



**CORNWALL**  
**COUNCIL**  
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# Future High Streets Fund

## Summary of Expressions of Interest Submitted by Cornwall Council

8 May 2019

Economic Growth Service



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# Introduction

On the 29 October 2018 the Ministry of Housing, Communities and Local Government announced a Future High Streets Fund on behalf of HM Government. The fund set up in response to Sir John Timpson's high streets expert panels recommendations, consists of £675 million pounds to "renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability".

The fund's prospectus published in 2018 clearly identified the challenges facing High Streets in England, as they evolve to reflect the changing shopping patterns and wider needs of society and the Council set out to design an approach to this process with these challenges in mind.

## Selection Process

As the largest rural Unitary Authority in England, the supplementary guidance for the Future High Streets Fund (published in January 2019) stated that Cornwall Council could submit up to four Expressions of Interest. Cornwall as a whole has a dispersed settlement pattern and a low population density which means that we have a network of 20+ towns of various sizes which are spread out across the 100 mile length of Cornwall.

In order to identify the four towns which would be selected to go forward for consideration for funding Cornwall Council took into consideration the objectives of the Fund and the need to use any funding to help renew and reshape town centres and high streets in a way that improves experience, drives growth and ensures future sustainability. A local strategic decision was taken therefore to only invite towns in Cornwall with a population above 20,000 to participate in the selection process in order to maximise the impact of any funding secured.

As a result of this decision in January 2019 Cornwall Council invited six towns in Cornwall to submit a short Expression of Interest for consideration. The process itself mirrored the Government's Expression of Interest form and submissions were scored by our Economic Growth Service against a mix of the national criteria and local criteria such as percentage of vacant retail units and Indices of Multiple Deprivation. In the spirit of openness and transparency the result of this scoring process was communicated to the towns participating in this process and members of Cornwall Council via an individual decision notice from

Councillor Bob Egerton Cornwall Council's Portfolio Holder for Planning and the Economy.

The four towns that scored highest in this process were then invited to develop more detailed Expressions of Interest which were then submitted by Cornwall Council on the 22 March 2019 to the Ministry of Housing, Communities and Local Government for consideration for funding from the Future High Streets Fund.

