



STATEMENT OF REQUIREMENTS



Contract for:
Town Centre Masterplan for Fowey Town
January 2022

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What is the problem the Strategic Master Plan is trying to fix?

Set in an area of Outstanding Natural Beauty, historic Fowey Town is quintessentially Cornish and a desirable place to visit and live with a population of 2,315 residents (2011 Census).

Fowey is a well-respected tourism hotspot which also boasts the commercially viable sheltered deep-water navigable Fowey Harbour, run by the Fowey Harbour Commissioners.

However, Fowey's unrivalled appeal is both a blessing and a challenge and as such Fowey Town Council and key partners are seeking to establish a strategic masterplan for the town centre; a strategic masterplan which sets out and shapes a vision for the future of the built environment which galvanises support across a diverse number of stakeholders.

Of particular importance the Masterplan must address the existing and unsustainable prioritisation of vehicles, parking and commercial refuse storage over the experience of pedestrians and the wider enjoyment of our unique outdoor spaces.

The strategic masterplan must be built and developed with broad engagement across the community, setting out options for future improvements.

The work must consider implications behind each of the options presented, the potential qualitative and quantitative benefits and put forward tangible recommendations which can be further adopted as a coherent, credible and deliverable plan for the future of the town.

Alongside the options and shortlist of recommendations, the final report of the strategic masterplan should include indicative sketch drawings and costings for each location, with the creation of a draft Overview Plan of town with project sites linkages.

This could include design sketches and concept plans, including branding around design of wayfinding, route ways signage for services.

Key Partners / Stakeholders

Although Fowey Town Council are commissioning the work, key partners on this project are Fowey Town Team (Harbour Commissioners, Forum, Chamber, Local Ward Member).

In addition, key stakeholders include (but are not limited to):

- Residents
- Public consultation
- Local Business Owners
- Transport companies, including land and water based
- Fowey River Academy and Fowey Primary
- Engage with regulatory bodies such as Cornwall Council Planning Authority, including the Arboricultural Officer in the Planning service on re-greening considerations

As with all engagement and consultation, views will be broad, varied and diverse, but must be valued and informed as part of wider proposals and recommendations that come forward within the masterplan.

Main Challenges

The key challenges that present for the town are:

- Seasonality peaks of visitors through summer tourism and quieter winter footfall creating challenges around trading opportunities
- Narrow one-way high street with competing multiuser usage, including vehicles (cars, delivery vans, Fowey Town bus, bikes, cycles), pedestrians (including residents, visitors, workers) and often competing priorities and safety issues
- Deliveries and service vehicles in the main street, creating delays and disruption, along with unsuitable vehicles accessing and becoming stuck within the main streets.
- There are residential properties and holiday lettings within the proposed pedestrianised zone where 24 hour access is required..
- Narrow / steep streets within the town creating challenges around accessibility
- Narrow access via Passage Lane (B3269) leading to Caffé Mill (Car Park) and Bodinnick Car Ferry
- Mixed use leisure and commercial operations on the river / harbour
- Lack of a coherent traffic / transport strategy for the town
- Different land ownership across some key strategic sites
- Funding limitations across partners, including ability to maintain and invest sites and infrastructure
- Narrow access via Lostwithiel Street

Generic themes of specific focus

Key strategic aims of the Vitality Funding bid are:

Enhancing existing areas and focus on creating public realm improvements to create better public spaces for the town centre Improve air quality

Reimagining the town centre

To improve connectivity for the visitor on arrival in Fowey through signage, route ways and how easily they can access the town, the beach, ferries etc. and will support disability / pushchair friendly options of accessing the town

(More details can be found in Appendix 1)

The strategic masterplan must incorporate clear understanding of the following areas of focus, in particular exploring opportunities to:

