7.0 SWOT ANALYSIS – STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

7.1 Introduction
The following broad SWOT analysis considers some of the strengths, weaknesses, opportunities and threats in the proposed Conservation Area of St Austell. Although not intended to be an economic, regeneration or urban health check analysis, the issues highlighted at the stakeholders’ consultation inevitably identified broader issues, which overlap with conservation themes. The second sets of issues within each criterion consider issues from a more specific conservation and urban design perspective.

7.2 Strengths (identified by the stakeholders at the consultation event and subsequent interviews with key stakeholders)

- A sense of pride.
- A traditional community.
- A rich history.
- The Market House - an asset in the centre of the old core of the town.
- Industrial, cultural and architectural heritage.
- Artistic and cultural richness with Keay Theatre and St Austell Community Centre and Art Theatre near to old town area.
- Existing information on historic environment.
- Fore Street improvements - Civic Pride works.
- Economy holding its own.
- 300% increased footfall as a result of White River Place shopping development.

During this appraisal further strengths became apparent and these are:

Strengths
- Vibrant town centre with a good mix of local and specialist commercial premises in small, medium and large units.
- Attractive specialist quarters in Victoria Place, Duke Street and Biddick’s Court.
- Locally available specialist contractors used to working on historic buildings.
- Railway station and bus station in close proximity to old heart of town.
- Public realm improvements - refurbishment of Fore Street with installation of super-fast Broadband along with new paving (using Cornish granite), and street furniture
improvements including seating and trees.

- Range of residential types - flats in commercial streets; edge of centre cottages/terraces; more substantial houses in quieter streets; substantial houses in mature grounds.
- Within the proposed Conservation Area major restoration and investment in public parks and recreation areas was completed in 2009. The proposed Conservation Area also has a significant treescape with many mature natural and ornamental species in its parks, churchyard and private gardens.

7.3 Weaknesses (identified by the stakeholders at the consultation event and subsequent interviews with key stakeholders).

- Car parking charges.
- A lack of community venue for concerts and events.
- Community fragmented through change, lack of sense of belonging.
- Out of town retail vs. retail in old core. People living away from the centre shop near where they live not in the town centre. St Austell has not got what Totnes and Wadebridge have as retail magnets.
- Evening economy in St Austell pretty quiet. People go out in evenings near where they live e.g. Charlestown. St Austell shuts down in the evening with pubs and cinema just ticking over.
- Lack of funding.
- Lack of footfall in historic areas.
- Sources of employment, wages and spending power within St Austell are still below average levels.
- Fragmented organisations in town.
- Chamber of commerce has historically lacked impact.
- Weaknesses in communication. Lack of linkage to A30 a real problem.
- No forum for community dialogue.
- Railway often forgotten as an option.
- Lack of tourism information.
- Eden project does not attract visitors who stay over; they stay in places like Fowey and Mevagissey. Hard to persuade people to do otherwise.
- Poor infrastructure, inadequate road systems and connections.
- Lack of any strategy for the town post china clay era.
- Congestion of plans e.g. parish Plans and Cornwall Council plans/strategies.
- Market House – units of fixed size, so limited as to what they can develop into creating a fixed rather than flexible space. Collectives such as Kingsley Village set up so that
everything paid for at one central till system.

• Needs to be a right balance between old core of town and White River Place shopping centre.

During this appraisal further weaknesses became apparent and these are:

Weaknesses
The CSUS Study of 2002 identified numerous recommendations, many of which have not been implemented:

• The need to acknowledge and enhance the quality of surviving historic fabric such as shopfront scheme in Fore Street.
• Need to reinstate a tighter urban grain, reducing the junction mouth at the Western Gateway.
• Need to foster development opportunities and enhancement in Globe Yard.
• Need to explore sympathetic conversion and reuse of robust industrial buildings in industrial river valley.
• Need to promote the industrial river valley for amenity and historic value.
• The need to promote further research into the important industrial past of the industrial river valley area.

• Need to foster enhanced links to the countryside.
• Need for enhancement of approaches to the town centre.
• Need for increased urban greenery and public realm improvements with the urban expansion areas.
• Need to renovate and re-use key historic buildings, within its urban expansion areas.
• Need for high quality redevelopment on urban brownfield sites
• Need to ensure conservation and enhancement of ‘greenbelt’ around the town and with the suburban residential areas
• Need for maintenance of the integrity of the historic plots within suburban residential areas
• Need for maintenance and enhancement of the high degree of plot enclosure within the suburban residential area.

In addition there are other issues identified:

• Long-term under-appreciation of quality and value of historic fabric (and overall character) did not engender a high level of quality in materials or design in late 20th century work, especially on commercial properties.
• Long-term deprivation and recession has left a legacy of under-investment
and lack of repair and restoration in many properties.

- Western Gateway area typified by hard streetscape, dominance of traffic in constricted intersections, stark building facades, lack of green areas or ‘breathing spaces’, lack of adequate pedestrian routeways particularly between Fore Street and Bodmin Road.

- Gateway to centre of town, from Trevanion Road roundabout to South Street dominated by traffic and lacks pedestrian scale. Too few crossing points for pedestrians and little provision for cyclists, which does not encourage entry to the core on foot or by bike.

- Lack of signage, information and interpretation at street level for the pedestrian or cyclist.

- Poor management, maintenance and accessibility of some key buildings in the area.

7.4 Opportunities (identified by the stakeholders at the consultation event and subsequent interviews with key stakeholders).

- Development opportunities such as the re-use of empty buildings.

- Town Council is a new introduction.

- Market House. Market House could be used as a one-stop-shop for Town Council, which would be in the town. Could be used for indoor / outdoor events.

- The railway.

- Attract a high value employer to the town.

- Eden Café can work as a link to draw in tourists.

- Night time town life.

- BID area. (Business Improvement District)

- Proximity to coast, with St Austell Bay a trans-economic forum?

- Sense of pride.

- Celebrate heritage.

- Outreach to other attractions. St Austell should be a centre for nationally known gardens in its hinterland.

- Provision of community focus.

- Look to the conservation area to give something back to St Austell.

- Learning from other areas in treatment of heritage assets e.g. Exeter and Chepstow.
During this appraisal further opportunities became apparent and these are:

Opportunities

- Much of the improvement and enhancement of the Conservation Area lies in continuing public realm, traffic management review, streetscape enhancement, landscape management agreements and improvements.
- Appropriate redevelopment schemes could have major beneficial impact.
- The upgrading and re-use of the Market House to its full potential together with enhanced access and pedestrian routes to the building could be a significant across-town enhancement.
- The quality and robustness of the historic fabric in St Austell means that opportunities for exciting new designs are possible as simple reinstatement or restoration improvements.
- Shop fronts present a particular opportunity for character enhancement, where the whole ground floor of the building has often been removed. These offer very substantial opportunities for innovative and good designs.
- Heritage-led regeneration schemes involving a relatively high level of grant aid and public funding (THI/HERS).
- The proposed extension of the Conservation Boundary will possibly enable more areas of the town to be eligible for funding and policy and management opportunities, which are not available at the moment.
- Set up initiatives to make best use of those special features of the town that still exist to reinforce the sense of place and local distinctiveness.
- Tourism promotion – Scope to capture the town’s heritage and historical assets through signage, and information particularly via the railway and the Sustrans cycle routes. Themes such as china clay with its historical roots in the story of porcelain, and mining could be made more accessible to the visitor. The newly restored parks could be used for events to include outside visitors as well as local residents. One of the purposes for the setting up of the Eden Project Café was to regenerate the town; further realisation of that objective should be explored.
- The new Eco- communities to the north east of St Austell will be an opportunity in that it will add to St Austell’s green credentials.
7.5 Threats (identified by the stakeholders at the consultation event and subsequent interviews with key stakeholders).

- Further fragmentation of commercial and social function of town.
- Empty buildings and sites.
- Lack of funding.
- Lack of knowledge and communication related to Heritage e.g. Listed Buildings etc.
- Lack of consistency of heritage appeal.
- Large scale developments.
- Trying to compete with Truro.
- Time poverty of property owners and shop proprietors to engage.
- Trend towards down market retail brands.
- Difficult with all town’s major industries in decline. St Austell used to be the main service centre for these industries e.g. banks, solicitors and ancillary industries.

During this appraisal further threats became apparent and these are:

Threats
- Lack of appreciation of full diversity and complexity of spatial qualities, historic fabric, streetscape and archaeological significance and potential. The outcome of these issues will lead to a lack of maintenance and neglect of the historic fabric, eventual loss of that historic fabric along with poor alterations, unsympathetic conversion of historic buildings and loss of archaeological evidence. These will culminate in the loss of interpretative, celebratory and tourism opportunities, and the erosion of local identities.
- In the Industrial Valley in particular - a lack of appreciation of value and quality of back streets and backland. Also neglect and erosion of connectivity, street layouts, historical topography, greenery, historic fabric such as buildings and walls. Its archaeological potential will continue to suffer and decline.
- The residents of Moorland Road have raised the issue of it being used as a rat-run by large commercial vehicles. Measures need to be considered to put in place a traffic calming system.
- Former police station site, health centre and fire station, and old buildings lying empty send out a message of non-committal neglect and consolidate the feeling of economic uncertainty. The buildings that replace them should be an improvement on what was there before. Some of the 20th century
replacements in the town have not fulfilled that maxim. The scale of 20th century destruction has been damaging in some areas undermining local distinctiveness.

