

NEWQUAY TOWN CENTRE

DEVELOPMENT FRAMEWORK

VISION & SPATIAL FRAMEWORK

NOVEMBER 2022

This project was enabled by Cornwall
Council Town Vitality Funding

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Foreword

The Newquay Town Centre Development Framework is a statement of intent for Newquay town centre. A long overdue exercise, it has been a great collaboration, bringing together the aspirations of local people, businesses, community groups, stakeholders and government.

Newquay is one of the UK's primary tourist destinations, and a wonderfully unique town on the rugged Atlantic coast. Despite this, it has continuously missed out on funding opportunities and our town centre has long suffered from neglect and stress. There is now a need for a holistic place-based approach to town centre renewal, recovery and regeneration.

The Town Centre Development Framework takes this approach. It proposes an integrated, ambitious and long term vision for the transformation of the town centre into one that is **accessible, inclusive, sustainable, resilient**, and a reflection of our unique **identity and culture**. These are the pillars that underpin our vision and must drive decision-making.

We are in a period of intense flux. Crises in affordability, public health, and climate change are altering the way we live our lives as well as the expectations of what a town centre must offer. This Framework is intended to build on all the things that make Newquay town centre great, vibrant, liveable, and unique to identify the interventions that have real power to drive change and unlock opportunity.

This project was commissioned by Newquay Town Council (NTC), led by the Newquay Town Team (NTT), and enabled by Cornwall Council Town Vitality Funding. Town centre strategies are encouraged in the Cornwall Council Climate Emergency DPD and Local Plan 2030-2050 Direction of Travel, as a means for local stakeholders, residents and businesses to understand their challenges and identify local priorities and ambitions. Cornwall Council further selected this work to explore the use of cutting edge gaming technology to facilitate community engagement, thanks to funding from DLUHC.

This Framework is the start of a journey. It is our vision for the future evolution of our town centre, but we know that many of the proposals herein

will take years, if not decades, to realise. This document is intended to spur discussion, action, collaboration, further study, and investment. The first step is the **Newquay Town Centre Investment Plan**. The Investment Plan identifies a series of projects which have come out of the Spatial Framework and community engagement process that are central to realising the Vision and which can be readily positioned for public funding opportunities.

We are deeply grateful to the many people who have supported us in the production of this work.

Sincerely,

- **Jennifer Dixon**, RIBA Client Advisor & Newquay Town Team Project Lead
- **Andy Cole**, BID Director, Community Led Local Development in Cornwall & NTT Chair
- **Margaret North**, Mayor of Newquay
- **Louis Gardner**, Cornwall Councillor for Pentire and Central & former Mayor of Newquay
- **Andy Curtis**, Newquay Town Council Town Clerk and Chief Executive



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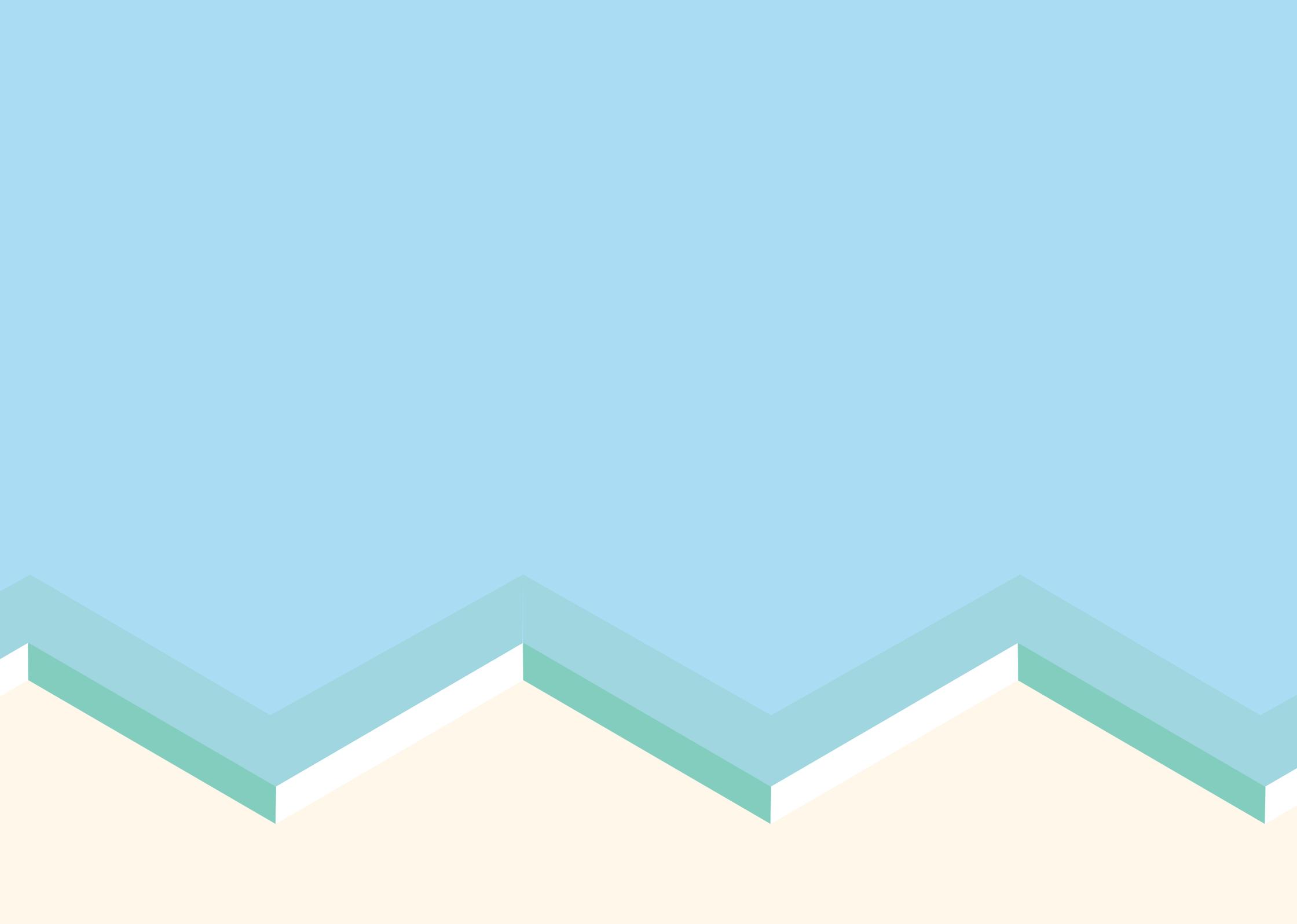
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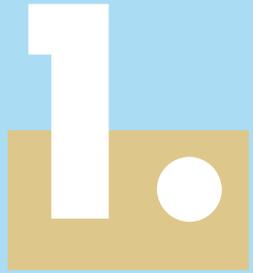
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Introduction

1.1 Introduction

What is the Newquay Town Centre Development Framework?

In Spring 2022, Newquay Town Council and Newquay Town Team commissioned the Newquay Town Centre Framework, a study which set out to develop a strategy for the revitalisation of the town centre.

The aim is a long-term vision for the town centre for the benefit and enjoyment of future generations of residents and visitors, identifying the projects needed and finding the funding to make them happen.

Elements

The Newquay Town Centre Framework delivers three core elements:

- The **Vision**, driven from community and stakeholder inputs, articulates a collective ambition for the town centre, one that paves the way for long-term local resilience, growth, culture, community and wellbeing
- The **Spatial Framework** illustrates how the vision can be delivered. It provides a holistic, place-based strategy for growth and change in the town centre. This strategy proposes a coordinated spatial plan for movement, public spaces, town centre uses, and development opportunities
- The **Investment Plan** presents a clear plan of action and investment to support the delivery of the vision and spatial framework. It identifies the major projects that have real power to transform the town centre, and helps position these for different funding opportunities

How Was the Development Framework Developed?