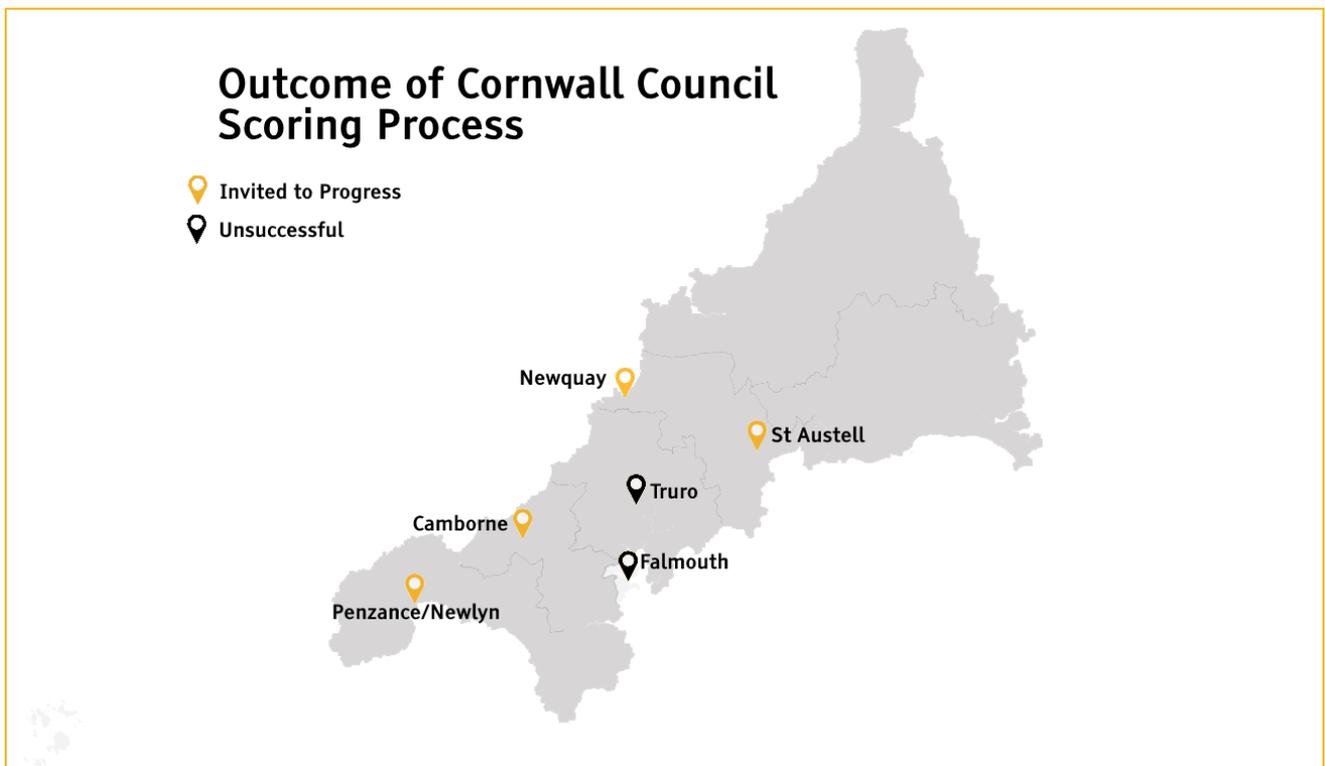


Figure 1: Map of Towns Participating in the Process

## Expressions of Interest

As part of the selection process and in the spirit of transparency and openness it was agreed that a summary of each Expression of Interest would be published on the Cornwall Council website. Each Expression of Interest submitted by the towns set out the current challenges being faced by the town centre, the strategic vision for how these challenges can be addressed and a plan for how the vision could be delivered.

## Penzance Town Centre

The focus of the Penzance bid is a number of priority projects along the main high street; the town centre boundary and the high street retail frontages to help set Penzance's place as a vibrant coastal town for the future.

The most westerly major town in the UK, Penzance is located at the apex of Mounts Bay in the far west of Cornwall - "the Land's End peninsular" one of the best known and most scenic areas of the UK. A coastal, maritime & historic Market Town, it serves a significant rural hinterland - west Cornwall and the Isles of Scilly - as a social, economic & travel hub and has been recognised as a nationally significant creative industries cluster.

The extent of the area covered is nominally the town centre boundary however the proposal focuses on priority projects up the main high-street – the town centre boundary and the main high street retail frontages. The proposal also includes the eastern gateway to the town, near the waterfront overlooking Mounts Bay and the iconic St Michaels Mount, leading North West up Market Jew Street taking in the Market House & Humphry Davy quarter, through to the top of Causewayhead at the northern entrance to the high street.

In places not obscured by property, the high street overlooks the bay and its built environment is a mix of high value heritage and lower value, poor quality, vacant, redundant or underused stock. It is constrained to the south by sea and to the north by the A30. Penzance has a strong heritage and the town is a Conservation Area. It is the second largest retail location in Cornwall after the city of Truro and provides a mixed range of multi-nationals and independent retailers giving the town pockets of distinct character.

Penzance is the major service hub for almost 40,000 people across the dispersed rural hinterland of west Cornwall. 21,000 people live in Penzance and 9,459 people work in the town with 36.9% commuting in from elsewhere in Cornwall and the Isles of Scilly.

Recognised as one of 47 nationally significant creative clusters in Nesta's 'the Geography of Creativity in the UK', and the only one in Cornwall, Penzance has a high concentration of creative industry businesses – a sector that is growing at twice the rate of the general economy. Penzance is also the second largest retail location in Cornwall after the City of Truro and is the joint highest employment sector in the area, 18%, compared to a Cornwall average of 16.8%. The tourism sector also represents 18% of employment compared to a Cornwall average of 15.6%.

Penzance is ranked in the top ten visitor destinations in Cornwall and latest figures from Visit Cornwall show that in 2017 Penzance attracted 84,800 staying visitors and 581,900 day visits, generating £44.9m of visitor related expenditure and supporting 1,215 jobs’.