- Fore Street has been a Conservation Area for over 40 years but it is evident that inappropriate alterations have nevertheless been undertaken over this period.
- Edge of town developments pulling commercial activity away from the old heart of the town, generating sprawl and increased road traffic and a lack of settlement coherence, particularly along the A390. This makes the old centre feel more removed from the main stream of commercial activity.
8.0 PROTECTION

8.1 Introduction

8.1.1 The National Planning Policy Framework acknowledges the importance of the historic environment and heritage assets and clearly sets out the policy guidelines for protection (NPPF 12).

8.1.2 The Planning (Listed Buildings and Conservation Areas) Act 1990 defines Conservation Areas as ‘areas of special or architectural interest, the character or appearance of which it is desirable to preserve or enhance’. In this respect, the designation of Conservation Areas is intended to ensure that policy addresses ‘quality of townscape in its broadest sense as well as the protection of individual buildings’. Factors such as the layout of boundaries and thoroughfares, ‘mix’ of uses, the appropriate scaling and detailing of contemporary buildings, and the quality of advertisements, street furniture and shop fronts are therefore all important. Controls are also placed on the lopping and felling of trees, for which property owners must give notice to the local authority.

8.1.3 This part of the Management Plan considers how the character and appearance of the Conservation Area can be protected by statutory and local means. These means include: Conservation Area designation, listing, local listing, and the introduction of Article 4 directions (as considered necessary). It is important to note that these designations are intended to manage change positively rather than prevent it within the Conservation Area. Members of the public can view frequently asked questions, FAQ’s, regarding Conservation Areas on Cornwall council website at: http://www.cornwall.gov.uk/default.aspx?page=2439

8.2 Specific Protection

Archaeology and Historic Settlements

8.2.1 The National Planning Policy Framework and prior to this Planning Policy Statement 5 – Planning for the
Historic Environment has brought into focus the vital importance of understanding the archaeological potential of a settlement, site or building. Desktop study research, Written Schemes of Investigation and, where required and proportionate to the proposed scheme, field evaluation by trenching or remote sensing, should accompany pre-application enquiries and Planning/Listed Building Applications. The enlargement of the Conservation Area will highlight the importance of archaeology in St Austell.

Retain industrial archaeology such as Former Foundry and Mill off Trenance Road/Bodmin Road

Control over Demolition

8.2.2 Conservation Area consent is required for the total or substantial demolition of any unlisted building and certain walls in a Conservation Area, subject to various exceptions related to the size of the building in question.

Restriction of Permitted Development Rights

8.2.3 Conservation Area designation also restricts other ‘permitted development’ rights, requiring permission to be sought for works which would otherwise be automatically allowed including the addition of various types of cladding, alterations to roof forms (such as the addition of dormer windows), the addition of satellite dishes to walls and roofs fronting highways. The size of house and industrial extensions, which may be constructed without planning permission, is also restricted. Commercial properties within Conservation Areas have very limited permitted development rights, and are required to obtain permission for works including changes to roofing material/roof profile, removal of architectural features, replacement of shop fronts, replacement of doors and windows except where an identical design/material/finish is used, installation of decorative lighting, addition of solar panels/dormers/rooflights and addition of extraction/ventilation equipment. The
situation changes periodically and anyone proposing to undertake work should check with the Local Authority Development Management team

Locally Listed Buildings

8.2.4 Local Authorities have the power, through the Local Planning Framework, to include buildings on a local list and to develop policies to protect these buildings from inappropriate change or development. Although these buildings have no statutory designation, their inclusion in a local list can be a material consideration when determining planning applications. In some cases, it may be appropriate to serve an Article 4 direction to remove permitted development rights and thus to ensure there is control over future changes to the buildings.

Important Unlisted Buildings and Assets

8.2.5 The Historic Environment Record has many details of unlisted buildings and structures, which is regularly updated. The National Planning Policy Framework encourages a presumption in favour of the retention of unlisted buildings (whether locally-listed or not) that make a positive contribution to the character or appearance of a Conservation Area. The guidance advises that any proposals that include the demolition of such buildings or assets should be assessed against the same broad criteria as proposals for the demolition of a listed building. When considering applications for demolition the Local Planning Authority may take the quality of the replacement building into consideration in determining the application. There is guidance for local authorities to help recognise and protect what are regarded as “undesignated assets”. These are buildings, sites and features which are not protected by listing in their own right but have an importance by
virtue of their context. English Heritage guidance on local listing can be found on
www.english-heritage.org.uk/caring/listing/local/local-designations/

Any extension to the Conservation Area will inevitably make many previously undesignated assets become “designated” and of more importance with increased protection. These features would include the lengths of stone boundary walls and gate piers. Further examples of unlisted features, which gain status by being included in the Conservation Area, include historic pavings for roads and footpaths, historic lamps, road signposts, milestones, historic railings and gravestones which all contribute to the character of an area. Details of how to consult the Historic Environment Record HER are available from the Cornwall Council website at:

Sustainability and Upgrading Buildings in a Conservation Area

8.2.6 Although there are relaxations from Part L of the Building Regulations for listed buildings and buildings in Conservation Areas, every household and business occupying these buildings and Cornwall Council are encouraged to do as much as they can to reduce their energy consumption and carbon emissions to target climate change. A balance must be struck between measures to reduce energy use and the need to preserve the character and appearance of the Conservation Area within the limitations of cost. The wide-ranging actions required to limit further damaging emissions, combined with the need to adapt historic assets to make them more resilient to a changing climate, will have significant implications for the historic environment and its future management. It is wrong to say that historic buildings cannot be successfully upgraded to mitigate climate change however; the significance and integrity of historic assets can be threatened by poorly designed and ill-informed adaptation and mitigation responses. The non-renewable character of historic features and potential for their damage and loss should always be taken into account when adaptation and mitigation responses are being planned and executed. Specific advice on how to improve the energy efficiency of historic properties can be
found on the English Heritage website:
http://www.english-heritage.org.uk/your-property/looking-after-your-property/ccayh/

Cornwall Sustainable Buildings Guide:

Cornwall Council advice on improving the energy efficiency of historic buildings:

Consider the careful siting of solar arrays in order not to impact unduly the character of the Conservation Area

**Article 4 Directions**

8.2.7 A direction under Article 4 of the Town and Country Planning (General Permitted Development) Order 1995 may be enacted to preserve the character or appearance of the Conservation Area, or part of it. In normal circumstances, a range of small alterations to residential properties are allowed without the need to apply for planning permission; these are known as ‘permitted development’. Alterations such as the replacement of windows or painting of a stone elevation can harm the appearance and character of the Conservation Area and in these circumstances an Article 4 direction can be designated to restrict the right of landowners to carry out these works to unlisted dwellinghouses. This does not mean that development cannot be carried out, but that planning permission will need to be obtained before the work is started. The Article 4 Direction can also be varied to restrict all or just some of a property’s Permitted Development Rights. It is important when assessing how much of a Conservation Area should be covered by an Article 4(2) Direction for the council to consider the resource implications and ensure that the rights of property owners are not unnecessarily controlled. Article 4(2) directions are therefore only recommended for parts of the Conservation Area that are of significant quality and are not currently protected.
Repair Notices/Urgent Works Notices/Section 215 Notices

8.2.8 Where buildings or sites deteriorate to a significant degree, a number of powers exist for local authorities to remedy the situation. These powers include:

• Requiring the owner of the building in disrepair to make it safe or demolish it under the terms of the Building Act 1984 (a power which is modified for Conservation Areas so as to prevent the loss of significant buildings). An Urgent Works Notice under Section 54 of the Listed Buildings Act to make a listed building (and, exceptionally, unlisted buildings in Conservation Areas) wind and watertight or a Repairs Notice under Section 48 of the Act to secure full repairs to a listed building (this notice is a precursor to Compulsory Purchase Proceedings).

• A Section 215 ‘Untidy Site’ notice can be served under the terms of the Town and Country Planning Act 1990, requiring owners to improve the appearance of demolition sites and other untidy land. Such notices can be served on buildings, and so are useful for those which are ‘adversely affecting’ the ‘amenity’ of the area. They can also be used creatively on heritage sites: for example, to reinstate an original wall around a site rather than simply tidying the mess. Establishing dialogue between property owners and the Council is often the best and cheapest way to solve this kind of issue if possible. A site identified in this appraisal for a section 215 notice is the former Family Centre Site on Moorland Road. More detailed guidance on such measures is set out in the English Heritage Guidance ‘Stopping the Rot’
http://www.english-heritage.org.uk/publications/stoppingtherot/

The Protection of Trees in Conservation Areas.

8.2.9 Within a Conservation Area controls are placed on the lopping and felling of trees, for which notice to the local authority must be given by property owners at least 6 weeks prior to the work being carried out. This gives the Local Council the ability to review the tree/s affected by the proposed work and designate Tree Preservation Orders where appropriate.
Buildings at Risk – Local Buildings

8.2.10 Cornwall Council is in the process of the preparation of a register of local Buildings at Risk. Throughout Cornwall buildings and archaeological sites are being added that are considered ‘at risk’ nationally based on national registers ie the English Heritage at Risk and SAVE register. A draft list of other sites is also being prepared by the Cornwall and Scilly Historic Environment Record that includes designated and undesignated buildings and archaeological sites that are considered to be at risk, but have not been included on the national registers. Contributing to this list are conservation officers, archaeologists, area representatives from the Cornwall Archaeological Society and other interested local groups and societies. A methodology is being prepared so that it can be used to assess all sites on the draft list with a view to prioritising those for which action can feasibly be taken. This list of sites will then be reassessed annually. A longer term aim is to produce a version of the criteria used to establish whether or not a site is at risk that can be posted on the Council website and downloaded for anyone to use. This work is being included in a Heritage at Risk: Policy and Guidance paper which sets out the aims and objectives of this work, and places them in the context of a Historic Environment White Paper and Service Plan.

