

DOCUMENT	DATE	AUTHOR	ABOUT
1. General / Background for Project			
Cornwall Council Interactive Map	n/a		The Cornwall Council Interactive Map is a great online resource to identify local designations such as Listed Buildings, Historic Environments Records and Tree Preservation Orders. https://map.cornwall.gov.uk/website/ccmap/?zoomlevel=1&xcoord=162690&ycoord=64380&wsName=ccmap&layerName=
Census 2021	Late Spring 2022?		Hopefully, this information should be available to inform our study and update the numbers across many areas – Newquay very different in 2011 The attached suggests late spring 2022 https://www.ons.gov.uk/census/censustransformationprogramme/census2021outputs/releaseplans#:~:text=Census%202021%20first%20results&text=We%20aim%20to%20release%20these%20in%20late%20Spring%202022.
Census 2011 2017 summary of stats	 2017	 Community Network Area by Newquay	http://www.ukcensusdata.com/newquay-central-e05008257#sthash.uOggvn9L.aTlwCH9Z.dpbs Link to the 2011 page data https://www.cornwall.gov.uk/media/itwftf2y/newquay-cna-profile.pdf https://www.nomisweb.co.uk/reports/localarea?compare=E05008257 Population numbers are Central 3183; Treloggan 4536; Pentire 4261; Tretherras 3457; Treviglas 3652; St Columb 5050 = 24139 for the CAN region.
Local Insight Report	2020	Oxford Consultants for Social Inclusion	Town Team have a copy of this report – 70 pages of stats re Newquay – to be copied to Consultant on award of tender. This covers population, vulnerable groups, universal credit, housing, crime and safety, health and well-being, education and skills, economy, access and transport, community and environment. Graphs and statistics – many later than 2011 census information ie. 2018 Mid Review.

2017 datasheet for Newquay Area	2017	Community Network Area	This is the latest - to be updated when 2022 census information is available https://www.cornwall.gov.uk/media/itwftf2y/newquay-cna-profile.pdf
Economic Review – Newquay	July 2021	Cornwall Council	https://www.cornwall.gov.uk/media/ojuhklmi/newquay-town-profile.pdf
Place Shaping Framework and Town Regeneration		Cornwall Council July 2020 presentation	https://www.liskeard.gov.uk/wp-content/uploads/6a.20.a-Place-Shaping-Framework-and-Town-Regeneration.pdf Understand of the background for the funding received and the ambition of Cornwall Council in supplying the grants to its towns.
Cornwall Live	Jan 2022	Cornwall Live about the footfall in winter months in Newquay	https://www.cornwalllive.com/news/cornwall-news/newquay-thrives-winter-get-town-6482401?fbclid=IwAR2NKxbV6Ny5OtJGFEEQyQxbhslcGHRBmFso5lrQ4foOSm4OwK1XeX9wnK8
Bird's Eye Roof Top Video	Sept 2021	Newquay Town Team drone footage	Useful guide along the whole length of the high street at roof top height. Available on request.
Newquay Town Team Summary	Latest Oct 2021		See Appendix H
Newquay growth from a small village		CSUS	https://www.cornwall.gov.uk/media/wpenlcsc/newquay-figures-part-1.pdf
Some good aerial photos of the town and headlands	2021		https://ben-conway.com/shore-fishing-in-newquay/
My Town By Alisa Kindred Elliott	2021	Newquay Renaissance – poem read online about Newquay Town	https://www.newquayrenaissance.com/my-town
CSUS regeneration ideas			https://www.cornwall.gov.uk/media/h0vafhjj/newquay-character-area-sheets.pdf Town Team – own manual file of today's version of the photos in above.
Hotels come and gone	2020	Cornwall Live	Background to history of tourism and the hotel trade in Newquay – outside area of project (just). https://www.cornwalllive.com/news/cornwall-news/latest-plans-redevelopment-prime-

			newquay-4136412 Town Team – history of bed numbers /tourism history
2. Newquay Neighbourhood Plan and associated documents			
<p> http://newquayplan.org/wp-content/uploads/2019/06/Newquay-Neighbourhood-Plan-V1.0-revised.pdf This is the main plan which got final approval in April 2019 – below summary of some points of interest relating to the town centre. </p> <p> http://newquayplan.org/wp-content/uploads/2019/02/F.-Newquay-Evidence-Report-2018.pdf This is IMPORTANT AS BACKGROUND information to the plan and results of the 2016 survey. </p> <p> http://newquayplan.org/wp-content/uploads/2019/02/Map-D1a.pdf Character area map linked to the NNP </p> <p> http://newquayplan.org/wp-content/uploads/2018/05/9c-Map-CCc.pdf CCMA Map along the Newquay section of coast. </p> <p> Appendix-2-Shopfront-Design-Guide.pdf (newquayplan.org) Designed in 2018 and adopted by Cornwall Council in 2020. </p> <p> http://newquayplan.org/wp-content/uploads/2015/07/Shopfront_DG_B.pdf This was the old Coast of Dreams Shop Front Guide. https://www.cornwall.gov.uk/media/bc4bmrjw/cornwall-shopfront-design-guide This is the Cornwall Guide to shopfronts – Newquay is now an adopted appendix </p> <p> http://newquayplan.org/wp-content/uploads/2019/02/Appendix-5-Newquay-Character-Study1.pdf This is the full 100 page Newquay wider town report – summary attached as Appendix to brief. </p> <p> TOWN TEAM COMMENT ON NNP: </p> <p> The NNP and especially it's research is out of date in some sections through the passage of time - Newquay Town Team will provide the appointed Consultants with a report detailing the new reports, facts etc. that must be read alongside the NNP baseline information. </p> <p> The Town's Primary resource- "the exceptional landscape, coastline and seascape" </p>			

NNP is a planning document and below the National Planning Policy Framework (NPPF) and the Local Cornwall Plan (LCP) providing the opinions of locals. It has a vision that was developed in consultation with the community.

- Its objectives as related to the town centre are: development of quality buildings that positively contribute towards community sustainability; built in materials that can withstand the marine environment of the North Atlantic coast; fit in well and enhances Newquay; limit impact of taller/ larger and limit detrimental effects on views and skylines.
- It recognises that Newquay's popularity as a holiday destination increases the pressure on the very character that is the attraction. Larger and higher developments are sought in more prominent locations within the town centre.
- It seeks to protect and enhance the architecture of the old buildings via the Shop Front Design Guide whilst seeking a vibrant and appealing town centre.
- Fun and colour as a seaside town but no more loss of historic fabric and signage of appropriate size.
- Public realm and street works – accessible, good quality, clean and in keeping with the historic fabric of the town.

It recognises that the historic environment is an important irreplaceable resource that contributes to our economy, tourism, education, culture and community identity – fundamental to the sense of place.

Newquay is particularly rich in history which remains very readable across the phases of its history: NNP seeks to preserve and enhance the past for future generations and suggests that the town look to establish a Conservation Area.

- Prehistoric finds and settlement at Trevelgue Head
- Iron Age and Roman settlement evidence along the Gannel and on Atlantic Road near the car park.
- Bronze Age settlement and structures
- Medieval field boundaries, settlements and structures
- Barrowfields
- Medieval fishing village
- Development/growth of harbour under J Treffry
- The Tram track for mineral delivery and passenger railways GWR.
- Fishing and boat building industries along the shoreline
- Huer's hut and fish cellars
- Lead, silver and iron mines
- Places of worship across the years – many faiths as visitor numbers grew
- Rise of Tourism in the 19th century
- Silvanus Trevail's holiday destination vision and 3 hotels + banks + schools and other Victorian houses across town
- Victorian buildings/ hotels such as Council Office Building (built 1900 for Dr Neville) and graveyards
- Early 20th century Edwardian developments and streets – tourism
- Textile industry and London links
- More modern but designed buildings, 1930s art deco style and 1960s library etc.
- Trenance Gardens

Newquay is a small village grown big because of tourism and this makes it very different from other towns across the County – there has been little industry based in the town and it was not the local market town (that was St Columb), so it has never had a true mix of building types. The NNP seeks to maintain areas of the town centre which are dedicated to industry but the pressure for housing is growing (as is the profit that can be made on land that can be given over to housing!). There are areas outside of Newquay such as the Aerohub which are being developed but this is not within walking distance.

During an economy workshop – the community asked for small enterprise set up areas.

New residents, new employment – seek to ensure that parking does not become a problem.

In terms of the Visitor Economy, then the ambition is to extend the season whilst increasing the quality of the accommodation, and broadening the town's appeal.

The NNP policy on preventing large HMOS has recently been questioned especially in relation to 2022 needs and Mount Wise is no longer considered a residential area in respect to HMOS – these are large ones so over 6 rooms.

All new building is expected to see enough car parking and if car park space to be used itself – alternative space found of an equal size.

NNP seeks to ensure that leisure facilities are not lost to the towns and those here are enhanced especially those attracting young people. It further wants to maintain and enhance green spaces, outdoor areas in a sustainable manner.

NNP points to the 2016 Shoreline Management Plan SMP2 which recognises the coastal erosion of the cliffs along the coast of Newquay in the last 15 years and recommended that the whole area be defined as a series of Coastal Change Management Areas (CCMAs). MA32 –Newquay Bay. Most of the coastline is now (or will be from 2025) NIA – No active Intervention. The key is to retain the wild and rugged “Cornishness” allowing a natural evolution of the coast. Long term adaptation is now key. Planning needs to avoid developers seeking ad hoc cliff stabilisation. Roll back development to avoid visually and environmentally damaging cliff work.

Baseline 100 year erosion line was set in 2018. (NCERM consultation) but this is generic and could have under-estimated the rate of fall from the cliff edge in Newquay. Note the plans for Trebarwith Hotel site and this line is the corner of the apartment closest to the tram track!! Planning here was agreed a few weeks before the NNP vote although actually works not yet finished on site.

Issues: water percolation and hydrostatic pressure; wave undercutting, and hydraulic action on the rock faces. NB: - Towan beach was a trial site for beach de-watering.

Poorly managed drainage, soakaways banned in Exclusion zone – 16.8m from cliff edge.

[Planning for coastal change \(cornwall.gov.uk\)](https://www.cornwall.gov.uk/planning-for-coastal-change)

<https://www.climatechangepost.com/united-kingdom/coastal-erosion/#:~:text=The%20UK%20has%20many%20eroding,coast%2C%20the%20longest%20in%20Europe.>

NNP seeks to protect bio- diversity including that of the cliffs and cliff slopes.- Choughs and Kittiwakes, bats, birds and bees.

3. High Street Taskforce			
HSTF – Viability Factors	2020		https://www.mmu.ac.uk/research/our-impact/case-studies/transforming-high-streets 201 factors now at 237 https://www.highstreettaskforce.org.uk/frameworks/25-vital-and-viable-priorities/ 25 vital and Viable priorities
Route to Transformation	2020	HSTF	https://www.highstreettaskforce.org.uk/transformation-routemap-webinars/create-a-transformation-routemap-for-your-town/ Understanding Restructuring, Repositioning, Reinventing and Rebranding from the HSTF position.
HSTF VIDEO of Newquay and their visit	Sept 2021	HSTF	https://l.facebook.com/l.php?u=https%3A%2F%2Fvimeo.com%2F645986719%3Ffbclid%3DiwAR0S8-uTMJIKK07cfH5ezpEcJ2Jow1eUTXecjR-RUQ6UwRc9uMv5j2gmpk&h=AT1FoTrrlxBplr49onKk5uVmWT5yOINAgEeirRuWxRwNYPAlwk0yJCGtRDmLVG0OUN_qMisAeOy9jieFdxjVpn76LaflGZMyOs9pXMCadIYjCE4FkOKevtufaDyL_QwM9NT2QQ81hMncNcKbDRP&_tn=-UK-R&c[0]=AT1JBzqnpj7liKNbqDUNudWHjKSF2k4oNQReFGwJrTSJ9NiJHQIZb0Tljp1ksY3evw1sixCrjE0HjO4Jv7X5HxbTprYLOt5HAUNBfu2cwjKmYkfM5-csag9JXH4C5qDtmk498Or5MLOkR3OD-Uh16Ei4D72g6ozfZp7qe6SIDa4qTjKyLeWWaxJKUunEH0LbcTerqOU9L8tZe86Lnc The video that was made by the High Street Taskforce to be a training video for them when inducting new experts.
HSTF Annual Footfall Survey 2021	2021	High Street Taskforce	https://www.highstreettaskforce.org.uk/media/hr5jbfev/footfall-report-2021-exec-summary-final.pdf Newquay is the case study for their holiday category analysis – the TT helped in producing the

			report.
Presentation Power Point of the High Street – gateways, junctions, and opportunity areas	June 2021	Newquay Town Team for HSTF online meeting	Available on request
Unlocking Your Place Potential Report	Jan 2022	HSTF report following their work with the Town Team	Attached in tender brief – Appendix J
Review of day with HSTF Expert	TBC		Should have happened by contract start date
Town Team summary of relevant articles			Manual file.
4. Newquay Town Council Policies			
Newquay Town Council Corporate Plan	Jan 2021	Newquay Town Council	<p>The aims and objectives.</p> <ul style="list-style-type: none"> • Good Governance • Value for Money • Proactive Communication and Community Engagement • Partnership Working • Effective Asset Management <p><i>To improve the appearance of Newquay, managing town council assets, infrastructure and open spaces to provide facilities and services that are considered good or excellent in standard, creating a safer, thriving and prosperous town which residents and visitors can take pride in and which enhances their wellbeing by being naturally diverse, beautiful & healthy with an abundance of wildlife.</i></p> <p><i>To encourage and promote economic, commercial, volunteer, resident and tourist involvement in the town through proactive community engagement, event management and delivery of library and information services to meet the needs of a diverse community from the cradle to grave. In</i></p>

			<p><i>developing community engagement the council will improve two-way information, seek opinion, inform decision making and celebrate Newquay's efforts and successes.</i></p> <p>https://www.newquay.gov.uk/corporate-plan/</p>
NTC Deliverables for the Contract to Cornwall Council	Dec 15 th 2021	CC/ NTC agreement	See Appendix H
Newquay Council Declaration – Housing Crisis	Dec 2021	Newquay Town Council	<p>Available on request</p> <p>https://www.business-live.co.uk/regional-development/south-west-staff-shortages-fuelled-22339686</p> <p>Article re Cornwall wide issues.</p>
Local CAN plan	2010	Cornwall Council	<p><u>PP8 Newquay and St Columb Community Network Area</u></p> <p><u>Cornwall Local Plan 2010-2030</u></p> <p>Population Newquay 2007 – 20,600</p> <p>Dwellings 2010 – 13677 (5.4% of Cornwall) - 2021 Census will allow all these numbers revised.</p> <p>Newquay full time employees – 3737 (2011)</p> <p>Newquay part time employees – 3581 (2011)</p> <p>Objectives</p> <ol style="list-style-type: none"> 1. Town Centre Regeneration – shopping area and restore heritage assets 2. Housing and key infrastructure 3. Economy- diversification, new employment space, u-skilling workforce and extending the tourist season 4. Tourism – maintain and enhance stock of tourist accommodation, extend season and improve quality/image of town. 5. Night Time economy – manage the night time economy of Newquay. 6. Transport – deliver NSR and improve connections to trunk roads and Newquay Cornwall Airport in addition to improving capacity at key junctions in the Town. Enhance public transport services, provide a full cycle and pedestrian network, aim to improve the train station / rail service, measures to mitigate traffic thru Quintrell Downs. 7. Newquay Cornwall Airport – develop to enhance the local economy and employment. 8. Rural service – support improvement. 9. Environment- protect environmental assets, recognise importance to quality of life for locals and underpinning tourism especially undeveloped coasts.

			10. Delivery – endure development reflects need and aspirations of the local community; in housing and employment terms – a higher proportion of family housing and better paid jobs.
Newquay Pattern Book issued by the Duchy		Duchy of Cornwall	The Newquay Pattern Book gives the town planners, architects and builders a resource of typologies and details for the design of urban spaces and buildings that both stem from and reinforce local characteristics. A study of existing characteristics within Newquay was produced for the Duchy of Cornwall to guide the new development in the growth area but has much to offer anyone seeking to undertake work in the settlement of Newquay. https://www.cornwall.gov.uk/media/tpxnboyv/design-manual-app-2-pattern-book-part-1.pdf
Newquay Transport Strategy Development	2017	Cornwall Council	The aim is to increase the use of sustainable modes of travel by 15-20% for walking and cycling and 65% by local bus, seeking higher levels of switch from new development, where the opportunities to encourage sustainable travel from the outset are greater. https://www.cornwall.gov.uk/media/k1snioa2/d14-3-2-app-b-town-model.pdf
Newquay Employment Paper	2010	Background Evidence	https://www.cornwallhousing.org.uk/media/3641272/Newquay-Employment-paper.pdf
Newquay Town Framework 2017	2017	Cornwall Council	https://www.cornwall.gov.uk/media/2oivft3/d14-4-newquay-tf-2017-pages.pdf From CC Local Plan this paper focuses on Newquay: <ul style="list-style-type: none"> • Town Centre Regeneration – enhance shopping offer and restore heritage assets • Housing – affordable + accompanying key infrastructure • Economy – diversification, more indigenous business, delivering new business space, skilling the workforce and extending the tourist season • Night time Economy – manage it • Transport – resolve congestion thru traffic management /parking restrictions and enhance public transportation. Deliver strategic growth area link road, enhance the train station and improve connectivity to Newquay Airport. Seasonal park and ride. Town centre regeneration improving visitor experience, Introduce measures to reduce traffic flow through Quintrell Downs and improve connectivity to trunk roads. • Cornwall Airport Newquay – enhanced and grow employment related area. • Environment – protect environmental assets, recognising their contribution to people’s quality of life and their role in underpinning the tourism economy in particular the

			<p>undeveloped coast.</p> <ul style="list-style-type: none"> • Delivery – ensure development reflects needs and aspirations of the local community, in housing and employment terms – a higher proportion of family housing and better paid jobs. <p>Retail strategy should provide many advantages beyond just offering residents’ daily essentials, vibrant, welcoming centres can provide a leisure offer, a focal point for community, an important base for employment and other stimulation for vibrancy.</p> <p>Newquay does but this is weighted towards the tourist. However, the town stills ranks 3rd alongside St Austell in Cornwall’s retail hierarchy base on the major national retail representation. Vacancy rates are relatively low but fluctuate summer/winter.</p> <p>A low level of resident comparison shopping money is retained in Newquay but in contrast. Food shopping is retained within the area although weekly shopping for residents is out of town. 2010 and 2015 studies say Newquay is performing well. The report recognises that no further sq m of shopping space is needed but that the focus should be on supporting the health and attractiveness of Newquay Town centre.</p> <p>A Regeneration site around the railway station has been identified which offers the opportunity to improve the gateway and achieve a more appropriate density and visual appearance for the area.</p> <ul style="list-style-type: none"> • Create a USP for town centre retail • Deal with the seasonality and regeneration needs and find new ways to attract shoppers into the town centre • Celebrate the heritage of the town centre – restoring old buildings and visually improving the town centre – pedestrianisation <p>Report then covers housing, infrastructure, utilities (drainage/flood, healthcare, and leisure, transportation strategy.</p> <p>Interurban bus – every 30 minutes?</p> <p>Newquay as a role as a Cycling Demonstration town – aim for 15- 20% increase in walking and cycling and 65% on local buses.</p> <p>Then talks about the Green Strategy – sits in the sphere of influence over the Pentire Dune Special area of Conservation – requires development to include area of recreation. Key biodiversity – the Gannel, Chapel valley, Trenance to Tretherras. Page 31 shows intended greening of the area.</p>
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5. LCWIP/ Transport Review/ Accessibility/ Way Finding/ Parking/ Rail and Buses/ Car parks			
Advice note re possible GWR plans	2021	Observation	GWR might look to move the station area to the ASDA car park to the ADSA area which could give more opportunities for the front roadside section.
Trenance car park resurfacing	2021		Work done as part of the Saints Cycle Trail project - £30m project creating 4 linked up trails connecting housing estate with work places and the coast. https://www.newquayvoice.co.uk/news/5/article/7354/
Contra flow cycle lane at Tolcarne	April 2021	Cornwall Council	Consultation finished will now be actioned https://www.engagespace.co.uk/cornwall/consultation_Dtl.aspx?consult_id=1943&status=2&criteria=1
Addition of bike parking frames across town	2021	Observation	Cornwall Council have installed – Chester Road, Manor Road Car Park, Barrowfields, Asda, Railway Station, Post Office, Marcus Hill, Piazza.
Bus Back Better	March 2021	Department of Transport – re buses	Better buses are seen as one way of levelling up - £3bn in monies towards this. From July 2021 only LTAs and operators meeting requirements will continue to receive the COVID19 Bus service funding and all must start enhanced partnerships by April 2022. https://www.gov.uk/government/publications/bus-back-better https://www.cornwall.gov.uk/council-news/transport-streets-and-waste/more-news-stories/two-pieces-of-good-news-come-along-at-once-for-cornwall-s-bus-travellers/
Old Railways Plans	2007	Focal Group	https://www.yumpu.com/en/document/view/15867997/the-future-of-the-newquay-branch-line-focal-group
Cornwall Council Transport Policy		Cornwall Council	See section 6 below
Newquay Briefing note re Resident Parking Zone Consultation	2016/2017	Cormac Consultancy	Two proposals considered – new resident parking schemes and on street parking meters. General feeling that off street parking was too expensive. 4 reasons to reply 763 responses out of mail of 4108 plus 140 public attendance at exhibition. –a resident, commuter, shopper, friend/relative in town. Multi occupancy an issue as only 2 permits would be allowed and a general negative impact perceived on town centre businesses.