As an historic market town the high-street especially has many important heritage features that contribute to cultural distinctiveness and are an important visitor draw. ‘Culture and the creative industries are highly important to Cornwall. Not only are they central to Cornwall’s distinctiveness and they are also of great economic importance as an employment sector and to our tourist offer’ (Cornwall Council Culture white Paper 2016).

The following challenges facing Penzance Town Centre were identified in the Expression of Interest:

- Declines in footfall of nearly 40% between 2011 and 2015;
- Challenges arising from out of town retail provision at Eastern Green and Long Rock;
- Increases in vacant premises to 51 in 2018;
- Higher levels of anti-social behaviour and crime than in other major towns;
- 45.5% of the town population are living in the most deprived 20% of areas;
- Low levels of employment space delivered against local plan targets and high levels of housing need compared to the rest of the county.

The future vision of Penzance is one of a ‘creative maritime town’ with a thriving high-street where people live work and socialise. It is a high-street fully connected to and successfully serving a community of residents and visitors. It is a vision of embracing change and regeneration on a significant scale, tackling a fragmented and declining town centre, playing to local strengths and responding to local needs and opportunities for economic growth. The way the high street is used will change. Areas of decline will be regenerated into economic nodes of activity with physical infrastructure and digital technology working to open up and reconnect the historic market town.

Prioritised town centre sites will be transformed to provide creative industry employment space and town centre homes, increasing productivity and driving vitality and footfall back to the high street. It sets the scene for the future as a vibrant coastal town with a centre of distinct purpose and character with a celebrated heritage and green-led, pedestrian friendly public realm.

The vision is for a town that is an attractive visitor destination in its own right, reconnected to its spectacular waterfront & bay. It is a pedestrian friendly town, easily navigable, Wi-Fi enabled, digitally advanced with a mixed shopping offer of mainstream and high quality independent retailers and food & drink.

It is a vision that capitalises on known strengths and proven opportunities to reimagine the high-street and change its use, bringing vibrancy and prosperity to a decaying town centre. It is a vision that responds to the raised aspirations of young people who wish to prosper in their own locality and have careers in exciting growth sectors. The vision articulates, at town level, the strategic objectives of all stakeholders from individual business owners through the Cornwall Local Plan to Governments own Industrial Strategy.

Cornwall Council as the bidding authority fully supports the innovative and creative approach to tackling the high-street challenges in Penzance. It is integral piece of wider ambitions to transform the area and take advantage of its status as a nationally important creative cluster. It is clear that the vision is far from a limited attempt to simply stem the decline of the traditional high street. It is a vision that seeks to transform how the high-street operates to create an asset of community value - a place of economic and social importance where people live, work and socialise. It capitalises on heritage assets and treats a challenging geography as an exciting benefit to drive redevelopment and change of use.

There is capacity & ambition to deliver reflected in strong local leadership through to the full support of Cornwall Council. The Future High Street Fund presents an unparalleled opportunity to concentrate efforts in a persistently challenged area. It is important to highlight that the owners of this proposal are the local champions and volunteers of Penzance and the Local Authority seeks to support and add capacity to this local leadership.

## St Austell Town Centre

The focal point of the St Austell bid focuses on redevelopment of a central site to create a commercial and community space run by a social enterprise for the benefit of the people of St Austell.

St Austell is a coastal town dominated by its clay mining heritage ('White Gold') and horticultural icons ('Green Gold') such as the Eden Project and Lost Gardens of Heligan. St Austell Brewery is building a brand of international repute and has led a coalition of local businesses to frame the Green and White Gold Masterplan for St Austell and its hinterland. This proposal brings a town centre focus to this masterplan that will create practical opportunities to reclaim and revitalise the town centre in a Community Enterprise Quarter.

Cornwall is on a peninsula in south west England. Cornwall's settlement pattern is different to many rural areas of England due to its social and industrial history. There is a network of towns serving a relatively small hinterland compared to that in many other rural counties. St Austell is the largest town in Cornwall but with a population of 28,420 is a small town compared to many other English market towns. Its size, and being at the end of the supply chain, reduces its attractiveness for investment.