- Enhance community assets
- Enhance visitor experience
- Enhance business viability for traders
- Increase delivery of commercial income, e.g. pop up markets, without compromising character of town and communities
- Increase visual appearance and appeal within the town
- Strengthen Fowey as both a destination as well as a place to live and thrive
- Further build upon the appeal and character of the Town, both maximising potential of high visitor numbers during the summer as well as stimulating appeal in non-peak seasonal time in winter.
- Reduce / alleviate vehicular pollution, especially through Fore Street
- Enhancing multiuser experience, both within the main streets but also on the waterways
- Opportunities to regreen the area but complimenting the nature of the main streets
- Improvements around signage, branding and accessibility, including design of wayfinding, route ways signage together with any user friendly 'route
- Improved look and feel around key gateways and entry / exit points to the town

In addition, due consideration must be made of the Fowey Neighbourhood Development Plan 2020 – 2030.

Sites of specific focus

In addition to the generic themes of specific focus the strategic masterplan should also focus on the vision for the following sites:

- The main streets
- Caffa Mill
- Berrills Yard
- Albert Quay
- Fowey Town Quay / Trafalgar Square / Market Street / Webb Street
- Fowey Parish Church outside space
- Whitehouse Quay / Fowey Landings

The main streets (including Lostwithiel Street, South Street, Webb Street, Fore Street, North Street, Passage Street and Station Road)

- As set out in the challenges above, competing challenges across multiusers is a significant issue, especially during the summer months. Currently access to the main streets is uncontrolled and unrestricted, except for the physical limitations of the built environment.
- Consideration of pedestrianisation opportunities must form part of the options, either permanently, or during particular times such as between set hours and / or days or seasons.
- Options around pedestrianisation should consider restrictions on types of vehicles but also how access is maintained controlled access for services such as emergency services, waste services and deliveries. This should also include options around both restricted / controlled access to the main streets and / or alternative options to deliver via a delivery hub.
- This masterplan work for the main streets should consider opportunities to regreen where possible, but recognise limitations of the streets, especially with high visitor numbers during the summer.
- Recommendations for the main streets must also take into account the mixed occupancy in the streets, including residential, businesses and commercial.





Caffa Mill

- i. Caffa Mill forms a key strategic gateway and entry point into and out of Fowey. It is a landing point for visitors arriving by vehicle, foot and boat. The slipway provides access to and from the river with the Fowey - Bodinnick Ferry landing here.
- ii. Caffa Mill has a car park (owned by Cornwall Council) for 104 vehicles, with a proportion of the space set aside for boat storage and commercial use for paddle boards and kayaks. The site has a building (owned by Fowey Town Council), which provides toilet provision as well as commercial space for the hire of paddle boards / kayaks.
- iii. The river fronting part of the site is currently subject to a land transfer to Fowey Harbour Commissioners.
- iv. Whilst the site is a key strategic gateway to the town, it is tired and suffers from lack of investment.
- v. Consideration for this site must include opportunities to significantly enhance the visual appeal, assets and opportunities to enable outdoor spaces such as eating / event spaces, including regattas.
- vi. The Harbour Commissioners would be seeking to improve the control and safety around use of the slipway and improve how boat storage and hire of paddle boards is organised.



Berrills Yard, off Passage Street

- i. Owned and operated by Fowey Harbour Commissioners, Passage Street Car Park provides controlled permit parking for residents and provides a further key entry point to the town from the river from the pontoon.
- ii. The south part of the site, aside from the car park, is an amenity area, part of which is leased during the summer for outdoor eating and the warehouse building in Passage Street is also used as a popular eatery.



Albert Quay

- i. Albert Quay is accessed directly from Fore Street and also via the river. The site currently provides public car parking for 17 cars and some reserved spaces. The Harbour Offices are situated off Albert Quay. The site is owned by Treffry Estate but long leased by Cornwall Council.
- ii. The masterplan should challenge future use of the site, especially in the case of the main streets being pedestrianised, but recognise the potential challenges presented by current use (and income generated), plus ownership issues.

