

St Austell Town Council



Tender Brief

Contract for:
St Austell Town Centre Revitalisation
March 2022

“St Austell is a historic town with a proud heritage, wonderful people and an exciting future. As Chair of the Revitalisation Partnership, I am proud to work with our community, business and democratic representatives who share a strong desire to revitalise the town centre for future generations.”

Sandra Heyward, Chair of St Austell Revitalisation Partnership

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General Overview

Introduction

The St Austell Revitalisation Partnership supported by St Austell Town Council and Cornwall Council has been reviewing the economic, environmental and social wellbeing of the town centre with the aim to develop a Vision and Masterplan for its Revitalisation.

The Partnership has approved the key issues to be addressed to revitalise St Austell town centre as set out in this paper following consultation with over 50 individuals representing 40 organisations. Over 20 historic reports, documents and papers have been reviewed in developing this tender specification. In addition, a public consultation exercise was carried out on the 24 January 2022 at which 60 comments were received and 30 people attended.

Further public and individual consultation/engagement activity will take place throughout 2022 as part of this exercise and further research documents will be considered as they are identified. (See Appendix 1 and 2). **This document identifies a number of potential actions suggested by the partnership but these are not prescriptive and the partnership will be guided by the views of consultants.**

Revitalisation Vision and Criteria

The vision for St Austell includes the following extracts: *"In 2030 St Austell aims to be an inspiring town that reflects its historic past but has adapted and embraced the future... It will have a lively, vibrant town centre with a range of facilities making it a welcoming, engaging destination for visitors and local residents."* (Cornwall Council - St Austell and surrounding Parishes Town Framework – March 2017)

The Partnership ethos is for the revitalisation of St Austell Town Centre to be built on:

- Emphasising the town's rich history and geography
- Arts, culture and ceramics with people at our core
- A thriving retail, leisure and food offering
- A greener, safer and more environmentally friendly town
- Consultation/engagement with the community and stakeholders
- Creating a vibrant economy with the creation of better paid jobs, improved education, quality housing and ease of access to the town centre
- Wherever possible, local individuals and organisations will be involved in the delivery of our desired outcomes.

Background

St Austell town centre must be ready to capitalise on any programmes of funding for Revitalisation which may be announced by central or local Government or any other body. Historically, the town has missed out on regeneration opportunities particularly over the last 5 years because it was unable to respond to calls for suitable projects as it did not possess a Masterplan or have projects ready to progress.

The St Austell Revitalisation Partnership are keen that St Austell should have a clear vision and Masterplan for the town centre and be ready to respond to any significant funding opportunities announced.

This will require a number of approved projects which have been consulted on with designs, costings and anticipated timescales with broad prioritisation based upon their economic, environmental and social impact and deliverability.

St Austell in its environment

St Austell sits in the centre of Cornwall and is the county's largest town. Work is underway on improving transport links to the main A30 which is the arterial road through the county. It is served by a bus station and a mainline rail station connecting it to the north, midlands and London.

The town is surrounded by many key tourist and leisure attractions from the coast and beaches of Pentewan, Duporth, Carlyon Bay and Par. The attractive harbour resorts of Fowey, Charlestown and Mevagissey are nearby as are the world famous attractions of Eden Project, the Lost Gardens of Heligan and a variety of gardens.

The town centre is built on a hill and is composed of 4 contrasting environments: the main historic Fore Street leading to the old town and the 13th century Holy Trinity Church, the modern White River Place shopping complex built in 2005, Aylmer Square and Old Vicarage Place. In addition the town has a number of small secondary trading areas comprised of Truro Road, High Cross Street, Biddicks Court and Duke Street. The north and south of the town are linked by 3 opes or passageways which provide access from Fore Street to Aylmer Square, White River Place and Old Vicarage Place. The town centre has 8 main access routes (Appendix 6).

St Austell strengths, weaknesses, opportunities and threats

Successful town centers are always evolving and adapting to market forces and changing environments. It is therefore essential that St Austell town centre evolves to provide more reasons for people to visit, stay, be entertained, have fun and engage in cultural, artistic and other experiences.

Its strengths include its people, their love of the town, their enthusiasm and skills in ceramics, art and cultural activities. The town is surrounded by world class tourist attractions, beautiful harbours and beaches. 55% of traders are independent compared to the South West's 34% and a national average of 39%. New independent traders are continuing to set up in the town especially in Old Vicarage Place and the Market House. It has good access by public transport and accessible car parking. The town has a large, modern cinema, a county wide known bowling alley and a very successful gym.

