers, passing on their specialist skills to the next generation.

2. Environment

Biodiversity

Cornish Hedges are a repository of ecological diversity, forming extensive nature reserves across Cornwall. Estimates from Cornwall Wildlife Trust suggest that hedges provide habitats for **600 flowering species** and more than **10,000 invertebrates** (including critically endangered pollinators).

Carbon Offset

Cornish Hedges are built (and re-built) entirely from locally available, natural materials. Kerdroya will celebrate and raise awareness of the traditional re-use and recycle approach - the ultimate in green technology!

Water Management

Cornish Hedges play a pivotal role in water retention; regulating soil moisture content by forming a 'reservoir' from which water will seep back into fields during drought. They also act as 'swales'; barriers to extreme water flow in times of flooding.

Soil Health

Cornish Hedges prevent soil creep on hillsides and provide the microbe replenishment bank essential to keeping our topsoil healthy.

3. Society

Inclusion

The Kerdroya project has been designed to actively remove barriers to engagement. Both the training programme and the community engagement programme will target three groups from 'those who wouldn't normally engage'; the socio-economically challenged, Cornish people and young people.

Accessibility

Kerdroya seeks to be an exemplar of inclusive design and participation at all stages. The design process has involved consulting disability advisors and following accepted guidance on all aspects such as path widths, gradients and resting places.

Health and Wellbeing

Cornish Hedging is a deeply rewarding outdoor activity that is demanding both mentally and physically. Participants and visitors benefit emotionally and physically from access to the countryside and open spaces.

Physical Heritage

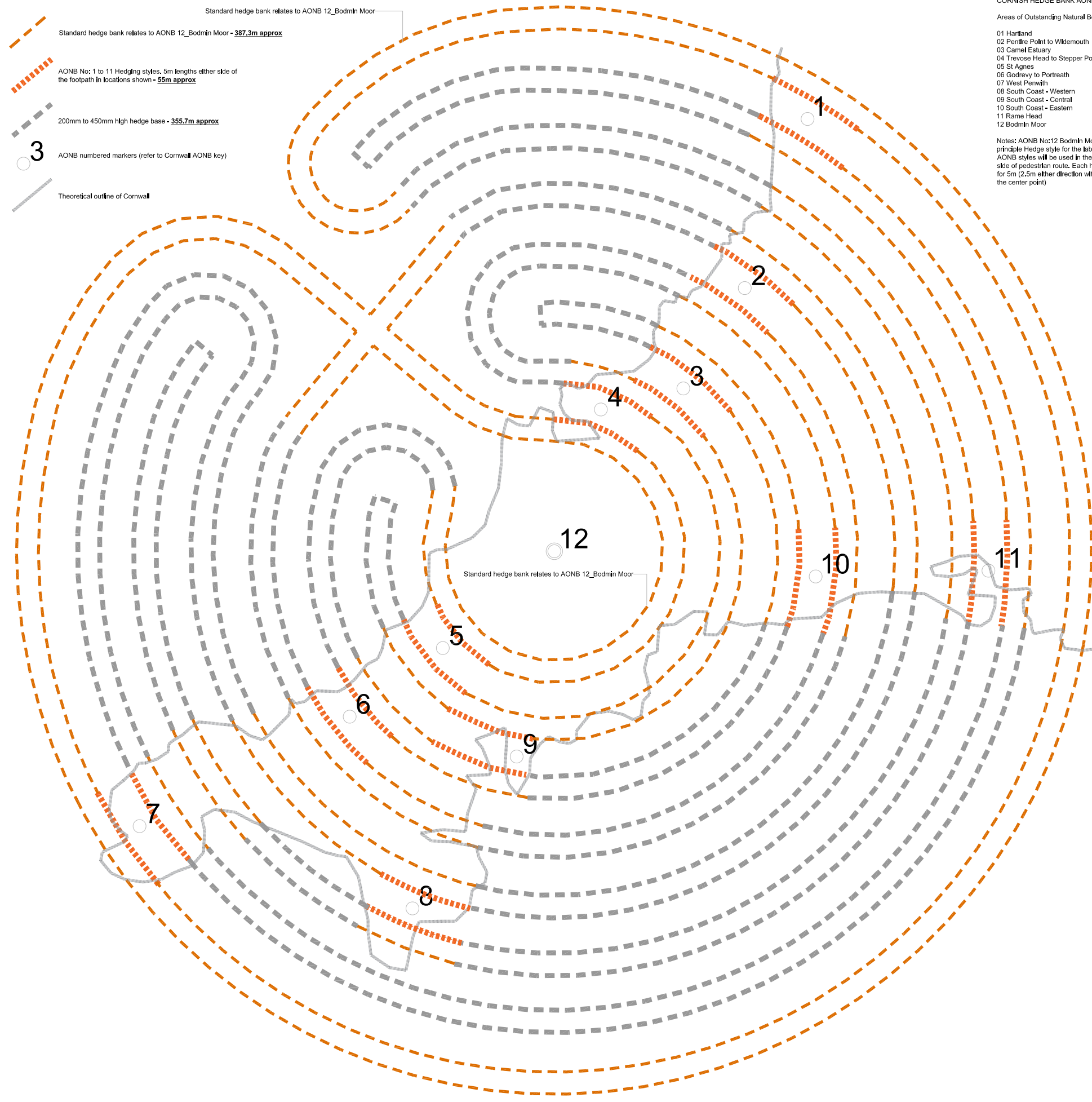
The locally specific styles of hedge across Cornwall are an important part of local distinctiveness, landscape character and visual diversity in the built environment. The project will help to pass on and develop the hedging skills in each local community, continuing to ensure stewardship of our hedges after the life of the project itself.