			<p>Guess nothing happen – but part of East Street parking area removed but think this was more about room for cyclists?</p>
20 is Plenty Campaign and Trials in Cornwall			<p>20's Plenty for Us (20splenty.org)</p> <p>https://www.cornish-times.co.uk/article.cfm?id=130915&headline=Cornwall%20Council%20website%20provide%20updates%20on%20the%20county%27s%2020mph%20zone%20schemes&sectionIs=news&searchyear=2022</p> <p>Camborne and Falmouth are to be the trial sites – reporting back by the end of 2022 to CC and then the plans are that ALL 30mph becomes 20mph unless argued for individually. Lot of support for these changes in Cornwall.</p>
Vision Zero South West – lowering deaths on the roads in Cornwall			<p>Devon and Cornwall road deaths in August 'particularly high' – BBC News</p>
Plans to work on proposals for the Mid Cornwall Metro	Oct 2020 start	Network Rail contract from CC.	<p>Cc is working with Network Railway on plans for the Mid Cornwall Metro Enhancement Scheme. The aim is to support increased services on the Newquay line and at the same time signalling renewal projects. With Newquay's housing growth, the railway has the chance to be part of the transport solution – connecting Falmouth, Truro, St Austell and Newquay and providing access to sustainable transport. Work will include design, survey and ground investigations along with feasibility reports and costs.</p> <p>https://cornishstuff.com/2020/11/28/mid-cornwall-metro-idea-gets-funding/</p>
Newquay Strategic Route		Duchy and Cornwall Council	<p>Phase 2 and 3 – new road + 2 railway bridges possible. To re-route some of the traffic into Newquay from the east side of town.</p> <p>A procurement – January 2019: CORMAC – design and construct the road (Phase 2) Network Rail – design the rail bridge over the Par-Newquay branch line (Phase 3) The Duchy of Cornwall – design and construct part of phase 2, connecting Trevenson Road with the Nansledan High Street. Open early 2024.</p> <p>There is also the possibility of a park and ride (as a separate project).</p>

			https://www.businessregulatorysupport.co.uk/media/3630532/Appendix-C-Newquay-Transport-Strategy-map.pdf
Saints Trail Cycling and Walking project	2019 – 2023	Highways England and Cornwall Council 30km	<p>The Saints Trails proposals - £17.1m from HE and £2m from CC</p> <p>The schemes can be summarised as follows:</p> <p>Truro to St Agnes; This traffic-free path will provide a multi user trail alongside the A390 from the park and ride at Threemilestone to Chiverton Cross where a dedicated overbridge for cyclists, walkers and horse-riders will cross the A30 and then linking with an off road trail alongside the B3277 to St Agnes. This trail will link with the new routes planned as part of the Langarth Garden Village Development.</p> <p>Trispen to Idless; This signed route will link the A39 at Trispen to Lanner Mill and then on off road trails through Bishop's and Lady's wood to Idless and the National Cycle Network (NCN) route 32.</p> <p>St Newlyn East to Carland Cross; This scheme will connect the existing National Cycle Network (NCN) Route 32 at St Newlyn East to Carland Cross via a traffic-free path through Newlyn Downs.</p> <p>Perranporth to Newquay. This scheme will re-use the route of the abandoned railway as a multi-use trail. The route starts in Perranporth and continues through St Newlyn East to Newquay.</p> <ul style="list-style-type: none"> • The Outcomes are summarised as follows a) Address long standing severance issues caused by the trunk road b) Improve connectivity for non car users c) Mode shift ~ reduce congestion ~ Air quality benefits d) Extend Cornwall tourism 'offer' for visitors and residents e) Encourage healthy active lifestyles for all ages and users f) Build on legacy of Environmental Growth projects <p>Jan 2022 – UPDATE have been costing issues and project is being cut back - Perranporth to Newquay should survive</p> <p>https://www.cornwalllive.com/news/cornwall-news/saints-trail-19m-cycle-project-6043398</p>
GWR Timetable	Dec 2020		<p>Par to Newquay – the Atlantic Coast Line</p> <p>Connections from London, Exeter, Plymouth, Liskeard and Bodmin Road</p> <p>Connections from Penzance, Truro and St Austell</p> <p>From Dec 2020, there are two extra round trips on Mondays to Fridays on the Newquay branch. Arrivals into Newquay have been: 10:13, 13:05, 15:08, 17:07, 19:15 and 21:21 and they become: 06:52, 09:10, 11:02, 13:05, 15:08, 17:07, 19:15 and 21:21</p>

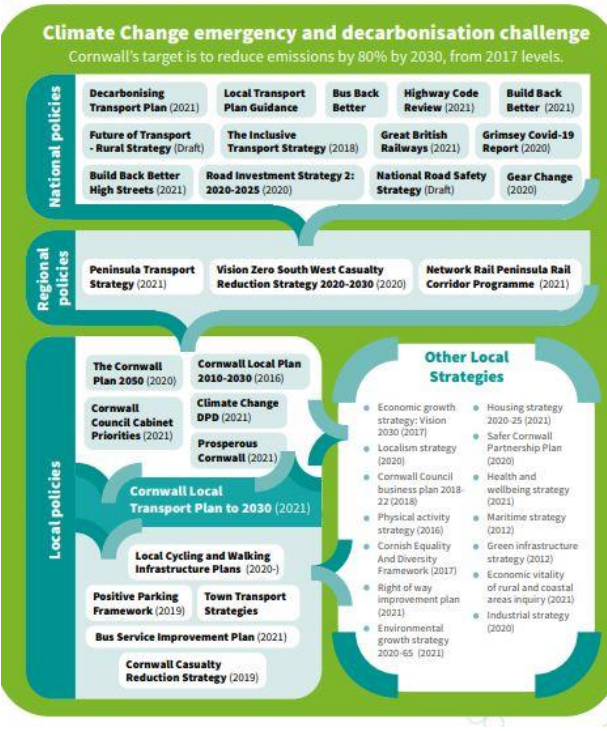
			<p>Return trains to Par have been: 10:23, 13:10, 15:10, 17:19, 19:22 and 21:28 and they become: 07:12, 09:17, 11:12, 13:10, 15:10, 17:19, 19:22 and 21:26</p> <p>Seven round trips on Saturdays (no change – 06:52 to 20:22 off Par) Three round trips on Sundays (no change – 10:05 to 16:15 off Par) Summer see through services from London daily, and from The North on Saturdays. All services except summer through service call on request at all intermediated stations</p> <p>To someone who's not all that familiar with the line, this seems to be a very logical filling of the most enormous crater in services that appears to have left a previous service totally unfit for "9 to 5" commuters to either end of the line. Having said which, I know an earlier round trip as tried for a period a few years back, but then taken off.</p> <p>Passengers numbers for: 2015/16 – 95,478; 2016/17 – 102,990; 2017/18 – 108,308; 2018/19 – 103,172 and 2019/20 - 97,136.</p>
LCWIP	2022	AECOM	<p>Waking and Cycle network establishment document through consultation Jan 2022 and now moving on to route evaluations. Report will contain topographical maps of the town (Propensity to Cycle system allows such)</p>
Newquay Car Park numbers and analysis of costs etc	2022	Town Team	<p>Manual file available.</p>
E Bike Trial	2022	NTC	<p>Trial planned from the Railway Station area – CC pilot.</p>
The Cornwall Transport Plan – Evidence Base		Engineering Design Group	<p>https://ehq-production-europe.s3.eu-west-1.amazonaws.com/5109fc5eecaadd321d6e8c58b632c535007e8e3f/original/1637586761/aa80bce6c193eba41542560b22746646_Cornwall_Local_Transport_Plan_Draft_Evidence_Base_2021_-_reduced_size.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIAIBJCUK4Z04WUUA%2F20220120%2Ffeu-west-1%2Fs3%2Faws4_request&X-Amz-Date=20220120T064531Z&X-Amz-Expires=300&X-Amz-SignedHeaders=host&X-Amz-Signature=37a5651e75ad5c5727ec292442a9e287d8f2a56dba7743298c1a696f9b9a9e22</p> <p>Town Team have manual held index of stats, graphs etc – there is a lot relating to Newquay.</p>

Traffic flow road reports – for Newquay		CC and Parsons Brinckerhoff	https://www.cornwallhousing.org.uk/media/27415053/nsr-supporting-appendices.pdf Looks at into town junctions and traffic flows
6. Cornwall Council Policies			
Climate Emergency Development Planning Document Part of Council's Climate Change Action Plan	2021 Submitted to UK Government 8 th Nov 2021	Cornwall Council – these are planning policies which will sit under the Local Plan (the strategic plan) and NNPs are expected to follow emerging policies. They seek to support the NPPF's environmental ambition of transitioning to a low carbon economy by encouraging energy reduction.	https://www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/climate-emergency-development-plan-document/ Policies have been developed with the following objectives in mind: • Decarbonising our lifestyles – reducing carbon in our energy use, building methods, travel and leisure; • Creating resilient communities and nature; • Creating environmental growth and the development and reinforcement of natural systems to protect and enhance our environment; • Rebalancing of the need to travel and how we move around and work; • Ensuring the health and wellbeing of our residents; • Embedding practice and standards around making buildings and places more efficient and reducing use of materials and waste rather than using 'green gimmicks'; • Developing a whole system approach. Climate change presents significant challenges for Cornwall, which often acts as land fall for weather events. With a long and significant coastline, we are particularly aware of the impacts of coastal change and sea level rises. There are other associated challenges that present significant issues, including the ecological emergency that has seen a rapid decline in biodiversity and growing issues with population health and reduced social equality. Policy C1 – Climate Change Principles Development in Cornwall should represent sustainable development and manage our natural, historic and cultural assets wisely for future generation., heritage and increase built and natural environment distinctiveness through Policy G1 – Green Infrastructure Design and Maintenance Green infrastructure should be central to the design of schemes, ensuring the site for wildlife and people and creating a multi-functional network of spaces and uses. All developments should be planned around the protection and enhancement of nature. Policy G2 – Biodiversity Net Gain Policy G3 – Canopy Town centres –

			<p>Cornwall's settlement pattern is made up of one small city and a large number of dispersed market towns. The spread of Cornish towns is linked to the historic economic focus of particular roles and industries. The challenges faced by Cornwall's towns and high streets and their rural hinterlands are not unusual in the UK, but they are exacerbated by additional economic challenges including lower than average pay, geographical remoteness and the seasonality of tourism.</p> <p>Government changes to permitted development and the Use Class Order have sought to address the issue of town centre decline.</p> <p>15.1.3 There is considerable evidence available regarding the decline of town centres. Whilst it is recognised that increasing density and encouraging other uses into towns can assist their vitality, it has also been acknowledged that this could help mitigate the impacts of climate change.</p> <p>Evidence suggests that compact, connected and co-ordinated places are more productive, socially inclusive, resilient, cleaner and have lower greenhouse gas emissions.</p> <p>Policy TC2 – Place Shaping Vision and Priorities, including Town and Town Centre Renewal Priorities The Council supports the development of locally led Place Shaping Visions and Priorities to help manage the transition of town centres to community focused and sustainable spaces. Locally produced town centre strategies will be material to determining planning applications.</p> <ul style="list-style-type: none"> • the broader vitality and viability of the centre and add to its quality and diversity of offer; • sense of place and local identity; • community safety or security; • supporting transport through creating opportunities for accessing a number of facilities and services; • health and well-being and the social, cultural and heritage value of the centre; • improved public realm through conservation and maintenance of historic buildings and other assets, green infrastructure provision designed to enhance the character and distinctiveness of each town centre, including where appropriate street trees, pocket parks and orchards and biodiverse public spaces; • opportunities for promoting shared travel solutions and co-mobility, including through the locations for car club vehicles and to support cycling including the provision of well-located suitable, highly accessible and safe and secure bike parking, charging and storage. <p>Policy TC3 – Diversification of Uses in Town Centres</p>
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			<p>Policy TC4 – Density of Development in Town Centres</p> <p>It then considers the transport needs and car parking – hoping to “lose” the car from the main view and encourage car sharing schemes.</p> <p>Coastline</p> <p>The planning process seeks to ensure that development in areas subject to coastal change will be sustainable and safe. It must also ensure that development does not increase third party risks by impacting on the coastal processes.</p> <p>Policy CC1 – Coastal Vulnerability Zone</p> <p>The Coastal Vulnerability Zone is defined on the policies map. 1) New development including replacement buildings : a) Is consistent current Shoreline Management Plan; and b) would not impair the ability of communities and the natural environment to adapt sustainably to the impacts of coastal change; and c) will be safe through its planned lifetime, without increasing risk to life or property; and d) provides safe access and egress for the site and its users; and e) would not affect the natural balance and stability of the coastline or exacerbate the rate of shoreline change to the extent that changes to the coastline are increased nearby or elsewhere; and f) where applicable, makes provision for coastal access and the South West Coast path to be moved inland. Exceptions will only be granted within the Vulnerability Zone for the creation of garden or open space or where it can be demonstrated that a time limited permission would be operationally necessary for a coastal compatible use and consistent with the above criteria. 2) Private sea defences or cliff stabilisation: a) consistent with the Shoreline Management Plan; and b) required for public health and safety purposes. 3) Soakaways and other infiltration based sustainable systems within 5 metres will not be permitted unless demonstrated through a Coastal Vulnerability Assessment that the proposed drainage method would not adversely affect coastal stability.</p> <p><i>‘Candidate CCMA’s’: Newquay – already designated in the NNP</i></p> <p>This will allow communities to start to identify plans and opportunities to adapt their settlement.</p> <p>19.3.4 We will identify resources to support communities to produce a ‘Coastal Change Management Plan’ setting out how the community will adapt to coastal change.</p> <p>These plans will support community-led local solutions to the management of coastal change. Coastal Change Management Plans should be managed by the local Town or Parish Council and included in their Neighbourhood Development Plan</p>
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			<p>The plans should consider the inclusion of the following: • Triggers for formal designation of Coastal Change Management Area • Infrastructure at risk from costal change including roads, community facilities, • Areas for relocation of dwellings and infrastructure at risk from coastal change</p> <p>Appendix 3 offers a good example of a conformity grid looking at the changes proposed against the policies Together We Can; Cornwall Pan and the Local Plan – providing a to do list to conform.</p>
Cornwall Council Transport Policy 2010 – 2030	Nov 2021 review	Cornwall Council	<p>Draft Consultation Paper re Review of the 2010 to 2030 policy.</p> <p>SEA analysis of above</p> <p>Baseline analysis of the policy.</p> <p>https://letstalk.cornwall.gov.uk/lets-talk-transport</p>

			 <p>All of these policy docs can be found online.</p>
Cornwall Biodiversity Action Plan – Habitats	2018 review of the work started in 1996	Cornwall Council	<p>Cornwall Planning for Biodiversity Guide (2018)</p> <p>The <u>Biodiversity Guide</u> was adopted as a Council document on 16 October 2018. It sets out a new approach by Cornwall Council for achieving a gain for nature within development sites. It does this by encouraging more biodiverse green and blue space within development sites. These include: parks, ponds, corridors of open green space along rivers and hedges</p> <p>It also gives prescriptive measures for the provision of bat and bird boxes and bee bricks. This is to make space for nature and the expected quality of ecological reporting for planning applications.</p> <p>Biodiversity Net Gain</p>

			<p>Biodiversity Net Gain is a new approach to development. It aims to leave the natural environment in a measurably better state than beforehand. It will require developers to ensure habitats for wildlife are enhanced. It requires a demonstrable increase in habitat value compared to the pre-development baseline.</p> <p>By measuring the value of existing habitats in Biodiversity Units, the Net Gain approach firstly encourages habitats of high biodiversity value to be avoided or preserved, given the difficulty and cost in compensating for them. It also leads to new developments integrating wildlife enhancing features into plans in order to boost their biodiversity unit score. Such enhancing features might include: trees, hedges, wildflowers, ponds and other habitats</p>
Future Cornwall 2010-2030	2010	Cornwall Council	<p>https://www.cornwallhousing.org.uk/media/7155016/Future-Cornwall-24-1-11.pdf</p> <p>Tackling climate change</p> <ul style="list-style-type: none"> • Reduce reliance on fossil fuels and support the introduction of low carbon technologies. • Support communities to live locally and reduce the need to travel. • Adapt and improve the transport network to ensure resilience to climate change. <p>Supporting economic prosperity</p> <ul style="list-style-type: none"> • Improve connectivity of Cornwall to the rest of the world. • Ensure a resilient and reliable transport system for people, goods and services. • Support the vitality and integrity of our town centres and rural communities. <p>Respecting and enhancing the environment</p> <ul style="list-style-type: none"> • Make the most of opportunities to protect and enhance the environment. • Minimise the use of natural resources and minimise waste. • Provide sustainable access to Cornwall's environment. <p>Encouraging healthy active lifestyles</p> <ul style="list-style-type: none"> • Improve the health of our communities through provision for active travel. • Increase awareness and an understanding of the health benefits of walking and cycling. <p>Supporting community safety and individual wellbeing</p> <ul style="list-style-type: none"> • Improve road safety. • Increase public confidence in a safer transport network. • Reduce noise and air quality impacts. <p>Supporting equality of opportunity</p> <ul style="list-style-type: none"> • Improve access to employment, education, healthcare and leisure. • Improve access to public transport. • Encourage community participation in shaping and delivering transport services. <p>These objectives are broken down into policies and proposals</p>

			https://www.cornwall.gov.uk/media/egedx5me/investment-programme-strategy.pdf https://www.built-environment-networking.com/event/cornwall-development-plans/
Open Spaces – strategy for Larger Towns	2014	Cornwall council	<p>Cornwall Council Environment Service recommend 175 sq. metres of allotments per 50 houses (equivalent to 1.52sqm per person), clearly too small to meet proper standards on smaller sites, and recommend a minimum size of 2,500 square metres for any new allotment site (cf The Open Space Strategy for Larger Towns in Cornwall (2014)). Other than for large developments, contributions for S106 or CIL, therefore, would need to be in the form of a contribution to develop an existing site, to a new site funded by a collection of small contributions or alternatively to the Newquay Orchard.</p> <p>https://www.cornwall.gov.uk/parks-leisure-and-culture/parks-and-open-spaces/open-space-strategy-and-standards/#:~:text=Defining%20open%20space,-We%20define%20open&text=Open%20spaces%20are%20valued%20community,as%20important%20or%20very%20important.</p>
Streetscape design Guide – still in draft	2020	Cornwall Council	<p>This guide has been prepared by colleagues in the Transport and Infrastructure Service in discussion with the Planning and Sustainable Development Service. The document will support the new Cornwall Design Guide and the policy set out in <u>Connecting Cornwall: 2030 Local Transport Plan</u>. It will provide guidance to develop streets and public spaces to a high quality that:</p> <ul style="list-style-type: none"> • are inclusive • are safe and accessible for all • serve the current and future needs of the communities of Cornwall • support a dynamic society and economy • promote more sustainable and healthy lifestyles (mental and physical wellbeing) • minimise our impact on the built and natural environment while making the most of the local green infrastructure assets <p>The guide recognises that infrastructure provided for movement and access has a crucial role in meeting the Cornish climate change emergency objectives. This includes reducing our reliance on the private car. The principles and outcomes have been drafted to make sure that they do not inhibit innovation or creativity.</p>

<p>Together We Can 2020-2050</p> <p>Localism in Cornwall – the power of the community.</p> <p>Created after the big listening exercise.</p>	2020	<p>The Strategy has been developed alongside:</p> <p>Exeter University The Commission on the future of Localism Chaired by Lord Kerslake Cornwall's Voluntary Sector Forum all of Cornwall Towns and Parish Councils and Cornwall Council members</p>	<p>https://www.cornwall.gov.uk/media/xcdhwsmu/the-cornwall-plan-2020-2050.pdf</p> <p>In consultation with people across the county. January 2021 - launch of the <u>Localism Vision and Strategy</u>: Localism In Cornwall – The Power of Community. A culmination of three years of engagement and research.</p> <p>A Cornwall that is less reliant on tourism, growing our green economy; A cleaner, greener Cornwall with more space for nature; A fairer, more inclusive and compassionate Cornwall; A future where more decisions about Cornwall are made by Cornwall.</p> <p>We heard that sustainable living is more important to people now than ever, with a strong desire to adopt ways of living that create more space for nature and more equitable outcomes for people, making Cornwall an inclusive place where everyone can thrive. This is at the heart of our emerging vision shaped with residents and partners</p> <p>Six transitions to our vision of leading in sustainable living: A CREATIVE, CARBON ZERO ECONOMY. SUSTAINABLE FOOD, LAND AND SEAS. THRIVING PLACES WITH DECENT HOMES. EDUCATION, EQUALITY AND ENTREPRENEURSHIP. HEALTHY, SAFE, RESILIENT COMMUNITIES. A DIGITAL REVOLUTION FOR SUSTAINABLE LIVING.</p> <p>Inspired and back by the Doughnut Economy – Kate Raworth. Community assets and services devolved, decisions – more participatory; action – support to improve residents' lives; support for communities to become self –sufficient and resilient by harnessing the talent of resources they already have.</p>
Climate Change Decision Wheels		Cornwall Council	<p>NTT intend to work with CC to understand how to operate these and to develop their own Economic/ Project Decision wheel.</p> <p>https://www.cornwall.gov.uk/media/43hpmphv/decision-making-wheel-flier.pdf</p> <p>https://www.local.gov.uk/sites/default/files/documents/Cornwall%20Council%2C%20Decision%20Making%20Wheel%2C%20Emily%20Kent%2C%20Head%2C%20and%20Alex%20Rainbow%2C%20Carbon%20Assessment%20Officer%2C%20Cornwall%20Council.pdf</p>

			https://happymuseumproject.org/wp-content/uploads/Peter-Lefort-Carbon-Neutral-Cornwall.pdf https://www.exeter.ac.uk/media/universityofexeter/esi/pdfs/State_of_the_Doughnut_ReportOct_2020.pdf Review of CC work as Oct 2020.
Cornwall Local Dev plans for Newquay 2011	Jan 2012	Cornwall Council	https://www.hayletowncouncil.net/wp-content/uploads/2018/07/Infrastructure-Planning-Town-Overview-v5-Dec-2011.pdf Includes water, gas and electric indications for Newquay
Cornwall Council declare Climate Emergency	27 th Jan 2019		https://www.cornwall.gov.uk/environment/climate-emergency/our-action-plan/
Cornwall Council declare an Ecological Emergency	Dec 2021		https://www.cornwall.gov.uk/council-news/environment-culture-and-planning/council-declares-ecological-emergency-to-protect-wildlife-and-nature/
Cornwall Council Local Plan 2010 – 2030 Strategy Policies	Nov 2016 but remain relevant to date	Cornwall Council	https://www.cornwall.gov.uk/media/ozhj5k0z/adopted-local-plan-strategic-policies-2016.pdf Schedule of policies Policy 1 Presumption in favour of sustainable development Policy 2 Spatial strategy Policy 2a Key targets Policy 3 Role and function of places Policy 4 Shopping, services and community facilities Policy 5 Business and Tourism Policy 6 Housing mix Policy 7 Housing in the countryside Policy 8 Affordable housing Policy 9 Rural Exception Schemes Policy