Its weaknesses include a loss of national traders in recent years including Dorothy Perkins, Burtons, Edinburgh Woolen Mill, Frankie & Benny's, Prezzo, Store 21, Peacocks, Baker Tom and others. It lacks a buoyant evening economy and has a limited café and restaurant offer. The town looks and feels tired with old public realm furniture, limited and unclear signage and wayfinding and a number of buildings which are poorly maintained and no longer fulfill their original purpose.

There are a number of complex needs establishments and temporary housing in or close to the town centre which have contributed to a perception that the town centre is, at times, unsafe.

St Austell is well placed to take advantage of the opportunities afforded as the UK comes out of the pandemic. The Government's ongoing commitment to revitalise town centres and boosting economic performance should lead to well overdue investment opportunities. A strong partnership ethos exists within the town with organisations such as the Town Centre Revitalisation Partnership, St Austell Business Improvement District (BID), St Austell Bay Economic Forum (SABEF), local authorities all keen to see the town centre revitalised. There appears to be an renewed enthusiasm from local people to see the town thriving once again.

The town centre is experiencing threats in 5 main areas which the Vision and Masterplan should address:

- the need to repurpose underused or redundant property for alternative usage
- the external appearance of poorly maintained buildings and locations,
- the lack of clearly defined wayfinding into and around the town centre,
- the condition and quality of public realm assets
- the location and condition of specific key properties

A holistic view of a revitalised St Austell Town Centre

St Austell Town Centre cannot be "revitalised" by any one single activity, development, change or improvement. This paper identifies the scale and range of revitalisation work which will be required to create the St Austell our vision requires.

Successful consultant proposals must consider both the holistic and specific improvements and changes required to achieve the vision and Masterplan for the town centre as set out by the Partnership.

In summary, the successful consultant's bid must be able to address and present practical, costed, timebound recommendations covering: planning (key buildings and locations), design (key locations), wayfinding (into, around and out of the town centre), public realm (across the town centre) and transport. In addition, the successful consultant bid must put greening, quality and public engagement and consultation at the centre of their work, proposal and recommendations.

The successful consultants are required to present their recommendations in the form of a Vision and Masterplan for St Austell town centre.

Revitalisation – buildings and locations of specific focus

This paper identifies the key buildings, locations and issues identified by the partnership for consultants to focus on. These are not prescriptive and the partnership will be guided by the views of the consultants.

In essence, the work of the successful consultant is to identify and present professional, expert guidance supported by data, designs, plans, costs and timescales and other information as felt necessary to enable the Partnership, St Austell Town Council and Cornwall Council to deliver a revitalised town centre in a bespoke Vision and Masterplan document.

Geographical scope of St Austell Town Centre Vision and Masterplan

The geographical scope of St Austell Town Centre is set out in the map at Appendix 6. The Vision and Masterplan will be expected to focus on the key areas within the delineated area on the map.

Where it is felt that issues, activity or other matters outside or on the periphery of this area will have a material bearing on the town centre the successful consultant should identify this and propose how it might be progressed through the Masterplan.

Required deliverable outcomes from consultants

Cornwall Council has provided funding to the Town Council to deliver a number of outputs in conjunction with the town centre revitalisation partnership. The consultants will be required to deliver the outputs 1, 2, 5 and 6 shown below and undertake consultation in relation to these areas of work.

The central required deliverable outcome from the appointed consultant will be the production of a Vision, Strategy and Masterplan document covering outputs 1, 2, 5 and 6.

Output 1 Strategy and Masterplan – Deliverable(s): (i) Produce a single vision, strategy and masterplan for St Austell town centre agreed by all partners

Output 2 Inclusivity and accessibility review – Deliverable(s): (i) Produce a strategy for improving inclusivity and accessibility of the town centre; (ii) Produce a costed signage and way marking strategy

Output 5 Establish opportunities to develop the town centre leisure offer – Deliverable(s): Review current provision of leisure opportunities and identify gaps and establish opportunities for developing the leisure offer in the town centre.