St Austell was at the forefront of industrialisation, particularly china clay. With significant employment decline in the china clay industry since the early 90's, St Austell town centre lost its prime place as a centre of commerce and services, and needs to find a new identity. Significant public sector investment partially transformed some of the main shopping centre in early 2000s. However, there has been a parallel decline in private sector investment in other retail areas and much of the town has not recovered from the long period of re-building and investment uncertainty. Footfall is still low and there are many empty shops.

The retail offer in the town centre is largely small independent shops, with some well-known national retailers. However, shop sizes tend to be small/ medium size. There is a limited night time economy, linked mainly to the cinema. One of the last restaurants in the town centre, Frankie and Bennys, has just announced that it is due to close soon.

The business profile for this area shows that, by sector, the largest are: 'Wholesale, retail and motor trades' (18%), 'Construction' (14%) and 'Agriculture, forestry and fishing' (12%). The largest sectors of employment are 'Wholesale, retail & motors' (16.4%), 'Health and social work' (12.7%) and 'Education' (10.0%) (source: NOMIS business counts).

The area of the town centre prioritised for this proposal is marked by empty retail units, charity shops and discount stores. In the same area there used to be 2 fishmongers, 3 butchers, 5 greengrocers and a variety of other local traders.

St Austell was once a thriving china clay mining town but over the past four decades the economy has been in decline. In the 1990s the A30 road into Cornwall was improved and this marooned St Austell on the coast. Currently St Austell suffers from a poor quality external and internal image and the town centre struggles to fulfil its potential.

St Austell is an area of high socio-economic deprivation: 18.4% of people live in the most deprived 20% of areas of England (Indices of Deprivation, 2015). Four neighbourhoods in St Austell are ranked in the top 20% most deprived, including the town centre.

In the wider area, the population of the three community network areas St Austell and Mevagissey, China Clay and St Blazey amounts to over 81,000 people which represents over 15% of the total population of Cornwall. Within this wider area there are eleven Lower Super Output Areas (LSOAs) in the 30% most deprived areas in England. The low income levels of the population catchment do impact on the shopping habits of the resident population, and the retail spend in the town centre. However, a significant number of visitors come to this area, and, local experience suggests that higher income shoppers travel to Truro or Plymouth, bypassing the town centre.

The St Austell and Mevagissey community network area has a higher number of people with no qualifications (24.9% - South West 20.7%) and a lower number of people with degree level qualifications (21.7% - South West/England 27.4%). In a recent residents' survey conducted by Cornwall Council, St Austell had the lowest overall levels of satisfaction with the local area as a place to live (70.4%).

It is, however, also an area of opportunity with 1 million visitors on its doorstep at the Eden Project and also the tourist hot spots of Heligan and Mevagissey. The new A30 link road will connect the town much more efficiently to the A30. The St Austell Bay Economic Forum, working as the Coastal Communities Team in this area, has been working on a place strategy for the area – the St Austell Place Story <https://www.staustell.co.uk/wp-content/uploads/2018/08/The-St-Austell-Story-Book.pdf>.

A key project leading from this, and supported by the Coastal Communities Fund, is looking to develop the town as a ceramic and horticultural destination. As part of this work, there has been two new festivals developed, held in the town centre, significantly increasing the cultural activities provided there.

The following challenges facing St Austell Town Centre were identified in the Expression of Interest:

- Vacancy rates of 16.7% higher than the Cornwall average of 10.4%;
- Conversion of retail space into residential due to housing need in the wider area. Diminishing the offer in the town;
- Whole of St Austell including the town centre is in an air quality management zone due to high levels of Nitrogen Dioxide;
- Decline in footfall of 5% over the previous year according to White River Place shopping centre statistics;
- Lowest levels of A1 retail use in Cornwall.

The St Austell Bay Economic Forum (SABEF) is the Coastal Communities Team in this area. Recognised also by Cornwall Council as the Place Shaping Board, its vision is: “By 2030, St Austell will be celebrated as a green and ceramic cultural centre, as a place of innovation and an active theatre”. Its leadership in the regeneration in this area is strong and dynamic and is led by St Austell Brewery, St Austell Print and the Eden Project.