The Newquay Town Centre Development Framework is the result of collaboration between Newquay Town Council (NTC), Newquay Town Team (NTT), Cornwall Council (CC), businesses, Business Improvement District and the community. The ideas, projects and areas for action outlined in this document represent many of the ambitions and aspirations of these stakeholders.

A programme of community engagement took place in summer 2022, and included the following events and feedback streams:

- Newquay Futures Online Hub
- Business Improvement District Survey
- Public Pop-Alongs at the Orchard, Library, Killacourt, Central Square, Royal British Legion, and Koncept Gym
- Library Exhibition Space
- Youth Engagement events
- Virtual Reality events
- Stakeholder workshops
- 1:1 meetings and conversations

These conversations were complemented by site visits, desktop research, and policy research.

Structure of this Report

This report is structured as follows:

Chapter 2 Understanding Newquay Town Centre presents an analysis of the current town centre context: its strategic position, strengths, and weaknesses.

Chapter 3 Building a Vision and Framework Together outlines the engagement and feedback that underpins this work, and the key findings from residents, stakeholders and visitors that inform the vision and spatial framework. It concludes with the key opportunities for change identified from both analysis and engagement.

Chapter 4 Vision presents the vision, pillars and priorities which set the tone and ambition for change in the town centre.

Chapter 5 Spatial Framework presents the strategy for change in the town centre, including proposals for a movement network, public realm enhancements, development opportunities and new uses.

Chapter 6 Opportunity Sites provides detail on the potential opportunities that could be realised in six key sites. They are intended to spark conversation about coordinated, positive change.

Chapter 7 Conclusion outlines the projects, players and actions that can start to make this strategy a reality.

Integrated Change

While this Spatial Framework proposes changes to the buildings, spaces, and uses in the town centre, this is but one aspect of change. The factors which go into making great places and their interplay are more complex, and include such issues as governance, culture, activation, services, policy, and economics—in addition to buildings, public realm and transport networks which form the focus for this work.

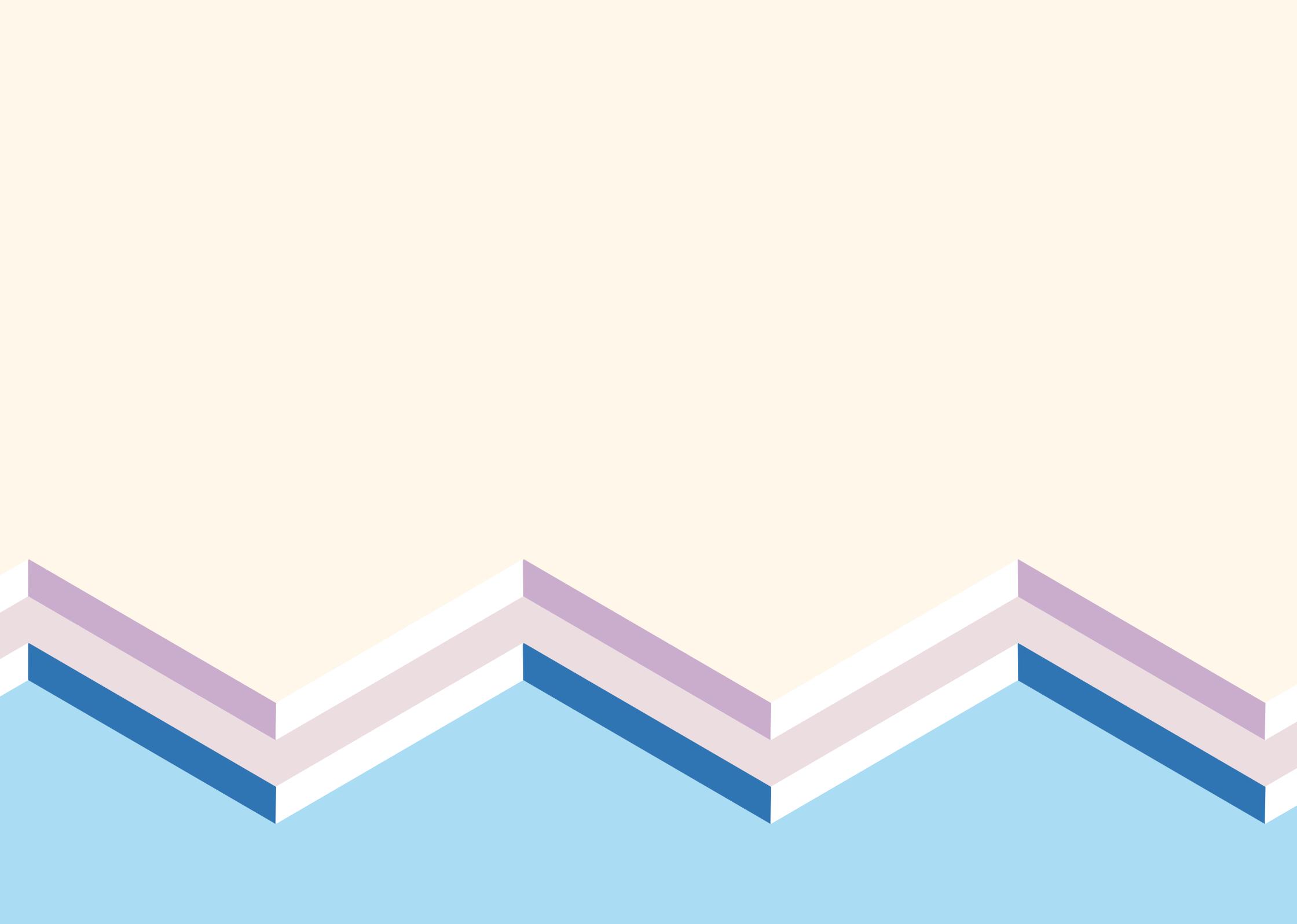
In the summer of 2021, Newquay was lucky enough to be selected by the High Street Task Force (HSTF) as a subject town. Steve Milligan, Academic Lead of the HSTF said they choose Newquay as the Town Team was "drawing on their resource and using their tools" and that the Team wanted "to work together to make Newquay a better place." Newquay benefited from HSTF guidance in the form of training, a [promotional video](#), an 'Unlocking Your Place Potential Report' and a subsequent follow up report on linking this Spatial Vision and Investment Plan with the Transformational 4Rs. These recommendations and next steps complement this work.

The vision for 2050 developed throughout this process is intended to stand as a mission statement for the town centre as a whole, and stand true for all these integrated elements.

The vision cannot be delivered by any single actor. Government, residents, businesses and other institutions (such as educational and health institutions) can achieve more if they develop a shared direction of travel.