Output 6 Town Centre property – Deliverable(s): Produce a priority list of town centre properties identified against a set of criteria for re-purposing with costing and timescales which link to other outcomes

Separate pieces of work outside the remit of this contract will be commissioned at a later date to deliver outputs 3, 4 and 7. Events will be organised in connection with output 3 and consultants may use these to undertake consultation

***Output 3 Community Engagement** – Deliverables(s): Implement an engagement plan involving the community, stakeholders, business, disability and hard to reach groups

****Output 4 Establish education opportunities in St Austell town centre** – Deliverable(s): Use audit of current provision to identify education gaps and deliver activity to meet those gaps within the St Austell town centre

****Output 7 Active Transport** – Deliverable(s) – Subject to CC LCWIP (Local Cycling and Walking Infrastructure Plan) due around September 2022. Delivery of outcomes December 2023 at latest

Note

*** Output 3** will run throughout the contract period and incorporate a number of events which will be organised locally and be accessible to the consultants for consultation purposes.

**** Outputs 4 and 7** will be outside the scope of the consultation activity as they will be delivered through the Regeneration Officer and partners but must be borne in mind as they contribute to the revitalisation of the town centre

Revitalising St Austell Town Centre (Outputs 1, 2, 5 & 6)

St Austell town centre is in need of revitalisation and this section sets out the issues identified through the extensive consultation undertaken to date and attempts to prioritise these issues for the appointed consultants to consider. These are not prescriptive and the partnership will be guided by the views of the consultants.

Key focus throughout revitalisation (Outputs 1,2,5&6)

Thematic Issues

Public Realm and wayfinding (High Priority)

Public realm improvements have been undertaken across the town at various times over the last 15 years. This has led to different standards, designs and materials creating a disjointed feel and appearance to the town. Feedback from the public consultation exercise suggests people feel that parts of the town are dark and can feel unsafe. Upkeep and appearance of shops is variable creating a mixed feel within the town centre and is also challenged in part by vacant shops.

Potential Actions

- Conduct an audit of the public realm to produce a plan for a branded, consistent, high quality scheme town centre wide scheme.
- Improved lighting across the town centre especially Opes
- Improved and consistent signage/wayfinding within and to the town centre making use of traditional and modern electronic and social media applications

Inclusivity and Accessibility (High Priority)

The town has some difficulties with regard to access because of topography, narrow pavements and vehicular restrictions. The town has a Shop Mobility service run by volunteers situated within White River Place. This could be better promoted and more visible. Access for deliveries and service vehicles in Fore Street and Biddicks Court conflicts with pedestrian access. Access to Fore Street is controlled by an electronic bollard system.

Potential Action

- Consultants are asked to undertake an accessibility audit and produce recommendations for improvement including but not limited to wayfinding /signage
- Shop Mobility and other suitable organisations to be engaged with this process to contribute local knowledge.

Town Centre Living and repurposing (High Priority)

There are a number of properties in the town centre which could be re-purposed to create good quality housing accommodation and/or alternative retail or leisure use. Poor quality emergency or temporary housing is not appropriate for a town centre environment.

Good quality housing and/or a more appropriate retail, leisure offer will increase footfall and contribute towards the safety, economic vitality and cultural renaissance of the town centre including the night time economy.

Potential Action

- Identification of properties that could be re-purposed for good quality housing and/or alternative retail or leisure use

Evening Economy (Medium Priority)

St Austell has had a very limited evening economy for many years and needs to build on the current well established evening entertainment (Ozzel Bowl, Cinema and Gym) by exploring alternative uses for buildings and opportunities to promote leisure art and cultural activities.

Potential Action

- When reviewing the potential to re-purpose buildings consideration should be given to encouraging additional economic activity in the town after 5pm.

Heritage Scheme (Medium Priority)

Investigate potential to implement a second phase of the Town Heritage Project or an alternative scheme to improve and renovate historic buildings previously identified by Cornwall Council's historic team.

Potential Action

- Explore further with Cornwall Council and other organisations opportunities for resourcing and funding for historic building refurbishment

Art Works (Medium Priority)

St Austell has benefitted from a coastal communities project administered by St Austell Bay Economic Forum. The existing art trail and installations could be added to, to enhance the town's cultural identity.

Potential Action

- Explore opportunities for funding for further artworks and associated cultural activities.

Marketing/Branding of Town Centre (Low Priority)

There have been a number of branding strategies devised for the town and surrounding area, some of which has been adopted by various organisations. It is important that the town builds on its green and cultural ethos whilst remaining aware of its heritage. Typically, main visitors to the town centre are local to St Austell. Whilst tourism is a valuable part of the surrounding community with the likes of the Eden Project, Heligan Gardens, Charlestown, the Clay trails and nearby beaches, creating a purpose and reason to visit and spend time in St Austell Town Centre itself is more of a challenge.

Potential Action

- To consider how the existing marketing/branding can best be applied to the revitalisation of the town centre.