The Forum endorses the vision of this proposal which will establish a “Thriving Community Enterprise Quarter - Revitalising and reclaiming our Town Centre for the people and by the people’. Delivery will be led by a partnership which includes SABEF, Cornwall Council, St Austell Town Council, Real Ideas Organisation and Cornwall Food Foundation.

Specific proposals are:

1. Develop cast-iron business cases and plans for the acquisition and assembly of land to support new housing, work and community spaces and public realm.
2. Presenting a visually and physically enjoyable place – following the strategy identified through the master planning approach drawn up by MeiLoci and adopted by SABEF, investment in the edges of the town will complement and build on the award winning efforts of the BID to make the town centre interesting and beautiful.
3. Animate the town centre through a range of ongoing community activities in line with the Green and White Gold themes of ceramics and horticulture. These will include participatory community cooking and growing activities (food is a natural link between White and Green Gold) and community arts (ceramics activities such as tile making and clay throwing).

4. Animate the social enterprise sector locally via a programme of co-design/co-discovery and support for social and community enterprises to move into vacant units in the town.

Smaller complementary measures will also be explored including:

- Investing in the physical infrastructure – There is a mismatch of street furniture in the town with different styles of bins, seats and signposts. An audit of street furniture will be carried out and an action plan identified to declutter and improve the visual appearance of the street scape;
- Supporting adaptation of the high street in response to changing technology – infrastructure would be made available to provide Wi-Fi across the town centre, not just in White River Place as is currently the case;
- Improvements to transport access, traffic flow and circulation in the area – St Austell Town Centre lacks any limited waiting bays in close proximity to the shops. An audit of limited time waiting bays and disabled parking will be carried out and an action plan identified to improve access to the town for people with disabilities and short term visits.

## Camborne Town Centre

The essence of the Camborne Town Centre bid is a regeneration of the town centre as a means to help address the deprivation in the surrounding area. The bid includes plans to secure a derelict site and bring it back into community use with a focus on the lack of creative provision in the area.

Camborne is located in the largest conurbation in Cornwall and is the principal shopping town for the area. It is the business centre for the Camborne parish, has excellent transport links being situated close to the A30 and a main line railway station which is a five minute walk from the heart of the town. The town forms the majority of the Camborne Business Improvement District which also encompasses the settlement of Tuckingmill.

Camborne has UNESCO World Heritage Site designation due to its historic importance as a centre for hard rock mining and engineering. It prospered in the early twentieth century but the decline in mining industries meant its economy has significantly weakened. Unlike many other population centres in Cornwall, it is not situated on the coast and has not benefited, therefore from traditional tourism or from national grants such as Coastal Communities Fund. It continues to function as a substantial residential, shopping, service and administration centre but has suffered from a lack of investment, and is widely acknowledged as having slipped somewhat 'under the radar' compared to its more glamorous seaside neighbours.

There have been notable examples of successful regeneration; the Market House (now a J D Wetherspoon hotel), Commercial Square public realm improvements, Townscape Heritage funding and most recently, the complete refurbishment of the Grade II listed Passmore Edwards library by Camborne Town Council. This building forms an impressive gateway to the town centre. Library services and activities there are flourishing. However, these projects have not halted the town's decline and it is recognised that more transformation change is needed to overcome the pervading sense of past glory and decay in Camborne; re-development of a number of underutilised sites therefore represent a huge opportunity to revitalise the town and would act as a catalyst for wider transformation.

The town centre is densely populated and comprises a mix of retail, hospitality, office space and services. It is the main provider of services and amenities for the Camborne parish which is geographically the largest in Cornwall. The parish includes six villages and an Area of Outstanding Local Beauty. Unlike most towns

in Cornwall, it is relatively flat which makes it easily accessible for those of all abilities.

The secondary school (Camborne Science & International Academy) and its accompanying Centre for Excellence, Nexus, are situated on the outskirts of the town centre. There are nine primary schools in the parish, six of which are in close proximity to the town centre. Duchy College Rural Business School is located one mile away. Camborne Recreation Ground, home to Camborne RFC and venue for County Championship rugby is a five minute walk from the town centre.