Fowey Town Quay

- i. The Town Quay area is a key pivotal point from the main streets. It provides an entry point for pedestrians from the river by ferry from Polruan and private vessels, pedestrians from the main streets and also vehicles. The square is well serviced by hospitality businesses, town hall and currently provides public car parking between 1st October and 30th April. Fowey Town Council owns and operates the quay.
- ii. During summer 2021 in response to recovery from the pandemic the quay was operated as a leased outdoor hospitality space, for both the British Legion and King of Prussia public house. Footfall is typically high during the summer and the outdoor hospitality proved very popular.
- iii. The Town Quay is also used for other key events which include the Christmas light switch on and Christmas Market and the Giant Pasty, part of the Regatta celebrations.
- iv. A consequence of the hospitality space does lead to specific challenges of parts of the square having commercial waste bins and resulting rubbish.
- v. As with Albert Quay, if pedestrianisation forms part of the future plans then consideration must be made around change of use from car parking and impacts of loss of commercial income, e.g. pop up markets, outdoor hospitality, etc.

Fowey Parish Church (St Fimbarrus Church)

- i. Accessed direct from South Street (adjacent to the War Memorial). With this direct access from this main street the masterplan should consider opportunities to further enhance this space for meeting, greeting, and gathering.

Whitehouse Quay / Fowey Landings

- i. Situated just away from the main hub, Whitehouse Quay forms a key strategic entry and exit point to the Town, including pedestrians (visitors or residents) coming up from the town to travel on the Polruan ferry during the summer or those arriving from Polruan and walkers from the South West Coast Path from Menabilly / Readymoney Cove. The Mevagissey Ferry also lands here.
- ii. The site hosts the iconic “Red Rocket” navigational beacon.
- iii. Whilst of strategic and historic importance, the site has been subject to decline and lack of investment. Currently the site is owned by Cornwall Council. There is agreement to transfer all the ownership of the site to Fowey Harbour Commissioners.
- iv. The site includes a small toilet block (closed), a shallow but distressed tidal paddling pool and a community shelter overlooking the estuary.

- v. It is a key entry and exit point coupled with opportunities to maximise recreational space and leisure, plus possible commercial useage as a café/eatery. Any plans would, however, need to take account of investment challenges.



Key Deliverables and Milestones

Based on this statement of requirements the key deliverables and output from the appointed consultant will:

- i. Produce a formal strategic masterplan for the town centre, a vision and strategy for the redevelopment of the town centre, agreed by all partners.
- ii. A signage and way marking strategy with deliverable outcomes and costed projects
- iii. Strategy for improving inclusivity and accessibility of the town centre
- iv. Carry out implementation of a community and stakeholder engagement plan with strong focus on engaging businesses and disability groups
- v. Engage with CC transport team to ensure options are technically feasible and incorporate any requirements from a transport and road perspective.

The full final written masterplan should be completed by 30th September 2022.

The Consultant will be required to present the final report, findings and recommendations to members at a full Council meeting on 19th October 2022.

Key Skills / Resource requirements

Urban/Town planning experience

Transport consultancy

Design and architectural experience

Marketing and branding

Consultancy and engagement

Environmental consultancy and landscape experience

Useful information / Key reference material:

Regulatory / Organisational Bodies

Fowey Town Council - <https://www.foweytowncouncil.gov.uk/>

Fowey Chamber of Commerce - - foweychamberCIC@outlook.com

<https://www.facebook.com/Fowey-Chamber-of-Commerce-Community-Interest-Company-716320189169243>

Fowey Harbour Commissioners - <https://foweyharbour.co.uk/>

Fowey Neighbourhood Plan 2020 to 2030 – <http://www.foweysfuture.co.uk/> and <http://www.foweysfuture.co.uk/data/uploads/571.pdf>

Local Ward Member – cllr.andrew.virr@cornwall.gov.uk

Fowey Town Forum - melissadh@btinternet.com

Community Organisations

<https://www.foweytowncouncil.gov.uk/textonly/communityorglist.php>

Other

Visit Cornwall - <https://www.visitcornwall.com/places/fowey>

National Trust - <https://www.nationaltrust.org.uk/fowey-estuary>

Reimagining Fowey Town Centre

Appendix 1

Town Centre Vitality Bid – Fowey Deliverables