			10 Managing viability Policy 11 Gypsies, Travellers and Travelling Show-people Policy 12 Design Policy 13 Development standards Policy 14 Renewable and low carbon energy Policy 15 Safeguarding renewable energy Policy 16 Health and wellbeing Policy 17 Minerals – general principles Policy 18 Minerals safeguarding Policy 19 Strategic waste management principles Policy 20 Managing the provision of waste management facilities Policy 21 Best use of land and existing buildings Policy 22 European protected sites – mitigation of recreational impacts from development Policy 23 Natural environment Policy 24 Historic environment Policy 25 Green infrastructure Policy 26 Flood risk management and coastal change Policy 27 Transport and accessibility Policy 28 Infrastructure
Prosperous Cornwall 2050			All individual plans to be “joined up” in their thinking.
Connecting Cornwall 2030			https://www.cornwall.gov.uk/media/x24hmy0f/ltp3-executive-summary.pdf This plan will super-cede the Transport when approved in spring 2022 The Connecting Cornwall: 2030 Strategy sets out the vision, goals, objectives and policies for transport. It shows the approach that we will be taking to create an excellent transport system in Cornwall over the next 20 years. <ul style="list-style-type: none"> “We now have the opportunity to make decisions at a local level that will dictate how our communities will grow and shape the development of Cornwall for the future. All of these issues will impact on the way we can and choose to travel and access services in the future. Connecting Cornwall: 2030 sets out how transport is going to respond to these issues.” The strategy covers the period up to 2030 and will be underpinned by a series of Implementation

			<p>Plans. The publication of this third Local Transport Plan is a statutory duty for local transport authorities under the Local Transport Act 2008. Connecting Cornwall is the key strategic policy tool through which the Council exercises its responsibility for planning, management and development of transport in Cornwall, for the movement of both people and goods. Connecting Cornwall is a key building block of both Future Cornwall 2010 – 2030 and the Core Strategy of the Local Development Framework. The Core Strategy is currently being developed for publication in 2012 and will set out the planning framework for housing and employment in Cornwall for the next 20 years.</p> <p>Future Cornwall has been developed to guide both the Core Strategy and Connecting Cornwall which means for the first time, there is a single approach to people and place covering what we want to achieve and how we will do it.</p> <ul style="list-style-type: none"> • Respond to the challenges of climate change by ensuring we have a resilient transport network, we reduce our reliance on fossil fuels in recognition of peak oil and we support communities to live locally. • Support economic prosperity and raise income levels by improving transport links for business and access to employment, education and training. • Respect and enhance our beautiful natural and built surroundings through the way in which we travel and deliver transport. Encourage healthy active lifestyles by providing people with the opportunity to walk and cycle. • Ensure our communities are safer and more enjoyable places to live and improve individual wellbeing by reducing the negative impacts of transport. • Provide equal opportunities for everyone regardless of age, postcode, income level or ability, to feel safe and access the services they need.
Economic Monitoring Update for Cornwall	Oct 2021	Economic Growth Service	<p>Presents national and local information relating to labour market stats, job vacancies, house prices/sales, commercial property vacancies, and qualification levels plus other headline national information. Page 45; 187 commercial lets (down 30% on 2019), 158 to buy (44% down). 44% retail and 21% leisure and hospitality.</p> <p>https://www.cornwall.gov.uk/media/xzef5apc/economic-growth-service-plan.pdf https://www.cornwall.gov.uk/media/lxtoofkc/emmu-october-2021.pdf</p>
Climate Emergency Economic Development Plan – coastal Change	Jul 2020	Cornwall Council	<p>https://www.cornwall.gov.uk/planning-and-building-control/planning-policy/adopted-plans/climate-emergency-development-plan-document/</p>

<p>and flood</p> <p>Town centres – design and density reference to climate change benefits.</p> <p>Co-housing alternatives re climate change</p>			<p>https://www.cornwall.gov.uk/media/ac1mbc4z/eb045-topic-paper-coastal-change-and-flood-management-v4-october-2021-1.pdf</p> <p>Various other topic papers listed on main page. Newquay references coastal erosion.</p> <p>https://www.cornwall.gov.uk/media/h2wdeptg/eb049-topic-paper-town-centre-design-and-density-v2-feb-2021.pdf</p> <p>Co-housing developments are designed to be low carbon schemes of private homes sharing some facilities and open spaces. They can offer a low impact lifestyle with social benefits and a lower cost of living.</p> <p>UK Govt no specific policy. Supporting innovative, low carbon development that supports self-sufficient lifestyles could be part of our approach to help reduce greenhouse gas emissions. In addition, supporting the development of housing communities with shared amenities could help to address some of our social problems such as loneliness and inactivity.</p> <p>For co-housing, we may want to consider whether Cornwall Council should develop a further policy to encourage the development of low carbon co-housing schemes generally and specifically whether we should allow such developments to come forward on rural exception sites where affordable housing is provided and retained for local people.</p>
Maritime Strategy for Cornwall 2019-2023	2019	Cornwall Council	<p>Tourism is also central to Cornwall's economy. Cornwall and the Isles of Scilly attract around 4.5 million visitors annually, and the sector is valued at £990m (GVA). It accounts for 9.9% of the total economy and supports 37,300 jobs. Our marine and coastal environment, landscape and activities are a key factor in people choosing Cornwall as holiday destination.³ Cornwall's marine and coastal environment draws people from all over the world. The sheer diversity of maritime wildlife makes Cornish waters an ecological hotspot demonstrated by the designation of a number of nature and landscape conservation areas; covering the sheltered muddy creeks of our estuaries, rugged granite cliffs, rocky reefs, islands and beaches to more specialist habitats such as the ancient maerl beds – the Cornish equivalent of a coral reef. These areas all support an amazing array of species including commercially important fish and shellfish</p> <p>The vision for Maritime Cornwall is: By 2030: • Cornwall has a sustainably managed maritime environment, which is well understood and known internationally as an excellent location for work, wildlife and for recreation; • Cornwall's economy is supported by a diverse range of opportunities for ports, marine-related industries, transport and businesses including environmental technologies;</p>

			<ul style="list-style-type: none"> • Cornwall has a rich and enviable maritime heritage, a healthy maritime natural environment and landscape; • Cornwall has distinctive, well-connected communities, resilient in the face of change. <p>With over 60 coastal and marine nature conservation sites, and much of the Cornish coast subject to protective landscape designation, Cornwall has a justified reputation for its natural beauty and marine and coastal wildlife. High quality beaches and bathing waters attract tourists and locals, to engage in outdoor recreation and water sports such as; surfing, angling, sailing, walking and boating. Other popular activities include: coasteering, kayaking, wind and kite-surfing, and simply relaxing on the beach. In deeper waters off the Cornish coast yachting, recreational fishing and diving also attract active visitors from near and far.</p> <p>https://www.cornwall.gov.uk/media/ld1l0404/maritime-strategy-2019_2023.pdf</p>
<p>Cornwall Environmental Growth Strategy</p> <p>State of Nature report attached</p>	2016	Cornwall Council	<p>What is Green Infrastructure?</p> <p>Green infrastructure is a planned network of green spaces and inter-connecting links designed, developed and managed to meet the environmental, social and economic needs of the surrounding area.</p> <p>It includes:</p> <p>Green Places – including: parks, woodlands, informal open spaces, allotments, street trees, multi-use trails;</p> <p>Blue places – rivers waterways, lakes and our canal;</p> <p>Yellow places – our beaches; and</p> <p>Post-industrial mining areas</p> <p>Green infrastructure provides many benefits for local people including areas for exercise, relaxation and play, wildlife areas, flood alleviation, food and fuel production and sustainable transport links. Improving and protecting these assets is a key aspect of planning in Cornwall.</p> <p>The Green Infrastructure Strategy for Cornwall</p> <p>Cornwall Council adopted the first Cornwall Wide <u>Green Infrastructure Strategy</u> in 2012. The Green Infrastructure Strategy for Cornwall document provides a strategic framework to manage and enhance the wider natural environment for the benefit of people, biodiversity and places. It also sets out an approach to how Cornwall wants to guide and shape the planning and delivery of Green Infrastructure up to 2030. This is further strengthened by Policy 25 of the <u>Cornwall Local Plan</u>. It also sets out how we intend to develop the Green Infrastructure Strategy on a local place based</p>


			<p>level and at a wider catchment level. It will also make available mapping information and other guidance to help Neighbourhood Plans to consider green Infrastructure types and functions and opportunities for improvement as part of the their plan. It is being updated to ensure that it fully reflects the newly adopted <u>Cornwall Environmental Growth Strategy</u>.</p> <p>Work on updating the Green Infrastructure Strategy commenced in February 2017 as part of the <u>PERFECT Interreg Project</u>.</p> <p>The Cornwall Environmental Growth Strategy</p> <p>This new <u>Environmental Growth Strategy</u> is a first of its kind in the UK.</p> <p>'In 2065, Cornwall's environment will be naturally diverse, beautiful and healthy, supporting a thriving society, prosperous economy and abundance of wildlife.'</p> <p>Developed by the Cornwall and Isles of Scilly Local Nature Partnership (CioSLNP) and Cornwall Council, it aims to encourage businesses, communities and individuals to work together to increase environmental, social and economic prosperity in Cornwall. A first of its kind, environmental growth is focused on helping nature to do more for us. The Strategy was adopted by Cornwall Council in September 2016.</p> <p>https://letstalk.cornwall.gov.uk/state-of-nature</p>
7. Newquay BID related			
Newquay BID	2021 – 2026	3 rd term Proposals	<p>https://www.newquaybid.co.uk/wp-content/uploads/2020/10/Newquay-BID-Third-Term-Business-Plan-2021-2026.pdf</p> <p>Four themes –</p> <ol style="list-style-type: none"> 1. Marketing 2. Events 3. Cleaner, Greener and Safer 4. Business Support and Representation
Newspaper article	Jan 2022	Visitors to Newquay – and the winter months	<p>https://www.cornwalllive.com/news/cornwall-news/newquay-thrives-winter-get-town-6482401?fbclid=IwAR2NKxbV6Ny5OtJGFEEoyQxbhslcGHRBmFso5lrQ4foOSm4OwK1XeX9wnK8</p>

8. Retail Data/ surveys and business information			
Analysis of businesses in town by their rateable value/ sector	2022	Town Team	Spreadsheet available for appointed Consultants
Annual retail survey for Newquay	2020	Cornwall Council	On line as a pdf download. Copy held by Town Team. 2021 report available to the winning Consultants along with similar information for Nansledan and Chester Road.
Vacant shop report			See below in statistics section
Annual map showing all occupiers	August 2020	Cornwall Council	See Appendix D for 2020 for coloured by sector. Town Team has access to 2021 copy with names on it as at August 2021.
9. Other High Street buildings and businesses info including Nansledan and Chester Road			
File of buildings in town centre that have been up for sale recently	Up to Jan 2022	Newquay Town Team	Physical file available from Town Team – useful when looking at individual buildings.
Killacourt	2022	Town Team	List of shops at the retail small traders site and turn/ advancement of these businesses.
Harbour Usage	2021	Town Team	Users and usage across the year
Newquay wide “Workspace” analysis	2022	Town Team	A lot of new office/work space capacity came on line in 2021 – so a quick look at the use of this and the need or not for more.
Historic England – Corporate Plan 2020-2023 – Building The Future	2020	Historic England	https://historicengland.org.uk/about/what-we-do/corporate-plan/ The Corporate Plan sets out our purpose, vision, values, and priorities for 2020–23 and how we will realise the value that is tied up in our extraordinary heritage. Our historic environment yields wide ranging benefits in terms of environmental welfare, community pride, personal well-being, and economic impact. Historic England is committed to working with partners across the cultural and heritage sectors to understand and make better use of this heritage. Strategy Protect historic places and keep them for current and future generations „ Ensure our advice and evidence result in well informed decisions that serve people, places and the economy „ Close the gap between arts, culture and heritage to bring heritage into mainstream cultural life „ Give people the skills, knowledge, confidence and motivation to fight for, look after and make the most of their historic environment „ Expand the digital availability of our assets to improve both access to our resources and users’ experience „ Attract a wide, diverse audience and workforce, ensuring the

			historic environment is everyone's business.
Streets for All	2018	Historic England	https://historicengland.org.uk/images-books/publications/streets-for-all/ Good quality / in keeping public realm – which would be good for Newquay.
CSUS – Character Areas	2003		https://www.cornwall.gov.uk/media/h0vafhjj/newquay-character-area-sheets.pdf The settlement of Newquay has been divided into character areas with a summary produced for each. Some of these character areas were subject to a thorough assessment of their historic character in the 2003 publication “The Cornwall and Scilly Urban Survey for Newquay” (CSUS).
10. Other Projects affecting or influencing the town revitalisation			
Tranche 1 CC buildings – Lanherne House as a HUB Update on this project includes Marcus Hill Offices and Link into Learning Centre	25/01/2022	Cornwall Council Cornwall Council Customer and Support Services Overview	https://www.falmouthpacket.co.uk/news/18913249.cornwall-council-buildings-sale-save-millions/#:~:text=The%20first%20tranche%20would%20cover,save%20%C2%A31.372m%20a%20year.ear. https://democracy.cornwall.gov.uk/documents/g10124/Public%20reports%20pack%2025th-Jan-2022%2010.00%20Customer%20and%20Support%20Services%20Overview%20and%20Scrutiny%20Commit.pdf?T=10
11. Baseline weekly / monthly statistics – footfall, vacancy rates etc			
Footfall graphs – weekly peaks overlaid	2022	Town Team data	Spreadsheets exist of daily figures since 2012. Figures have been overlaid year or year graphs. Figures can be looked at hour by hour and in categories of day, evening and night-time economies. All data will be made available to the Consultants.
Shop vacancies rates	2022	Town Team data	Past figures exist for comparison alongside most recent information lists. The Town Team work on current data in the same manner as the CC produced annual stats. Noting the extra/new locations not counted by CC but which the TT consider part of the town centre.
Newquay Key infrastructure map	Aug 2020	Cornwall Council	Shows things such as bus stops, rights of way, open spaces etc
12. Resident needs including housing, health centres etc.			
Article re second homes and the first limiting of	Jan 2022	Must be available for 140 days and actually	https://www.stevedouble.org.uk/news/campaign-close-holiday-home-tax-loophole-successful-government-announces-tough-action-

claims as business rates Government legislation		rented out for 70 days.	abusers?fbclid=IwAR3yQKdSUDGNxbsZhDY528Yqnqq99HmeYMQ9--9s_ugi7UeoBBrUHq3-vSE
Newquay Pharmacy report	2017	Newquay CNA	https://www.cornwall.gov.uk/media/rwbbldci/newquay-pharmacy-cna-profile.pdf Dates from 2017 but shows the pharmacy appendix of the main report.
Local Insights	2018	Extra Housing	https://www.housing21.org.uk/media/12749/south_west_regional_report-2020_digi.pdf Wide range of comparative information against the South West and national figures.
Shortage of dentists in Cornwall	2022	Cornwall Live	https://www.cornwalllive.com/news/cornwall-news/worrying-drop-dentists-doing-nhs-6479795 What about a community dentist service??
Scrutiny Committee Private rented sector PRS Inquiry	2021	Economic Growth and Development Overview Committee at Cornwall Council	The scope of the Inquiry – an analysis of the issues faced by the sector together with the exploration of the solutions available to address those issues identified as a concern. The recommendations are extensive and wide ranging however, it is appropriate to highlight a single key recommendation; the proposed move to consultation on the introduction selective licensing schemes covering 5 towns in Cornwall, one of which is Newquay. This being a key recommendation of the Inquiry as it proposes significant changes to how the PRS is regulated these towns. Cornwall. - This consultation has not yet happened (Jan 2022) although there is discussion now around 2 towns being chosen to consider rented property and retail upstairs space usage/availability.
Impact of COVID 19	2020/21	Cornwall Council LEP presentation	Webinar available – looked at effect of the various sectors and the numbers employed in those sector – 59 th out of 172 drop in sales with 56.2% of people employed in those sectors. https://www.theguardian.com/uk-news/2021/aug/26/newquay-cornwall-becomes-england-covid-capital After Boardmasters. https://www.bbc.co.uk/news/education-53064512 job losses 2020 https://www.express.co.uk/news/uk/1296849/newquay-news-cornwall-latest-lockdown-economy-coronavirus-latest-news Hardest hit town.
Holiday Home effects on accommodation	Jan 2022	Cornwall Live	https://www.cornwalllive.com/news/cornwall-news/holiday-lets-are-strangling-rural-6481777?fbclid=IwAR1DGeuKfvWTAG0u98fpfUx2xJlBrLwJNhiWtW2f21i2U2BTRN9OyDoUVcg 15,000 holiday lets = number of families on social housing list for Cornwall. Large hotels especially in

			Newquay have disappeared to be replaced by self-catering units but these take up more space in the street and are empty out of season creating a bigger problem for town centres. This also creates a problem for seasonal workers and young professionals seeking accommodation
Understanding the impact of population on older people and housing	2016	Cornwall Council period covered 2015-2035	Page 12 says that Newquay population will grow 6,633 (23.8%) and that homes will increase 3,079 25.6%. 2015 (2035) 65-69 yr olds 8% (5%), 70-74 5% (5%), 75-80 3% (4%), 80-84 3% (4%), 85-89 2% (2%) and over 90s 1% (2%). It describes the benefits of living in specialist housing. 57% of older people live in under occupied accommodation BUT this is only 50% of the under occupied housing figures.
Leisure – Analysis	2022	Town Team	Across town
13. Tourism - over the years change, sustainability, numbers, Airbnb, Hotels and the night economy			
Map showing current hotels	Jan 2022	Newquay Town Team	Available to winning Consultants.
History of night time economy		Town Team	Manual file
Evening economy			Manual file
14. Insight Group work and Engagement plans			
Insight Work structures	Jan 2022	Newquay Town Team	These are being developed throughout Jan and Feb 2022 – draft available on request.
15. Health / Wellbeing and Multiple Deprivation information			
Article of deprived areas of Cornwall	Jul 2021	Cornwall Live	https://www.cornwalllive.com/news/cornwall-news/cornwall-neighbourhoods-among-poorest-10-4545738 Article after figures published – Newquay West and East is highest deprived areas in Cornwall This collection brings together all data and documents relating to the English indices of deprivation . The Index of Multiple Deprivation (IMD) combines information from seven domains to produce an overall relative measure of deprivation. The domains are: Income; Employment; Education; Skills and Training; Health and Disability; Crime; Barriers to Housing Services;
Cornwall indices of multiple deprivation	2019	Cornwall Council	https://togethernetwork.org.uk/uploads/shared/IMD.-2019.-Cornwall.pdf

16. Art and Culture Scene across Newquay			
Event creation 2022	2022	FEAST – this is Community Renewal Fund Monies	https://feastcornwall.org/ Commission to create events across 12 towns of Cornwall – Newquay is one.
Culture and Creative economy 2021- 2025		Cornwall Council	https://www.cornwall.gov.uk/parks-leisure-and-culture/culture-and-creative-economy/creative-manifesto-2021-2025/
City of Culture Bid for 2025		LEP	https://www.cornwalllive.com/news/cornwall-news/cornwall-city-culture-plans-create-6254715  <p>Looking a three (out of main season) major events and then 25 for 25 towns elsewhere.</p> <p>Cornwall has made the long list.</p>
17. Leisure in Newquay – including SW coastal Path, Saints Trail and the Cycle Hub			
Newspaper	15 th April 2021	Cornwall Live	https://www.cornwalllive.com/news/cornwall-news/clifftop-drive-cinema-watergate-bay-5298206?fbclid=IwAR0pQWYKjLoSew5l8SacGxtxyUBk0RIJqc775YfxyZ-8ZGiti1BdCb57fFY From July to September – open air cinema at Watergate Bay.