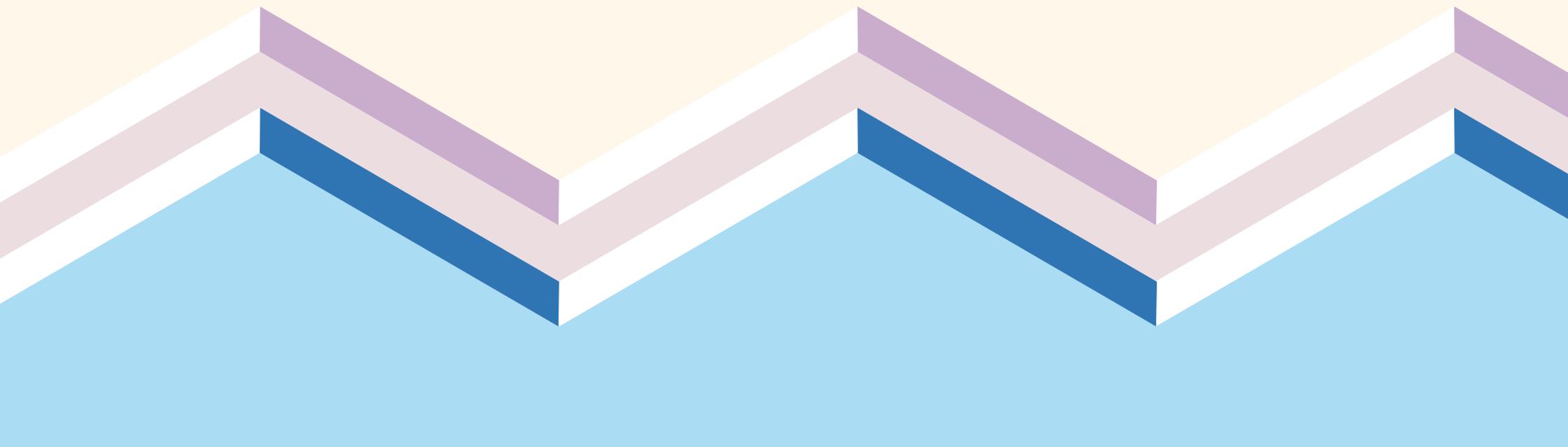


FIGURE 1.1 A cliff-top, coastal town centre



2.

Understanding Newquay Town Centre



2.1 Strategic Position

At about 25,000 residents, Newquay is Cornwall's third largest town and is just larger than the County Capital, Truro. The town centre, however, also serves a much larger catchment area of about 50,000 residents that includes Crantock, St Newlyn East, St Mawgan, St Column Major, Cubert, etc.

Newquay is one of Cornwall's primary tourism destinations. Its resident population swells in the summer months to over 100,000; for example, in 2017, there were 366,000 staying visitors in Newquay and 622,000 day visits.

Newquay is defined by its coastline. Set on the exposed north coast of the Atlantic, the coastline is windswept and grassy. The coast is dramatic, with sheer cliff faces, small sandy coves, headlands, and extensive sandy beaches. Topography that rises from the cliffs up to Mount Wise affords numerous sweeping vistas and small glimpses out to sea.

The town's landscapes and natural assets form the foundation of its success. The town has successfully re-invented itself in recent years, moved away from post-exam holiday and stag/hen weekends and taken advantage of youth culture, family holidays, older visitors, and surfing / extreme sports.

Newquay has international recognition as the 'surf capital' of the UK, with a summer programme of surf, music and food events. It has been drawing surfers since the 1960s and hosts international competitions and famous surf and music festival Boardmasters.

The airport is home to the AeroHub Enterprise Zone, dedicated to aerospace and space businesses, as well as Spaceport Cornwall, the UK's first horizontal

launch Spaceport which represents a major economic opportunity for Newquay.

Despite its success, Newquay faces a number of challenges. Tourism dominates the economy, creating challenges in resilience, productivity, low pay sectors and seasonal employment. In many ways the town centre caters more to visitors than it does locals. Seasonal swells place a major strain on businesses, infrastructure and maintenance.

The housing market and economy are constrained and many people and businesses are struggling as a result. The town centre faces some of the most severe deprivation in the country. The town exports a significant number of working age residents, particularly to places like Truro, although it does also have a high level of residents who work in town. The resident population is older than the UK average.

The town is surrounded by water on three sides. Not only does this pose risks in terms of flooding and coastal erosion, it also has constrained the direction of growth of the town. A new urban extension at Nansledan will add 4000 homes to the town.

Newquay is very well connected by road, rail, bus, with the airport only a short distance away. With ongoing and future investment in rail, bus and road infrastructure, emerging LCWIP proposals to improve walking and cycling accessibility, Newquay has a great deal to offer locals and visitors coming by different modes of travel. However, the centre faces significant issues with accessibility and congestion, where different types of movement compete for road space within a confined historic centre.

KEY

-  Town centre
-  Urban areas
-  Newquay Growth Area
-  Parks & open spaces
-  Roads
-  Rail
-  Strategic trails
-  Strategic green links
-  Campsites and holiday parks
-  **Key destinations & clusters**
-  Airport
-  Employment areas
-  Logistics and servicing
-  Creative industries
-  Light industry & making
-  Aerospace
-  Housing growth
-  Education
-  Shops
-  Community
-  Sports & recreation
-  Growing & wellness
-  Leisure & entertainment
-  Surfing
-  Events



WATERGATE BAY



WATERGATE & LANHERNE AGLV

TREGURRIAN

CORNWALL AIRPORT, AEROHUB & SPACEPORT



FISTRAL BEACH



TOWN CENTRE BEACHES

WHIPSIDERRY

PORTH

ST COLUMB MINOR

NEWQUAY ORCHARD & SPORTS CENTRE



TRENANCE GARDENS



PENTIRE

TRETHERRAS

NANSLEDAN

NEWQUAY GROWTH AREA (UNDERWAY)



PERRANPORTH & HOLYWELL AGLV

CRANTOCK

THE GANNEL ESTUARY

TREVEMPER

QUINTRELL DOWNS

TRELOGGAN INDUSTRIAL ESTATE & PROW PARK



FIGURE 2.1 Strategic context

2.2 Seaside Heritage



FIGURE 2.3 Bronze age cemetery remains [CSUS, 2003]

Early Origins

The origins of the settlement of Towan Blystra are obscure, but the relatively dense archaeological evidence of prehistoric settlement and burial grounds surrounding and within the town suggest a long history of activity.

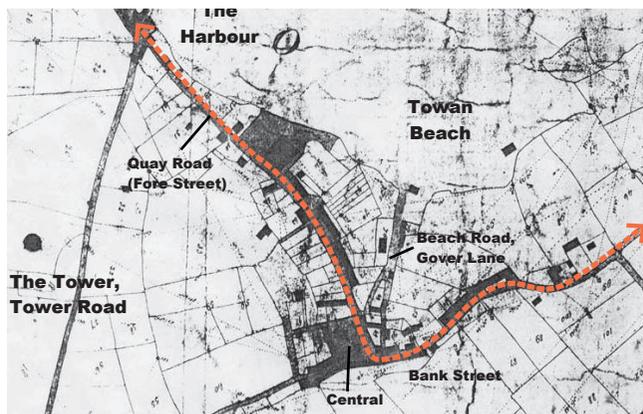


FIGURE 2.2 1839, before the new harbour [CSUS, 2003]

Medieval Fishing Village

The early settlement was sited around what is now Central Square. Gover Lane and Beach Road connected it with the sea and mark the former route of a stream. Towan beach was a sheltered location where boats could be beached and launched.

By the 13th c. the Gannel estuary was an important port with trade links to Wales and Ireland. A small 'New Quay' was built on the site of the present harbour. Quay Road (now Fore Street) linked the dual focal points of the village and the quay.

This small rural settlement had an economy of fishing, agriculture and mining. It is likely that some of the fish cellars date from this period. The first mention of a fish market here dates to 1571, probably situated in Central Square area. Later the 'Old Inn' (now rebuilt as 'The Central'), is recorded as a place of trade. A number of small stone cottages in Fore Street and Alma Place survive from around 1750.



FIGURE 2.4 1895 [National Library of Scotland]

North Coast Port

The harbour was rebuilt in its current form in 1838, catalysing a transformation from small village to successful port town. In 1849 a mineral tramway was constructed, linking inland mines and clay pits to the harbour via Newquay railway station, following the then southern extent of the town.