Action: The Local Planning Authority should continue to monitor and assess buildings at risk or in disrepair. Repairs to such buildings should be undertaken as a matter of priority and new uses found for them if deemed necessary. The simplest, cheapest form of action in the first instance may be for property owners and the local authority to work together to secure guidance from appropriately qualified specialists. The pursuit of these matters by
means of using statutory powers can take a long time – sometimes years or decades.

**Landmark Buildings and Views**

8.2.11 Landmark buildings and views are identified in the Conservation Area Appraisal in Section 4 and on Map No.6. The prevailing height of buildings in the town is two, three and four storeys.

The English Heritage publication ‘Seeing the History in the View: A Method for Assessing Heritage Significance within Views’ provides guidance for authorities in assessing developments which have an impact on particularly important views and vistas.

http://www.english-heritage.org.uk/publications/seeing-history-view/

Protect the view - such as Fore Street and the Church
9.0 ENHANCEMENT

9.1 General Guidance

9.1.1 The aim of this Conservation Area and Management Plan is to protect and enhance the town by recognition of the inherent quality of the built environment. This can then be used, in tandem with other initiatives, for economic revival and to encourage residents of St Austell, and visitors, to regard St Austell as a destination in its own right, and not just a stop on the way to the Eden Project or other destinations.

9.1.2 The CSUS study of 2002, following on from earlier regeneration initiatives, recognised the need for St Austell to find its place again in the economy of the County and region. Some of that report’s recommendations have been implemented since then including the Civic Pride initiative and the White River Place development. However these have not yet perhaps been sufficient to turn the corner for the town in terms of increased growth and prosperity. Particular sites were identified in the CSUS study as part of the key to regeneration, including the development of the Old Police Station into a hotel, but this has not been realised to date. In addition, there were plans formulated for the North Street car park, which have not yet been implemented. These uncertainties, which lead to places and sites lying fallow or in limbo, can contribute to the economic uncertainty in these difficult times.

The most recent plans for the Eco-communities at the edge of St Austell will be beneficial to the town overall, being a visionary plan which will encourage the development of sustainable communities, using sustainable materials and energy production. Plans for this are well under way and will add to St Austell’s aims for being the Green Capital of Cornwall.

9.1.4 The loss of some historic buildings and the compromise of others, either by overcrowding by mediocre design or by alterations, have inevitably resulted in the erosion of some of St Austell’s essential historic character. It is vital that this erosion is not repeated and the purpose of this Management Plan for the new enlarged Conservation
Area makes provision for the enhancement of the Conservation Area by managing future change positively.

9.1.5 This will be achieved by encouraging sensitive alterations to existing buildings, of character, whether listed or not, and by securing high quality design, and use of high quality materials for any new development. These could be alterations to existing buildings, new buildings, signage, alterations to street surfacing, all of which contribute to the whole character.

9.2 Design Principles

9.2.1 The emerging Cornwall Council Design Guide which is anticipated to be out to consultation in 2012 and adopted in 2013 is expected to be followed when designing all new buildings and alterations in the Conservation Area. This document will act as a signpost to existing agencies and the design principles to be adopted for design in the new Conservation Area.

New Buildings and Developments

9.2.2 Any new buildings including those of contemporary design should reflect the scale, massing, height, spacing, materials and colour palette of the Conservation Area. These will be expected to preserve and enhance the essential character and appearance of the enlarged St Austell Conservation Area, and also to comply with relevant development plan policies. Scale, massing and height of all new buildings will be expected to reflect those of the existing built environment of the immediate context, or of the wider Conservation Area context. This does not rule out good quality contemporary design. For new developments within the Conservation Area, traditional materials typical of the Conservation Area will be encouraged to complement the context of the existing built environment. Where modern materials are proposed these should be of a high quality contemporary design and should be in harmony with the colour and textures of the immediate context of the Conservation Area. New development will be judged on the objective criteria set out in the joint
publication on design guidance ‘Building in Context’ by English Heritage and CABE (Council for Architecture and Built Environment—now part of the Design Council). This document is available at http://www.buildings-in-context.org/publications.html

**Extensions and Alterations**

9.2.3 Extensions and alterations to existing buildings should respect and complement the scale, proportion, detailing and materials characteristic of the property type and follow the new Cornwall Council Design Guide principles for design where appropriate.

**Maintenance and Repair**

9.2.4 Maintenance or replacement in the public realm should comply with an agreed palette of materials, colours and textures.
Duke street – potential streetscape improvements. Remove redundant bus shelter, re-plant tree and consider other improvements

The emerging Cornwall Design Guide, scheduled to be adopted in 2013, will be a concise signpost document directing building owners and designers to existing agencies which provide design guidance principles for maintenance and repairs in Conservation Areas.

Building Types

9.2.5 There are several typical building types within the Conservation Area, including two or three storey terraced houses running parallel with the road frontage, and others at right angles to the road frontage. Some buildings have a higher wall to window ratio whilst others with bay and oriel windows, have a higher window to wall ratio. New development and alterations should reflect these characteristics. Many of the commercial buildings retain their ornate architectural features above fascia level but have larger glazed frontages. In addition larger scale Victorian and Georgian buildings prevail in the centre, many of them with commercial uses and with decorative architectural features. Roofs are traditionally pitched, often hipped and some with gables to the frontage. Some buildings, particularly terraces, have dormers which provide a rhythm to the roof line and streetscape and are also sometimes characterised by the presence of chimneys.

Materials

9.2.6 Materials prevalent in the Conservation Area include fair-faced Pentewan stone, slatestone killas, Portland stone, granite and porphyry, red and cream brickwork; brick dressings – to heads and reveals of openings; colour washed and painted stucco- both plain and highly ornate, plain stucco was often lined out to simulate ashlar. Roofs are principally natural slate, frequently with terracotta ridge and hip details. Doors and windows are traditionally timber.
Alterations within the Conservation Area.

9.2.7 Generally new windows should be in timber, and painted, generally set well back in the reveals of the openings, except when the building is a traditionally constructed timber frame building. New windows should reflect those, which are traditionally found in the type of building. Vertical sliding sash windows prevail in the traditional 18th and 19th Century architecture as do side hung casements with no fanlights. The number of panes and the glazing bars should follow the pattern of those found locally. Bay window and oriel windows should follow the prevailing traditional pattern. Doors should be traditionally constructed in timber with 4 or 6 panels depending on the context. Doors should be painted, not stained or varnished.

Windows

9.2.8 The size type and design of the windows in an historic building reveal much about its age or development, its use and status of its occupants in the past. Modest buildings often have casement windows that vary in design according to age, use and local custom. The majority of windows to historic buildings are sash windows, which also vary somewhat in size and detail according to age and use. The enduring popularity of sash windows reflects their versatility in providing controlled ventilation.

The intrinsic value of the view through an historic window is appreciated by many sympathetic owners. With care, old glass can be salvaged and re-used: where it has been lost, modern equivalents can be sources from specialist suppliers.

When new windows are inserted the following issues should be considered

- Proportion and subdivision – The glazing pattern of the original windows should be retained, (or restored if lost), as that is a critical part of the whole building. It indicates the size of glass available or affordable at the time of construction.
- Mode of opening – The introduction of modern top hung or tilt-and-turn opening lights is always visually jarring and harmful to historic character. Overlapping ‘storm-seal’ type details are an entirely modern introduction
and are unnecessary if flush units are properly made. Spring loaded sashes are an interior replacement mechanism compared with properly weighted single or double hung sashes.

- **Glazing** – Traditional glazing bar profiles, properly jointed and glazed with putty, (or glazing compound), rather than beading will give a traditional appearance. There are a few acceptable modern bedding alternatives to putty which can be decorated and still allow the timber to expand and contract.

- **Thermal Insulation** – Double glazing cannot be achieved within traditional multiple pane designs without bars being either much too thick or fake. Beading is nearly always added which further detracts from the appearance. Attempting to introduce double glazing into a traditional design usually means a small air gap that inevitably reduces the insulation properties. The use of internal contemporary with the single style of window shutters and/or insulated curtains can greatly reduce heat loss without the need for window replacement.

- **Draught-proofing** – The most significant heat loss through old windows is due to poor fitting and lack of draught – stripping. There are discreet proprietary systems that retrofit draught excluders and greatly reduce the amount of air changes and so heat loss.

- **Sound insulation** – In noisy locations people often replace windows with modern double glazed units to reduce the problem. However secondary glazing can be more effective than double glazing and allows retention of traditional windows.

- **Sill** – traditional sills should be retained unless beyond repair (see section 4.00 for styles of sill).

### Doors

9.2.9 Doors are just as vulnerable to insensitive replacement as windows. The conservation principles summarized above can be applied equally to doors. Most traditional door types allow for individual expression by painting attractive ironmongery etc. Replacement of a
sound traditional door with an off-the-peg unit in stained hardwood or PVCu is damaging to historic character. Traditionally made panelled doors contribute much to the character of the building itself and to the streetscape.

**Other Architectural Details**

9.2.10 Other local details including brick chimneys and corbelling, clay chimney pots, stucco mouldings and cornices, decorative eaves/fascias and gable details are important and should be retained as they provide vital life and texture.

**Garden Walls**

9.2.11 Many dwellings including terraces, cottages and individual villas, are set back from the pavement/road frontage, with gardens enclosed by low or high granite walls and granite gate piers with moulded granite copings, or cock and hen copings. Stone walls between properties are also a feature. The type of walling varies considerably and some gates are missing whilst others remain intact. Metal ornamental features to the gate piers are common on entrances to the larger villas. This garden wall treatment is a characteristic feature to dwellings and also some commercial premises that is important to retain.