			Expected to make £150,000 on site and add £200,000 to the local economy??
Newspaper – Cycle Hub to be Tour legacy.	2021	Falmouth Packet	https://www.falmouthpacket.co.uk/news/19557316.tour-britain-cornwall-legacy-new-cycle-hub-newquay/
18. Coastal erosion/ Flooding/ Climate Change and Sea level rises including effect on roads into Newquay, sewerage system, river/beach pollution and electric supply – the sea will always win the power struggle.			
Living on the Edge – Climate change film	2021	Video	Made to highlight sea level changes and coastal erosion around the coasts of Cornwall https://www.youtube.com/watch?v=51iKI0YD5nk
Impact of Cornwall Fishing	2021	Video	https://www.youtube.com/watch?v=vtmbiUwgPx4
Under the surface – Cornish Seas	2021	Video	https://www.youtube.com/watch?v=eT1TinEhi-s
Shoreline Management Plan 2011	2011		This has moved areas from Hold the Line to No Active Intervention, recognises that Blue Reef Aquarium likely to be flooded by wave action and that the Town should be consulted on an Epoch 2 (2025 to 2050) Management Plan by 2020. COVID has obviously delayed this and will chase up after May 21 elections. https://www.cornwall.gov.uk/environment/countryside/flood-risk/shoreline-management-plan-2011-smp2/
Making Space for Sand	2021	Funding news re Fistral	https://planetradio.co.uk/pirate-fm/local/news/funding-protect-cornwall-sand-dunes/ https://letstalk.cornwall.gov.uk/making-space-for-sand
South West Water			SWW 90% from surface water sources (rivers and reservoirs) 10% from groundwater sources such as springs, wells and bore holes which are mainly located in East Devon. They make use of 17 local reservoirs when the level drops, they move to the strategic water reservoirs.
History of water supply to Newquay	From start	Town Team	File held of details across the years – if needed

Gas			Wales and West Utilities
Electricity			<p>March 2018 – 8 pylons replaced across the Goss Moor, Alverdiscott (nr Bideford) to Indian Queens. 8 dual circuit 132KV lattice towers have been replaced to deal with increasing demand. https://www.devonlive.com/news/devon-news/huge-cranes-replacing-electricity-pylons-1327946</p> <p>TT hold copies of the shaping the network 2018 files file:///C:/Users/Shirley/Downloads/Shaping-Subtransmission-South-West-2018%20(3).pdf file:///C:/Users/Shirley/Downloads/WPD-RDP-Whole-System-Analysis_Final%20(3).pdf file:///C:/Users/Shirley/Downloads/South%20West%20Constraint%20Map%20(5).pdf Should be noted that the map shows Trench Creek fed from Trevemper so all electricity for Newquay town centre comes from Indian Queens via Fraddon Sub station to Trevemper the Trench Creek.</p>
Flood maps for the Gannel			
100 year erosion line			
Cliff top premises			Town Team analysis
Rock fall reports/photos			Town Team analysis
Information surrounding Management of erosion at Newquay	1999		<p>https://www.cornwall.gov.uk/media/iwlbvxhg/3-newquay.pdf</p> <p>This mentions the beach de-watering system. Says monitoring will continue.</p>
19. Environmental issues, plastics, start-up businesses, marine, litter and waste			
Ocean recovery – failure of UK Govt to meet its promises.	17/01/2022	Surfers against Sewage	<p>Ocean charities call out the Government on stalled “super year” for Ocean Recovery • Surfers Against Sewage (sas.org.uk)</p> <p>Reporting and calling out government on their promises for a super year for the marine environmental – crucial to Newquay. We have coral rock formations off the coast of the Town and they are threatened which will impact on tourism ultimately.</p>
Reply from UK Govt stating what they did in	2022	Letter	Alok Sharma Reponse to Petition.pdf – Google Drive

2021			
One Planet Living Document	Jan 2022	Real Ideas	https://realideas.org/2020/06/11/real-ideas-and-one-planet-living/ Motivation is not the problem – People. Places and Profit – delivering social impact, financial sustainability and environmental value, all at once, is complicated. 10 ambitions of health and happiness; equity and local economy (2022); culture and community; land and nature; sustainable water; local and sustainable food; sustainable materials (2022); sustainable transport (2022); zero waste; and sustainable carbon (2022). Local identity, heritage and notions of being part of the community. Circular economy – zero to landfill.
20. History and Conservation area – character areas			
			17 listed building in Newquay Area https://britishlistedbuildings.co.uk/england/newquay-cornwall#.YeZ8Tv7P3IU In town centre – Deer Park. 2,3,5,9,10,11 Note rotunda windows 1 and 2 Fore Street (and further along)
			Newquay Lead and Silver Mine 1760- 1860
			1868-1890 Beachfield Avenue, The Crescent and East Street.
			1900 – 1920 Narrowcliff with enclosed gardens
CSUS 4			https://www.cornwall.gov.uk/media/wpenlcsc/newquay-figures-part-1.pdf
CSUS	April 2003		http://newquayplan.org/wp-content/uploads/2015/05/csus_newquay_report.pdf
Photos of old Newquay			Manual files available to view on contract start
Video – story of the harbour	2021		https://www.youtube.com/watch?v=GcYGYSQ60PY
Video story of old Newquay and it buildings/development	2021		https://www.youtube.com/watch?v=0kFynQ0aZRg Shows the coastal erosion of the land at Towan.
Towan promenade when Treffry Fish cellars	Late 1800s	Photograph RCM	https://www.mediastorehouse.com/royal-cornwall-museum/places/newquay/treffry-pilchard-cellar-newquay-cornwall-19131934.html?fst=13

21. Project Media Reports			
Manual file of paper reports of TT and other project related article			Manual files available to view on contract start
22. Learning points from other Town Deals			
Lowestoft			https://www.eastsuffolk.gov.uk/assets/Business/Regeneration-projects/Lowestoft-Investment-Plan/Lowestoft-Town-Investment-Plan.pdf
Barnsley			https://www.barnsley.gov.uk/services/regeneration/key-projects/towns-fund-deal-goldthorpe/
Barnstaple			https://www.selainesaxby.org.uk/news/barnstaple-get-ps65-million-investment-town-centre#:~:text=Barnstaple%20has%20been%20awarded%20%C2%A3,on%20the%20'Markets%20Quarter'
Blyth			https://www.northumberland.gov.uk/Economy-Regeneration/Programmes/Town-Centre-Regeneration/Energising-Blyth.aspx
Dudley			https://www.regeneratingdudley.org.uk/our-projects
Elland			https://www.halifaxcourier.co.uk/business/projects-where-ps18m-of-government-money-will-be-spent-in-calderdale-towns-3252685
Chatham			https://www.kentononline.co.uk/medway/news/council-eyeing-up-properties-for-town-centre-revamp-252760/
Crewe			https://weareallcrewe.co.uk/
Grantham			https://www.granthamjournal.co.uk/news/grantham-awarded-5-56-million-to-improve-town-centre-9146535/
Great Yarmouth			https://www.great-yarmouth.gov.uk/town-deal
Kingswood			https://consultations.southglos.gov.uk/gf2.ti/-/1294114/108187717.1/PDF/-/2686_-_Kingswood_Masterplan_Web_Low_Res_Final_version_160721.pdf

Kirkham			https://www.kirkhamfutures.org/our-programme
Wirral			https://www.wirralwaters.co.uk/masterplan/ https://www.placenorthwest.co.uk/news/wirral-outlines-25m-town-deal-projects-for-birkenhead/
Oldham			https://www.oldham.gov.uk/downloads/download/1175/a masterplan document for oldham to wn centre
Taunton			https://lhc.net/projects/taunton-rethink/
Wigan			https://www.wigan.gov.uk/Council/The-Deal/Deal-Communities/Big-ideas.aspx
Winsford			https://www.placenorthwest.co.uk/news/winsford-town-centre-draft-masterplan-revealed/
St Ives			https://www.stivestowndeal.org.uk/
St Helens			https://www.sthelensreporter.co.uk/news/politics/council/st-helens-town-deal-projects-progress-to-next-stage-of-development-3408828
Margate			https://www.thanet.gov.uk/campaigns/margate-town-deal/?tab=4
Barnstaple baseline			http://democracy.northdevon.gov.uk/documents/s4362/2019.08.05%20Barnstaple%20Vision%20appendix.pdf https://www.devonlive.com/news/devon-news/17-ways-barnstaple-could-improved-3191763
Stockton			https://www.stockton.gov.uk/our-economy/reshaping-our-town-centres/stockton/ https://www.thenorthernecho.co.uk/news/1950222.stockton-planning-go-ahead-town-centre-masterplan/ https://www.stockton.gov.uk/media/1585775/localplanmainreportcontents.pdf
Scarborough			https://www.scarborough.gov.uk/sites/scarborough.gov.uk/files/Scarborough-Blueprint-2021-Web.pdf

Skegness			https://connectedcoast.co.uk/
23. Past projects /Interventions			
Artificial reef Plans for Towan/ Newquay Bay	2005		https://wavelengthmag.com/artificial-reef-newquay-bay/ https://www.theguardian.com/society/2005/jun/06/localgovernment.travelnews Supporters probably from the surf community but not the residents/ fishing folk!
Restormel Borough Council – preferred options for a core strategy	2005	Restormel BC	TT has a physical copy of the report and questionnaires used for surveys. Probably one of the first structure analysis for growth programmes.
Restormel Policy guide	2008		https://www.cornwallhousing.org.uk/media/3638549/Interim_Strategic_Policy_Statement.pdf Back in these days the themes were very similar to those of today – Climate change; renewable energy; design; AONB; Landscape Character; Biodiversity and Geology; Historic Environment; Pollution; Strong Communities; Housing; Mixed Use Development; Economic Prosperity and Enterprise; Re use of Rural Buildings; Tourist development; Hotel Protection; and Transport Parking Standards. It references the Hotel Survey (TT a copy) significant changes in Newquay and in the no of beds as holiday park numbers grew. Serviced accommodation = 50% in 2016.
Newquay Action Plan	2005		This identified 6 priorities <ul style="list-style-type: none"> • Regeneration • Managing the Night time economy • New housing • Railway station – housing, shops, and an improved public realm • Moving Newquay Hospital and re-developing that site • Towan square - old bus station becoming key civic square with shops and cafes • Towan valley – Gover and beach lane earmarked to become a leisure and entertainment area – turning the bowling green into a community hall and relocating the green with Fore

			<p>Street being the café area</p> <ul style="list-style-type: none"> • Transport thru town to Fistril • Tranquil pursuits – for the coach trade, Rocklands to Narrowcliff. <p>These are themes that have appeared many times over the years!! Some opportunities have been missed.</p>
Newquay Coastal Community Economic Plans	Jan 2016	BID and community group – Newquay Coastal Community Team CCT	<p>This identified several projects to improve the town – It was BID led by Eve Woolridge.</p> <ul style="list-style-type: none"> • harbour heights viewing area • Towan beach Sea pool • Killacourt Green space – flexible interactive play and sport, combining activity and technology with challenge. • Build on Newquay Discovery Trail to add in opportunities for community engagement , business sponsorship and local charity support. <p>Groups involved BID (to work to promote the image and public perception of Newquay, encourage new events and event promotion and enhance the town’s street environment); Newquay heritage CIC (community initiatives, long term survival of the Huer’s Hut and sea pool); Newquay in Bloom (30 years); Newquay Safe operating since 2009; VisitNewquay TIC (Council service since 2011 but in town since 1930); Newquay Community Orchard 2013 provide unemployed with skills to get back into the workforce; Newquay Regeneration Forum who have previously installed pedestrianised areas in town and work at Fistril Beach Surf Centre; Newquay Marine Group; Newquay Chamber of Commerce (1964 – 600 members). This Newquay Coastal Town Team had an ambitious vision of a resilient town developing as a popular seaside destination to offer a more diverse and flexible visitor experience. Real impact to the local community and the visitor.</p> <p>Harbour heights – listed building consent required for proposed works – surveyed by Ward Williams Associates. Structural work to take place in Sept 2016 with planting and renovation work in March 2017.</p> <p>The aims of the CCT:</p> <p>Broadening the offer in terms of facilities, activities and opportunities available to visitors to extend beyond the beaches. 2. To increase the range of visitor attractions which are low cost or which are free of charge. 3. To increase the range of visitor attractions that appeal to ‘local’ to lengthen the tourism periods. 4. To reduce the dependence on certain demographics at peak periods (e.g. older</p>

			<p>coach travellers in the spring or young people in the summer) by increasing the variety of attractions available. 5. To improve the overall look and 'feel' of a key developed coastal area of Newquay, important for both locals and visitors</p> <p>Listed building work was a consideration when a mural was suggested as the harbour piers are listed but the viewing area is not included in this designation but does lie within its curtilage.</p>
Newquay Town Framework	2016		<p>The Newquay Town Framework (NTF) reissued by Cornwall Council in September 2016 sets out the vision for growth in the area, looking at both urban and rural outlying areas. It was produced in consultation with the public as well as Town and Cornwall Council members.</p> <p>https://www.cornwall.gov.uk/media/2oilvft3/d14-4-newquay-tf-2017-pages.pdf</p> <p>The NTF sets out what objectives from the Local Plan will be focused on for the town. These are:</p> <ul style="list-style-type: none"> • Town Centre Regeneration – promote town centre regeneration in Newquay and St Columb Major to enhance the shopping offer and restore heritage assets. • Housing – enable new housing to meet need, particularly affordable housing, and accompanying key infrastructure. • Economy – support the diversification of the economy, with more indigenous business both in Newquay and the rural areas, including delivery of new employment space, up-skilling the workforce and extending the tourist season. • Tourism – maintain and enhance the stock of tourist accommodation and facilities in Newquay to meet the needs of the industry. Extend the tourist season and improve the quality and image of the town. • Night-time economy – manage the night-time economy of Newquay. • Transport – resolve congestion through traffic management/ parking initiatives and enhance public transportation. Deliver the growth area strategic link road, enhance Newquay train station and improve connectivity between Newquay Cornwall Airport and the town. Integrate plans for a seasonal park and ride with town centre regeneration, improving the quality of the visitor experience. Introduce measures to reduce traffic flows through Quintrell Downs and improve connections to trunk roads. • Cornwall Airport Newquay – development of Cornwall Airport Newquay to enhance the local economy, including employment related development at the airport. • Environment – protect environmental assets, recognising their contribution to local people's quality of life and their role in underpinning the tourism economy, in particular the undeveloped coast. • Delivery – ensure development reflects the needs and aspirations of the local community, in housing and employment terms – a higher proportion of family housing and better paid

			<p>jobs.</p> <p>Retail strategy should provide many advantages beyond just offering residents' daily essentials. Vibrant, welcoming centres can provide a leisure offer, a focal point for the community, an important base for employment and other stimulation for vibrancy.</p> <p>Newquay does but this is weighted towards the tourist. However, the town still ranks 3rd alongside St Austell in Cornwall's retail hierarchy based on major national retail representation. Vacancy rates are relatively low and fluctuate summer/winter.</p> <p>A low level of resident comparison shopping money is retained in Newquay but in contrast, food shopping is retained within the area although weekly shops for residents is out of town. 2010 and 2015 study concludes that Newquay is performing well. The report accepts that no further sq m space needed re shopping area but that the focus should be on supporting the health and attractiveness of Newquay town centre.</p> <p>A regeneration site around the railway station has been identified which offers the opportunity to improve that gateway, achieve a more appropriate density and visual appearance for the area.</p> <ul style="list-style-type: none"> • Create USP for town centre retail -<i>this is about the beach, sea and waves.</i> • Deal with the seasonality and regeneration needs and find new ways to attract shoppers into town centre • Celebrate the heritage of the town centre, such as restoration of key buildings and visual improvements to the town centre including the completion of a scheme to improve the pedestrian environment. <p>Report then covers housing, infrastructure, utilities (drainage/flood, healthcare, and leisure), Transportation strategy,)</p> <p>Interurban bus routes – half hourly?</p> <p>Newquay as a role as a Cycling Demonstration town. Aims 15-20% increase in walking and cycling and 65% by local bus.</p> <p>It then talks about Newquay's Green Strategy . Newquay sits with in the sphere of influence over the Penhale Dune Special area of Conservation. And requires developments to include areas of recreation. Key biodiversity sites are The Gannel, The Chapel Valley and Trenance to Tretherras. Page 31 shows a map of the intended greening up of the area.</p>
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<p>Newquay Railway Station Quarter Regeneration Plans-masterplan by consultants</p> <p>Cornwall Council summary of Expression of Interest papers</p>	<p>2018</p>	<p>Cornwall BID for the Future High Street Fund for Newquay</p> <p>Master Planning by Desmonde Associates</p> <p>FHST – submitted by Glenn Caplin Jones (CC)</p>	<p>Cornwall Council, with reference to the Cornwall Site Allocation Development Plan (2017) and other key policy documents, required a feasibility assessment for the regeneration of the Newquay Station Quarter. The primary goals were to provide;</p> <ul style="list-style-type: none"> • Sustainable regeneration of the Newquay Station Quarter. • A new gateway to Newquay • To improve the perception of Newquay as a desirable destination. • Housing: 150 – 200 dwellings. <i>Later reports say 240 houses? And multi storey car park.</i> • Mixed use suitable for commercial property, retail or Town Council use. • An active frontage and enhanced public space. • Budget costs. • <i>Charge points for electric vehicles</i> • <i>Olympic std climbing frame</i> • <i>New public realm</i> • <i>Unlocking funds for new station building</i> • <i>Newquay TC hold £100k for new toilet block</i> <p>The current Railway Station Quarter has poor facilities and a deserted atmosphere, with no sense of arrival and limited visibility from the main road. The buildings fronting the train station are unattractive and of degraded quality with very poor public realm. Given the strategic location, significant public and highway space surrounding the station it was considered a priority to regenerate the area. We undertook a range of site and infrastructure studies with conceptual opportunities assessed and tested with potential users and the Stakeholders to assess the feasibility of regeneration.</p> <p>Desmonde Associates carried out existing property inspections over 10 sites and their associated structures and infrastructure (from Train Station to Police Station, shops and parking) leading to a proposal for 6 key zones to deliver: a new Train Station, Ticket Office; a “Coastal Centre”; upgraded Retail and Commercial space; 242 new Dwellings; 10,031 m2 of multi-use commercial space; a Health Care Centre; Local Authority Facilities including Public Toilets; and, a Multi-Storey Car Park. Substantial new and upgraded Public Realm and Amenity was also identified.</p> <p>Local green infrastructure, public transport as serious barriers, availability of multi-use spaces in town centre and seeks to enhance the link between the railway station and the Killacourt/town</p>
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			<p>centre.</p> <p>Brownfield area with a deserted atmosphere and no sense of arrival.</p> <p>Seeks a conservation area for the whole of the high street. 1 in 10 live in the 20% most deprived neighbourhoods in England. In 2018 there were 1,150 workplaces in Newquay (wholesale/retail – 20%; accommodation/food 19%; and construction 13%. Arts, entertainment and recreation over represented versus Cornish average but agriculture, forestry, fishing and manufacturing are under-represented in the area.</p> <p>In 2018 there were 283 retail premises – 28 empty 9.9% against Cornwall average of 11.6%.</p> <p>This application guessed at a fall in footfall – using disjointed public transport, no park and ride scheme, no rail infrastructure to Airport and rest of Cornwall, underinvested High Street with tired infrastructure, above average parking charges and not enough parking; increasing levels of crime and drug related ASB; a lack of diverse event and multi-use open spaces. Lack of sports facilities or health related sporting equipment within the high street (hence the climbing wall NSQ plans) and outdoor gym equipment.</p> <p>Lack of health care on the high street – 2 doctors outside – in need of coherent plan for provision.</p> <p>It also says that Newquay has recently formed a new (2018) place shaping group from key stakeholders in the town</p> <p>https://www.cornwall.gov.uk/media/4mqdxzfm/d14-1-housing-evidence-report.pdf</p>
Newquay Action Framework – Coast of Dreams – Surf Capital of the world	2004	Surf Capital Steering Group and Newquay Regeneration forum	<p><u>A 20 year Blueprint for Newquay 2004 -2024 –“Surf capital of the UK” the Newquay in Action Framework</u></p> <p>Planning document sets out several key development sites and says the resort has vast potential as a year round holiday destination. It plans for better access to the beaches, better quality buildings and an improved retail centre. It highlights the need for more public spaces, pedestrian areas and better transport links. Newquay was a town setting out to re-invent itself.</p> <ul style="list-style-type: none"> • Mono-rail from the town centre to Fistral beach (half the traffic going through Newquay is