Intangible Heritage

Oral culture, folklore and wisdom are associated with the craft of hedging. Participants feel an increased sense of pride in their locality; they feel connected to the landscape and its heritage, enjoying a sense of ownership.

IMPACT STATISTICS

• Visitors to site (10 year period)	719,000
• Economic impact (10 year period)	£56 million
• Media reach (one year)	30 million
• Trainees	min 62
• Jobs created (10 year period)	min 79
• School pupils engaged ('19 & '20)	800
• Community and volunteers ('19 & '20)	750



CORNISH HEDGE BANK AONB KEY:

Areas of Outstanding Natural Beauty AONB

01 Hartland
 02 Pentire Point to Widemouth
 03 Camel Estuary
 04 Trevoze Head to Stepper Point
 05 St Agnes
 06 Godrevy to Portreath
 07 West Penwith
 08 South Coast - Western
 09 South Coast - Central
 10 South Coast - Eastern
 11 Rame Head
 12 Bodmin Moor

Notes: AONB No:12 Bodmin Moor will be used as the principle Hedge style for the labyrinth. The remaining 11 AONB styles will be used in the relevant location either side of pedestrian route. Each hedging style will stretch for 5m (2.5m either direction with AONB marker indicating the center point)



1_Hartland



2_Pentire Point to Widemouth



3_Camel Estuary



4_Trevoze Head to Stepper Point



5_St Agnes



6_Godrevy to Portreath



7_West Penwith



8_South Coast - Western



9_South Coast - Central



10_South Coast - Eastern



11_Rame Head



12_Bodmin Moor

TENDER
 REFER TO
 553_01 Hard Works Plan
 553_02 Sections and Levels Plan
 553_03 Construction Details
 553_04 Hedge Construction Details
 553_05 AONB Hedge Location Plan
 553_06 Planting Plan Notes and Details
 553_07 Blocks for Selling

Also see Hedge Guild Docs
 • Building PDF
 • Checklist PDF
 • Code of Good Practice PDF
 • Features PDF

Do not scale off this drawing for construction purposes. Discrepancies to be reported to RBD before proceeding for construction purposes. Use only figured dimensions.

REVISIONS:
 REV A_31.01.2020_AONB lengths reduced to 5m
 REV B_11.02.2020_Grass faced hedges added

SCALE 1:100 @ A1	DRAWING NO. 553_05	Rev. B
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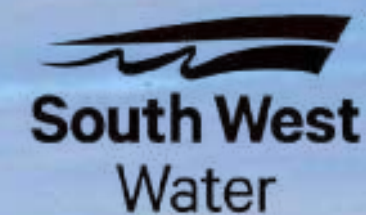
PROJECT
 Kerdroya Labyrinth, Colliford Lake,
 Bodmin - Cornwall

CLIENT
 Golden Tree Productions

DRAWING TITLE AONB Hedge Locations Plan	DATE 27.11.2019 DRAWN BY TJ CHECKED BY NP
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	DESCRIPTION	BENEFITS OF GETTING INVOLVED	OPPORTUNITY	COST
THE HEART OF KERDROYA	After 800m of winding paths, at the very heart of Kerdroya, a 10m diameter circular space opens out to breath-taking views across the moorland and lake.	<ul style="list-style-type: none"> Headline sponsor in all outward facing press communications 'Heart of Kerdroya' badge for website/emails/stationery Bespoke handmade metal plaque (35x35cm) with business name and logo at the heart of the labyrinth Headline Logo/name on funders' sign in car park Above to be seen by 75,000 visitors a year (that's 750,000 over 10 years or 300,000,000 over 4000 years!) 'Thank You' dedicated landing page in App with link to sponsors' website. OTS min 500 a year Invited to be guest speaker at Opening Ceremony and conduct 'unveiling' of Central Artwork Media will be invited to film/ record the event Personal thank you by founder Will Coleman in all press interviews (whenever possible) - national and regional Corporate Event – a bespoke event for up to 30 delegates, led by founder Will Coleman; Historic Storytelling and Cornish Hedging 'Taster' at one of our Area of Outstanding Natural Beauty sites 	ONE-OFF	£30K
	Here sits a mighty granite circular plinth, a dais weighing nearly 10 tonnes specially cut from nearby De Lank quarry. On this dais stands a one-off specially commissioned artwork (funded by the Arts Council), a high-quality focal point augmenting and deepening the Kerdroya experience.			
	The sponsorship would enable the whole 30m of Cornish Hedging to be built by master craftsmen from the Guild of Cornish Hedgers as well as the cutting and installation of the dais.			
ASSOCIATE OF OUTSTANDING NATURAL BEAUTY	Kerdroya's meandering path leads the visitor through stretches of artisan stonework celebrating the aesthetics of distinct hedging styles from 12 Cornish locations representing each of the Cornwall Area of Outstanding Natural Beauty sections.	<ul style="list-style-type: none"> Handmade metal plaque (25x25cm) with business name and logo embedded in relevant stretch of labyrinth Associate's logo/name on funder's sign in car park Above to be seen by 75,000 visitors a year (that's 750,000 over 10 years or 300,000,000 over 4000 years!) Sponsor acknowledgment in all Golden Tree communications Associate's badge for website/emails/stationery Thank You page in App with link to sponsor's website Invite to opening ceremony 	11	£7.5K
	The sponsorship would enable a 10m stretch of locally-specific hedging to be built by master craftsmen from the Guild of Cornish Hedgers.			
BENCH MARK	One tonne of De Lank quarry granite strategically placed as a seat so that weary wanderers may rest and contemplate.	<ul style="list-style-type: none"> Metal name plaque (15x15cm) on bench Supporter's logo/name on funder's sign in car park Supporter's badge for website/emails/stationery 	8	£3K
	The sponsorship would enable the cutting and installation of one bench.			



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