**Street/ Façade Clutter**

9.2.12 Television aerials, satellite dishes, air-conditioning units and wheelie bins should be sited as unobtrusively as possible - at the non-public sides or rear of a building.

**Rooflights and Photo-Voltaic Cells**

9.2.13 Whilst the Council clearly would wish to promote sound, sustainable energy systems, the choice of such systems can seriously erode the historic integrity of listed and unlisted buildings in conservation areas. Therefore careful consideration should be given to their positioning to avoid compromising the character of the historic environment. Very often there are alternative locations away from the historic building where solar panels can be fitted. This may indeed result in such equipment being fixed to less sensitive buildings which are
part of the curtilage. Alternatively there are less obtrusive solutions available such as ground source heat pumps. Although solar panels can be reversible they can be most damaging to historic roofscapes. Similar principles should be applied to the insertion of rooflights in terms of sensitive siting, additionally the use of flush finish conservation style rooflights and moderate sized units that are more discrete will have less impact on roofscapes.

9.3 Enhancement Actions

**Action: Produce list of materials appropriate for use in the Conservation Area**

9.3.1 Following public consultation for the design guide, a palette of materials could be agreed with Cornwall Council, which would then be used for replacement, repair and maintenance to the prevailing traditional building stock of the town’s Conservation Area.

**Action: Code of practice for statutory undertakers**

9.3.2 The Code of Practice with regard to highways and public utilities should be updated and reviewed. This will ensure the use of appropriate surface materials for new works or repairs, the removal of inappropriate or unwelcome street clutter and the use of agreed appropriate signage.

**Action: Publish shop front and signage design guidance.**

9.3.3 Well-designed shop fronts and signage can make a significant contribution to the preservation and enhancement of the character of the Conservation Area. The appearance of Fore Street could be enhanced by encouraging new replacement shop frontages, fascias, projecting signs and other fascia signs of a suitable high quality design, including contemporary ones. This would lift the texture of the facades as some are very plain and unadorned.
Replacement signage could form part of the scope of works for a Townscape Heritage Initiative scheme and as there are already good examples in the town these could be used as benchmarks of quality and design.

Neon lighting and internally illuminated signage in Conservation Areas is usually to be avoided but clever feature low-energy lighting to architectural features could give added interest and depth. The shop front design guide produced by Alan Leather Associates in 1994 was not adopted and is now out of date and should be re-visited.

**Action: Improve and maintain noticeboards/town maps**

9.3.4 With the current Fore Street improvements there are plans to provide strategically placed Town Maps and notice boards.

The large “Discovery Map” on the south facing wall to the inner court near the cinema is fading and should be replaced with a new one. This could be complemented by a Conservation Area Map highlighting the historical roots of the town as well as other interesting places beyond the new development.

**Action: Improve awareness and understanding of the Conservation Area including measures to encourage greater community involvement.**
9.3.5 Community awareness and understanding of the reasons for the designation of the Conservation Area are essential to ensure that the erosion of the Conservation Area is halted and that it is protected and enhanced for future generations. This could be achieved by a variety of smaller individual actions:

- Direct owners and occupiers to the Cornwall Council website which explains what a Conservation Area is and the implication of living in one and also on buildings, spaces, trees.
- Direct owners and occupiers to the Cornwall Council website explaining about the ownership of a listed building its implications and advantages. This information is available under FAQ’s Frequently Asked Questions; http://www.cornwall.gov.uk/Default.aspx?page=2434
- Identifying the need for good quality interpretation for the town – point visitors in the direction of existing and former architectural/historical features and events and to reflect what was there in the past. This could be similar to the new tree motifs carved in granite and set in the paving in Fore Street. Excellent interpretation has been achieved in a similar way by Chepstow Town in Wales, by the use of very high quality design ceramic plaques on walls and incorporated in pavements. In St Austell these could also be made using china clay.
- Directing owners to the Cornwall Council Sustainable Buildings Design Guide for measures to improve the energy efficiency of dwellings and commercial premises by sensitive means, which are not detrimental to the character of the Conservation Area.
- Consider the erection of a large plan to show the listed buildings, historic buildings and archaeological sites, pathways, disabled access/friendly buildings, parks and more besides to encourage visitors to explore. This could be incorporated in the new Town Map for Fore Street.
- Encourage cooperative maintenance schemes so that for example all parapet and rainwater guttering could be cleaned at the same time throughout Fore Street. This would be cheaper, more convenient, and quicker than piecemeal maintenance by individual companies.
• Encourage good maintenance practices for individual buildings. The more “modern” 3-storey flats in Moorland Road suffer from lack of maintenance.

Trinity Street – contemporary street furniture and lighting

• Look at creative interim uses for vacant sites “meantime uses” including temporary landscaping etc.

• Encourage community action in projects, e.g. removal of vegetation growth around Old Bridge and River Walk (which has already commenced), foster the formation of Friends of Cemetery Park and Truro Road Park.

• Build on existing links set up with Cornwall College Community Collective and the railway company to maintain existing planted areas and new planters around the railway / bus station.

• Encourage maintenance of public and semi-public spaces by those responsible.

Action: Prepare a Townscape Heritage Initiative (THI) Scheme for Restoration and Repair of Historic Fabric of historic buildings, shop fronts and signage in Fore Street, High Cross Street, Duke Street, Truro Road and Victoria Place.

9.3.6 Successful THI’s have been implemented throughout Cornwall and a successful bid to the Heritage Lottery Fund could open the way to small and larger scale improvements to historic premises such as those with part, or wholly, historic shopfronts and facades in Fore Street, Victoria Place, Globe’s Yard and High Cross Street.

Shopfronts in Fore Street
The scheme can also address outstanding public realm works not yet implemented and help bring empty building back into use.

Specific properties identified for possible THI projects include; St Austell Market House, 1 Market Street, 3, 12A and 12B Fore Street plus other shopfronts to historic buildings in Fore Street and Truro Road, shops to the north side of High Cross Street, Globe Yard and all shops in Victoria Place.

**Action: Improvements to access and permeability of the Conservation Area.**

9.3.7 Some of the access roads within the historic centre can be slightly misleading, and need improved signage. One example is Menacuddle Hill/North Street leading to the North Street car park which after the car park is a No Through Road but many visitors do not notice this and are continually turning around here. Improved signage would overcome this problem. The town is also in need of more pedestrian friendly access across the main routes. More defined pedestrian crossings and traffic calming measures would assist this and
possibly deter cars from cutting through the town down to the A390 at the bottom of the hill as a short-cut to avoid the traffic peak flow. Park and Ride proposals could also assist in the reduction of vehicular traffic in sensitive locations.

**Action: Raise awareness and improve the understanding of St Austell’s archaeology.**

9.3.8 Without raising awareness of the untapped archeological heritage in St Austell there is a significant risk that it will be lost. Awareness could be raised in a number of ways:
- Through organised “time team” type events.
- Working with local schools.
- Encouraging local community groups to get involved.

9.3.9 Although some areas in St Austell have been subject to study there is still much to be done and local study is to be actively encouraged and the results recorded. There are a number of local history societies and the combined knowledge is vast and could be consolidated. The Industrial River Valleys area is of particular importance in this context.

9.3.10 The area around the present Cooperative building off West Hill, and the large West Hill car park is adjacent to the clay store tram terminus building, Tram’s Mill. The site to the south west could reveal much of importance of the industrial past, being also a site of the later Victorian gas works.

9.3.11 Similarly, the industrial units clustered around Bridge Road and by New Bridge do contain residual historic/industrial structures. The Grade II Corn Mill/Blowing House Mill lies on the site of earlier industrial mill and foundries – the original buildings and Blowing House dating from the mid-16th century and the extant buildings being at least a century newer.

9.3.12 The remnant of a chimney behind one of the cottages in Trenance Road is also worthy of further investigation. Other sites for exploration prior to development include the former Health Centre site in Moorland Road, North Street Car Park and the area around the Old Bridge including Pondhu Road. Archaeological investigation can create excitement and contribute
much to community interest and understanding of an area’s heritage. The awe of history, the sense of belonging, the sharing of an activity and the wonder of a find is something to be encouraged and fostered. This could be funded via the Heritage Lottery Fund which is funding similar projects elsewhere in Cornwall. Children can be very active in this sort of study, including, for example, the research into the gravestones and families of those buried in Cemetery Park.

9.3.13 As well as the most obvious sites with archaeological potential there are the buildings, which remain standing – shops, commercial premises and dwellings within the Conservation Area. There are stories to be found within each building, when and even why it was built, perhaps how and when it was extended, and this all builds to a greater appreciation of the heritage assets of the town. The 1842 Tithe map and apportionments are a great resource, and are available to the public, by appointment, in the Cornwall Record Office in Truro http://www.cornwall.gov.uk/cro and Tel 01872 323127 also by email cro@cornwall.gov.uk

**Action: Continue to support and expand the River Walk Improvement Scheme.**

**Background**

9.3.14 Over the years, River Walk had become very overgrown which had made the street lighting in situ virtually ineffective. As a result, the area had become a hot spot for anti-social behaviour and was generally perceived locally as unsafe. It is anticipated that by the recent clearing of vegetation and opening up the natural surveillance of the area will reduce the opportunity for anti-social behaviour and encourage public use.

Interested parties from Cornwall Council and the Town Council met initially in the middle of October and agreed that the following improvements would enhance the appearance and safety of the area:

- Cut back and make safe the overgrown footpath;
- Clear and cut back the River Bank
- Implement a programme of environmental works (i.e. bulb planting) and incorporate into the St Austell in Bloom initiative;
- Identify a suitable site and relocate
the bench recently removed from River Walk/Ledrah Road.