			<p>trying to get to Fistral beach.</p> <ul style="list-style-type: none"> • Move the railway station to new growth area or Quintrell Downs and install the Newquay Tube – including down the tram tracks • Extend the promenade to the harbour • Open up the whim tunnel • A leader in sustainable tourism • Extend the attraction of Newquay throughout the year • Maintain the vitality of Newquay throughout the year • Broaden the economic base of the town • Provide greater choice in housing, workplaces ,shopping, leisure and recreation provision • Improve public transport provision • Improve the quality of the built environment • Direct the strategy on the balance between peripheral growth and renewal <p>To achieve this, they would</p> <ul style="list-style-type: none"> • Look to define the use of various areas of town. • Provide a public realm strategy for the town • Set out a transport and infrastructure strategy for the town and include a preferred approach to resolving the parking issues. • Describe how each priority site would develop and the aspirations for each • Review the viability of each development proposal for the key sites <p>When looking at the previous policies of Cornwall and Restormel it meant</p> <ul style="list-style-type: none"> • Making the best use of previously developed land in town centre • Increasing the density of people living and working in the town centre to maintain the viability and attractiveness • Ensuring adequate provision of employment land to meet future needs and ensuring that it is accessible by non-car modes of transport • Improving public transport to reduce the reliance on the private car • Enhancing the quality of the built environment to ensure that the town remains a place where people want to live and holiday <p>Protecting and enhancing the natural and cultural heritage of the Town.</p> <p>By 2011 obvious that the plans for a new shopping centre over Manor Road and Mount Wise car Parks would not go ahead as developer bankrupt.</p>
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Rick Stein Rocklands	2004		As part of his plans, he was to have replaced the hotel with a four storey, 42 bedroom hotel restaurant and conferencing facilities. First costing £1.5m but spiralled and became £6.5m. It included a lift to Tolcarne beach. He pulled out having spent £600k buying the old hotel and £280k demolishing it.
Japanese in Newquay £150m plan	11 th Oct 1990	Newspaper report	Development of a deep water harbour including a 600 berth marina and a golf course on Duchy land – in return for 700 houses on the existing golf course and the Cosy Nook site!!
Bredon Court Hotel and Ambassador	2004		Permission given for 51 and 64 apartments in place of old hotel – the first of many hotels to disappear in the following years.
Tram track development	2018	Urban Biodiversity and Med loci. Landscape concept	TT has a copy – available to winning Consultants
Cornwall County Structural Plan	2002/4	Cornwall Council	In 2002 Fistral beach hosted Boardmasters- 100,000 visitors to the town But Restormel planned to sell off the beach on a 125 year lease to Britanic industries – who will build an international surf centre , 6 retail outlets, a café and first floor restaurant and changing rooms. Britanic investing £864,000 and the rest coming from EU funds £531k, Cornwall Council £100k and Restormel £350k with a 5 year rent holiday. Rental to be £13,800 pa. https://www.businessregulatorysupport.co.uk/media/3633088/cornwall_structure_plan_2004.pdf https://democracy.plymouth.gov.uk/ecSDDisplay.aspx?ID=4600&RPID=0
Newquay Regeneration Programme	1995	Atlantic Consultants	Reference in http://newquayplan.org/wp-content/uploads/2015/05/csus_newquay_report.pdf
North Cornwall Local Environmental Agency Consultation Report	Dec 1997		Old but includes a lot of information maps about water supply and sewage disposal http://www.environmentdata.org/archive/ealit:1155/OBJ/19001380.pdf
Newquay Harbour and Fistral beach regeneration study Newquay and its rural	1998 2001	Moucel Consultants	http://newquayplan.org/wp-content/uploads/2015/05/Newquay-Action-Framework-Booklet.pdf https://www.bbc.co.uk/news/uk-england-cornwall-16290055

hinterlands Regeneration Masterplan			Referred to in the 2008 plans attached = not yet tracked down
Plans for Promenade, café across Towan and Eothen	1957	Newspaper report	TT copy if needed. Extensive and big plans that came to nothing as too expensive but the first mention of modern changes after the initial 1890s – 1930s town centre build, Killacourt, Barrowfields, Harbour Heights, Bowling Green and Promenade.
Restormel Local BC Plan Contains ideas for Newquay	2001-2011		https://www.roche-parish-council.gov.uk/Local%20Plan%20-Part-3.pdf
24. New ideas not in the above			
Fly Cellar Low Water plans			Jan 2022 – just discovered that these have been fully worked up at a previous date – now trying to get a copy.
25. Funding opportunities – forward and recent past(winners of)			
Town Vitality Funding	2020	Cornwall Council	Open to all 25 towns in Cornwall in 3 categories dependant on size. Helston £150k, Torpoint £50k, Liskeard £50k, Camelford £7k, St Austell £140k
UK Government Town Deal guidance	2020/21	UK Govt	http://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/926422/Towns_Fund_further_guidance.pdf This shows what information was needed when the Town Deals were put in place – could be different next time.
Real ideas	2020		C Space opened in 2020 – a social enterprise approach used [Devonport Guildhall, Ocean Studios, C Space and Market Hall in Plymouth] More recently now involved in market hall/library area of Liskeard. £2m funded by CIOs LEP. https://realideas.org/our-spaces/cspace/ Here they will get a long lease from CC – £260k to re-develop it + £180k from the Architectural Heritage Fund. (9 th March 21 – full project £1m, they say £400k in the pipeline). https://realideas.org/our-spaces/liskeard-library/
26. List of Photographs			
Albums - manual			Available to winning Consultants to use.

27. Reports from other Cornish towns on their activities re Vitality Funding			
Helston	2022	Cultural area	https://www.falmouthpacket.co.uk/news/19839719.pre-application-helston-cultural-quarter-cornwall/
28. Airport, Aerohub and Spaceport			
CC review of Airport	Dec 2021	CC papers from Economic Review Committee	<p>2019 PSO carried 180,000 passengers – 37% of the total.</p> <p>Eastern Airways – schedule flexibility, lower emission aircraft, and they use a voluntary carbon offset scheme which is UK based. This supports the CC Climate emergency declaration BUT no climate decision wheel completed (see Jan ED CC meeting for discussion and apology for this) . Meet needs of all people whilst not exceeding what the planet can sustainably provide. Duty to consider social justice and make sure that Cornwall's residents are not worse off as a result of CC actions.</p> <p>Max contribution £439,000 per annum (33% of contract value) with the Principal funder being the Dept of Transport. It is a vital part of Cornwall's transport infrastructure – reducing the gap on social and economic exclusion with other regions. The Airport makes a significant contribution to Cornwall's GVA 2019 - £62.7m</p> <p>Eastern Airlines – ATR72-600 very new and adapted to run on sustainable aviation fuel (SAF) Neither Newquay or Gatwick have re-fuelling facilities yet and price is high!!</p> <p><i>Does mean Newquay in at the beginning of the change in sustainable flights so many future opportunities.</i></p>
Cornwall Airport Masterplan	2015-2030	Cornwall Council	<p>Cornwall Airport Newquay (NQY) is a vital part of Cornwall's transport infrastructure, providing connectivity to and from Cornwall and is as essential as road and rail. The Airport makes a significant economic contribution to the Cornish economy in terms of its Gross Value Added (GVA) output, but also as a key site of employment providing many skilled jobs and therefore Cornwall Council is committed to its sustainable development. In the wider context of the aviation sector, NQY supports one of the largest aerospace clusters in Europe with a number of global businesses operating from the Airport.</p> <p>https://www.cornwallairportnewquay.com/uploads/downloads/Cornwall-Airport-Newquay-Masterplan-2015-2030.pdf</p>
29. Review of workspace hubs available in and around Newquay in 2022			
Workspace Hub Review	Jan 2022	Newquay town Team	Currently being finalised

Cornwall's tourism chief has called for moves to cut the number of people visiting the Duchy in the summer and increase winter tourism.

Malcolm Bell, chief executive of Visit Cornwall, has also said that Cornwall could be a pilot area for a new register of accommodation providers.

His comments were made in a presentation about a Sustainable Tourism Strategy which is being drawn up to look at how the tourism industry should operate in Cornwall in future.

The document is aimed at improving the industry while also making it more sustainable and environmentally friendly. Mr Bell spoke about the strategy at a meeting of the Cornwall and Isles of Scilly Local Enterprise Partnership (LEP). He also said that Cornwall should be the base for a national or international Research and Development Centre of Excellence for Sustainable, Competitive and Regenerative Tourism.

The Visit Cornwall boss told the LEP board that there were around 5 million people coming to Cornwall on holiday each year and a total of between 24 and 25m bed nights stayed. And the combined visitor related spend for those on holiday and those on day trips was more than £2 billion a year. But he said there was a need to make Cornwall's tourism economy more sustainable and one way to do that would be to increase the number of people coming on holiday year round.

Mr Bell said that the large proportion of visitors come to Cornwall during the school summer holidays in July and August and warned there was a danger of "over tourism" in those months. He said that therefore there should be an aim to keep the number of visits in July and August at the same or a lower level than rates in 2019 but then encourage growth of 20% in the winter and off-peak months. Mr Bell said that as well as boosting tourism income by around £200m it would also ensure that there would be more full time year-round jobs in the industry and aid career progression in tourism. He also said that there was a need for more "premium quality" accommodation such as premium campsites and lodges.

The rise of Airbnb and other providers had led to some "lower point of entry" accommodation but Mr Bell stressed that "there are some great providers on Airbnb". However he said that he felt that there needed to be some kind of register of accommodation in Cornwall so that they could keep track of "over supply". And he said he had a "controversial, and maybe very controversial" idea about a licensing scheme for holiday accommodation.

Mr Bell said there needed to be "a discussion on compulsory licencing" which would ensure that accommodation was good quality whilst also ensuring that tourist hotspots continue to have sufficient homes for people to live there. The Visit Cornwall chief said that there was also a need to focus on the environment saying: "We are already a leader as an area in green tourism but we need to crank it up a bit more."

And he said there was a need for the tourism industry to have more engagement with the local community about the impact tourism has on local people and to ensure that it is sustainable and positive.

A mission statement provided in the strategy states: "We will work together to deliver managed wise out of season growth that increases the value of tourism whilst positively enhancing the benefits of tourism across Cornwall and the Isles of Scilly in order to improve the quality of life of residents, visitors as well as the quality and diversity of the environment and nature."

Newquay Town Framework – Sept 2016 – heritage notes

What do they value as heritage: - prehistoric Trevelgue Head, raised beach at Fistral, Iron Age and Roman sites and settlements, bronze age settlements and structures, medieval field system /boundaries/settlement and structures, medieval fishing village, growth and development of the harbour [Lomax and Treffry], rise of Great Western

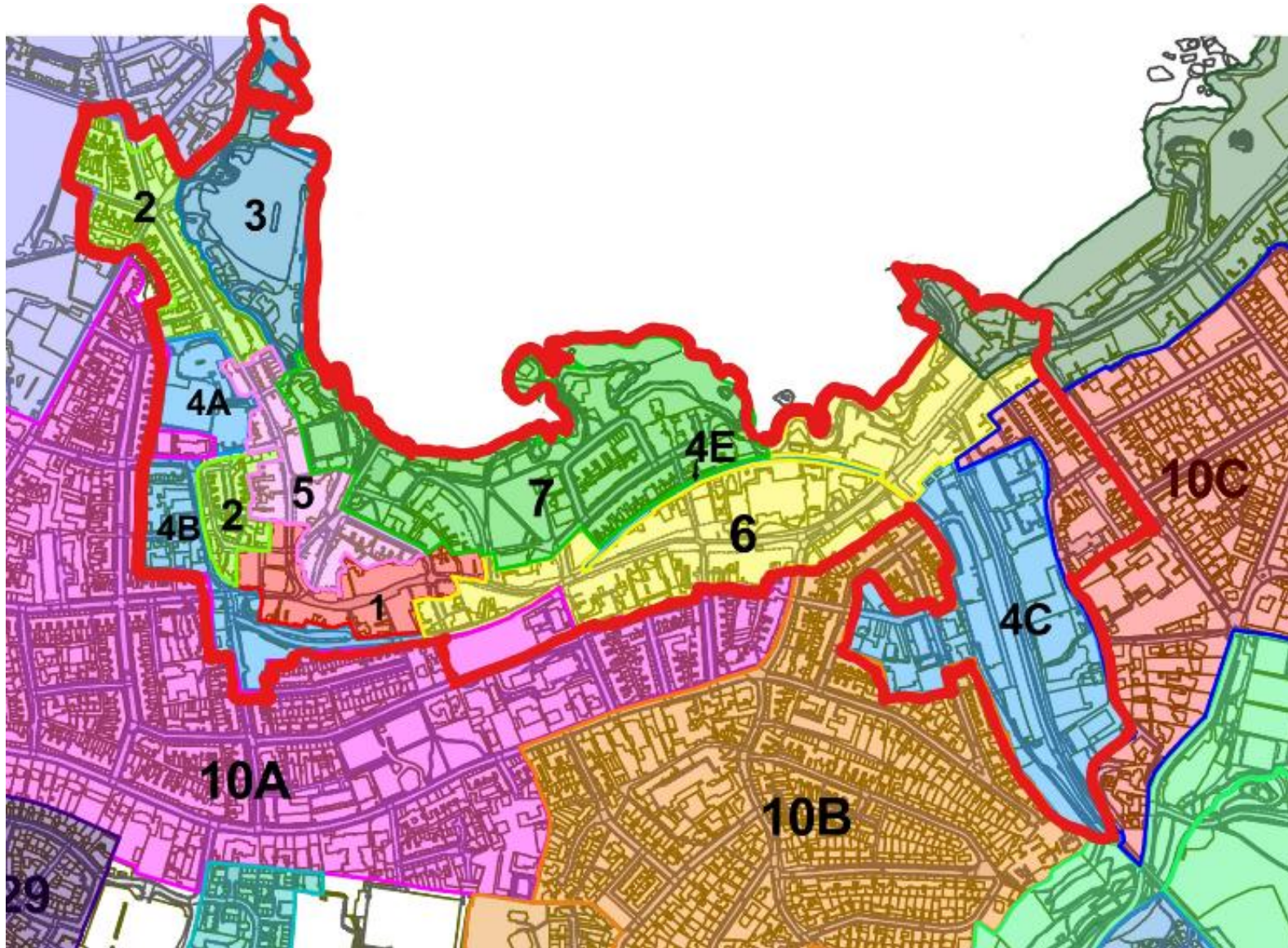
railway and tramways, fishing and boat building industries and associated infrastructure (Huer's Hut and fishing cellars); lead, silver and iron mines; places of worship through the years; the rise of tourism in the mid -19th century; Silvanus Trevail – hotels and houses Bolowathas- Hotel Riviera; early 20th century Edwardian residential, tourism and commercial development; early 20th century textile industry, historic open spaces, parks and greens.

Housing Needs Information

7th March 2019 – 720 households with a local connection listed on Cornwall Home Choice Register – 561 with a Newquay preferred location.

Social and affordable housing owned by Ocean – 663, Livewest – 164 and Coastline – 7.


Treveth – CC own social housing company – housing along Henvy Road, Trevemper plans.



	1: Central Commercial Core
General description	<p>This area is the heart of Newquay and the heart of the historic village [known as the Manor of Towan Blystra until its sale in 1838]. It is the centre of commercial activity; its principal streets [Bank Street-Central Square-Fore Street] its trading centre and is thronged with summer tourists. Central Square was once a larger public space, later infilled and now survives as a triangular space at the junction of 3 streets.</p>
	<div data-bbox="411 439 1374 795">  </div> <p data-bbox="395 846 1380 913"><i>Left: view towards Fore St with important gateway buildings. Right: Crossroads on Bank Street with important corner buildings</i></p> <div data-bbox="405 958 1383 1556">  </div> <p data-bbox="395 1563 1244 1597"><i>Map extracted from the CSUS survey showing boundary of central core</i></p>




Key changes since CSUS study	<p>Victoria Hall has been lost, originally fronting onto King Street and behind “The Central” pub, it was a concert hall cinema and community space.</p> <p>The former Lloyds Bank has closed but has undergone many unsympathetic alterations to the frontage and signage affecting its special architectural composition.</p> <p>Many shopfronts have been altered and signs overlaid on buildings gradually losing the special architectural quality of this Central area.</p> <p>The Lighthouse Cinema is the significant new building in this area, built on the site of the Victoria Hall.</p> <p>The junction of Bank Street/Cheltenham Place/Beachfield Avenue has been redesigned and repaved in stone.</p>
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	<div>  <p><i>Mid-20th century photo of the Central Hotel and contemporary view below - all of the historic frontages viewed here are still retained under later alterations. This should be the focus for traffic control or removal and</i></p> <p><i>currently dominates the space.</i></p>  </div>
Newquay Pattern Book	<ul style="list-style-type: none"> • Central Square p15 • Town High Street p16 • Commercial buildings p31 • Mixed use buildings - p32-34


Important Characteristics of the area	<ul style="list-style-type: none"> • There are many historic buildings that retain fascinating architectural detail and design quality adding richness to the street. [many only recognised by looking above later shop alterations and signs] • There are many historic buildings that still retain detail and fabric that has been hidden by later alterations but could be revealed. • Strong urban enclosure [i.e. built directly on the back of pavement with no gaps other than the occasional street or narrow opeway] of these key streets, continuous frontages of mostly 3 storeys with occasional 2 storeys. Streets are relatively narrow. See Pattern Book. • There are many special buildings of high architectural quality, townscape value or interesting historical associations including: <ul style="list-style-type: none"> ○ The Central Inn, dominating Central Square, is a historic coaching inn. ○ The dramatic curved “angle iron” building on the Beach Road junction though poorly altered with lack of original or quality replacement shopfront and clutter at ground level. ○ Very dramatic Edwardian building on the west side of Fore Street, 24 Fore street with “black and white” upper floor, cupola over the clock, and high quality tall ground floor shopfronts with stone clad pilasters and incorporating curved glass. • The central section of Bank Street has been pedestrianised with limited vehicular access giving more space for thronging shoppers and tourists. • Two Silvanus Trevelyan buildings: 31 Bank Street corner building, and the former Lloyd’s bank on Central Square.
Key views to protect	<ul style="list-style-type: none"> • The views to the water from the main street include Beach Road and Gover Lane.
	<ul style="list-style-type: none"> • The views of Central Square • The view towards Fore Street
	<div>  <p>Left: view down Beach Road. Right: view down Gover Lane</p> </div>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • Ensure the design principles in the Cornwall Shopfront Design Guide and the Newquay Appendix are followed in the undertaking of any restoration, replacement or new design, and including signage and shop adverts. This is critical to restore the quality of this priority area in Newquay. • Ensure no more loss of historic fabric in this area, restore and incorporate historic fabric, materials and detail into new work on buildings.



	<ul style="list-style-type: none"> • Maintain the scale of existing buildings in the central area including the height and the rhythm of plot widths. • Ensure all buildings retain an active frontage to the main streets and side streets and opeways. These should include ground floor windows and entrances. • Use the information in the Newquay Pattern Book to help recognise important features and guide restoration or new work. • Clear the clutter. A comprehensive design scheme for the public realm must involve all public utility companies, highway authority and business owners to work together to sensitively design and locate necessary signage and infrastructure.
Opportunities for improvement	<ul style="list-style-type: none"> • Establish a programme of sensitive restoration of historic buildings and a principle of “no more loss of historic fabric”. This is an asset that could be exploited for the town. • Propose and support the designation of a conservation area in the town centre and the preparation of a Conservation Area Appraisal and Management Plan. • Promote the use of the Cornwall Shopfront Design Guide and the Newquay Shopfront Appendix in the town among local businesses, building owners and agents. • Reducing vehicular access on all these main streets, i.e. retain vehicular access only at set times for servicing at the beginning and end of the day. • Repave the streets with a more sympathetic design for its historic setting, and more accessible for all its pedestrian users. • The priority project should be to enable the delivery of a new comprehensive public realm redesign for Central Square as Newquay’s high quality urban space, bringing together building, traffic management and street design improvements.


	2: Harbour related residential
General description	<p>These two areas (identified as 2a and 2b in CSUS) capture some of the character of the pre-urbanised fishing community. Includes some 18th century and possibly earlier domestic architecture and 19th and 20th century cottage rows and stone terraces. Some larger residencies and semi-exotic planting in front gardens. Includes the Red Lion – an important old coaching house with characteristic veranda.</p>


	  <p><i>Below: Fore Street looking south</i></p>
Key changes since CSUS study	<ul style="list-style-type: none"> • Approximately 15 years ago (just post CSUS report) there was a hotel adjacent to Red Lion, now demolished and replaced by apartment building (21 2-bedroom flats). • Old Victoria Cinema once opened onto Chapel Hill. Now replaced by the Lighthouse cinema with no access from Chapel Hill.
Newquay Pattern Book	<ul style="list-style-type: none"> • p17 Village High Street • p21 Town Residential • p42 and 43 Two-bay houses • p44 45 Cottages
Important Characteristics of the area	<ul style="list-style-type: none"> • Open views from the Fore Street car park of the bay. • Red Lion pub – old coaching Inn • Broad Street - one of oldest streets in the town. • Characteristic narrow terraced streets. • Generally, two storey buildings in terraces a tight enclosure of streets and spaces.
	 <p><i>Broad Street</i></p>
Key views to protect	<ul style="list-style-type: none"> • View of the memorial along Fore Street [recently compromised by Zinc Development] • Belmont Place looking towards the Golf Course over the car park and boundary hedge.


	<ul style="list-style-type: none"> • North Quay Hill by the Red Lion Forecourt with extensive views to the coastline.
	 <p><i>View north along Fore Street</i></p>
<p>Key Design Principles to adopt in the area.</p>	<ul style="list-style-type: none"> • Refer to the shopfront design guide for restoration, replacements and improvements to the design of shopfronts and signs. • Keep the local tradition of hand painting signage on rendered or painted brick walls rather than applying signs to buildings. • Ensure no more loss of historic fabric in this area, restore and incorporate historic fabric, materials and detail into new work on buildings. Restore special features such as timber sash windows, panelled doors, porches, pillars, walls and ironwork. • Ensure all buildings retain an active frontage to the main streets and side streets and opeways. These should include ground floor windows and entrances. • Use the information in the Newquay Pattern Book to help recognise important features and guide restoration or new work. • Use traditional materials common to the area in improvement work to buildings, outside structures and landscape. • Any opportunities to create more enclosure and definition to the frontage on Alma Place and the design of its left-over spaces would be encouraged. • The residential streets typically have the pitch roof ridges running parallel to the street rather than gables facing the street.