During the mid 19th c. the town expanded dramatically due to these harbour improvements. Population doubled to over 1000 from 1840 - 1868. Development occurred along Bank Street and Fore Street, primarily small cottage rows and stone terraces.

The harbour-based economy included fishing; export of mineral ores, clay, stone and cereal; imports of coal and timber, guano and lime; and boat building and repair. Fishing 'companies' constructed cellars close to the harbour or along the beaches and headland. Local mines were active. By the late 19th century the port was in decline, limited by its relatively small size.



FIGURE 2.5 1908 [National Library of Scotland]

Railway Resort: From Village to Town

Tourism grew from the early-mid 19th c., with wealthy families building large residences. Early examples are the Fort on Fore Street (1830), the Tower on Tower Road (1835), and the Red Lion Inn (1835).

Passenger rail, introduced in 1873, transformed the town into a fashionable resort, one of two key destinations on the Cornish Riviera. Large hotels were built, including the Great Western (1879), the Atlantic (1892) and the Headland (1900). By the end of the 19th c. tourism had a dramatic effect on the town. Bank Street became a commercial street; concert halls, theatres and cinemas were built, and Fistral Golf Course opened.

Now an attractive place to live, many prosperous, middle-class families relocated here. From 1868 - 1890 the population doubled to 2,000. Terraces and semi-detached villas were built in the town centre, such as Beachfield Ave., The Crescent and East St.



FIGURE 2.6 1934 [National Library of Scotland]

20th Century

The town continued to grow, expanding to 7500 people in 1931. The Narrowcliff area was developed between 1900-1920 as private villas, many now converted into hotels. In the early 20th c., Newquay's Urban District Council (UDC) planned an ambitious expansion programme: a grid of east-west Edwardian terraced streets to the south of the cliff edge.

Concern was being voiced about the degradation of the town and its environment. The UDC bought surrounding open land, creating the Barrowfields, Killacourt and Fistral common. Trenance park and gardens were developed as a visitor attraction.

By the 1960s, the British family seaside holiday was in decline. Newquay then adapted itself once more to take advantage of the rise of a youth culture associated with surfing and extreme sports, the commercialisation of which has done much to shape the modern development and branding of the town.



FIGURE 2.7 Current day plan

From then to Now

Newquay remains a world class surfing and water sports destination, all based around the town's numerous beaches. This has earned Newquay the title of surf capital of the UK.

For some years, Newquay became the party town of Cornwall, and while it still offers a buoyant night time economy, the leisure and hospitality offer is now balanced by a broader family appeal.

Self-catering accommodation has replaced the need for so many "ageing" hotels and these sites have been developed into apartments in recent years.

The strengths, weaknesses and opportunities of the today's Newquay town centre are explored over the following pages.

2.3 Positive Influences On the Town Centre

Today, Newquay town centre has many positive aspects that make it unique, vibrant, and liveable:

- World class beaches and dramatic cliffs, the defining feature of the town centre and the driver of its economy
- A town centre that operates on three levels - beach, promenade, and clifftop
- A walkable town centre; most of the centre is within 15-20 minutes walking
- A vibrant, active working harbour
- A long and diverse history, which can still be read in the organic grain of the central core; in its Victorian and Edwardian architecture; in the major churches and hotels, still prominent landmarks; and in hidden walls and tunnels along the beaches
- Sea views glimpsed from the high street and town hillside, and sweeping views from clifftops
- A growing offer of flexible workspaces and hubs; this alongside a growing film, media, arts and craft industry
- Distinct centres of activity with commercial and leisure offer:
 - **Harbour:** fishing, businesses, and leisure
 - **Fore Street:** independent shops & cafes
 - **Central Square, Bank Street, and Beach Street:** shops, bar and restaurants
 - **Towan promenade and beach:** leisure
 - **Killacourt:** green space with frequent community programming



FIGURE 2.8 Bank Street, historic and commercial core



FIGURE 2.11 A town on three levels



FIGURE 2.9 A vibrant harbour



FIGURE 2.12 Sea views from the town centre



FIGURE 2.10 Existing pedestrian routes



FIGURE 2.13 World class beaches and stunning cliffs

KEY

-  Town Centre
-  Historic core
-  Lively, working harbour
-  Key attractions and destinations
-  Accessible bus and rail stations
-  Investment in Mid-Cornwall Metro
-  Cornwall Council investment
-  Flexible workspaces & hubs
-  Grade II and II* listed buildings
-  Other important historic buildings and landmarks
-  Public realm & green spaces
-  Connected high street
-  Core high street area
-  Key pedestrian links
-  Stunning sea views
-  Topography
-  Cornwall Council owned assets
-  Newquay Town Council owned assets



FIGURE 2.14 Positive Influences on the town centre



2.4 Negative Influences On the Town Centre

There are, however, negative influences which impact the experience of Newquay town centre today:

- Different types of movements compete for space with business needs and placemaking in a confined historic town centre. This results in conflicts between private and delivery vehicles and pedestrians, especially in summer months
- Only a few buildings are listed; with many historic buildings not protected
- The town centre turns its back on the sea, with sea views rare from the high street
- Several public car parks occupying prime locations
- Many low quality buildings that create negative frontages onto the high street
- Large scale 20th c developments have degraded the historic grain of the centre
- The station arrival and interchange are poor
- The long, 1600m high street results in some visitors only using certain parts
- Legibility and wayfinding for pedestrians is poor
- Steep hills and steps affect pedestrian mobility, especially access from clifftops to the beaches
- There is a lack of outdoor space for gathering and seating, and underutilisation of existing public spaces
- Beach facilities on the town centre beaches are below expectation and outdated
- The clifftop town centre is susceptible to coastal erosion and flood risk (see Section 5.9 for detail)



FIGURE 2.15 Conflicts between users on many streets



FIGURE 2.16 Risk of coastal erosion along the cliffs



FIGURE 2.17 Light industrial intensification opportunities



FIGURE 2.18 Some low quality buildings and public spaces



FIGURE 2.19 Low quality station frontage and interchange



FIGURE 2.20 Car parks in prime town centre locations



2.5 Policy Context

Cornwall Council Visions

Future Cornwall 2010 - 2030

Future Cornwall was developed to guide the Cornwall Local Plan and transport plan covering the same period. It sets a shared vision, objectives and priorities for change across the County. Its overarching vision is to 'achieve a leading position in sustainable living.'

Together We Can: The Cornwall Plan 2020 - 2050

This plan sets a vision for Cornwall in 2050. Born of extensive engagement, it will set the pace for the 2030 - 2050 Local Plan update. Its overarching vision is that 'together we can create a fairer, more inclusive Cornwall, and together we can create a cleaner, greener Cornwall.' It proposes six transitions that the County must make:

- Creative Carbon Zero Economy
- Sustainable food, land and seas
- Thriving places with decent, affordable homes
- Equality, education and entrepreneurship
- Safe, healthy, resilient communities
- Digital revolution for sustainable living

Cornwall Council Business Plan 2022-2026

The latest Cornwall Council administration has set the vision of "working with communities for a carbon neutral Cornwall, where everyone can start well, live well and age well."