Funding

It is anticipated that the project will have a maximum cost of £5,500. An application to the Police Community Payback Scheme was submitted by the Town Clerk at the beginning of November and was listed in the Cornish Guardian for the public vote. The Town Council was advised in the middle of December 2012 that the maximum grant of £1,000 had been awarded. Councillor Stewart pledged funding from her Cornwall Council funds for the project in the sum of £2,000. The Town Council was therefore asked to make up the funding shortfall which, based on the estimated costs, was approximately £2,500.

Way Forward

Cornwall Council has begun the clearance works and has worked closely with the Environment Agency to ensure that the river was protected at all times.

Once the clearance works had taken place, the Town Council contacted local community groups about the interpretation and planting of the area. It is hoped that this work will form part of the St Austell in Bloom initiative.

Action: Improve Accessibility and Provide Sustainable Transport

Connecting Cornwall 2030

9.3.15 Connecting Cornwall 2030, (2011) is the Cornwall Council transport strategy, which takes a longer term vision beyond the usual five year transport planning horizon to compensate for the difficulties in predicting transport needs at the present time of economic uncertainty. It is designed to be fit for purpose when the economy picks up and/or provide the means to respond with transport policies if faced with a peak oil scenario.

Connecting Cornwall is a key building block of both Future Cornwall 2010-2030 and the Core Strategy of the Local Development Framework. Future Cornwall has been developed to guide both the Core Strategy and Connecting Cornwall, which means that for the first time there will be a single holistic approach to people and
place. Connecting Cornwall 2030 has six overarching goals:

- **Tackling climate change** to, for example, reduce reliance on fossil fuels and support the introduction of low carbon technologies.
- **Supporting economic prosperity** to, for example, ensure a resilient and reliable transport system for people, goods and services.
- **Respecting and enhancing the environment** to, for example, provide sustainable access to Cornwall's environment.
- **Encouraging healthy active lifestyles** to, for example, increase awareness and an understanding of the health benefits of walking and cycling.
- **Supporting community safety and individual wellbeing** to, for example, increase public confidence in a safer transport network.
- **Supporting equality of opportunity** to, for example, improve access to employment, education, healthcare and leisure.

**Local Sustainable Transport Fund: Cornwall Council Bid - 2012**

Cornwall Council has submitted a bid from the Department for Transport’s Local Sustainable Transport Fund. The area designated for improvements covers central and east Cornwall and includes St Austell. Although this area has an existing network of bus services, mainline rail links and cycle routes, the population and economic activity of the area is set to grow.

It is therefore vital that a holistic package of sustainable transport measures is put in place to reduce the negative impacts of congestion, pollution and reduced mobility for those without access to a car, whilst at the same time support sustainable economic and environmental sustainable growth. Within the bid area St Austell in particular has the third highest travel to work trips in Cornwall with 6,400 inbound and 4,000 outbound journeys daily.

Using the Connecting Cornwall 2030 goals outlined above as a context the aims of this bid are:

- To change behaviour by encouraging more people to travel by sustainable and active means of travel that will have a positive impact on health, social and environmental issues.
• To enable people to connect easily with other modes of travel and make more journeys by walking, cycling and/or public transport. This aim complements the recommendation in section 10.00 for improvements to public transport and cycle routes, and thereby the reduction in car journeys in the town.

• To create a transport network that takes people to where they want to go and reflect new economic and housing development taking place in Cornwall by creating more effective linkages to and from them.

• To provide a cohesive network of public transport that links easily with other modes of transport and provide key interchange points for them. The network will be made more legible for the public to understand and be customer focussed. Interchange points will be created for community buses and volunteer car drivers to use as key drop off and collection points. This complements the recommendation in section 10.00 for more information at the bus/railway station which will be beneficial for residents and visitors alike.

• The interchange points will enable many people to make part of their journey by public transport thereby greatly reduce the cost of journeys and negative impact on the environment. These will also make journey times quicker and more comfortable. It is also hoped to provide some community based electric bicycles and cycles for some of the towns within the bid area as has taken place in some other parts of Cornwall. This complements the recommendation in section 10.00 for improved signage and maintenance including for cycle trails and public footpaths.

• To improve ticketing through smartcards, and improved information through real time information at key stops, via online journey planners and smartphones. This will complement the provision of St Austell Apps and QR codes and other social networking media initiatives as identified for improving tourism in section 10.

• To include newer, higher spec buses that will run to an increased frequency and reduce journey time. This will complement the recommendation in Section 10 for
reduction in traffic through the town by cars hereby avoiding traffic jams on the A390.

9.4 Enhancements to Parks, Greenspace and Trees

Action: Foster and facilitate improvements to parks, greenspace and trees to reinforce St Austell’s aspirations to become the Green Capital of Cornwall.

9.4.1 As with buildings it is important to recognise that trees, shrubs and other greenery have a limited life and that the managers of the public parks, and owners of private and domestic gardens, should be encouraged to plant trees and shrubs with the following planned maintenance in mind:

- The continued management of specimen trees, and groupings of trees and shrubs to maintain important views, succession and maintain public safety.
- Identify appropriate species for different parts of the town that are historically distinctive and characteristic itemising their height, form and habit, and the contribution of their seasonal variation through the year.

- Put in place a programme of enrichment by reintroducing specimens into historic places; adjusting plant assemblages, particularly where unwanted invasive species are beginning to dominate; reinvigorate existing plantings where the original planting design is now starting to look neglected.

Public Parks

9.4.2 The parks within the town are an essential part of its urban heritage, and provide a strong element in the built environment and landscape character of the town, providing a sense of place and engendering civic pride. Public parks are not only an accompaniment to the buildings, but also serve as distinctive landscape settings that have the potential to bring together a variety of functions.

9.4.3 There are opportunities for drawing out a greater potential capacity from the public parks in St Austell by expanding their range of usage. The benefits of a multifunctional greenspace can be grouped into ‘Economic, Social and
Environmental’ criteria. Some actions that could be taken include:

**Social:**
- Welcoming signage – First impressions are important and more informative signage at the entrance to a park should highlight the name of the park, what’s happening, and who is included. The signage should indicate that the park appeals to a wide range of visitors, for example, disabled and elderly people, who need to know if there are suitable walking routes for them within the park, where the seating is, and what toilet facilities are available to them. Accompanying the signage should be pre-visit information so that visitors know what to expect.
- Community development – Making more use of the parks as venues for events. For example, every July the Greenspace Forum runs ‘Love Parks Week’, an annual national event. The range of activities include: Himalayan Balsam clearance, free family days, night time wildlife and outdoor theatre performances. Some events could be run so as to link the parks together – one part of the event takes place in one park then people move on to the next to complete it. The advantage of this type of national event is that it would place the town’s parks within a much wider national network picture, and all the events programmed get highlighted on the Greenspace Forum website.
- Education - Cemetery Park has great educational potential. A ‘step back in time’ type of project could be run with schools researching the names of people on the gravestones relating such work to the National Curriculum, and sharing their findings with the wider community. As an example, York Cemetery Trust run events such as: a study of Victorian people, military heroes buried in the cemetery, Lord Mayors buried in the cemetery, and also run a website for people undertaking genealogy and family history research. These projects would also help to conserve an historic landscape.

**Environmental:**
- Conserving tranquillity and reinforcing passive usage.
- Promoting recycling and environmental education.
- Creating and managing habitats for wildlife through volunteering.

**Economic:**
• Promoting and marketing the recreational opportunities.
• Contributing to tourism. An active multifunctional approach will allow parks to ‘move up’, tourism events can increase a park’s catchment so that a local park could at times become more district in its impact, and district parks could generate a greater sphere of influence and have a regional impact.
• Creating opportunities for volunteers.
• Creating opportunities for conservation and horticultural skills development.
• Monitoring will generate an evidence base by fielding user questionnaires. Drawing from public opinion and ideas will help steer greenspace management in the right directions.

9.4.4 It is recommended that a multifunctional policy be pursued with these newly regenerated parks to ensure their future sustainability and quality of provision. Too much emphasis on a restricted aspect of a park’s function can put its future in danger, whereas a wider range of appropriate usage will gain the respect of a wider audience in the community. Resting back after the ‘big push’ of regeneration and not developing on-going multifunctional management has been one of the main causes of neglect and decline for urban parks in general.

9.4.5 One way of consolidating the good work already done is to establish a ‘Friends of the Park’ organisation. As an example Devonport Park in Plymouth has ‘Friends of Devonport Park’. Run by an elected committee it works alongside Plymouth City Council. It has a membership, its own website and sends out newsletters, and with its partners applies for funding and runs events for fundraising. Events include: music in the park; summer fun day; annual Remembrance Day, and its annual fun day in 2009 attracted over 4000 visitors. A “Friends of” group is a good way of involving local people who can view and use all of a park’s assets to good effect.

9.4.6 As a ‘pocket park’ it is important that the Holy Trinity churchyard conserves its tranquillity as a reflective and restorative setting. A sensitive review of seating, the configuration of some of the trees and shrubs, and alcohol free zone
signage would help strengthen this asset for the church and visitors alike. At the same time the Mengu Stone and Medieval wayfinding cross need fresh interpretation making them more legible for interested visitors.

**Green Corridors**

9.4.7 The fragmented path networks running through the industrial river valley area at present are mainly adopted by local residents as short cut routes within the immediate locality providing only a limited range of usage. Their overall condition is poor with low quality surfacing, unmanaged vegetation restricting sight lines and minimal signage. Some remedial work is being undertaken along River Walk where overgrown vegetation is being cleared back to open up sight lines, and so reduce antisocial behaviour and encourage greater public use.

9.4.8 With an appropriate reinstatement programme these path networks could be designed to serve a variety of functions for the local community. Through renovation they could be used as cycle and pedestrian routeways and be integrated as branches off the Sustrans National Cycle Route 3, to Pentewan. The Sustrans cycle trails already offer a ready-made framework of tourism potential.