<p>Opportunities for improvement</p>	<ul style="list-style-type: none"> • Enhance the Red Lion roundabout and forecourt • Propose and support the designation of a conservation area in the town centre and the preparation of a Conservation Area Appraisal and Management Plan. • Promote the use of the Cornwall Shopfront Design Guide and the Newquay Shopfront Appendix in the town among local businesses, building owners and agents. • The five ways roundabout at the Red Lion is a special feature and careful improvements could be made to the building frontages on the corners to make a dramatic and attractive space.
	<div data-bbox="459 633 1385 1104">  </div> <p><i>Above left: Granite pillars are a characteristic feature in front garden walls on Fore Street.</i></p> <p><i>Above right: Red Lion Pub and recent flats developed adjacent.</i></p>



	4a Industrial area (The Whim)	
General description	This site has been demolished and rebuilt in the late 20 th century to create a large supermarket, car parking and 3 smaller properties. It originally formed the end of the tramway, a Whim or winding engine and other properties creating a frontage onto Fore Street. While not retaining any historic features, in itself, it is an important alternative use in the central mixed-use area and has great potential to restore original character, scale, grain, and street enclosure in future redevelopment.	
		
Key changes since CSUS study	<ul style="list-style-type: none"> The supermarket had been built at the time of the CSUS study but minor improvements to the accessibility of the parking area have taken place. 	
Newquay Pattern Book	<ul style="list-style-type: none"> Village High St p17 will highlight aspiration for reconstruction of the street 	
Important Characteristics of the area	<ul style="list-style-type: none"> See volunteer survey for more detail. Sits between 3 other character areas that are clearly part of the historic character of the town. Surrounding area is two storeys and would have had street frontage as the rest of Fore Street. Two smaller buildings are 1 storey. Good view from the raised car park towards the north coast, although not a public space. This may benefit an interim landscaping scheme. Sense of space retains some openness of previous use. 	
Key views to protect	<ul style="list-style-type: none"> The view from the edge of the car park through the gap in the building frontage on Fore Street affords views of the North Coastline 	
	 <p><i>Glimpsed views of North Coast from raised car park</i></p>	


Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • If this site is redeveloped, then some more enclosure and frontage on Fore Street would help reinforce this historic route although gaps to maintain glimpsed views of the north coast should be retained as part of the character. • Ideally part of the site should always remain open to reflect the historic development of its distinctive past usage which linked the tramway to the port and a setting for the original whim.
Opportunities for improvement	<ul style="list-style-type: none"> • There is a great opportunity for interpretation on the site in a location where the view down to the sea is evident and to mark the line of tramway, purpose of the original whim and its relation to the harbour (with its tunnel link). Interpretation may also take in the origins of the Deerpark. • Interim opportunities to improve the landscape scheme on the boundaries of the site would be worth considering but these should not stand in the way of a major redevelopment. • Fore Street/Sidney Road corner is a primary location for some improvement to include vertical elements (trees) with opportunities for glimpsed views and potentially some seating.
	 <p><i>Open corner to Fore Street and Sydney Road</i></p>


	4b Industrial Area Wesley Yard	
General description	Wesley Yard, Wesley Court and upper St George's Road area. This has retained a tight urban grain with surviving stone and brick built industrial structures with enclosed working yards. The yards and courts are usually enclosed within a larger residential block facing onto the main streets. These areas face onto smaller lanes and yards.	
		
Key changes since CSUS study	<ul style="list-style-type: none"> Industrial buildings on St Georges Rd [Bullmores] opposite the car park, originally highlighted for sensitive adaptation, have been demolished and replaced with 4 storey mixed use block which changes the scale of the 2storey street frontage. Small landscaped piazza has been created opposite the cinema on the edge of St Georges Road which has not yet met its potential to be a popular meeting place. The cinema is also new and although it is in area 1, it overlooks this area. 	
Newquay Pattern Book	<ul style="list-style-type: none"> See Back Courts p26 	
Important Characteristics of the area	<ul style="list-style-type: none"> See volunteer survey for more detail. Wesley Yard and Court present a distinctive network of backland courts, yards or lanes. Yard and Lane surfaces are often unmade. Comprised of small buildings, generally single storey or two storeys in height. Buildings flexible in use and primarily used for small commercial or industrial business close to the town centre. 	
Key views to protect	<ul style="list-style-type: none"> The lower section of St George's Road opposite the car park affords views of town roofscape and the church tower. 	


	 <p><i>The entrance to Wesley Yard off Manor Road</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • Even though individual uses may change over time, the unusual character of small courts and buildings with retained historic fabric is unique and distinctive. Small scale contemporary design can easily be integrated into conversions to develop a unique mixed-use quarter • Retain the layout and scale of buildings. • Retain any historic fabric - it is an asset to future value.
Opportunities for improvement	<ul style="list-style-type: none"> • The main road junction (Crantock Street, St Georges Road, Manor Road) is poorly defined and dominated by the highway. Improvements could be made to the surfacing, crossing points, kerb lines and surrounding landscape to develop a much stronger sense of place to complement the adjoining landscaped open space. • A careful management plan for the trees on the east side of Lower St Georges Road [pollarding] should be established to ensure these can be retained close to the new residential building and continue to enhance this street. • Make tenants and owners aware of the value of the yards area and encourage retention of historic fabric and the diversity of businesses which are valuable to the town character. Consider signposting from the town centre as an alternative business area and including some interpretation on the site.

	4c: Industrial area – land around the Railway Station
General description	Significant area of land identified for future regeneration. Includes 4 areas of different character and layout. Tolcarne Road, Railway station, Supermarket and Springfield Rd/Tor Road/Fairview Terrace.

	
Key changes since CSUS study	<ul style="list-style-type: none"> • The ASDA replacement of the original Co-op supermarket with minor improvements to car parking area. • Some improvements to the railway station spaces have been made but the anticipated regeneration scheme has not emerged.
Newquay Pattern Book	<ul style="list-style-type: none"> • Historic train station characteristics p35 • Hotel and Station Forecourts p19 • Backcourts p26
Important Characteristics of the area	<ul style="list-style-type: none"> • See volunteer survey for more detail. • Generally comprising one or two storey height commercial buildings • Railway line creates a strong barrier between areas • West side more integrated into residential area.
Key views to protect	<ul style="list-style-type: none"> • Most of this area has no views beyond its boundaries but a glimpsed view is noticed descending Tor Road over a bungalow and between buildings towards St Columb Minor and Quintrell Road in the distance.
	 <p><i>View from Tor Road</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • Principles for the development of the Cliff Road frontage buildings as part of an overall regeneration scheme are included in Section 6 below. • Development of a transport interchange park and ride, bus, rail

	<ul style="list-style-type: none"> • Development of a major public space at entrance to interchange with café/retail uses at this destination. • Incorporate multi storey car park for efficient use of land • Provide strong built frontage to the tramway route • Ensure any incidental green open spaces are usable and not retained as left-over space from highways. • Ensure any retail development is easy to access by pedestrians on safe accessible and attractive routes from the residential areas.
Opportunities for improvement	<ul style="list-style-type: none"> • A comprehensive regeneration of the railway station and adjoining land should be pursued again, with the development of a more detailed and achievable framework plan. This must include the 60's commercial development on the Cliff Road frontage and the small public space that is cluttered and has no sense of place. • Station Parade is no longer an inviting parade or entrance to the station and must ensure it retains active frontages and is an attractive street whether the regeneration is undertaken • Retain opportunities for small businesses close to residential area [such as Tor Road] rather than push out to out of town industrial parks. • Improvement for pedestrians to the supermarket should be considered, this is car dominated and disconnected from residential areas.
	 <p><i>The green area softens the harsh background of the police station [to the left of the picture] but is still left-over space which could be enhanced by better landscaping.</i></p>


	4e Industrial area – The Tramway
General description	This is the route of the original mineral tramway running in the expanded town centre. It has been retained as an important pedestrian link. Its western route follows the line of Manor Road as a two-lane street incorporating the replacement open bus station, to the site of the old Whim engine [now Sainsbury's]. There is a pedestrianised section at the eastern end enclosed by old hedgebanks and walls terminating the rear of properties along the route.
	 <p><i>The sinuous route of the mineral tramway [4e] is shown connecting the industrial areas of the town [in blue] from the rail station in the east to Manor Road in the west</i></p>
Key changes since CSUS study	The development of the bus station on Manor Road
Newquay Pattern Book	<ul style="list-style-type: none"> N/A
Important Characteristics of the area	<ul style="list-style-type: none"> See volunteer survey for more detail. The pedestrianised section of the route is tranquil, and is a quieter alternative route, especially in the busy summer months. The special viewpoint in the pedestrianised section, overlooking Great Western Beach. The historic stone bridge on Bridge Road crossing the route is a key feature.
Key views to protect	<ul style="list-style-type: none"> Viewpoint partway along the pedestrianised section which opens up a dramatic view over Great Western Beach. Views from the bus station of the Church tower along Manor Road. The glimpsed view from the main East Street Manor Road/Trebarwith Crescent junction is very special, seen across the Killacourt.

	 <p><i>From the open viewing point along the tramway</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • Ensure the green character of the enclosing hedges of the pedestrianised section is retained and maintained. • Avoid any further development adjacent to the route that imposes large buildings and boundary walls that are not constructed in local stone. • Do not clutter the route by using for bin storage, or storage areas, or any projecting constructions. • Any painted walls could be enhanced by using a muted colour palette reflecting the colours in natural local stone. • The building at the apex [currently Fat Willy's] is a historic building and very important to the area. This could be subject to a restoration scheme incorporating a good shop frontage and presence in the longer view
Opportunities for improvement	<ul style="list-style-type: none"> • The character of the pedestrianised section of the tramway is being gradually eroded by development and activity on its edges. A “tramway code of practice” to enhance and protect this route could be created in cooperation with property owners. This could also discourage dumping of rubbish on the route. • A creative and sensitive repaving scheme with interpretation could make this very much more distinctive and valued destination in the town. • The area where the route crosses the busy Cliff Road junction onto Manor Road is cluttered and very confusing. This important junction in the town could be significantly improved with a simpler traffic calmed layout and decluttering. • Some consideration of how to discourage anti-social behaviour at the viewpoint along the route would be beneficial.


- The bus station is located at a convenient accessible location on Manor Road, a short distance from the main street, however its presence is completely understated for such an important function and it is not well overlooked. For 2018 an improvement scheme is proposed for, the bus station and its facilities. However there remains an opportunity to undertake a more integrated regeneration scheme that could include more substantial landscaping, place making and potentially include the adjacent 2 storey block-shaped building on the western corner of the pedestrian route into the centre. This could better orientate visitors to the town centre on arrival. Continued provision of the toilet facilities at the site is considered important and requires a joined-up approach to deter anti-social behaviour in this space which is not well overlooked by surrounding buildings.
- Potential work to improve community safety and visibility at the entrance to the route from Bridge Road should be considered. This could be by lowering parts of the wall, installing complementary railings on top and or maintaining the foliage to an agreed height. In addition, there is potential for re-routing or screening of an exposed drainage pipe.




View from the tramway junction with Trebarwith Crescent



	5: Secondary Commercial West
General description	Transitional area between the commercial core and the harbour related residential. Buildings are residential in scale but retain a high level of architectural detailing. Formerly a residential area but most buildings modified to accommodate shops and other commercial uses.
	
Key changes since CSUS study	The Cypress Fir referred to on page 39 of the study has now disappeared.
Newquay Pattern Book	<ul style="list-style-type: none"> • Mixed use buildings p32 – 34 • Village High Street p16
Important Characteristics of the area	<ul style="list-style-type: none"> • See volunteer survey for more detail. • Historic buildings are mostly retained but some elements hidden by later alterations • Rich architectural detailing evident in many buildings while earlier domestic cottages are more modest. • Some historic shopfronts and detailing remain, again sometimes hidden by later additions. • Fore street has more of smaller scale village centre character, but occasional grander larger scale buildings exist. This mix of architectural scale and detail and building types is an interesting feature • Many views of the sea and coast afforded on streets dropping down to the harbour. • Domestic scale and slightly wider street make it feel less enclosed than Bank Street • Predominantly two storeys in height but exceptions to three storeys.
Key views to protect	<ul style="list-style-type: none"> • From Fore Street overlooking the Bowling Green: across to north cliffs – and back to St Michaels Church and townscape • Sea views down Gover Lane and Beach Road • Glimpsed views down opeways and lanes


	<div data-bbox="507 259 1046 665" data-label="Image"> </div> <div data-bbox="1082 232 1414 665" data-label="Image"> </div> <p data-bbox="507 719 1393 786"><i>View from Fore Street car park [left] and opeway next to adjoining terrace [right]</i></p> <div data-bbox="507 792 879 1283" data-label="Image"> </div> <div data-bbox="890 792 1260 1283" data-label="Image"> </div> <p data-bbox="507 1294 1418 1361"><i>View down the side of Fore Street car park [left] and South Quay Hill [right]</i></p>
<p>Key Design Principles to adopt in the area.</p>	<ul style="list-style-type: none"> • Retain any historic fabric in buildings and shopfronts. Investigate to see what does remain and reveal this in any improvement or conversion scheme. • Shopfront design principles are set out in the Cornwall Shopfront Guide with additional references in the Newquay Shopfront Appendix. • New shopfronts and signing should be carefully considered in relation to the architectural design of the building façade. • The public realm and streets should not present any obstacles to free pedestrian movement, this will be a major problem for those who are less mobile. Street displays and A-boards can be an issue. • Any infill schemes for new buildings should respect the scale, form, richness in detail colour and material use of its neighbours to ensure it complements the character of the area.


Opportunities for improvement	<ul style="list-style-type: none"> Understanding and application of the shopfront design guides will have a big impact on improving the quality and attractiveness of this area. Removing or redesigning some of the excessive street signage and street clutter could improve the environment. Key areas include the top of Beach Road. While good pavements exist along most of Fore Street some areas do present difficulty for accessibility and could be redesigned. Key areas include the South Quay Hill corners
	6 Secondary commercial area east [East Street and Cliff Road]
General description	Transitional area in historical expansion of the town centre, between large scale high density in the commercial core and smaller structures on the edge. Focused around the linear spine route dominated by retail. Level topography.
	 <p><i>Area 6 Secondary commercial area East as shown in the CSUS study</i></p>
Key changes since CSUS study	The major change is the development of the hotel and supermarket [Travelodge/Aldi] on the corner of the tramway and fronting onto Cliff Road
New Quay Pattern Book	<ul style="list-style-type: none"> See p 19 for assessment of Hotel Victoria site and relationship to spaces. See page 31 and following for examples of important commercial buildings
Important Characteristics of the area	<ul style="list-style-type: none"> See volunteer survey for more detail. Area dominated by secondary commercial businesses and buildings. Good quality historic terraces High quality surviving architecture and special use of detail, decoration and quality materials evident but marred by many unsympathetic alterations to ground floor and signage. Important public realm focal points: in front of the Railway station, opposite the post office, East Street/Cliff Road junction and in front of the bus station. Focal buildings include the Victoria Hotel and the old Wesley Church. The cordyline palms outside the Post Office are a distinctive landscape feature in that area as are the row planted along the path on the Killacourt.



Key views to protect	<ul style="list-style-type: none"> • View down Trebarwith Crescent across Killacourt • View from Cliff Road past Aldi to the coastline and Atlantic Hotel • View from Cliff Road down the Tramway
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	 <p><i>View of buildings along Cliff Road showing integrated design of long terrace</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • It is essential that the development of buildings along the edges of the settlement that face the coast retain a locally distinctive character in the use of materials, scale, rhythm, architectural form and detail. This can be achieved with contemporary design as well as a more local vernacular. We need to ensure any further developments can help to reinforce that local distinctiveness. • The redevelopment of the station site should include the redevelopment of the buildings fronting Cliff Road. • Cliff Road frontage should be maximum of 3-storeys in height with a clear emphasis on the entrance to the station or transport exchange. • A public space could be incorporated as an entrance to the station and would ideally be enclosed on three sides by buildings giving maximum [retail/commercial] frontage to the space. However maximising sunlight into the space may favour a two-sided space with buildings on the North East and South East – also allowing views of the tramway. • Elsewhere in the area the priority should be to retain any historic structures and any historic detail retained on existing buildings. • In shopfront works investigate and reveal any surviving historic detail. • Ensure new shopfronts and signs complement the design of the existing building and restore original historic shopfronts if possible. • Do not conceal any architectural detail with advertising signs or hoardings. • Important to ensure new development does not negatively impact on important views to the coastline or back to the town centre roofscape



	 <p><i>The impact of buildings on the cliff face overlooking Great Western beach. Note the looming presence of the dark building which has a similar impact on Cliff Road</i></p>
<p>Opportunities for improvement</p>	<ul style="list-style-type: none"> • Redevelopment of the Cliff Road 60's development adjacent to the railway station and adjacent car parks presents the greatest opportunity in this area. • Promote the use of the Shopfront Design Guide and Appendix for Newquay to improve the retail environment. • Consider improvement projects to whole building facades where they may cover several ground floor shops to create a more integrated design. • The area at the foot of Marcus Hill [Bank Street East Street Manor Road junctions]is an incredibly busy, cluttered and confusing junction. It is a really important place in the town centre and deserving of a carefully thought out and consulted integrated public realm scheme. • The area in front of Newquay Railway Station and the station concourse is poorly designed and incorporates piecemeal improvements e.g. railings, canopy, tiling and seating with no overall design idea – a rethink would be beneficial to train passengers and all who pass through this area. • The tall black building that was developed on the site of the original Blue Lagoon club is out of scale with the surrounding townscape and detracting because of its dark materials, screened glazing and lack of relationship with the surrounding area. Any opportunity to redevelop this site or re-clad the building could bring significant improvements to the townscape and should be promoted.
	 <p><i>The station entry and commercial frontage on Cliff Road</i></p>

7 Towan Promenade and Killacourt	
General description	Victorian expansion of the resort taking advantage of clifftop location and proximity to commercial centre. Strong urban forms with crescents and the large open space of Killacourt. Overlooking sheltered Towan Beach and the iconic Jago's Island.
	 <p><i>Area 7 Towan Promenade and Killacourt as shown in the CSUS study</i></p>
Key changes since CSUS study	None identified
Newquay Pattern Book	<ul style="list-style-type: none"> • See page 31 and following for examples of important commercial buildings
Important Characteristics of the area	<ul style="list-style-type: none"> • See volunteer survey for more detail. • The Killacourt is a vitally important amenity space for the town, including the bandstand, a regular venue for outdoor events. • The Killacourt affords wonderful views of Newquay Harbour, Towan Headland and The Atlantic Hotel, The Island as well as the coastline towards Trevoze lighthouse and no encroaching high building should be allowed to impede this vista.
Key views to protect	<ul style="list-style-type: none"> • The Killacourt affords wonderful views of Newquay Harbour, Towan Headland and The Atlantic Hotel, The Island as well as the coastline towards Trevoze lighthouse and no encroaching high building should be allowed to impede this vista. • Many of the streets in this area afford special views of the sea that are framed by buildings on the street and coastline such as Gover Lane, Beach Road, Trebarwith Crescent, Island Crescent. • Other routes running parallel to the coast edge have more open views such as The Crescent, Island Crescent. • The best view is probably enjoyed from the viewing/seating area between the bowling green and car park and from that location of Fore Street

	 <p><i>Iconic view from the Killacourt towards the Atlantic Hotel and Newquay Harbour</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • It is essential that the development of buildings along the edges of the settlement that face the coast retain a locally distinctive character in the use of materials, scale, rhythm, architectural form and detail. This can be achieved with contemporary design as well as a more local vernacular. We need to ensure any further developments can help to reinforce that local distinctiveness. • All new design proposals should be assessed for their visual impact on the coast and cliff edge when viewed from other points outside this area. • The characteristic scale of buildings and their rhythm and proportion of façade design is an important characteristic of the cliff edge townscape and should be retained unless there is a very special case made for an unusual setting. • No encroaching high buildings should be allowed to encroach on or impede the views and vistas identified.
Opportunities for improvement	<ul style="list-style-type: none"> • The bandstand in Killacourt is a vital asset to the town but could benefit from an improved design.