Planning Policy

Cornwall Local Plan 2019 - 2030

The Cornwall Local Plan was adopted in November 2016. The plan establishes strategic policies for the county, as well as growth targets and objectives for each Community Network Area (CNA). The objectives for the Newquay and St Columb CNA are:

1. Promote **town centre regeneration** to, in particular, enhance the shopping offer and restore heritage assets
2. Enable new **housing** to meet need, particularly affordable and key infrastructure
3. Support the diversification of the **economy**, with more indigenous business, new employment space, up-skilling the workforce and extending the visitor season
4. Maintain and enhance the stock of **visitor** accommodation and facilities in Newquay to meet the needs of the industry. Extend the visitor season and improve the quality and image of the town
5. Manage the **night-time economy** of Newquay
6. **Transport** - Deliver the Newquay Strategic Route and improve connections to trunk roads and Newquay Cornwall Airport in addition to improving capacity at key junctions. Enhance public transport services and facilities and provide a comprehensive cycle and pedestrian network to facilitate sustainable trips. Improve Newquay train station and enhance rail service provision

7. Development of **Newquay Cornwall Airport** to enhance the local economy, including employment development at the airport

The Cornwall Site Allocations DPD

The Cornwall Site Allocations DPD addresses the strategy for delivering the housing and economic targets set by the Local Plan. Considering recent completions and development with planning permission or under construction, it sets the following targets:

- Existing permitted development alongside projected windfall will fulfil Newquay's housing need
- There is a residual need for 7,585 m2 of office space and 8,839m2 of industrial space
- There is no need or capacity for retail within the plan period, though the Station Quarter is identified for potential retail provision

The Newquay Town Framework was developed in September 2016 as baseline evidence for the Cornwall Local Plan and Site Allocations DPD; setting the objectives and strategy for Newquay.

Climate Emergency DPD (emerging)

The Cornwall Climate Emergency Development Plan Document (DPD) is part of Cornwall Council's response to the climate emergency and their commitment to reduce carbon as part of their Covid-19 recovery. **Cornwall Council commits to becoming carbon neutral by 2030.** The plan's policies have the following objectives in achieving this vision:

- Decarbonising lifestyles – reducing carbon in energy use, building methods, travel and leisure
- Creating resilient communities and nature
- Creating environmental growth and the reinforcement of natural systems to protect and enhance our environment
- Rebalancing of the need to travel and how people will move around and work
- Ensuring the health and wellbeing of residents
- Embedding practice and standards around making buildings and places more efficient and reducing use of materials and waste
- Developing a whole system approach

CC Visions



Planning Policy



Corporate Strategy



Newquay Neighbourhood Plan 2019 - 2030

The Newquay Neighbourhood Plan was developed by Newquay Town Council for the area that aligns with the parish boundary. It sets the vision, policies and objectives for the parish and is born of extensive local input. The plan's vision for Newquay is:

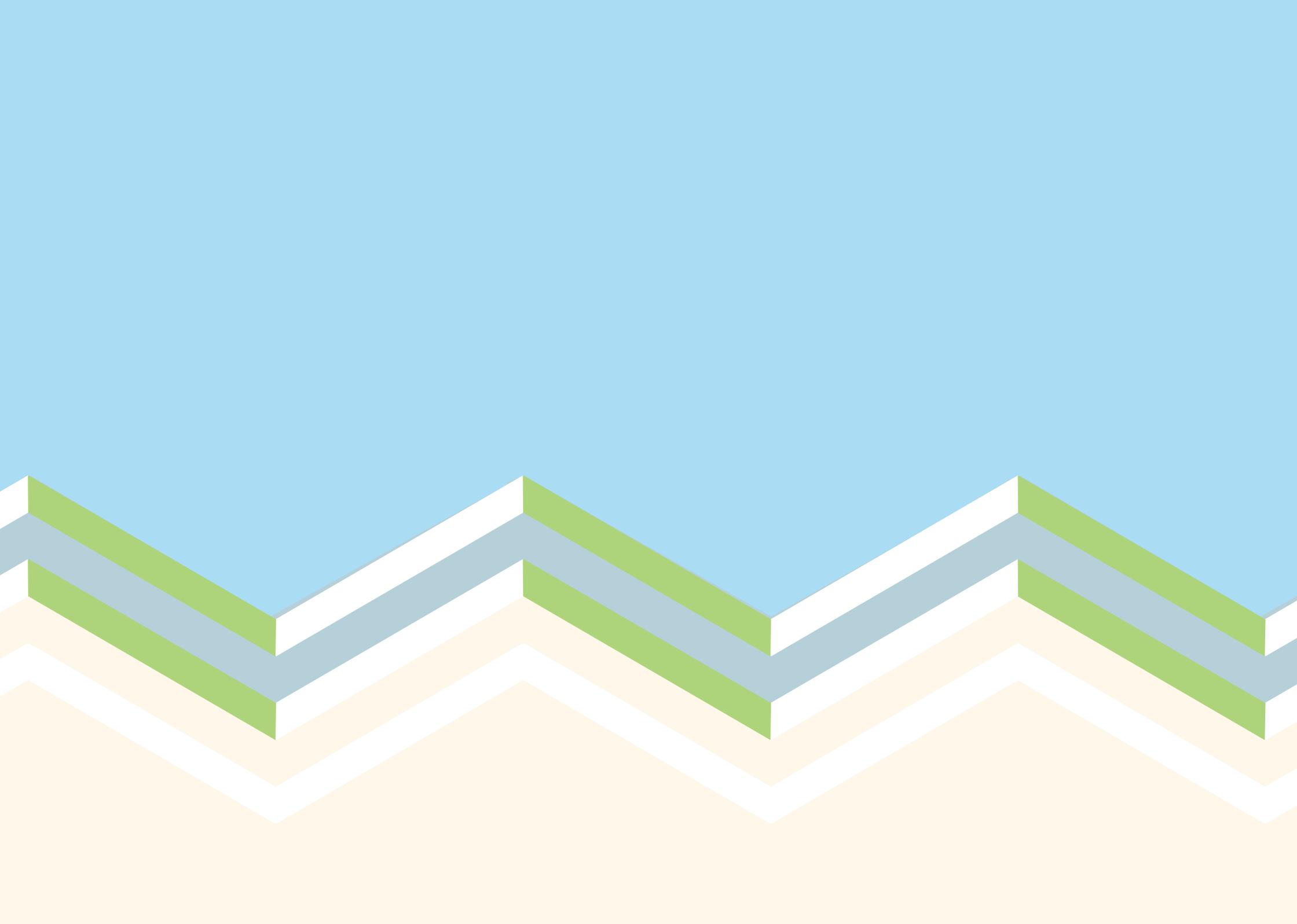
Newquay to be (and is already) a thriving and prosperous Cornish town set in a beautiful and highly valued natural environment of rolling farmland and sweeping coastlines. Residents & visitors alike to have access to open spaces and our iconic views all throughout the parish. The town centre to be

visually appealing, uncluttered and full of character. Sustainable development and transport links that enhance our natural capital and promote green infrastructure to be the norm.

Newquay Town Council is undertaking a review of its NNP, and aim to complete this by 2025.