Electric Vehicle Charging Points (Low Priority)

St Austell town centre lacks Electric Vehicle (EV) charging points which may be a disincentive to the increasing numbers of EV car users to visit the town centre.

Potential Action

- Work with Cornwall Council to ensure that Priory Car Park is included in their EV2 project.
- Encourage other car park providers to provide EV charging points.

Town Centre Cleanliness (Low Priority)

Generally, St Austell Town Centre is reasonably clean with pavements swept daily. Private shop owners need to be encouraged to regularly maintain their buildings to a good standard including the cleaning of shop frontages, corners, walls and gutters. Painting schemes could be promoted.

Potential Action

- Review the potential to create a shop owners scheme to address these issues.

Property Related Issues (Outputs 1, 2, 5 & 6)

Fore Street (High Priority)

Fore Street is the primary retail street of St Austell, part of the key historic east-west route. This historic street is full of interesting buildings but is marred by modern adaptations, un-maintained buildings and less attractive properties which affect the streetscene and damage the attractive vista to the Holy Trinity Church as the street unfolds along its length. Fore Street reflects the town's historic importance.

Potential measures

- Return the street to its historic 19th century, three storey building appearance
- Identify the options for improving the frontage of WHSmith, Boots, Gurkha Restaurant and the Santander Bank to fit or compliment the streets historic building styles
- Consider the potential to re-build the modern two storey building occupied by Vodafone, Clarks, Tanya's Courage, Holland and Barrett to fit with frontage and roof line of its neighbours
- Consider the feasibility to remove the Poundland Building to create a green open space linking Fore Street with White River Place and Old Vicarage Place thereby bringing the various parts of the town together in a dynamic green meeting and family space (see also Aylmer Square below)

Biddicks Court outside Moustache Jacks (see also Priory Car Park exit to Biddicks Court) (High Priority)

This key access route to the town centre is depressing and confusing and has no clearly defined purpose. The route to the town centre is not obvious to visitors and provides a poor first impression of the town from the Priory Car Park.

Potential measures

- Review routes, signage/wayfinding and public realm furniture to the entrance to the town centre and Fore Street from Biddicks Court.
- Improve signage to the town centre
- Identify a “scheme” to improve the appearance of the buildings backing onto Biddicks Court which would screen wheely bins, air conditioning units possibly including painting or otherwise reducing the impact of the back of shops facing Biddicks Court (work was done in circa 2000 but is dated)
- Consider the feasibility of “Living Walls”, greening, lighting and other design elements to better present the area
- Consider options to introduce parking restrictions in area

Aymler Square – (High Priority)

There is a major challenge over what to do with the Poundland building which hosts the worn and faded Discovery Map banners which no longer serve any useful purpose and only detract from the area. Options include removing the banners (what is covered is worse), re-purpose them, (projections, films, art installation), replace with new banners or remove the complete building from Fore Street to Aymler Square to create a pleasant, green space in the centre of town which links the north and south of town together. This dynamic and innovative act would provide a catalyst to revive the town centre and its fortunes.

Potential Action

- Determine strategy for the Poundland building.
- Consider options to improve the facade of Argos, Boots and estate agent building to fit with the rest of architectural frontages in White River Place (although adjacent to White River Place, this is separately owned).

White River Place (High Priority)

White River Place was completed in 2009. It is a Breeam excellent building which has significant unutilized space and lacks any shelter or cover.

Potential Action

- Identify suitability and options to provide cover for either all or part of the White River complex
- Consider options for improving the designated public events spaces within White River Place (Aylmer Square and Eden Square).
- Improve signage generally and specifically signage and promotion of Shopmobility within White River area

Old Vicarage Place (High Priority)

From White River Place and Aymler Square glimpses of the Historic Quarter and Church are obscured and could be opened up to create an enticing walkway leading into the historic quarter. The area is an Allocated Site in the Cornwall Site Allocations Development Plan Document (SADPD) p207 refers

Potential Actions

- Remove the old unused bridge over buildings and design a scheme for roof of properties and shop frontages.

Truro Road (B3274) entrance to Fore St at the old General Wolfe public house (High Priority)

The Old General Wolfe building is a Grade II listed building and has been unoccupied for many years. It is a visible eyesore in the town centre, adjacent to a very difficult junction, with dangerous pedestrian routes and is within the conservation area. It has recently become the subject of anti-social behaviour and squatting.

Potential Actions

- Investigate the feasibility of removing the building to improve the vehicular and pedestrian access and safety in the area.