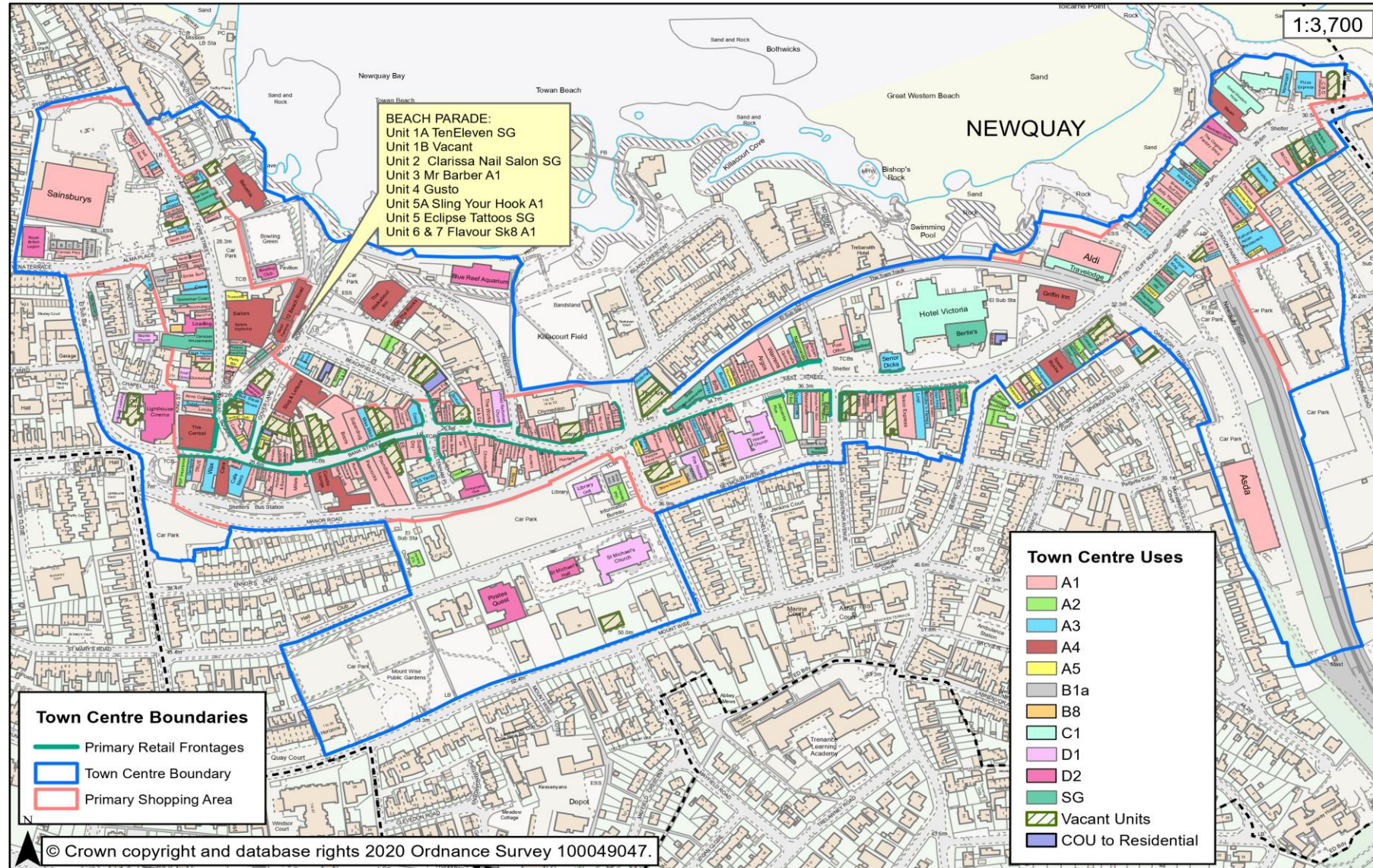
	10a Mount Wise residential and 4d Industrial site
General description	Predominantly loose grid layout of dense housing including close set terraces and a few larger villas. Small pockets of commercial space are intermixed and work satisfactorily. Many back lanes and pathways exist providing routes into the town centre.
	 <p><i>St John's Road leading to Jubilee Street and Fernhill Road</i></p>  <p><i>Red boundary above shows this study area.</i></p> <p><i>This study area includes part of CSUS area 10 [below left] and 4d [below right]</i></p>

	
Key changes since CSUS study	<p>Many new apartment blocks have been developed, the majority of these are out of scale with the surrounding buildings and have a negative impact on longer views. The main example is the Horizon Building at six storeys. The development at the corner of St Georges Road and Mount Wise is 4 storeys and also stands out due to the untypical form and use of materials.</p>
Newquay Pattern Book	<ul style="list-style-type: none"> • See house details and typologies p40-43 • Industrial building p46 • Residential Streets p21-22
Important Characteristics of the area	<ul style="list-style-type: none"> • See volunteer survey for more detail. • Properties step up the sloping topography of Mount Wise creating distinctive stepped terraces retaining quality architectural detailing such as repeating bays. • Many tree lined terraces with strong forms and enclosure of the street. • Terraces often set back between small walled front gardens. • 2-3 storey height with attic rooms. • Mount Wise Gardens is an important public space with dramatic views of the townscape, Newquay Bay and the north coastline
Key views to protect	<ul style="list-style-type: none"> • The view from Mount Wise Gardens – particularly noting the Atlantic Hotel and even the war memorial/beacon above the roofscape • The view along Mount Wise towards the church with tall residential buildings
	 <p><i>Mount Wise Gardens</i></p>

	 <p><i>View along Mount wise towards the Church</i></p>
Key Design Principles to adopt in the area.	<ul style="list-style-type: none"> • Do not build over the typical height of surrounding buildings which is two or three stories with attic rooms depending on the street. • Ensure any infill development on the main streets retains the scale and rhythm of the street frontage, street enclosure, building lines and roofscape. • Encourage the retention of mixed uses in the area to help develop local micro businesses. Pay special attention to avoid conflicts over noise, parking, in mixed use areas. Ensure other uses buildings reinforce the enclosure and street building lines and local materials where appropriate. • Avoid the loss of any historic fabric in new schemes. Whole buildings, surfacing materials, incidental outbuildings and particularly walls should be retained and incorporating them into the design.
Opportunities for improvement	<ul style="list-style-type: none"> • Large unused commercial site (old Jewson's site) presents a good opportunity for integrating new commercial, light industrial or residential into the area. Major opportunity to retain and convert the distinctive stone building. The old knitting factory in Crantock Street is a good example of a conversion scheme. • There are many opportunities to improve (often unadopted) back lanes which suffer from poor surfacing and dumping rubbish. These could have improved lighting especially where used as pedestrian routes into the town.
	 <p><i>Historic stone pumping house in area 4d with potential for conversion as part of wider regeneration scheme</i></p>

Newquay Town Centre

August 2020



Am I in Biarritz in France or Newquay in Cornwall?



Newquay



Biarritz



Biarritz



Newquay

It was in the mid-19th century that Victor Hugo discovered Biarritz, a charming fishing harbour in the **Basque country**. Since then, Biarritz has remained **one of the most welcoming towns in France**.

Newquay's Headland Hotel (above) opened in 1900 following on from the Great Western Hotel which opened in 1879, both built by Silvanus Trevail to provide accommodation for the Victorian tourist. Newquay is **now the surf capital of the U.K. and welcomes large numbers of tourists every year**.

Each has its own **small charming harbour**.



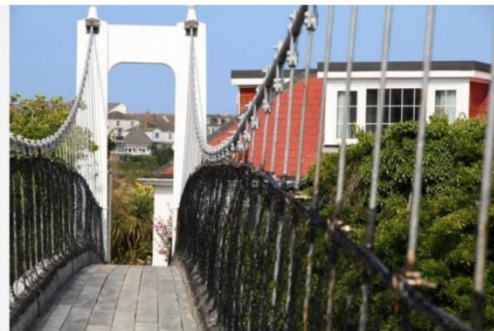
Its own **busy streets**



And markets



An island bridge.....



Today, Biarritz stands as a very ambitious town, its development based on its great ability to attract tourists. The town orientates towards tourism and services for its economic development, by adopting a dynamic cultural policy and developing activities in the low season. The accent is, of course, put on business tourism with seminars and congresses. Biarritz also comes first with sports such as **golf** and **surfing**, fitness with seawater therapy, a rich tradition of fine cuisine and prestigious hotels, and the casino.

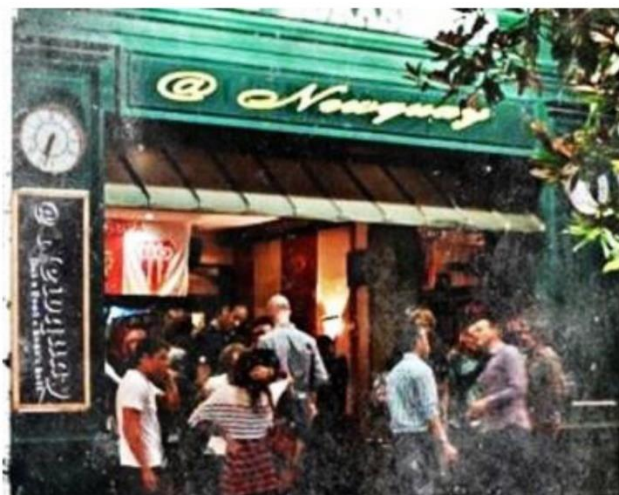
Newquay may be a little behind in spreading its offering for the 21st century but it is a town with a big ambition and is committed to transforming itself again for the benefit of its residents, its businesses and its tourists. It has the hotels, a wide spread of excellent cuisine, second to none water sport opportunities and a fantastic golf course.

Newquay share the ambition of Biarritz as stated in its marketing information: - preservation of the environment is one of Biarritz' priorities and the town has devised a new planning strategy for itself in order to preserve its beautiful sites and way of living. This is the journey that Newquay is embarking on in 2021.

One is a **museum and community space** and the other currently a **retail location**.



Can there really be two places so alike and yet **700 miles apart**.....



Now is this Newquay or Biarritz?

Community and Stakeholder Engagement – definition of what the Town Team aims to do – historically lack of information is something that people in Newquay would criticise authorities with, hence the emphasis

These ambitions will be achieved by the Town Team working alongside the Consultants as some Insight Groups are key one to delivering change within the town and others will for the passing on of information/plans thereby ensuring early buy in for the changes that need to happen/ collecting feedback to help refine and check reality/need of the interventions proposed.

Engagement objectives are as follows:

- to develop a detailed understanding of key issues, challenges and opportunities
- obtain qualitative and quantitative data that can be used to inform the development of specific projects / priorities
- understand market expectations
- understand community expectations on a local level
- identify co-funding opportunities from the public and private sectors
- evidence the need for Government funding
- galvanise support for, and inspire ownership of, the town centre
- develop and validate ideas
- provide additional (supplementary) metrics from engagement intelligence

The outline of the “engagement” process is to identify:

WHO the key stakeholders and target audience are we wish to engage with,

WHAT we want to know,

HOW best to engage, recognise different methods of engagement and what will be required to suit all stakeholders,

WHEN the key stages of engagement and communication are,

OUTCOME Community ownership, pride in the project and increased levels of community trust as successful engagement will foster better outcomes, overcome challenges, and ensure priorities are assessed in response to public opinion and local need, thus strengthening community links and maximising public support for the project’s success.

WHO? [Links to directory listing – see separate file on teams]		
Audience/groups	Existing networks / places to target engagement activities for each group	Potential barriers to engagement for these groups
Residents (all demographics - who visit often and those who don't.) How far geographically do we engage? Goldings, Nansledan, Crantock, etc.	Physical <ul style="list-style-type: none"> Homes (postal) Library Council offices Places of worship Retirement housing Youth Council / Youth Groups Colleges Schools Healthcare practises/offices Residents associations Visit Newquay offices Digital <ul style="list-style-type: none"> Council newsfeeds & Social media Websites/social media feeds of above groups and organisations. Mailing lists/databases 	<ul style="list-style-type: none"> COVID restrictions Lack of time Language barriers Disabilities, e.g., mobility difficulties, hearing or visual impairments. COVID restrictions. Lack of time. Engagement not relevant Appropriate channels of engagement. Information not accessible always. Residents who chose not to come into town. Socio-economic factors (fiscal policies) Survey fatigue Trust
Day visitors <ul style="list-style-type: none"> Education Employment Recreational 		
Night Economy visitors <ul style="list-style-type: none"> Restaurants/pubs Bars/clubs 		
Town Centre Businesses (Bid levy payers and Non bid levy payers)		
Employers		
Landowners and Landlords (existing and potential for new as part of regeneration)		
Community and Voluntary Sector Groups		
Not for profit organisations representing hard to reach and minority groups (vulnerable adults, older people, low income, people with disabilities, LGBTQi, faith groups, young people)		
Event organisers		
Public service providers		
Innovative technology businesses and experts (Emerging trends and opportunities)		
Business development/Infrastructure managers for projects in the wider area (aero/space hubs, airport, etc.)		
Hard to reach groups		

WHAT?	
Key Stage of work to develop the Town Centre Development Framework	Why engage? What do we want to know? Where are we now? Where do we want to be? How are we going to get there? How will we know when we've arrived?
Early data gathering	<p>Incorporate information already available from previous research/consultation activities and any other community intelligence.</p> <p>Community and stakeholder engagement to kickstart the project, ensure the community are involved from the beginning and throughout and obtain buy-in for town teams guiding principles of engagement, sustainability and the environment.</p> <p>Further engagement to revisit strengths and weaknesses, opportunities, and ideas about Newquay to reflect what is needed in 2021 and into the future whilst taking account of the impact of Covid and other changes.</p> <p>Feed all previous and new info into the analysis, what projects exist and what new opportunities and solutions have arisen to feed into early identification of potential projects.</p>
Developing the “ambition” for the town centre.	Wide ranging consultation to understand where we are now, where we want to be and what needs to change. Extensive engagement to develop a collectively agreed “ambition” for the town centre.
Draft Ambition, strategy, and emerging project brief	<p>Testing the ambition and objectives – do they have broad agreement and support? Is there a clear read across the issues and opportunities identified?</p> <p>Sharing information on the extensive list of potential projects to identify broad areas of support. Sharing information on the process by which a short list will be derived and encourage stakeholders to have their say on project proposals.</p>
Project prioritisation	Engaging with stakeholders to include their opinions on project prioritisation and development of shortlist of projects.
Draft Town Centre Development Framework	<p>Project level stakeholder engagement – working up project details with relevant stakeholders/delivery partners and carrying out bespoke project-specific consultation.</p> <p>Sharing information on the emerging Town Centre Development Framework and continuing to invite stakeholders to have their say.</p>
Post finalisation of Town Centre Development Framework	Communicating updates regarding funding opportunities, grants submission and next steps.
Once funding opportunities identified	<p>Engagement in developing detailed projects and business cases.</p> <p>Engagement in project delivery.</p>

HOW?	
Ideas	Detail
Dedicated website and social media pages	
Surveys and interviews	
Telephone and call rounds	
Newsletters/Mailing lists?	Databases that exist already include BID (400+ businesses) Town Council 400+ interested parties. Tourist Information Centre (4000+) Volunteer sector forum School newsletters.
Posters/Community Notice boards?	
Flyers/Mail shots	
Pop up stalls at events/ Pop up shop in town	
Broadcast Media	Newquay Voice Cornwall Live Cornish Guardian Newquay Trader Radio Newquay Pirate Radio
Focus Groups/ Workshops	
Public Meeting/Open day	
Other	

WHEN?		
Stages of developing the Town Centre Development Framework	Consultation / Engagement Timeframe	Methods of Consultation/Engagement
Early data gathering. Where are we now?		
Developing the “ambition” for the town centre. Where do we want to be?		
Draft ambition, strategy and emerging project brief How will we get there?		
Project prioritisation How will we know when we have arrived? (What does success look like?)		
Draft Town Centre Development Framework		
Post submission of Town Centre Development Framework		

New for 2021 – The Newquay Town Team

The Newquay Town Team is a partnership between businesses, voluntary and community organisations, resident associations, BID, Newquay Town Council and Cornwall Council together with local residents and stakeholders. It aims to provide co-ordination of development activity within the Town making Newquay a thriving, sustainable community that offers a secure home, a decent income and a great environment for all.

The Town Team has attracted the attention of the UK Government's High Street Taskforce due to its grass roots approach and will work with their experts and resources to leverage and exploit every opportunity that comes in Newquay's direction.

Funding from Cornwall Council will allow the Town Team to consult widely with all parts of the community to develop a strategy to revitalise the town centre to facilitate a vibrant, safe and supportive community where people help each other live well. It will ensure that the projects are agreed by all of the involved stakeholder parties, and that they reflect the actual needs of the community and the town, before monies are sought.

The Town Centre Development Framework will look for a variety of projects (arts/culture, leisure/events, spatial and heritage) and attempt to find the funding for such to be brought to fruition in a two to ten year time period by bidding for community levelling up monies, town deal and lottery funding along with any new sources that become available.

The projects will seek to:

- Further the ambitions laid out in the vision for Newquay by the Town Council in its Neighbourhood Plan;
- Assist with the delivery of the vision and objectives laid out in the Newquay Business BID plan for its 3rd term
- Complement the six transitions to obtain the goals of Cornwall Council's Together We Can Vision for 2050
- Ensure the golden threads of Health and Wellbeing and Net Carbon Zero are developed alongside the other emerging plans/policies of Cornwall Council's Prosperous Cornwall 2050.



OUTPUT: Town Development Framework including a cohesive investment plan and public engagement strategy. This will include:

- a spatial framework setting out land use, design and management principles and development opportunities.
- a review of traffic flow, accessibility, walkability, cycling, and wayfinding projects needed to align with the DfT LCWIP Plans for Newquay. Coordination with Cornwall Council's transportation team required.
- a strategy identifying 3-6 high level interventions which have potential to achieve the required outcomes of providing a more diverse mixed offering and town centre regeneration including an assessment and short list of key buildings/sites that can attract commercial investment opportunity.
- identification of key projects supporting each intervention with detailed rationale including a preferred implementation order, action plan, project outcomes, investment, delivery, and funding strategy for each.
- a mechanism to determine and identification of priorities for short-, medium- and long-term delivery, any quick wins/meanwhile uses.
- a set of appropriate, deliverable investment proposals suitable for attracting investment and ready for capital bids. Final stage preparation of identified key projects to be "bid ready".
- an engagement report setting out a plan for ongoing inclusion of stakeholders/community, analysing participation and detailing findings including an initial indication of the range of emerging themes and initiatives.
- a report looking at the outcomes of the overall project measured against the Climate Change and Social Impact Decision Wheel (Town Team produced in conjunction with Cornwall Council)
- engagement with the High Street Taskforce regeneration programme - Restructuring, Repositioning, Rebranding and Reinvention (Vitality and Viability Factors, and the Route to Transformation Map)

The framework, investment plan and engagement strategy will take into account key transformational factors including:

- land availability for re-purposing/re-development, public realm, natural and historic environment assets, the existing levels of and required need of retail, office, workspace hubs residential, cultural, visitor, community and leisure facilities,
- other projects planned in and around Newquay, working with the Town Council, Cornwall Council ,BID and the Town Team to understand other significant projects,
- national and local responses to climate change,

- demonstration of how the proposals align with global national, regional and local policies with increased national focus on social infrastructure, mobility, accessibility and inclusion,
- changing trends in future of high streets and working patterns (such as homeworking, co-work spaces),
- digital connectivity needs / technology
- the measures of success needed to ensure economic, societal and cultural benefit
- the changing nature of tourism in UK coastal towns

Unlocking Your Place Potential – Report and Feedback



Newquay Town Team

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About the visit and this report

The High Streets Task Force visited Newquay on Monday 6th September 2021 to undertake an *Unlocking Your Place Potential* diagnostic visit. Steve Millington and Joe Barratt were the High Streets Task Force Experts undertaking the visit.

The attendees representing Newquay can be found in Appendix 1.

The purpose of the visit was to diagnose the main barrier to your transformation. In other words, what problems, if not resolved now, will make it difficult for the town to make change. To do this the Expert wanted to understand more about the challenges facing the town, your plans for transformation, meet key stakeholders, ask questions and tour the town.

As a result of the diagnostic process, the Expert has identified the historical positioning of Newquay as 'just a holiday town', with little understanding of the needs of the resident population and capacity to understand and react to significant macro opportunities and challenges, as the main barrier to transformation.

The town faces some significant challenges if it is to become a successful visitor destination that also serves the needs of the local community, in a sustainable fashion.

The rest of this report identifies the strengths of the town, the main barrier to transformation the Expert found, as well as clear recommendations the Local Authority and partners can action now to accelerate the transformation process. The report ends with a list of High Streets Task Force Products that the Expert has prescribed.

On behalf of the High Streets Task Force, may I take this opportunity to thank attendees who gave up their time to attend the meeting, and who contributed to a frank and positive discussion. Thank you to Jennifer Dixon and Shirley Williams and the rest of the Town Team for organising the session and those that led, and contributed to, an informative and well-planned town tour.

From reading the feedback from the visit, and this report, I can see you have a lot going for you in Newquay – and many strengths both in the town and in your people. The High Streets Task Force is here to help you build on those strengths, and I hope you find it useful.

A handwritten signature in blue ink, reading "Simon Quin", with a horizontal line underneath.

Simon Quin

Executive Director High Streets Task Force

Newquay – Strengths

- ✓ Low vacancy rates
- ✓ Strong array of independents
- ✓ Evidence of recent commercial investment in the town
- ✓ Immediate access to beautiful natural assets
- ✓ Strong visitor and tourism economy
- ✓ Successful small business incubator scheme
- ✓ Evidence of emerging partnership working
- ✓ Evidence of community engagement
- ✓ A positive, place-focussed digital sentiment picture (from Maybe* data in HSTF dashboard)

Newquay is a very attractive town, which boasts a strong tourism economy during the summer months. It has the footfall signature of a ‘holiday town’¹. Its close proximity to the beach makes it an ideal location for holidaymakers, with multiple attractions, such as the zoo, aquarium and cinema, complementing its many natural assets and their associated activities. There is a strong culture of independents and evidence of recent commercial investment which shows that, despite the economic impact of the coronavirus, confidence in Newquay’s economy remains high.

Further evidence of Newquay’s strong post-Covid performance can be found in their footfall figures which, in July 2021, saw an 11% increase when compared to the same period in 2019. Whilst some of this can be attributed to the ‘staycation’ trend that has swept the UK as a result of holidaymakers being prevented from travelling abroad, it is worth noting that towns across the South West saw a 25.8% decrease in footfall during the same period and the average UK ‘holiday’ town also saw a 11.8% decrease. This clearly indicates that Newquay is an attractive, compelling destination for visitors which is markedly outperforming both nearby towns and the average UK holiday destination.

¹ <https://squidex.mkmapps.com/api/assets/ipm/footfall-a-key-performance-indicator.pdf>

4Rs Framework and our method

The aim of the Unlocking Your Place Potential workshop is for our High Streets Task Force Experts to identify the key barrier(s) to the improvement of your high street and recommend an appropriate strategic response. To enable our experts to do this in an evidence-based way, the High Streets Task Force uses its '4Rs Framework'.

Research has identified 237 factors that impact on the success of the high street. However, it is too overwhelming to think of all these at once, so we have developed the '4 Rs' framework to provide some structure to the incredibly complex practice of place transformation. Without a framework, it is easy to be drawn into so much detail that you cannot see the big picture.