9.4.9 Other frameworks would also support such a programme: Cornwall Council’s *Connecting Cornwall 2030 Strategy* (2011) sets out a range of policies and objectives, which recognise the importance of walking and cycling as a sustainable, environmentally positive and healthier means of transport. Cornwall Council’s *Local Sustainable Transport Fund* bid (2012) will put in place a joined up approach to walking, cycling and co-ordinated transport. It recognises that St Austell’s geographical position makes it well placed as a ‘key interchange’ point between the Clay Trail routes, Eden Project and Pentewan Valley, and that high quality independent tourism in the form of walking and cycling holidays are emerging as new growth markets.

9.4.10 Also, through rights of way improvements an ‘access for all’ approach will enable local residents to access the pathways from their homes. Such a programme would
give opportunities for place shaping to create an attractive and safe community, where people want to live and work. Other potential benefits could include:

- **Wildlife corridors** – With correct and sensitive management the more semi-natural sections of the pathway network could be improved. Some areas need weed control; invasive plants such as Himalayan Balsam are already taking hold and will eventually dominate the riverbank. In particular, encroaching vegetation has been obscuring the Old Bridge, (old photographs show it to be much more vegetation-free with sluice gates that were used to feed Pondhu Mill), and it is important that a clearer view of this important historical structure should be established and maintained. Other sections of the public footpath network could be enriched by planting more native species of trees and shrubs.

- **Outdoor education** – A multifunctional strategy will allow for greater accessibility for outdoor education purposes – access to nature, local industrial archaeology and history and tourism, which can all be interpreted in National Curriculum teaching, and lifelong learning.

9.4.11 These environmental improvements could impact upon environmental quality, contribute to the local economy and strengthen community cohesion.

**Civic Planting - Shrub Massing, Street Trees and Planters**

9.4.12 Although only recently placed within the urban fabric some planting schemes are showing signs of becoming tired, particularly around the bus and railway station, which is an important gateway into the town but this latter area has recently been improved. An economic solution through which these landscape elements could be brought back to life would be to do some minor re-ordering of the existing shrub layout and then plant within them wildflower meadow mixes. These can be adjusted to include species true to the region as well as including the more exotic varieties.

9.4.13 Many of these species are low maintenance as they naturally colonise on poor land and therefore do not require much additional
watering and feeding, and could be a good temporary solution for derelict sites. Through periodic and timely mowing regimes the mixes can be manipulated to flower sequentially and so extend the flowering season. As well as providing beautiful drifts of colour they also benefit local biodiversity by attracting bees and other insect wildlife.

Suburban Treescapes and Domestic Gardens

9.4.15 Domestic gardens need to be seen as part of the town’s greenspace and not just as areas of ‘development’. Appropriate management criteria of continued maintenance, tree and shrub identification and reintroduction of species has already been covered in paragraph 9.4.1. Once the proposed Conservation Area is adopted it is recommended that Cornwall Council could prepare an audit of significant trees.

9.4.16 As many specimen trees and significant groups of trees stand in Victorian villa gardens it is also recommended that the compilation of a guidance leaflet or booklet for owners would be a useful
management tool. The booklet could advise owners on: the different tree species and varieties that were traditionally popular in Victorian villa gardens, how to look after existing mature subjects, recommended sources of replacement stock, selecting the right type of tree nursery stock, where to plant, how to plant and stake, aftercare, and information on tree surgery work that will need a six week notification period prior to work being carried out.

**Food Growing**

9.4.17 Although greenspace elements such as public parks, trees and green corridors are present in the Conservation Area, spaces that allow for sustainable food growing such as allotments and community gardens are largely missing. There are opportunities to explore the potential for locally grown food to be grown by local residents, schools and other groups in the community, and develop an urban foodscape in the town.

9.4.18 An interest in food growing can be seen in the way some residents have designed their gardens to grow fruit and vegetables. A new community garden has been established at St Austell Library, just outside the Conservation Area, located in what was a private garden at the back of the library building. St Austell Library Support Association (SALSA) will bring together staff and users to run the garden, which will be a mixed use facility incorporating community gardening, reading aloud with dementia sufferers and carers, and children’s story-time and play.

9.4.19 A Garden sharing scheme could be put in place where residents who have larger gardens, but find the upkeep difficult, could share with someone who has no growing space but would like to do so. The Transition Town Movement gives guidance on setting up garden share agreements together with advice on insurance. This is already happening in the China Clay district with the “rowing Together in Clay Country” project run by the Eden Project in conjunction with Cornwall waste Action www.growingtogethercornwall.org.uk.

9.4.20 The Eden Café already operates a seasonal daily vegetable purchase scheme for local small
growers. However, further exploration of urban food project initiatives in the town would give the Eden Café a wider platform in which to frame sustainable food issues. The public parks, in particular Truro Road Park, could also be used as venues for food growing events. The Capital Growth Project in London uses some of the public parks as hubs where people can take part in a variety of one day courses in activities such as container growing in small spaces, planning an organic vegetable garden and soft fruit growing.

9.4.21 Food growing has the capacity to galvanise the imagination of communities around their local spaces, to protect them when threatened by development, or come together to reclaim derelict land and transform it into productive places, and so increase their cultural and social value. The Chatham House reports (2008) on future scenarios for UK food security predict the country moving into a ‘new era’ in which food will not be so available – towns and cities may have to function on a more sustainable and local basis – a theme to be explored with St Austell’s aspirations to be the ‘Green Capital of Cornwall.’
St Austell Conservation Area Appraisal and Management Plan

No. 6 Victoria Place - Possible candidate for Townscape Heritage Initiative Project
Intact pilasters and console brackets to be complemented by possible new traditional shopfront glazing, stall riser, new cill, recessed glazed and panelled door, and signage.
10. AIMS, ACTIONS AND IMPLEMENTATION OF THE MANAGEMENT PLAN

10.1 Management Plan Aims and Actions

10.1.1 The Management Plan has 4 strategic aims

1. To ensure that the existing Conservation Area is extended in line with the recommendations of the Appraisal with the consequential additional protection for the historic fabric of St Austell

2. To identify and prioritise achievable and deliverable actions which will preserve and enhance the newly extended Conservation Area.

3. To recommend actions that in addition to the primary aim of preserving and enhancing the new Conservation Area also support the wider regeneration policy initiatives of Cornwall Council which seek to ensure that the Conservation Area reaches its full potential as a driver for future economic regeneration for St Austell.


Strategic Aim 1: extension of Conservation Area

10.1.2 Cornwall Council should extend the Conservation Area as detailed in the Conservation Area Appraisal and through the community consultation process.

Strategic Aim 2: Enhancement actions

10.1.3 The Appraisal identified a number of areas within the extended Conservation Area that would benefit from enhancement. This includes streetscape enhancement, improvements to individual buildings, landscape improvements and improved interpretation and wayfinding. These actions overlap in many cases with actions that will help to improve the appeal of St Austell to tourists.

Strategic Aim 3: Strategic actions

10.1.4 To recommend actions that in addition to the primary aim of preserving and enhancing the new Conservation Area also support the wider regeneration policy initiatives of Cornwall Council which seek to...
ensure that the Conservation Area reaches its full potential as a driver for future economic regeneration for St Austell.

**Strategic Aim 4**

10.1.5 Adopting, updating and monitoring of Management Plan

The actions identified to meet these strategic aims have been considered and are prioritized in the table below to assist Cornwall Council, St Austell Town Council, stakeholders and the wider community to address the issues in a managed and achievable way. In order to make the management plan as deliverable as possible in the current economic climate some issues given a high priority could be considered as quick win opportunities that can make a real difference to the Conservation Area within a short time span and with minimal resource implications.

The tables identify who would be responsible for the actions with possible partners, the priority – high, medium, low and an indicative timescale and have been ordered to reflect the priority attributed to each action.