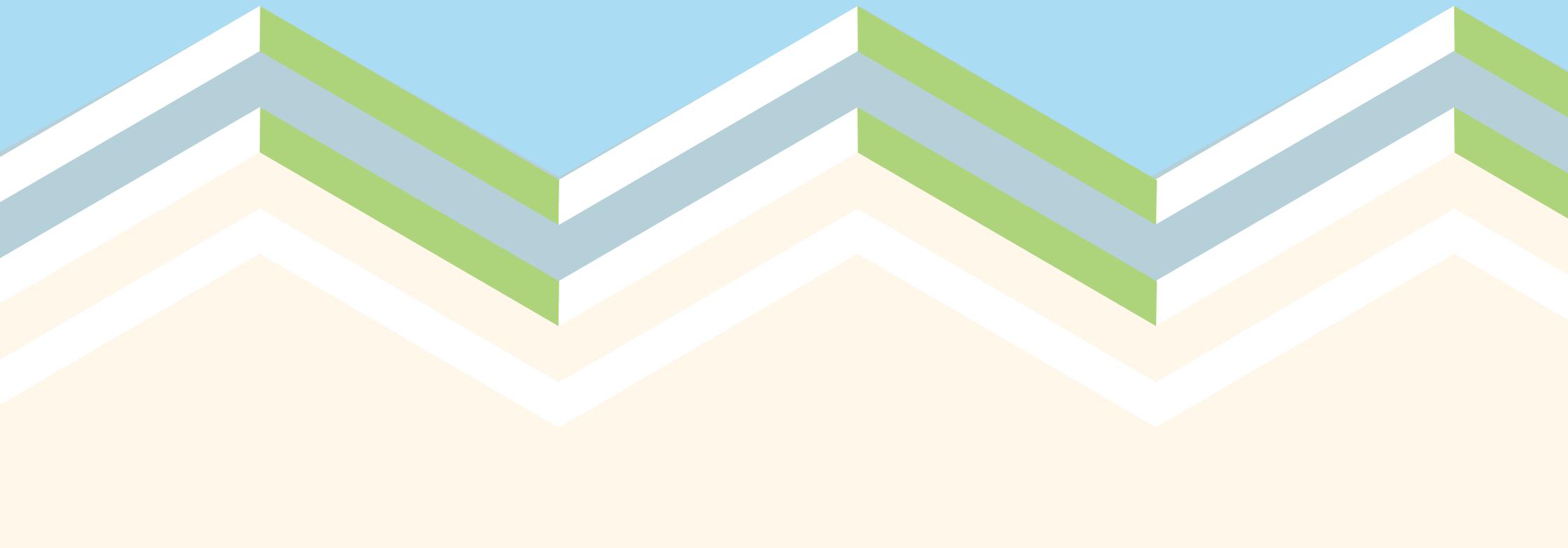
Corporate Strategy

In addition to planning policy, key strategies have been developed to set objectives for positive change in the town centre. These include the Newquay Town Council's Corporate Strategy and the Newquay Business Improvement District's (BID) Business Plan.



3.

Building a Vision and Framework Together



3.1 Overview

The Newquay Town Centre Framework is the result of collaboration between Newquay Town Council (NTC), Newquay Town Team (NTT), Cornwall Council (CC), businesses, Business Improvement District, local stakeholders, and the community.

The ideas, projects and areas for action outlined in this document represent many of the ambitions and aspirations of these stakeholders.

A programme of engagement took place in summer 2022 and included the following activities and channels. Overall, approximately **530** people were engaged through community events, **65** through stakeholder workshops and events, and **1,819** online.

Community engagement

Newquay Futures Online Hub

Cornwall Council supported NTT to develop a bespoke engagement platform on the Let's Talk Cornwall site. The hub was developed to inform local people and organisations about the aims and aspirations of the Newquay Town Centre Framework and the ways in which they can get involved. The hub hosted information about the project and introduced a range of opportunities for people to provide input and feedback. It featured a place to post comments, mapping functions, calls for ideas, and forums to feed back on emerging proposals.

The site received **1,819 visits** during the engagement period, with **236 feeding back** in various forms. Two surveys were launched regarding priorities for change received **46** and **149** responses. There were **82** pins placed on the interactive map, and **85** contributions in open discussions.

Business Improvement District Survey

A survey launched by the BID asked residents of Newquay on their current thoughts about the town, and the change that they wanted to see. The survey received **722 responses** from locals from a wide range of ages.

Public 'Pop-Alongs'

The NTT hosted **17** events in the Library, Orchard, Killacourt, Central Square, and Royal British Legion between May and August. These were advertised to the general public via leaflets and online. At events the public could see the work happening, discuss their opinions and provide comment and direction. Approximately **340** people attended these events.

Library Exhibition Space

A permanent exhibition space was set up in the library where members of the public could learn more about the project throughout the engagement timeline.

Youth Engagement

Events were created to reach a younger audience. Posters and forms were set up at the Konzept Gym to target those in their 20s-30s, engaging **42** people. An event with the Newquay Surf Life Saving Club was arranged to talk with teenagers under the age of 18 and get their thoughts about the project, where the team spoke with approximately **20** young people.

Virtual Reality

Cornwall Council chose Newquay Town Team and this project to explore the use of cutting edge technology in engagement, thanks to funding from DLUHC. In partnership with CC, NTT, Digital Urban

and Arcadis, the use of 3D gaming technology was trialled as a means to increase the depth and breadth of engagement on the project.

Two events were held at the Orchard where participants could cycle through the high street in a virtual reality, exploring different possibilities for change. These welcomed **33** people and **100** school children.

Print

From May to August, Newquay Town Team ran **11** articles across the Newquay Voice, BID newsletters, Business Insider, Newquay and Districts News and Trader, and Cornwall Live.

Social media

Newquay Town Team worked with the BID to post and promote the project and its online hub via Facebook. These posts reached approximately **64,500** people, with **1,315** people clicking through links to the Newquay Futures online hub and **145** people commenting directly.



Welcome to Newquay Futures

The Newquay Town Team is developing a strategy for the revitalisation of the town centre. This will set a long-term vision for the town centre for the benefit and enjoyment of future generations of residents and visitors, and identify the projects and funding to make it happen.

We want to hear as many voices as possible in defining the future of the town centre. This platform is intended to collect your perceptions of Newquay town centre today, and your ideas for how it should change and improve.

FIGURE 3.1 Newquay Futures landing page

Stakeholder Engagement

Vision & Futures Workshop

A multi-stakeholder workshop event took place in the St Michael's Church community hall. This focused on understanding stakeholders' ambitions for the future of Newquay, and how they thought they should be implemented.

This workshop was attended by **50** people from a broad range of specialisms and local interest standpoints.

Emerging Vision & Spatial Framework Workshop

The second multi-stakeholder workshop involved presenting the material gathered from the preceding community and stakeholder engagement and the emerging vision being developed in response. Participants were invited to comment on both the vision and the spatial framework in development.

This was attended by **38** people from a broad range of specialisms and local interest standpoints.

1:1 Engagement

Conversations were had with various significant stakeholders around the town about the project, including 1:1 meetings with:

1. Newquay Business Improvement District (BID)
2. Newquay Town Council (NTC)
3. Newquay Town Team (NTT)

4. Cornwall Council (CC) Economic Growth and Development and Transport teams
5. The RNLI Lifeguard Service, Land Train Operators, and Taxi Association
6. Newquay Councillors Evening

Visitor Engagement

Business Improvement District Survey

A survey launched by the BID asked visitors to Newquay about their thoughts about the town and the change they would like to see. The survey received **1,696** responses from visitors.

Visitor Engagement at Events

During public engagement events some of the people spoken to were visitors. This was significantly lower than the number of residents however, as it was more challenging to persuade people to stop and chat with the team while they were on their holidays.