Priory car park entrance via Bodmin Road (B3274) (High priority)

This is one of the main car parks for the town centre and operates a pay and display service. As a gateway to the town, the access to the car park isn't welcoming mainly due to the derelict old fire station site.

Potential Actions

- Consider options to improve the attractiveness of this area to provide a welcoming first impression of the town centre including floral displays and planting at the entrance and within Priory Car Park

Priory car park exit to Biddicks Court (see also Biddicks Court above) (High Priority)

The route from Priory Car Park to the town centre is poorly lit, unclear and the granite surface can be slippery.

Potential Actions

- Consider options to improve signage/wayfinding and lighting at the entrance to the alleyway, the hair salon, pub to Biddicks Court.

Opes - Chandos Place, Vicarage Hill, Aylmer Place (High Priority)

Opes are the historic passageways between buildings which link Fore Street with White River Place and Old Vicarage Place. They appear uncared for and unsafe at night due to a lack of lighting.

Potential Actions

- Design a modern lighting scheme for each ope
- Review the geography of each ope to determine the safety of each incline and the suitability of the street material
- Consider in light of change to Poundland building

High Cross Street (Medium Priority)

High Cross Street is a busy and important entrance / exit for the town centre by foot and bike from the rail and bus station and includes a small taxi rank. It is a 2nd or 3rd order retail street which possesses a number of attractive buildings leading down to the Church but a number of the properties are badly in need of renovation.

Potential Action

- Consider options for redeveloping the car park
- Improve the appearance of buildings
- Review safety of cemetery park, car park walls and consider greening / planting options

Duke Street (Medium Priority)

This area includes a taxi rank and some tired public realm areas. It provides walking and cycle access to the historic quarter and Old Vicarage Place. This uninspiring street presents an unloved face to residents and visitors.

Potential Actions

- Consider options to re-pave and remove kerbs and refresh the area by greening and adding suitable seating and wayfinding information.

Church Street (Low Priority)

Church Street suffers from traffic congestion which conflicts with pedestrians walking on narrow pavements.

Potential Action

- Consider options for controlling traffic access/management in this area to limit conflict with pedestrians
- Improve Shop 21 frontage and re-purpose

South Street (Low Priority)

South Street is a busy road providing access to the town centre, however its unattractive store frontages provide a poor image of the town. This street is home to East Hill Gardens and railings which need improving. This area also includes the back of the old post office building which is currently derelict and subject to anti-social behaviour. The junction with Eastbourne Road regularly causes widespread traffic congestion.

Potential Actions

- Improve Shop 21 frontage and repurpose
- Improve East Hill Gardens and railings
- Support the development of the old post office site for good quality housing
- Consider options to improve traffic light sequencing to ease traffic flows

Cemetery Park (Low Priority)

Cemetery Park offers an attractive access to the town and has had investment over recent years. It is reasonably well managed but suffers from anti-social behaviour from time to time. Some trees within the park are nearing their end of life and the gates and railings are looking tired.

Potential Actions

- The main wall onto High Cross Street is bowing and requires stabilizing
- Gates and railings need maintenance
- Significant tree works required

Holy Trinity Church (Low Priority)

The Church is undertaking work to create a community building, piazza and opening onto North Street which have been received positively.

Potential Action

- Improve the church grounds when the major renovations are complete
- Improve the disabled parking area, including lighting to discourage anti-social behaviour

Issues outside of the scope of the contract but which are under way and need to be considered

Major Development Decisions Under Consideration

Cornwall Council is running a number of workstreams in parallel with the Masterplanning work being managed by the Town Council. This work will be outside of the scope of this contract but consultants will need to be aware of the ongoing developments in relation to the following property reviews when formatting their views.

Cornwall Council is keen to increase business activity in the town centre. Locating any of the services under review within or closer to the town centre is likely to improve footfall and add to the vitality and economic success of the town centre

- Closure and redevelopment of Penwinnick Road office site
- Potential re-location of St Austell Library to the town centre
- Potential creation of a health hub at Carlyon Road
- Lowering of the road under Holmbush Bridge to improve traffic flows in the town centre
- Ongoing housing development within and around St Austell

Market House

The Market House has been identified as an important building in the town centre and is managed by a Community Interest Company (CIC) which is developing strategies for the future growth and improvement of the building. This in its own right is a very difficult property with a number of complex issues. Consultants need to be aware of its existence and the CIC's future plans but will not be required to produce detailed strategies or plans for this building at this time

Education (Output 4) – (Medium)

Cornwall College (St Austell) will lead an audit of current education, skills and learning provision across the town centre and will identify gaps which can be filled by a range of activities including but not exclusively:

- Careers event – schools/college/training providers/BID/employers
- Employer skills needs questionnaire – college/training providers/BID
- Employability / transferable skills for school leavers
- Music Festival / Festival of dance
- Revitalisation project in schools and college (Geography/History/Arts/photo/design)

Work in connection with this output will be undertaken with Cornwall College and other training providers/local schools and is outside the scope of this contract.