Camborne's high street encompasses c.330 premises within its Business Improvement District (BID) boundary. During a recent consultation, the town was characterised as "a town with a proud heritage of discovery, skill and good, honest hard work but one that is in urgent need of investment and regeneration." Recent survey data from local schools and colleges show that students are keen to play a part in this transformative change and investment in the town centre, for their future.

Whilst rich in heritage, Camborne today faces multiple challenges when assessed against most social and economic markers, ranking below the County, Region and National averages in terms of economic activity rates and with Camborne town centre and three of its adjacent LSOAs being ranked in the 10% most deprived wards in England. A disproportionately high level of residents do not work, do not have any qualifications, suffer mental health issues, have high levels of household indebtedness and child poverty and are regular users of the largest food bank in Cornwall.

Currently, Camborne offers an affordable, everyday retail experience and its high street is occupied by a blend of convenience stores, professional services and licensed premises. The town lacks any cultural and arts offer and any form of leisure provision or green spaces. It is noticeably limited in the scope of its food and beverage offer, with a distinct lack of a café culture or evening restaurant/café bar economy, it underwhelms in its ability to attract visitors and residents with higher disposable income looking for an evening out.

A small and dedicated team including the Town Council, BID and Camborne Regeneration Forum have made modest budgets work hard over recent years to establish footfall initiatives, such as a weekly produce market, seasonal shopping events, festivals and an opportunity for businesses in the wider catchment area to contribute resources to BID via voluntary membership. The 2018 Camborne Town Centre survey indicates that there are 41 vacant units in the town centre which represents 17.7% of the stock (which is significantly

above the Cornwall average of 10.4% and is the worst of any town surveyed in Cornwall.)

Furthermore, there has been a year on year increase in the number of vacant units and a growing proportion are being given over to charity shops. The town also suffers from environmental issues including poor and neglected streetscape, littering and graffiti, which were all identified by BID in their business plan. The housing stock is tired and too many local residents cannot access affordable housing for themselves or their children.

The Camborne Future High Street Fund team are passionately in accord with Sir John Timpsons's report and this Expression of interest sets out why Camborne needs support and how it would use this significant opportunity to create impactful transformational change in Cornwall's former industrial heartland. It would become a true exemplar of multi-sector partnership working, underpinned by local and central Government recognition.

Without the injection of this meaningful support, Camborne will remain consigned to a rate of progress commensurate with low levels of resource input and the uplift of the economy and social outputs will not be realised as quickly. The following challenges facing Camborne Town Centre were identified in the Expression of Interest:

- Poor social and economic markers with the town centre and its three adjacent neighbourhoods being ranked in the 10% most deprived wards in England;
- Town lacks any culture or arts/leisure or green space offer;
- 9% increase in crime within the town year on year which and an above average crime rate compared to large towns in Cornwall;
- Lack of affordable housing for residents and their children with a tired housing stock;
- Growing population of charity shops with 17.7% of the total units in Camborne sitting vacant in 2018.

Camborne's vision is: To transform the town centre into a vibrant 21st century hub that provides for the economic, social and housing needs of its residents. There are various facets to the vision, which include:

- To work with the community to redefine the town centre; condensing and strengthening a core area, supporting a more diverse mix of uses;

- To improve sustainable transport facilities within the town centre, to create a well-connected hub that all residents can easily access;
- To redevelop sites to bring more residential development into the town centre; this includes redeveloping a site within town centre that has remained derelict for decades, into much needed affordable housing – the conurbation has the highest affordable housing need of any area within Cornwall;
- To revitalise the Donald Thomas Centre, which is a tired and underutilised Grade II\* listed building in the heart of the town centre, which is within community ownership; creating an arts, cultural and social hub;
- To relocate a bus engineering works from an inappropriate located site within the heart of the town centre and redevelop the land into a transformational project: “The Buzz”.

Our vision for transformational change of the town centre’s heartbeat is inspired by the desire and socio-economic need to create a focal catalyst in which this change can physically take place, which we are calling ‘The Buzz’. This space will be a multi-faceted building destination and more importantly, be capable of nurturing skills, developing talents, creating an evening economy and providing a sustainable place for people to live, work and socialise.