When you simplify the process of renewal, the reasons why so many regeneration plans do not result in the changes people expect fall into 4 categories:

- The problems facing the Town Centre were not accurately identified
- The plans were good but not enough changed
- The place changed but people's perceptions did not
- There were fundamental issues with governance or the spatial layout of the place

We looked at these problems across the UK and identified 4 strategies to address them, *repositioning*, *reinventing*, *rebranding*, and *restructuring*. So, the framework distinguishes between the processes of analysis and decision making (repositioning), effecting change (reinventing), communication (rebranding) and governance/spatial planning (restructuring). More detail on each of the '4Rs' is set out below.

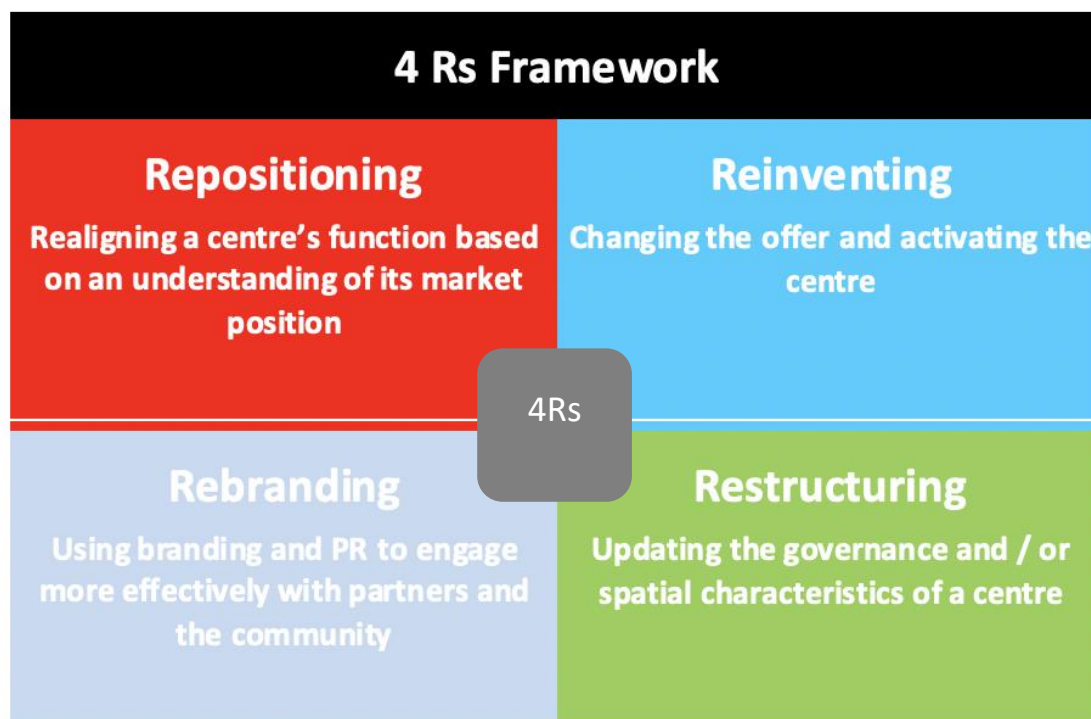


Figure 1: 4Rs Framework

Although the town, and its people have many strengths, we did identify a number of weaknesses. We have grouped these using the 4Rs framework – see below.

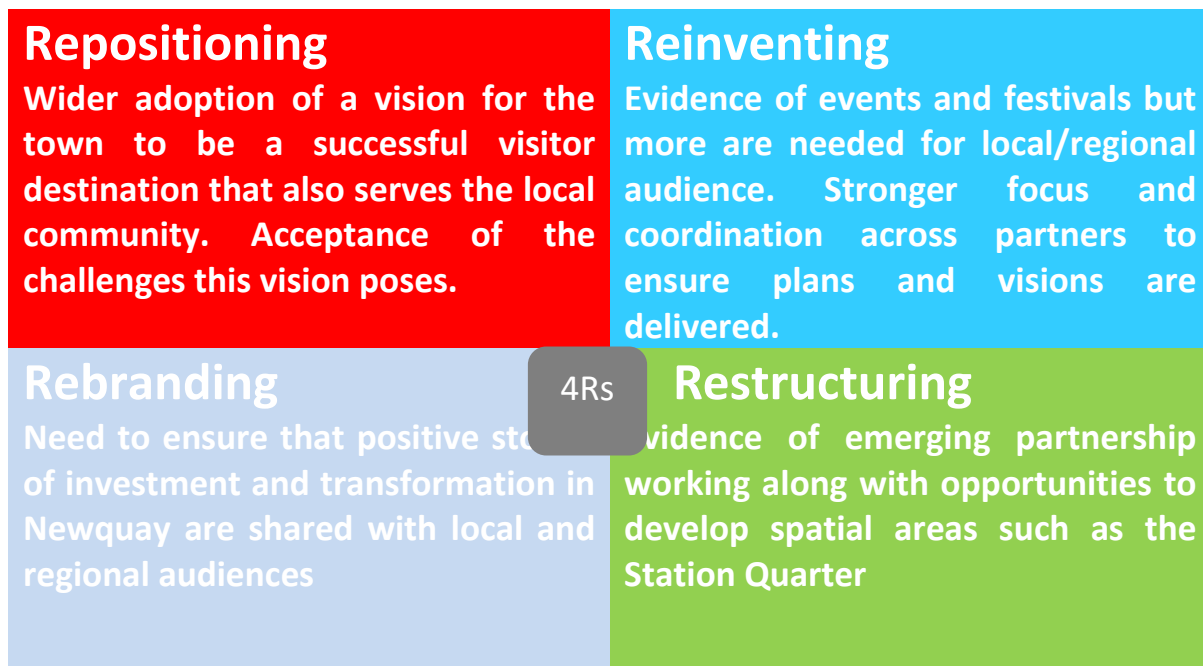


Figure 1: 4Rs Framework

We used all the information we had to identify which of the descriptions above fitted the evidence we had collected. We collected this evidence from looking at your strategic documents, the Unlocking Your Place Potential visit, including our meeting, discussions, exercises and the town tour. We also included the information we found out about Newquay from our desk research.

We then grouped each piece of evidence under the 4R headings of Repositioning, Reinventing, Rebranding, and Restructuring.

By classifying every clue, we could see how these are grouped and where Newquay is facing major barriers. This then allows us to recommend suitable strategies to overcome these. These strategies are *ways of working*, rather than ‘magic bullets’ relating to any particular intervention in your town.

As mentioned at the start of the Unlocking Your Place Potential visit, you are the experts in Newquay. You can see the major barriers to your transformation in the next section.

Fishbone Analysis

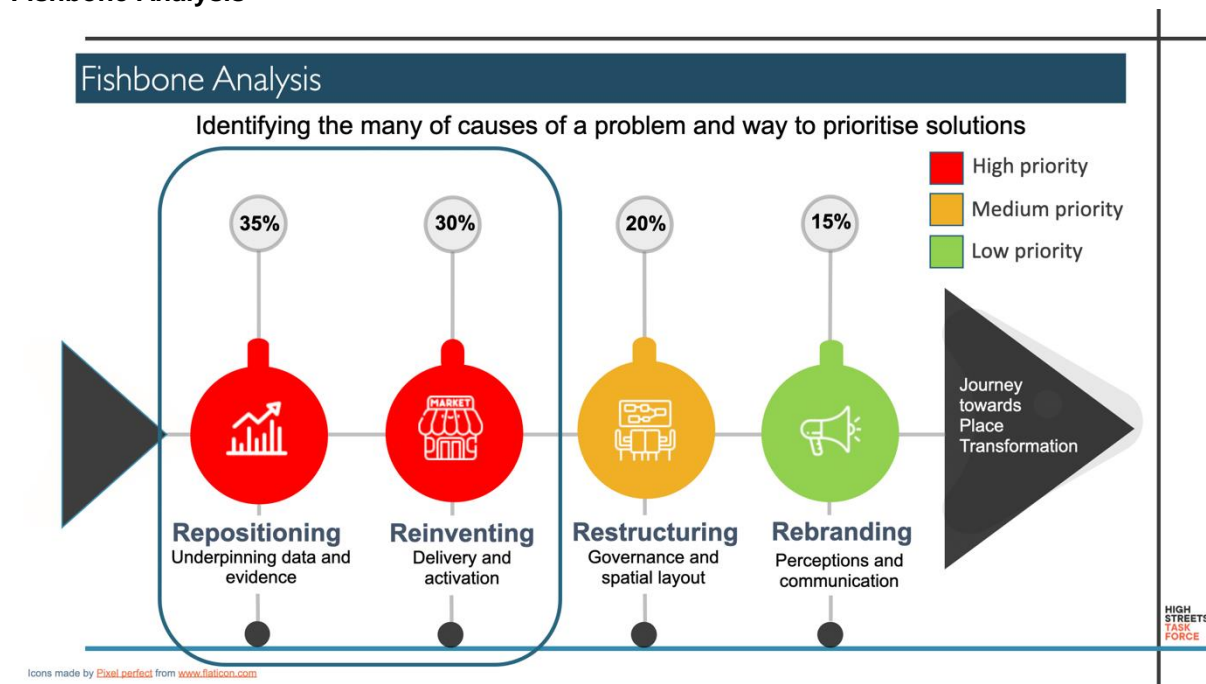


Figure 2: Fishbone Analysis

The aim of the Fishbone is to help you understand the underlying causes or barriers to transformation in your place. The idea is to capture problems and present them back in a prioritised manner, so you are aware of what needs to be tackled first. Having completed our desk-based research and Town Tour, we identified “Repositioning” as your main priority, followed by “Reinventing”, then “Restructuring” and finally “Rebranding”.

Newquay needs to prioritise repositioning; a shared understanding of the challenges facing the town and associated with evolving into a successful visitor destination that also serves the needs of the local community, in a sustainable fashion. Follow that up quite solidly with reinventing, putting plans into action, before restructuring, finessing the governance/spatial layout and delivery to suit the change momentum achieved, and finally, rebranding, getting the message out about your positive place transformation.

Repositioning: As you may recall, the desk-based research highlighted that the Lower Layer Super Output Area for Newquay town centre suffers from high levels of deprivation across a number of important areas. This includes being in the top 10% of deprivation for Employment, Crime, Health and Living Environment, and being in the top 20% for Income deprivation. Usually, we would only list high deprivation as one factor, however, as we have no THYS [this is your high street report] or EOI to gather clues from, we’ve listed each one as its own ‘clue’. Whilst this may “overweight” the category, I believe it is important that the high-levels of deprivation across a range of IMD factors in Newquay are given enough of a focus in our recommendations.

Further ‘clues’ in the repositioning category include that, according to the Centre for Towns, Newquay has the highest proportion of people employed in the accommodation sector (26%) of any town or city in the country, the highest percentage of its workforce exposed to coronavirus of any town across the country (56.2%) and is ranked the 6th most socially isolated town in the country.

There is also the unaffordability and unavailability of housing, especially for a local workforce. We heard about this on the trip and a quick search on Zoopla around the time for our visit found very few properties available to rent nearby.

Reinventing: As with most high streets across the UK, Newquay's town centre needs a degree of re-invention i.e. diversified away from a purely retail environment to become more varied and consequently more resilient. Consumers and residents now choose to spend time in town centres and high streets for the experiences they offer, not just for functional purposes.

Advances in digital technology have driven changes in ways of operating which could not have been anticipated ten years ago and these have been accelerated by societal need to live with Coronavirus. Against this background, Newquay needs a more holistic appreciation and understanding of the total high street experience that it could and should offer.

Newquay has the advantage of being in a beautiful location, but it has high exposure to the elements and this brings the need to consider the effects of the weather on visitors during the colder & darker days of the year.

Consideration should be given to intensification of residential uses in the town centre. This would naturally increase footfall, to the benefit of local shops, cafes and facilities. This may present challenges in terms of cars/parking, transport and movement in what is a relatively small area and any such programme would also require a balancing of needs between residents and the night time economy, but it could support the reinvention that the town centre needs

Opportunities exist for further events, festivals and cultural activities within Newquay as such have shorter lead times and would serve to add to footfall more quickly by drawing the residents into town from the immediate surrounding areas in Cornwall.

Reinventing is the delivery and activation section of any plan towards transformation. It is known and accepted that Newquay has made many plans in the past that have not seen the delivery of expected changes, so we believe that action will speak louder than words. Projects do not all need to be large and expensive ones but there must be an active direction of progress sufficient to change the perceptions of the local population.

Diagnosis of main barrier to transformation

As a result of the diagnostic process, the Experts have identified repositioning as the main barrier to transformation in Newquay. Newquay has a very strong seasonal economy and whilst this is economically beneficial, it can easily overshadow the importance of the town to the local community – and make it difficult to pursue strategies to make the town more liveable and sustainable in the longer term.

Although Newquay boasts a strong visitor economy in the summer months, we believe that more can be done to reposition its offer during the off-season winter months in order to deliver a more compelling and attractive offer all year round.

For example, in April 2021, footfall was 45% down in Newquay when compared to figures in 2019. Whilst many places across the country have suffered reductions in footfall due to the impact of the coronavirus, when compared to the rest of the South West during this period, Newquay is a further 10% down. This shows that other parts of the region are more resilient during this time of year. Therefore, becoming more appealing as a destination, particularly for local and regional visitors, during the off-season months should become a priority.

The aim is to consciously flatten the demand curve (pushing demand to edge/out of season) as during the peak summer weeks the incredibly high volume of footfall puts a lot of pressure on the town's infrastructure and the ability of businesses to service this demand. The widespread adoption of the aim to become a successful visitor destination which also serves the needs of the local community, in a sustainable fashion should help the Town Team and its partners align on immediate and longer term plans and strategies that have a more collective and positive impact on the future of the town and its surrounding community.

Consideration should also be paid to how these visitors arrive into Newquay. We understand that a trial park and ride scheme was successfully run in August 2021 with over 40,000 passengers using this across the 6 week period it operated. This should be considered for future years along with the potential of a park and rail option. It was during the town tour, that our team noticed the area needing the most attention was the Station Quarter. Although passenger numbers are currently low, it is potentially one of the main gateways to Newquay in the medium to long-term. Its built environment currently reflects poorly on the rest of the town centre, but offers significant opportunity to provide some of the elements that the town centre lacks.

From our town tour, it was also clear that Newquay has good partnerships in place and features a wide variety of impressive independent retailers. In order to attract more regional visitors, however, we would recommend that more is done to assess how Newquay communicates the strength of its offer to a wider Cornish audience.

During our conversations, it was clear that there is still a perception with the wider public that Newquay is predominantly a 'party town'. Whilst much has already been done to pivot the offer away from this and towards a more discerning visitor profile of couples and families, this is perhaps not being best communicated to the local Cornish public. This doesn't require the rollout of an expensive national PR campaign, but instead some targeted good news stories told from the perspectives of residents, businesses and visitors featuring their success and the experiences that the town has to offer throughout the whole year.

We were impressed with the recent renovation of the Killacourt to make the space more accessible for visitors and provide opportunities for small businesses to operate in an affordable way. However, we would recommend that support is provided to these businesses in order to help them scale up their operations and transition to the empty units on the high street. This in itself would be a great story to promote and would demonstrate the benefits of having a retail eco-system in place which provides an accessible starting point for new or emerging small-scale businesses before they take the step to invest in a high street location.

Whilst overall vacancy rates are low in the town, this may mask discrepancies across different types and scales of units, so more understanding of the size and other features of vacant properties (e.g. ownership, quality, frontage etc.) would help manage the pipeline in a more proactive way.

It was very clear from our meeting that there is a huge amount of enthusiasm and support for the town from Cornwall Council, Newquay Town Council, BID and the local community. More frequent and open communication between all partners will benefit your efforts to drive positive change in Newquay and we would recommend that regular updates and discussions, facilitated through the Town Team, continue to take place in order drive forward your plans for improvement.

Recommendations

To unlock the potential of Newquay, we are recommending a strategy of **repositioning**, with the aim of becoming a model for sustainable destination towns, across the country – in other words a town that continues to attract and delight visitors whilst being liveable, sustainable and viable for residents and local businesses. We understand it is not easy for towns that have a strong visitor economy to address the wider challenges they face, so we are giving you six recommendations that if you adopt, will lead to significant improvements.

1. Share the final version of this report with everyone that attended the Unlocking Your Place Potential meeting and other senior staff within Cornwall County, Newquay Town Council and Newquay BID.
2. Adopt the simple (but ambitious) aim of redefining the function of Newquay as a destination town – one that is liveable, sustainable and viable to residents while still continuing to attract and delight visitors. Use events, branding and PR to widely communicate the aim and ensure the town team and other partners identify how their work/investment/activity etc. contributes to this aim.
3. Identify, share and communicate the major challenges facing the town that impede its transition to a successful year-round holiday destination that meets the needs of its local catchment in a sustainable fashion. Ensure these challenges are widely communicated and understood by delivery partners – and that all plans and activity are assessed to show how they tackle these challenges (assess the impact they will have). Challenges should be a mixture of those that can be addressed in the short-term and longer term, and of varying sizes and cost to maximise the potential for private and public financing opportunities.
4. Keep a database of properties to understand (and manage) usage, tenancy and vacancy more effectively.
5. Develop a management and measurement matrix to show the progress you are making towards meeting your aim and tackling your challenges. This should also link back to showing who is responsible for what.
6. Develop a template for ensuring the aim and challenges can be easily ‘baked into’ Newquay local development plans – this should be done in partnership with Cornwall Council. Use the Station Quarter as a worked example?

A couple of additional recommendations which sit outside of the Repositioning strategy:

7. A local/regional PR campaign to reposition the town for families, couples and water sports/outdoors activity seekers including the outdoor creative and culture offering.
8. A business buddying or mentoring scheme (covering green and blue technologies and creatives) to manage a pipeline of businesses from incubation (such as the Killacourt, CSpace and other work-hubs throughout the town) onto the high street.

We hope these recommendations are useful. As we explained in the Unlocking Your Place Potential visit, you are the experts in Newquay, not us.

Nevertheless, we have experience of working with many towns around the country that face similar challenges – so when we undertake a diagnostic visit we are well trained in looking for strengths and weaknesses in the town's offer, as well as the structures and processes that manage and change a town.

High Streets Task Force Product Prescription

Based on our recommendations, we would like to offer you the following products. This has been decided after considering your key barriers to transformation and what we have concluded as the best way to help you achieve your transformation goals.

High Streets Task Force Products Prescribed:

Product prescribed	Rationale
Expert support or Mentor support	<p>Further detail regarding this support can be found in the attached product summary/guidance documentation.</p> <p>Expert – someone on hand to design activities for first five recommendations. Who can also run/facilitate workshops etc.</p> <p>Mentor – someone on hand to help them implement the first five recommendations. Who can also run/facilitate workshops etc.</p>
Workshop	<p>I have recommended that following the above Expert or Mentor support, Newquay would benefit from a Place Making Programme workshop (to agree challenges and ensure widespread adoption of aim). The above Expert/Mentor visit will be an opportunity to further discuss this product with you, to ensure that it is something that you will benefit from. If during the Expert/Mentor visit the need for the workshop is agreed, arrangements will begin to put this in place, and further guidance supplied.</p>
Online learning/resources	<p>Developing Place Analysts – online training: This training course, run by HSTF partner Springboard, will upskill practitioners in understanding how data can benefit users in the place management industry. <i>To put yourself or a colleague forward for this training, please complete our online form.</i></p> <p>Repositioning: developing collaborative, inspiring visions that achieve change – this webinar helps place leaders consider their local vision, how this can be formed most effectively, and how it can impact the transformation of high streets. You can view this online resource here.</p> <p>Unlocking High Streets through Public and Private Collaboration – this webinar focuses on collaboration on high streets, particularly on what lessons can be learnt from the past and what new models need to be</p>

	adopted to meet the current challenges. You can view this online resource here.
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Next steps:

Please liaise with your Operations contact to make arrangements for the delivery of the next stage of your support. The Operation team are available to assist with any queries relating to the delivery of the above support, so please do not hesitate to get in touch if any aspect is unclear. More information about all of these products can be found on the HSTF website [here](#).

Appendix 1 – List of town attendees

<u>Name</u>	<u>Role</u>
Dr Steve Millington	Director of IPM and academic lead for HSTF
Tom Hindmarch	Membership Co-Ordinator and Events Lead IPM
Matthew Davis	Communications Lead HSTF, Content and Marketing Manager IPM
Joe Barratt	Junior Fellow IPM, Co -Founder of Teenage Market
Daniel Morrell	Videographer
Jennifer Dixon	Host/Speaker for Newquay Town Team/ RIBA Client Advisor to Town Team (resident as well)
Louis Gardner	Mayor of Newquay and Central Newquay Cornwall Councillor, Chair of Economic Development Committee.
Andy Curtis	Town Clerk and Chief Executive Newquay Town Council
Michelle Johns	Chair of Community and Tourism Committee, Newquay Town Council
Andy Hannan	Chair of Environment and Facilities Committee, Newquay Town Council
Anna Druce	Community Link Officer for Cornwall Council
Stephen Facer	Town Renewal Officer and Cornwall Council Economic Growth and Development point of contact
Carla Lewis	Bid Manager
Kim Harris	Bid Manager (maternity cover)
Dirk Parker	Gym Owner and Developer
Jon Goodman	Chair of The Central Ward Residents' Association (voluntary and resident)
Leigh Archer	Town Team HSTF, Cream Cornwall (retail)
Len Sheppard	Chair of Newquay Old Cornwall Society, Co-ordinator for Newquay Community Museum, Vice Chair of Celtic Congress Cornwall and the Cornish Heritage reporter for the Newquay Voice
Shirley Williams	Town Team Co-ordinator