Community Engagement/Events (Outputs 3 & 5) (Medium)

St Austell has a wealth of creative and dynamic individuals and organisations keen, able and willing to support the town. Events historically occur across the town centre but apart from the traditional Christmas Festival they tend to be ad hoc, one-off, undervalued and under promoted. There are at least 3 websites which promote activity in the town centre as well as many others which carry content relating to town centre activity.

By bringing together key stakeholders into a plan of annual activity it will assist the promotion of St Austell as an exciting, fun, dynamic place where people of all ages, backgrounds and abilities can have fun, learn, engage and reaching out to bringing all parts of our community together.

- St Austell BID will put in place a plan to bring key town centre stakeholders together (BID, Market House, White River, Cinema, FEAST and others) to create a St Austell Town Centre Events Group
- An annual town centre wide “What’s On” calendar of events will be produced
- A new Spring, Summer, Autumn and Winter Seasons of events will be investigated forming the core of town centre activity, focusing on local artists keen to showcase their talents.
- Where practicable and possible a “preferred” carrier of events activity will be identified.
- The use of Town Centre Apps/games will be investigated.

Consultants will be encouraged to use events as part of their community engagement and consultation activity.

Active Transport - Cycle Hub and links to walking and historic routes

(Output 7)

Cornwall Council in conjunction with Sustrans is developing plans for an LCWIP to improve walking and cycling access around and within St Austell. Its purpose is to help commuting on a day to day basis in a sustainable manner. In addition, Cornwall Council plan to undertake an e-bike trial in the St Austell area in the summer of 2022.

Once the LCWIP is complete, the provision of a cycle hub will be investigated to better link St Austell with the myriad of cycle trails covering Eden, Heligan etc. The advances in electric bike technology makes their use for a wider range of people more practical and fits well with health and fitness and mental health programmes and will enable less fit people to utilise the trails despite the topography of the town and surrounding area.

Anti-social behaviour (Output 1 & 3)

A number initiatives and measures have been introduced to reduce anti-social behaviour in the town centre. St Austell has a high level of complex needs people who visit and spend long periods of time in the town centre.

Cornwall Council has formally acknowledged this issue and undertaken to reduce the number of people with complex needs and/or in emergency accommodation near the town centre and this work will be addressed separately. Anti-social behaviour was continually raised as an issue and a barrier to visiting the town centre during consultation.

Appendix 1

Reference List

- Thinking Places report
- Coastal Towns Initiative St Austell the green heart of Cornwall
- St Austell Town Plan (Town Council 2012)
- The Mosaic Partnership – People Transforming Places: Understanding The Portas Review An independent review into the future of the UK's Towns and Cities (Mo Aswat and Jamie Licko 2012)
- Suggested Priorities St Austell (Unreferenced)
- Discover – Connect Transform Generate Revive Inspire St Austell Pamphlet (Partnership May 2016)
- Place Shaping Community Toolkit – a guide for communities to shape the vision for their towns and villages (Cornwall Council November 2020)
- Town Centre Revitalisation Fund (TCRF) – All team briefing note community link officers (Cornwall Council 05 October 2020)
- St Austell & Mevagissey Community Network Area (Unreferenced 2017)
- St Austell Placemaking & Masterplanning stakeholder engagement – Local members overview of commission (Arcadis June 2020)
- White River Place/OVP St Austell Initial Brief Study (Turnerbates Design & Architecture 29.10.18)
- Local Insight Profile for St Austell area (OCSI 2 January 2018)
- Green and Whitegold St Austell (MeiLoco Landscape Architects undated circa 2018)
- St Austell Bay Area Investment Plan Phase 1 report prepared for the St Austell Bay Economic Forum (SABEF)(Cornwall Development Company April 2015)
- St Austell landscapes including town centre (Darren Hawkes Landscapes 2019)
- Austell Project – The St Austell Masterplan Years 1-5 (SABEF circa 2018)
- The Austell Project The Austell Project Summary of Original Business Plan for reference (SABEF June 2020)
- The Austell Project The Austell Future Business Proposal Years 3-5 (SABEF June 2020)
- Area Investment Plan Final Report prepared for SABEF (Cornwall Development Company September 2015)
- Clay Town: regenerating St Austell (SABEF circa 2016)
- St Austell garden town masterplan (SABEF circa 2017)
- St Austell the whitegold project (SABEF circa 2017)
- St Austell Fresh Green Futures (SABEF 2018)
- Re-imagining St Austell a green and ceramic cultural centre business plan (SABEF/St Austell Coastal Community Team circa 2018)
- Garden Town Project – outputs, decisions and actions from meeting 1st November 2017 (SABEF November 2017)