Visually, The Buzz will provide an iconic, awe-inspiring architectural ‘wow factor’ that is currently not evident in Camborne town centre. The design will nod respectfully to the town’s industrial heritage but at the same time, be a progressive contemporary space built using the foundations of leading-edge design and sustainability principles.

The golden thread underpinning every aspect of The Buzz will be strong core principles and values that mirror the town’s thriving community spirit, including optimism, grafting, innovation, creativity, wisdom, knowledge and kindness. The creation of this space, in two phases is aimed at addressing the persistent challenges the town faces, which span all age groups, including isolation, depression, lack of motivation and feelings of low self-esteem/ self-belief.

As well as supporting and nurturing new and existing businesses with workspace and social solutions and opportunities, The Buzz will be a space where people can regain meaning in their lives, through arts, culture, leisure, feel positive about their employment future, make new friends and meet like-minded business colleagues, become more confident, be creative, learn new skills, and become more happy and fulfilled.

## Newquay Town Centre

The centrepiece of the Newquay bid is a vision to improve transport linkages for the town in order to simulate growth by increasing visitor numbers to Newquay in a sustainable way. Whilst directly regenerating the station quarter of the town centre and facilitating active lifestyles.

Having started as a fishing village, Newquay has developed over time to become a major tourist resort centred on its beaches, coastline and landscape. Situated on the North Atlantic coast of Cornwall, approximately 20 miles west of Bodmin and 12 miles north of Truro, it is a renowned world surfing destination, hosting the Boardmasters Surf Championships and the National Surf Championships. In addition to the heady excitement of sand and surf, Newquay also boasts the beautiful Gannel Estuary and salt marshes, a sheltered, tidal waterway, home to wading birds and fish. Its coastal pathways provide breath-taking views of the Atlantic Ocean.

Approximately 22,000 people live permanently in Newquay, with over c.750,000 visitors across the year within the High Street. This seasonality has had a substantial impact on Newquay's economy, housing, infrastructure and quality of urban space. Not unlike most coastal market towns, Newquay's high street is heavily reliant on visitors to the Town during the peak summer months. Activities aimed at attracting footfall in the shoulder and off-peak months are well underway through both the Newquay Town Council and Newquay Business Improvement District. However, local green infrastructure and public transport are serious barriers to this as are the availability of multi-use spaces within the Town Centre.

Newquay has a Coastal Town Team, who has just secured £0.5M of funding from the Coastal Communities Fund to support the enhancement of the Killacourt Open Space in the Town. This is right in the Town Centre and within a short walking distance of the Train Station Area in Newquay; as it is the Town's primary events space. However, the event space is somewhat isolated and only overtly linked to the Train Station through an old pedestrianised Tram Track – which Newquay is seeking to enhance as part of this project.

Currently the area within the vicinity of the Newquay Train Station has poor facilities, wide areas of underutilised brown field land and a deserted atmosphere, with no sense of arrival and limited visibility from the main road. There is a somewhat hidden and disjointed feel about the station – even though it is located within the Town Centre and part of the main high-street.

This is the primary area covered by our proposal, although we are seeking a conservation area that would cover the entire High Street; and the proposal aims to positively impact the whole of Newquay and wider catchment area.

Newquay, not unlike other coastal towns is seeing a steady decline in footfall to the High Street. A significant reason for this is the changing trends in shopping and the lean towards online shopping. The following challenges facing Newquay Town Centre were identified in the Expression of Interest:

- Disjointed public transport infrastructure which fails to cope with seasonal demand in the summer months. Train station and station quarter also in poor condition;
- Large seasonal fluctuations in visitors mean small businesses often close during the winter months due to lack of income. Removing year round offer;
- Lack of diverse event or multi-use spaces on the high street or in the town centre;
- Notable lack of sporting facilities and health care provision in the town centre;
- Heavy reliance on the street parking in the town coupled with high parking charges affects transport flows across the town centre;
- High levels of crime with increases of most types of crime and prevalent drug use also a factor.