FIGURE 3.2 Pop-Along on the Killacourt

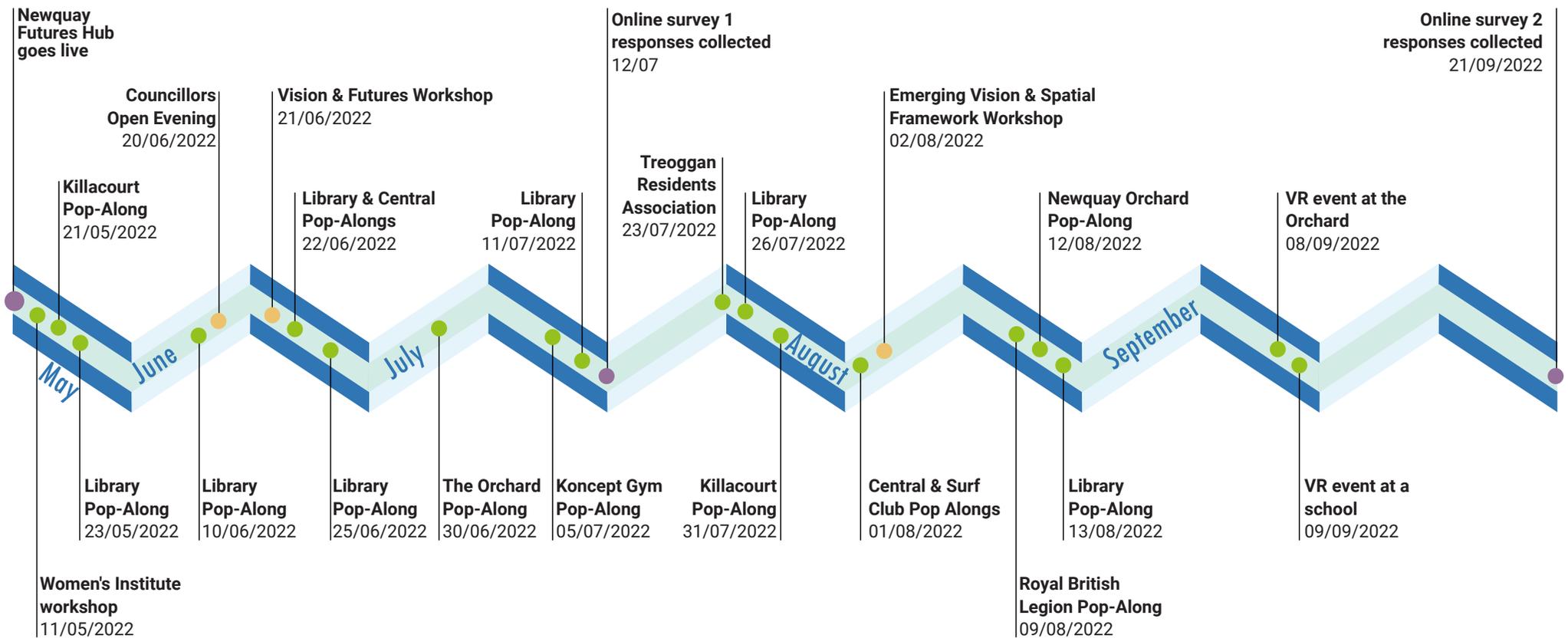


FIGURE 3.3 Pop-Along at The Central



FIGURE 3.4 VR event at the Orchard

3.2 Engagement Timeline



3.3 Community Priorities

What issues are most important to you when considering the future of Newquay town centre?

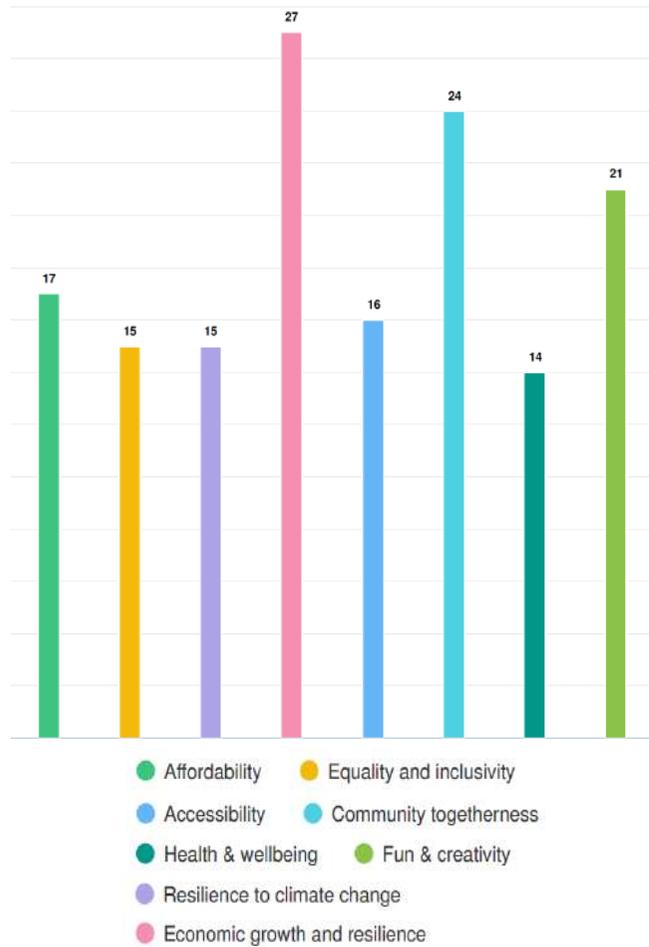


FIGURE 3.5 Survey 1 headline responses

Do you think its important to address issues in the below parts of town?

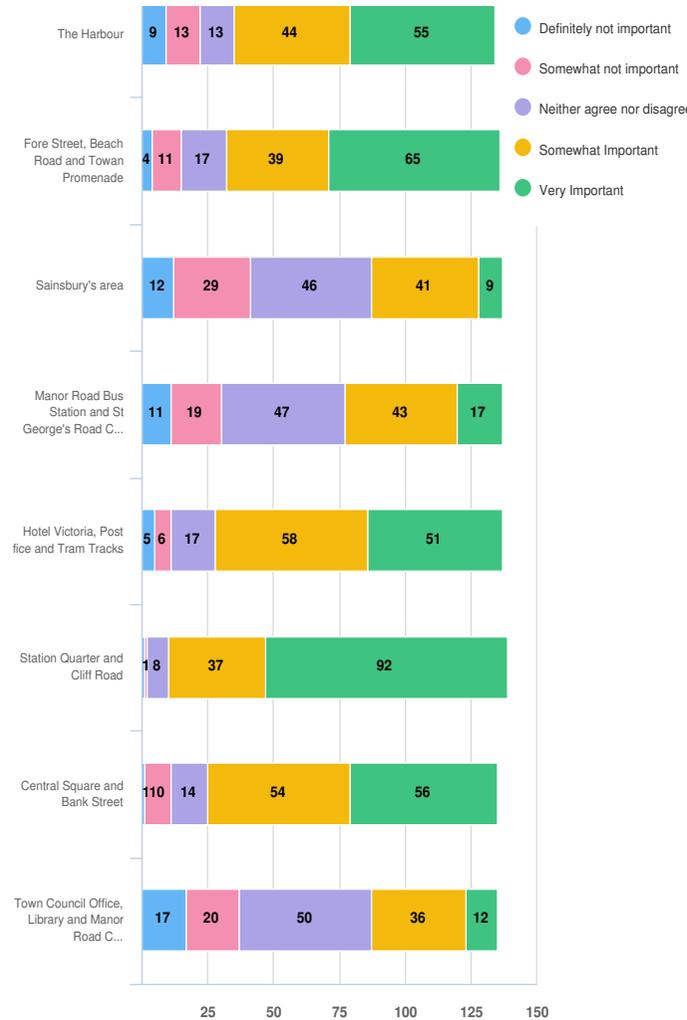


FIGURE 3.6 Survey 2 headline responses

Key community priority themes and ideas

- Movement** → Cycle lanes, reliable and regular public transport, fewer cars in the town in summer
- Affordability and Housing** → Ensuring local people can find somewhere affordable to live and shop
- Public Realm** → Mixed use, pedestrianised areas, event space and plenty of green spaces with room for wildlife
- Events and Activity** → Areas for indoor events, markets, a year-round events programme, and sports
- Enterprise** → A broader retail offer, encourage independent businesses catered to locals and visitors alike
- Identity** → Highlight assets such as beaches, built heritage and an identity for the town based on its sport culture and natural setting
- Accessibility** → Improved access to beaches and shops, additional facilities and better communication
- Sustainability** → Improved transport, reductions in plastic waste and green systems
- Seasonal Change** → Improving the year-round offer for residents

3.4 Community Feedback

Key Findings



Identity - *"The beauty of open oceans, big skies and glorious sunsets"*

Most participants felt that Newquay's natural setting, with seven beaches, beautiful cave-marked cliffs and clear views out to the Atlantic Ocean, makes it special and sets it apart from other places in Cornwall and the UK.