Appendix 2

Consultation/engagement

Revitalisation Partnership
St Austell Town Council representatives
St Austell Town Council officers
Cornwall Council Councillors for St Austell
Cornwall Council Officers
BID members
St Austell Bay Economic Forum (SABEF)
White River Centre
Shopmobility
Market House members
Climate Action St Austell (CASA)
Public consultation via FEAST 24 January 2022

Appendix 3

St Austell Background Data

Largest population in Cornwall

Population circa 27,000 mid 2018 pop projection (2011 Census 25,000)

4.8% of Cornwall population

Circa 9500 jobs provided by 700 businesses

40% of jobs are part time (26% UK)

99% of business are micro or small

Main employers are retail, health, accommodation and food services

25% of population have no formal qualifications (22% Cornwall)

20% of population have Level 4 or above qualification (25% Cornwall, 27% UK)

St Austell Town Centre is in 10% of most deprived neighbourhoods in England (Office for National Statistics Reports 2019)

Retail offer 210 units

White River 18 Units

6 independent café/restaurants and 1 national coffee shop

705 business premises across St Austell (not just town centre area)

55% of retail is independent stores compared to 34% South West Average and

39% UK average (BID data 2022)

90% retail occupancy (91% South West, 88% National) at January 2022 (BID)

18 units unoccupied at January 2022 (BID)

4 main car parks: Priory 261 spaces, White River Multistorey 550 spaces, High Cross Street 50 spaces, East Hill (60 spaces tbc)

3 new housing developments with circa 3000 houses are in the process of being built at Trewhiddle Farm, Gwallon Quay and West Carclaze.

A new road linking the A30 the main road running through Cornwall with the A391 will take people around the town and enable access to the town centre. It is due for completion in 2025.

St Austell Business Improvement District (BID), a public and private CIC has been the key organization working across the town centre since 2010. It delivers improved cleanliness, safer town centre, a range of events and activities including the annual Christmas Festival. It leads the St Austell Events Group.

St Austell Bay Economic Forum (SABEF) have been active in creating a brand for St Austell focused on Greening, Culture (Ceramic/Arts), Active and Innovation. They have provided important art works to improve the town centre and greened large areas of access to and around the town. They deliver an annual Whitegold Festival and created the first Whitegold arts trail around the town centre.

Appendix 4

Vacant properties

Appendix 4 St Austell vacant properties March 2022			
Business Name	Type	Category	Address
Age UK	Retail	Empty	2 Fore Street
MP's Office	Office	Empty	3 Fore St.
Dorothy Perkins/Burtons	Retail	Empty	24-26 Fore Street
Try Maz	Retail	empty	28-30 Fore Street
Clintons	Retail	Empty just been purchased	Fore Street
Cornwall Hospice	Retail	Empty	Fore Street
Frankie & Bennys	Restaurant	Empty	White River
Isabellas	Restaurant	Empty	White River
Edinburgh Woollen Mill	Retail	Still in lease but empty	White River Place Shopping Centre
Peacocks	Retail	Still in lease but empty	White River Place Shopping Centre
TSB	Bank	Empty	Church Street
Store Twenty One	Retail	Empty converting to flats	Church Street
Remeylicious Cakes	Retail	Still under lease but empty	54 Aylmer Square
Kernow gifts	Retail	Empty	Alymer Place
Cornish Candy	Retail	Empty	Aymler Place
Queens Head Inn	Pub	Temporary	2 North Street
7 Stars Pub	Pub	Empty	East Hill
déjà vu	Retail	Empty	East Hill
Mini Market	Retail	Empty	Victoria Place
Rainers Retro	Retail	Empty	Victoria Place
Alchemy	Beauty	Empty	Duke Street
Notes			
Red are independent units			
Vacant units as at March 2022			
vacant units st austell town centre march 2022 v05bmc			