Newquay is seeking to redevelop the existing Newquay Railway Station Quarter. Aligned to this, it is also seeking to support policies within the Newquay Neighbourhood Plan further by establishing a Conservation Area within the High Street, to help businesses and any future developments maintain a cohesive and strategic design for buildings within the Town Centre.

This recognises the historical importance of Newquay's Heritage and would provide a framework through the Newquay Shopfront Design Guide (<https://www.cornwall.gov.uk/media/33110827/b1-nnp-appendix-2-shopfront-design-guide.pdf>) to alleviate growing challenges relating to losing the Town's identity.

The immediate station area is predominantly post-war era construction that is out of kilter with the rest of the Town. This project offers the opportunity for a radical reshaping of the station area replacing existing tired, low cost and utilitarian structures with some new landmark buildings, active public realm areas and reintroduced green infrastructure; making the entire user experience more welcoming and feel safer. The introduction of a new resident population

through delivery of c240 new homes – which supports the housing demand challenges, new employment spaces and increased usage of the railway, will combine to deliver an increased footfall supporting the wider High Street.

A Multi Storey Parking facility on the site will enable transition from on street parking to off street parking in the area, freeing up capacity on the road network for greater cycling and pedestrian usage and would make it possible to close off wider parts of the Town (such as Bank Street) to vehicles and make it more pedestrianised in the centre. The scarcity of parking in Newquay can prove off-putting to visitors to the Town Centre and this facility in the heart of the town will remove this barrier. Aligned with the added benefit of investment in Newquay's rail network and station providing a more attractive mode of sustainable travel.

As part of the first phase, this scheme will tackle access issues by implementing new street furniture and signage, improving the experience for shoppers and highlighting pedestrian and cycle routes to other parts of the town (e.g. Trenance Zoo, boating lake and Gardens, the old tramway, nearby beaches and the new Concrete Waves™ Skatepark). New pedestrian crossing points will be introduced making crossing the main road easier and safer. A new and modern station foyer will offer ticketing and information facilities plus comfortable waiting areas, retail and café services and secure storage facilities for luggage, cycles and surf boards.

The installation of high-grade public Wi-Fi services and device charging points in the station area will enable the public to access up to date information and targeted marketing opportunities for Newquay businesses.

A regenerated station area, twinned with the enhanced rail services proposed and new high-density housing developments in the vicinity, will prove attractive to business. Interest is expected from national chain and local independent businesses at a range of scales and in a range of sectors. This in turn will create new jobs in the area and further diversify the use of the High Street. An “innovation hub” which will be part of the development will also offer facilities for new business start-ups including training and collaboration spaces.

It is envisaged a landmark development on part of the site will host coastal themed sport and leisure facilities (potentially an Olympic standard indoor climbing facility) which will be attractive not only for residents and visitors to Newquay, but also for the residents and visitors in Cornwall more generally. There is potential for a new commuter rail service to Plymouth which would enable people who live in Newquay to work in Plymouth. The renewed and

attractive public realm areas create potential for regular licenced street trading, markets and pop up offerings.

The regeneration of the area will enable biodiversity to be enhanced and for green infrastructure to be introduced and embedded across the Town. This will include creation of green public spaces, new habitats in residential gardens and a building with nature approach to the designs. The new Transformational Parking facility designed to incorporate charging points for electric vehicles and the feasibility of using it as a base for a car sharing/car hire facility will also be explored.

## Future Timetable

The prospectus published in 2018 by the Ministry of Housing, Communities and Local Government stated that during summer 2019 bids would be informed if they were being invited to progress to stage 2. During stage 2 bids are set to receive some revenue funding from government to support the development of their high street strategies and the business cases for their proposed projects.

MHCLG Timetable for Future High Streets Fund:

- December 2018: Phase 1 opens and Expressions of Interest invited;
- 22 March 2019: Deadline for Expressions of Interest;
- Summer 2019: Announcement on places moving to Phase 2;
- Late 2019: First round of final business cases to be submitted;
- Spring 2020: All remaining final business cases to be submitted;
- Not before 2020: Second round of applications opens.

Prepared by: **David Rodda**, Economic Growth Manager, Economic Growth Service 8 May 2019.

If you would like this information in another format please contact:

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