**Management Plan Actions - Strategic aim 2.**

10.1.6 **Enhancement Actions**

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility / Possible Partners</th>
<th>Priority</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop an integrated way finding policy.</td>
<td>Cornwall Council and St Austell Town Council</td>
<td>High</td>
<td>Short Term</td>
</tr>
<tr>
<td>A new shop front design guide should be prepared to update the Alan Leather Associates St Austell Shop front Guide (which was not adopted) as the guide published in 1994 is now out of date.</td>
<td>Cornwall Council and St Austell Town Council, perhaps as part of a THI scheme</td>
<td>High</td>
<td>Short Term</td>
</tr>
<tr>
<td>Continue to support and expand the River Walk Improvement Scheme</td>
<td>St Austell Town Council/Cornwall Council</td>
<td>Medium</td>
<td>Short Term</td>
</tr>
<tr>
<td>Action</td>
<td>Responsibility / Possible Partners</td>
<td>Priority</td>
<td>Timescale</td>
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<tr>
<td>-----------------------------------------------------------------------</td>
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</tr>
<tr>
<td>Improve and maintain Noticeboards/Town Map/Discovery Map</td>
<td>St Austell Town Council</td>
<td>High</td>
<td>Short Term</td>
</tr>
<tr>
<td>Improve awareness and understanding of the Conservation Area including measures to encourage greater community involvement.</td>
<td>Cornwall Council/St Austell Town Council</td>
<td>High</td>
<td>Short Term</td>
</tr>
<tr>
<td>Produce planning and development briefs for important development /redevelopment sites in the Conservation Area.</td>
<td>Cornwall Council, possibly as part of a future THI scheme</td>
<td>High</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Consult, update and adopt emerging Town Plan</td>
<td>St Austell Town Council</td>
<td>High</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Produce and publicise guidance on historic detailing, windows, local materials, community maintenance actions and sustainability.</td>
<td>Cornwall Council through guidance on their website</td>
<td>Medium</td>
<td>Medium Term</td>
</tr>
<tr>
<td>St Austell Town Council and Cornwall Council should encourage building owners to use locally sourced building materials.</td>
<td>St Austell Town Council/ Cornwall Council</td>
<td>Low</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Update the Code of Practice for statutory undertakers.</td>
<td>Cornwall Council</td>
<td>Medium</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Improvements to access and permeability of the Conservation Area.</td>
<td>Cornwall Council</td>
<td>Medium</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Prepare a Townscape Heritage Initiative Scheme for shop fronts and signage in Fore Street, High Cross Street, Duke Street, Truro Road and Victoria Place.</td>
<td>Cornwall Council</td>
<td>High</td>
<td>Medium Term</td>
</tr>
<tr>
<td>Carry out a full survey of existing trees and ornamental landscapes.</td>
<td>Cornwall Council and St Austell Town Council</td>
<td>Low</td>
<td>Long Term</td>
</tr>
<tr>
<td>Action</td>
<td>Responsibility / Possible Partners</td>
<td>Priority</td>
<td>Timescale</td>
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<tr>
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<tr>
<td>Maintain photographic record of the Conservation Area.</td>
<td>St Austell Town Council/community group</td>
<td>Low</td>
<td>Long Term</td>
</tr>
<tr>
<td>The local authority should promote walking, cycling and the use of public transport over cars. Design of the public realm should give priority to pedestrians and cyclists over vehicular traffic where appropriate, improve accessibility of public transport and improve the setting and appreciation of the Conservation Area.</td>
<td>Cornwall Council/St Austell Town Council</td>
<td>Medium</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Bring into beneficial use under-utilised and empty historic buildings</td>
<td>Cornwall Council/St Austell Town Council perhaps through a THI scheme and/or working with the empty homes team.</td>
<td>High</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Encourage maintenance of individual building/and sites</td>
<td>Building Owners/ St. Austell Town Council</td>
<td>High</td>
<td>Ongoing</td>
</tr>
</tbody>
</table>

10.1.7 **Strategic Aim 3**

Actions that in addition to the primary aim of preserving and enhancing the new Conservation Area also support the wider regeneration policy initiatives of Cornwall Council which seek to ensure the Conservation Area reaches its full potential as a driver for future economic regeneration for St Austell.
<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility / Possible Partners</th>
<th>Priority</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work with the Eden Project and other attractions to increase visitor numbers to St Austell</td>
<td>Cornwall Council, St Austell Town Council, Chamber of Commerce Eden Project/ other attractions</td>
<td>High</td>
<td>Short term</td>
</tr>
<tr>
<td>Develop heritage attractions and events to increase visitor numbers to the town</td>
<td>St Austell Town Council, Chamber of Commerce, St Austell Brewery, Market House</td>
<td>High</td>
<td>Short term</td>
</tr>
<tr>
<td>Increase viability/economic vitality of town centre through heritage themed shopping events longer/different opening hours</td>
<td>St Austell Town Council, White River Shopping Centre, Chamber of Commerce Local businesses Local food providers</td>
<td>High</td>
<td>Short term</td>
</tr>
<tr>
<td>Create a visitors’ App and use of other social networking media including QR codes</td>
<td>St Austell Town Council/Chamber of Commerce</td>
<td>High</td>
<td>Short term</td>
</tr>
<tr>
<td>Develop a community focus within the Market House.</td>
<td>Market House CIC, St Austell Town Council, English Heritage, Cornwall Council</td>
<td>High</td>
<td>Medium term</td>
</tr>
<tr>
<td>Develop a local tourism strategy, which emphasises the historic importance of St Austell, its position at the heart of the Clay Country, its close relationship with Eden, its good rail links and an attractive landscape.</td>
<td>Cornwall Council, St Austell Town Council, Chamber of Commerce, SABEF</td>
<td>High</td>
<td>Medium term</td>
</tr>
<tr>
<td>Develop local skills training in repair/maintenance/green technology relating to historic buildings</td>
<td>Cornwall Council St Austell Town Council Chamber of Commerce Cornwall College Develop Cornwall? Perhaps as part of THI scheme for the town</td>
<td>Medium</td>
<td>Medium term</td>
</tr>
</tbody>
</table>
### 10.2 Regeneration Actions

**Action:** work with occupiers and owners of commercial heritage assets to ensure that the buildings can remain occupied and continue to provide long term sustainable accommodation which can adapt to future commercial needs.

10.2.1 It is essential for the economic vitality of St Austell that existing businesses are retained within the Conservation Area. This is the most appropriate way of safeguarding the future of many of the heritage assets in the town and by offering pro-active advice and information Cornwall Council can assist businesses.

**Action:** Create a new community focus within the town.

10.2.2 The consultation carried out as part of the appraisal process identified the need for a building to be the home for a new community focus within the town. The Market House could provide this focus, its historic importance and the need to discover a use/uses for the building to provide long term sustainability make it ideal for this purpose, this is discussed further under section.

**Action:** Develop a local tourism strategy, which emphasises the historic importance of St Austell, its position at the heart of the Clay Country, its close
relationship with Eden, its good rail links and an attractive landscape.

10.2.3 There is an opportunity for the businesses in St Austell to benefit economically from the enlargement of the Conservation Area.

**Action: Improve tourist information**

10.2.4 There is a need to encourage visitors to St Austell and to keep them in the town by attracting them to visit places of interest and to experience the special character of the town once they arrive.

With the exception of some leaflets in the Train/Bus station, some in the Market House and the recently opened Museum, there is no prime focus for Tourist Information and encouraging visitors from near and far, to explore St Austell in a more creative way.

The Discovery Map, both in leaflet form and as a map sited in White River Place, has been a very good project and is much used, but there are also leaflets covering various trails, which have been produced but do not appear to be any longer available such as the Geological Trail, the Historic Building Trail and the Tree Trail. These vital resources are not now used to their best advantage. More advantage could be taken of new technologies, including the internet and QR codes for use with smart phones, to raise awareness of St Austell’s history and heritage for both the local community and tourists.

10.2.5 Another way of providing longer-lasting interpretation would be such as that carried out by the Welsh Assembly for Chepstow (and possibly other Welsh towns) by means of a great variety of ceramic plaques on walls and in pavements which not only give historical details but information about important people, important places, in written text, graphics, photographs and maps. Subject to further research these could be used for St Austell; local artists or children could design plaques made with English China Clay, giving the visitor and residents really interesting information in a creative way. These can also be used to show where an important building stood, or an event took place, which could help redefine how important St Austell was.
**Action: Develop heritage focused attractions and events**

10.2.6 The St Austell Brewery holds an ale festival each November which has gradually grown over the years to an attendance of 3000 and these visitors could be encouraged to visit other parts of the town and at other times of the year. Other events could be organised to capitalize on this.

Many visitors at present, when not going by car, arrive at the railway station for the Eden Project; get on the bus for Eden and leave unaware of what St Austell can offer. This could be improved upon by much more good quality interpretation and information at the Bus/Train station.

The Clay/Cycle Trail is popular and improved way finding signage on these trails pointing to other places of interest in St Austell could be very beneficial. There are strong links with the trails and the new bike shop in the Market House offering opportunities to increase footfall.

**Action: Work with the Eden Project and other attractions to increase visitor numbers to St Austell**

10.2.7 Much more could be made of the connection with English China Clay, IMERYS, the Eden Project, Charlestown, Wheal Martyn Museum and other key projects and businesses.

St Austell is often a brief staging point on the way to other attractions such as the Eden Project, Heligan, Charlestown and Pentewan and if that is so, then St Austell needs to encourage people to ‘bide a while’ but there needs to be something to stay for and to enjoy.

In addition the range of shops needs to be expanded so that specialist quarters type shops are encouraged. St Austell Town Council has recognised this need for uplift and has applied for funding from the Portas bid – national government shopping initiative.

The connection with English China Clay and the renewed interest in taking afternoon tea could be capitalized on, with possible links with Tregothnan, the first place to grow tea in England. The clay, copper and tin connection could also be built upon.

**Action: Create a visitors’ App.**

10.2.8 This idea came from the consultation process associated with the Conservation Area Appraisal as a way to raise the profile of St Austell
and connect to potential visitors using modern media. This could be expanded to include the use of Facebook, Twitter and other social networking sites.

**Action: Explore the opportunity to create new commercial space within the enlarged Conservation Area**

10.2.9 The creation, within the central area, of flexible small business/office units will help to improve the economic viability of the Conservation Area.

**Action: Support the Market House Community Interest Company in achieving the aim to restore the building and create an important community focus.**

10.2.10 The Grade II* listed St Austell Market House was built 170 years ago in 1842 under an Act of Parliament and was registered as a Community Interest Company (CIC) on 30th April 2007. The aim of the company is to continue activities which benefit the community and in particular (without limitation) to ensure continued trading activities in and around the Market House, enhance the community use of the building and increase awareness of the buildings heritage commensurate with its Grade II* listed status.

10.2.11 Following disappointing tenant occupancy figures, with the serious prospect of having to close its door and on the back of a successful bid under the Design of the Times Challenge for funding, in 2011. The Directors of the Market House appointed new Directors and a new Chairman together with a new Manager in an attempt to breathe new life into the building in order to achieve the aims and objectives of the Company.