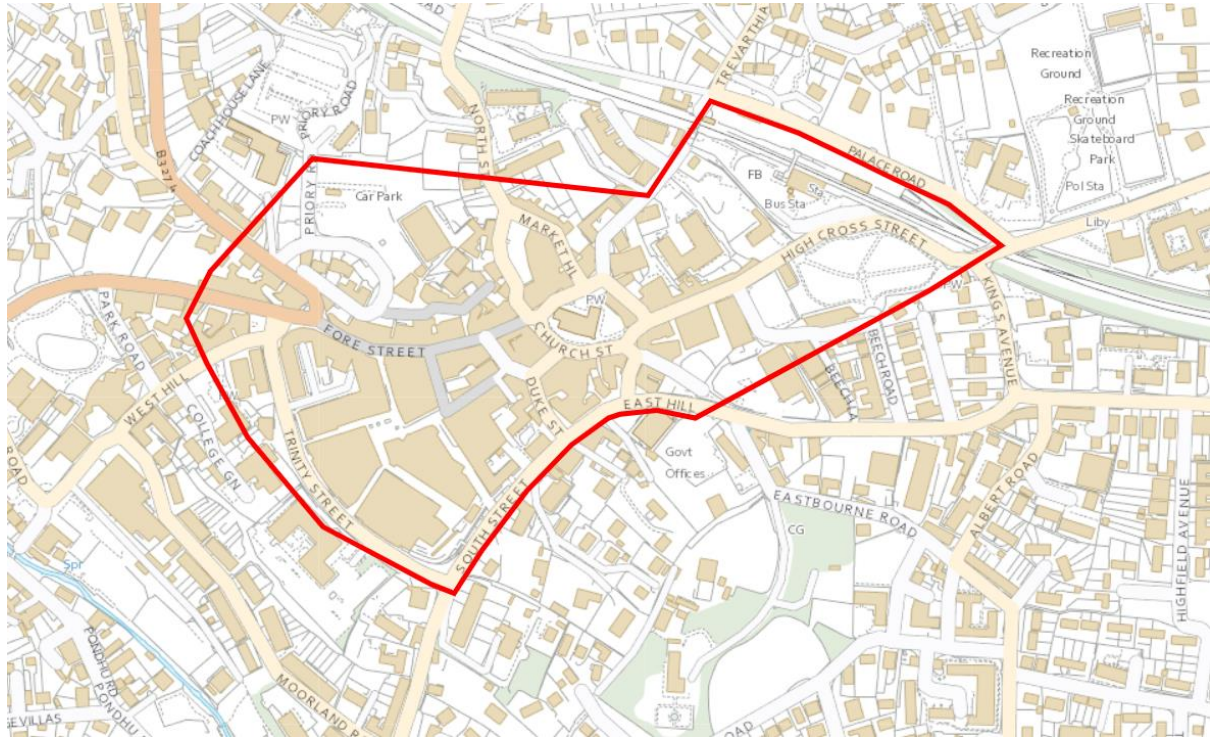
Appendix 5

Revitalisation Partnership Timetable

Appendix 5													
Revitalisation Activity Timetable	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	
Obtain Revitalisation docs													
Review Revitalisation docs													
Initial consultation (Partners/others)													
Initial Regen Paper identifying issues to be agreed													
Seek events & education partners													
Seek consultants on issues agreed by partnership													
Appoint consultants													
Consultant activity													
Deliver education plan engagement activity													
Deliver events plan engagement activity													
Consultants interim report(s)													
Partnership considers interim report(s)													
Consultants revise and issue final report(s)													
Partnership approves final report(s)													
Masterplan Revitalisation document(s) available													
Review events and education plan for 2023													
Project completed and closes													
NOTES													
Establish review/approval by TC, others													
Communication activity													
Events - BID, SABEF, WR, College, others													
Revitalisation activity timetable 03													

Appendix 6

Town Centre Map showing geographic scope of the project



Appendix 7

Photographs of St Austell town centre locations.

Thematic Issues (locations) Outputs 1,2,5 & 6



Public Realm



Inclusivity and Accessibility



Evening economy



Heritage



Cleanliness



Art

Appendix 7 (Cont) Property related (locations) Outputs 1,2,5&6



Fore Street



Biddicks Court



Aylmer Square 1



White River / Aylmer Square 2



Old Vicarage Place



Truro Road General Wolfe



Priory car park entrance



Priory car park exit to shops



Opes



High Cross Street



Duke Street



Church Street



South Street



Holy Trinity Church