10.2.12 Current and recent initiatives:

In 2011 the Market House Directors invested £5,000 for immediate improvements to the interior of the building. The CIC gave permission to a local community group, for the setting up of a Town Museum. Together the new team have also worked hard to improve tenancy occupation (currently nearing 100%) and encourage the innovative use of space with circus training workshops, hosting the St Austell Soroptimists Campaign against the trafficking of women and children for the sex slave market, initiating and
organising The First St Austell Zombie Walk, hosting a Make Christmas Craft Fair and organising a Valentines Heart Hunt. In the near future they intend to have a Make Wedding Fair, Spring Fayre, and Restormel Arts ‘Bread Riots’ play which is based on the poverty stricken clay workers rioting against the ‘clay barons’ to gain some control of their lives. There are plans for many more community events to increase footfall and awareness of what the Market House and its traders have to offer.

Current aspirations:

10.2.13 Conservation and restoration are paramount in taking the St Austell Market House forward in this new phase of its illustrious life. A committee has been set up to work on and take forward the changes identified in an Access Audit report to conserve the building by bringing it up to acceptable standards for the 21st Century and beyond and in order that it could take its rightful place as a vibrant and active centre piece for St Austell. There is much work required from painting new nosings to repairing the ceilings and from providing disabled toilets to fitting railings at the entrances and installing a lift. All are important to ensure the whole community can access the building and its facilities. Grant monies are being actively sought and the Directors are seeking to raise monies for the necessary restoration and improvement works.

10.2.14 A local company has been given a lease on the old Town Hall and Council Chamber area in the Market House to bring forward a creative hub. Although not yet fitted out this space is regularly being used by the community for workshops, meetings and supporting community events in the wider St Austell. The Market House could be a flagship building within any future THI scheme.

**Action:** Develop local skills training in repair / maintenance / green technology relating to historic buildings.

10.2.15 The community of St Austell has an aspiration to be a centre of excellence for Green Technology. The development of skills training relating to Green Technologies and historic buildings could help to achieve this aspiration. A THI scheme offers the opportunity to deliver traditional skills training through partnership working with the college and others.
10.3 Funding, Resourcing And Partnerships

10.3.1 The responsibility for the Conservation Area should be shared one. Its management and enhancement will need input and support from the local community, businesses, St Austell Town Council and Cornwall Council. It is however the Local Planning Authority who will carry the greatest responsibility, not least because of the obligations placed upon it by the planning legislation. It is essential that the authority commits adequate resources to enable it to exercise its powers and responsibilities. This is particularly challenging in the current economic climate and innovative ideas and partnerships with the private sector and the community will be necessary to ensure that the actions and recommendations of this plan can be carried out.

10.3.2 In recent years, Townscape Heritage Initiative grants, administered by the Heritage Lottery Fund, have been a valuable source of finance for Conservation Area enhancement projects. Townscape Heritage Initiative grant – aided schemes have been very successfully carried out in Penryn, Helston, Falmouth, Reduth and other towns within Cornwall. An initial bid for this would be followed if successful by the appointment of a Project Officer who would administer the project and liaise with building owners. The Heritage Lottery Fund (HLF) makes grants to communities to regenerate Conservation Areas, particularly for those in social and economic need. THI encourages partnerships of local organisations to carry out repairs and other works to a number of historic buildings, structures or spaces within these defined areas. The THI are there to help people to learn about their own and other people’s heritage and either conserve the diverse heritage for present and future generations to experience and enjoy and/or help more people, and a wider range of people, to take an active part in and make decisions about heritage. This scheme helps to preserve and enhance the character and appearance of Conservation Areas affected by high levels of deprivation and lack of regeneration and brings historic buildings back into appropriate and sustainable uses, it can increase training opportunities, increase community participation and improve approaches to conservation management and maintenance.
Possible additional sources of finance could include:

- Developer funding through Section 106 agreements (to be replaced by CIL’s – Community Infrastructure Levy’s in the future). There are well-established precedents for the use of such contributions for improvements, which are not directly related or adjacent to the relevant development. However, it may prove difficult to direct this source of funding to specific enhancement works in areas where there is relatively little pressure for development.
- Owners of commercial or residential properties, in addition to their own funds, may be eligible for grants for improvements or repairs, e.g. from the Architectural Heritage Fund.
- Charitable trusts and government agencies.
- Opportunities to carry out enhancement works through the application of Section 215 Untidy Site notices. There are precedents for the creative use of these notices to reinstate historic walls around sites as a way to improve their appearance whilst also having long term heritage benefits.
- Other possible sources of funding include the land-fill grant system operated by SITA and CORY intended for community and not-for-profit organisations.

**Area Partnership Scheme**

English Heritage runs an Area Partnership Scheme which provides support and funding to Local Authorities for enhancement and preservation of Conservation Areas. The Scheme would be run by the Local Authority in partnership with English Heritage and other possible funders. This scheme helps to ensure the long-term sustainable future of a Conservation Area by supporting heritage based regenerative initiatives. Although the funding is limited the priorities for the fund are focused on the area where elements of the historic environment are at risk or give assistance for their management. A bid for this would be a first stage, followed by a more detailed bid and a Project Officer for this would be required. Funding available can be as much as up to £100,000. This scheme is on hold for the present but may be reinstated by English Heritage.
• **Convergence Fund**

This European Funding Initiative combines the European Regional Development Fund and the European Social Fund. It is a regeneration programme to boost the economy of regions like Cornwall and Isles of Scilly. Convergence Funding relevant to St Austell Conservation Area could include funding towards the bringing back into use the empty or under-used historic buildings, such as the recent project on the former Devon and Cornwall Bank.

It can also facilitate the relocation of businesses to enable premises to be brought into a different use, as well as providing training opportunities.

• **Heritage Lottery Fund (HLF)**

HLF can provide funding to both historic and interpretation projects in a Conservation Area. It can focus on empty or under-used historic buildings and provide funding towards repair, restoration, bringing into re-use or consolidating an existing use. It can also provide funding for Practical Conservation and Community based skills in association with these projects.

Grant programmes offered by HLF are:

• Your Heritage- grants for voluntary and community groups and first time applicants - grants £3,000-£100,000.
• Heritage Grants main programme for not-for-profit organisations- grants over £100,000.
• Young Roots involving young people 11-25 years old grants- £3,000-£50,000.
• All Our Stories- for activities for everyone to get involved in their heritage – grants £3,000-£50,000.
• Townscape Heritage Initiative- for communities in Conservation Areas with particular social and economic need - grants for £500,000-£2,000,000.
• Parks for People – for regeneration for whole park projects- grants of £250,000-£5000,000.
• Landscape Partnerships for conservation of landscapes of distinctive landscape character- grants of £250,000- £2000,000.
• Skills for the Future providing training placements to meet skill gaps in the heritage sector - grants £100,000 to £1000,000.
• Repair Grants for Places of Worship for funding urgent repair work for
listed places of worship—grants of £10,000-£250,000.

10.3.4 Catalyst: Endowments major match-funding initiative for the creation of endowments—grants £500,000-£5,000,000.

**Other Funding Initiatives**

Applications are in progress with St Austell Town Council and these include:

- Funding from a section 106 agreement will include a contribution for improvements to Poltair Park, just outside the Conservation Area.
- A consultation on a potential Business Improvement District (BID) for town centre businesses is being launched with work commencing in April 2013 if successful.
- A bid is being worked on by a partnership of councillors and retailers for funding for a Town Centre team under the Portas Pilot Scheme.
- A bid for funding from the Local Sustainable Transport Fund has been made by Cornwall Council which should benefit St Austell.
- A bid has been made to Cornwall Council for a new County Archives and Records Centre to be located in Carlyon Road near the Polkyth Leisure Centre (outside the Conservation Area but which will be of benefit to it).

**Short Term Schemes**

These will include the environmental improvement to the paths which criss cross the area, including the River Walk riverside improvements and the much used path between the Park and the Co-op/West Hill behind Kwik Fit. The current use of Community Pay Back (Community Payback is the replacement for Community Service and is operated by Devon and Cornwall Probation Service) and local volunteers would be beneficial. In addition it may be possible to request assistance from the very active British Trust for Conservation Volunteers BTCV for these improvements.
### 10.4 The Adoption of the Appraisal and Management Plan

This is essential if the document is to become a Material Consideration in any planning decision. The process of adoption includes community consultation and approval of the document by Cornwall Council.

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsibility</th>
<th>Priority</th>
<th>Timescale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endorsement of the Appraisal &amp; Management Plan through relevant Cornwall Council committee/cabinet procedures</td>
<td>Cornwall Council</td>
<td>High</td>
<td>Within 1 year</td>
</tr>
<tr>
<td>Link the principles set out in this document to the policies in the emerging Core Strategy</td>
<td>Cornwall Council</td>
<td>High</td>
<td>Within 2 years</td>
</tr>
<tr>
<td>Monitor the implementation of the Management Plan</td>
<td>Cornwall Council and St Austell Town Council</td>
<td>High</td>
<td>Ongoing following adoption</td>
</tr>
<tr>
<td>Review Conservation Area Appraisal and Management Plan</td>
<td>Cornwall Council and St Austell Town Council</td>
<td>Low</td>
<td>In 5 Years</td>
</tr>
</tbody>
</table>
11.0 ACKNOWLEDGEMENTS AND BIBLIOGRAPHY

11.1 Acknowledgements and Thanks

- Valerie Jacob, local historian and author
- St Austell Town Museum
- Adam Luck, St Austell Brewery
- Jeremy Harvey, Coodes Solicitors
- Jane Powning and Bryn Tapper, Historic Environment Record Office, Truro
- Jennie Hancock, Cornwall Record Office, Truro
- Colin Vallance, Wheal Martyn Museum
- White River Place Developments
- The members of public who attended the Public Consultation day in September 2011 and those involved in informal on-street discussion.
- The attendees to the stakeholder Consultation Day

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