This is what draws visitors back each year, creates its reputation as a surfing destination, and often what has tempted residents to settle here.

The diverse mix of visitors that Newquay attracts in the mix of age groups and income levels has created a place where anyone can feel welcome.

Newquay's identity is rooted in its beaches, surfing culture and 'young vibe'.



Maintenance - *"The town is an afterthought"*

A major theme through the engagement process was cleanliness. Frequently, the town was described as 'tired', 'dirty' and 'neglected'. This was reflected in discussions about the amount of litter on the street and the need for more bins/bin collections, but also in discussions around the built environment.

Many participants expressed disappointment at the number of vacant and derelict buildings in the centre of town and the prevalence of poor quality shopfronts that needed better maintenance, and a more cohesive character.

Residents often compared Newquay to other towns on this topic, saying that other places had managed to maintain an authenticity in design and a 'Cornish' aesthetic that had been significantly degraded on their high street.

Many residents mentioned the lack of planting and green space in the town centre.



Affordability and Housing - *"I've been trying to move out for the past three years"*

The lack of affordable housing for local people was a prevalent theme throughout engagement, particularly for the younger generation.

The private rental market is very small, with most properties targeted at holiday-lets rather than long-term residential lets, exclusionary even to those who can afford to rent.

There is a general feeling of a disconnect between the wage level in the area and the rent levels and property prices.

Furthermore, homelessness is prevalent in the area, with a population living in vans in areas not designed for habitation. This has caused friction with other residents, but it is unclear what the alternatives might be for those facing homelessness in Newquay today.



Enterprise - "Newquay is full of forward thinking people, The potential is there to update the town"

Most respondents stated that their purpose for visiting Newquay town centre related primarily to the shopping, coffee and services available.

The responses demonstrate an appreciation of the number and quality of independent businesses operating in the town, something many people believe should be supported and expanded.

Many feel the quality of the retail offer could be improved, and is not as varied or sophisticated as in other Cornish towns.

Additionally, there was feedback that the shops cater more to visitors than locals, and some expressed a desire that shops cater to local people, and fewer shops selling tourist 'tat'.



Events, Activity and Seasonal change - "It's a long winter for the children in Newquay"

There is a strong sentiment in the responses that the visitors and visitor season is the main priority in the town centre. A lot of the employment drains away in the winter, leaving many without jobs and many homes vacant. Many residents referred to the closing down of restaurants, bars and shops in the winter, leaving the town feeling empty. Without water-based activities in winter weather, there is also a feeling that there is very little to do in Newquay in the winter, especially for children.

The cultural programme of activities and events slow over the winter, and many residents called for a year-round programme. Residents also would like to see the cultural and activity offering diversified.

However, many residents stated they preferred the shoulder seasons, when the town felt as though it were theirs again after being packed full of visitors.



Public realm - "More plants and green space!"

Responses from the community regarding the public realm focussed on three elements:

- Planting the town with more trees and pockets of green space.
- Creating a better experience through the town, with a better station arrival, a well-communicated walk way through the town and connecting the town to the sea, which is not visible through most of the high street
- Creating a focal point for events such as food markets, small outdoor festivals and places to sit and gather

Community Feedback

Key Findings



Accessibility- *"Promenades would be great so at least we can see the beaches!"*

Currently Newquay is not considered suitable by for those with mobility disabilities. The infrastructure to facilitate a variety of mobility needs is not developed in the town, and where it is, it is fragmented and poorly communicated to disabled residents.

This includes issues ranging from access to shops, restaurants and beaches by wheelchair, to impractically narrow pavements, to an insufficient provision of public toilets and benches in sensible locations.

More public services, as well as expanded town centre pedestrianisation is desired by many residents.



Movement - *"We can't rely on the bus to get us home from work"*

Movement in and around the town centre is a key issue cited by residents. The town centre is 'gridlocked' in summer, with bikes, cars, buses and service vehicles packing into the small roads. This can make walking challenging, especially with narrow pavements in many areas such as Fore Street. There are very limited cycle paths within the town, but people still use bicycles to get around, especially young people without access to a car.

Many responses mention parking: residents find that congestion of parking hinders their ability to operate day-to-day in summer.

There have also been many references to the service vehicles that regularly obstruct the 'pedestrianised' high street.



Large numbers of responses called for improved cycle infrastructure and increased pedestrianisation, to take the town back from vehicles.

There have also been requests that the public transport network be improved. For those who don't drive, the public transport network (primarily buses) can be unreliable. One example given by a young person working in a shop in town is that the buses stop at 6 on weekends, stranding many of the hospitality workers who have to rely on family and friends to pick them up in cars.



Sustainability - *'Our local attitude to our marine environment is closely visible & palpable'*

Sustainability is very important to residents. Concerns and ideas focussed on three topics:

- Improved sustainable travel, such as cycle lanes, better walking paths, improved bus and train travel and alternatives to taxis/cars
- A reduction in the amount of plastic waste. The festival type atmosphere in summer leads to litter in the streets. Respondents reference ways this is being improved in other Cornish towns, such as banning polystyrene bodyboards and better waste management policies
- Improving infrastructure so that waste is circulated, energy is renewable and use of natural resources is efficient. Some residents mention infrastructural changes such as facilitating a move towards electric vehicles and facilitating a circular economy



FIGURE 3.7 Cornwall Pride, May 2022

3.5 Stakeholder Feedback

Key Findings

Movement - *"Radical change is needed"*

A core theme discussed in stakeholder workshops was movement in and around the town.

Participants wanted to see changes to the congestion in the town centre in summer months, more sustainable travel methods prioritised, and to reclaim their high street from vehicles.

Participants responded positively to the idea of a bold, strategic and holistic movement plan, as one stated: *"they've been fiddling with it for years and it's never improved, so radical change is needed"*.

Participants also agreed that having alternative uses for town centre car parks was sensible, but needed to be carefully considered as part of a wider parking strategy. Many called for the reinstatement of a park and ride service.

Affordability and Housing - *"We have around 78 working families relying on our food bank"*

Affordability was a significant issue to stakeholders, from those on the front lines of the cost of living crisis, to those running successful businesses who can't access the staff they need to grow.

Innovative ways to introduce housing—critically affordable housing—into the town are supported. Many such initiatives—such as looking to adapt vacant units above shops—are already underway. However, more ambitious solutions which yield higher numbers of homes are required.

Policies regarding AirBnBs and other holiday lets were also mentioned frequently, to help locals access the rental market.

Enterprise - *"Find space for small businesses to grow or risk losing them."*

There were many calls for improvement to the retail and business offer in Newquay.

Many participants said that the town needed to be able to provide more flexible commercial space, and provide room for small businesses to grow. Currently there is nowhere for them to move other than very large vacant offices and shops.

There was an appreciation for the independent shop scene, which many would like to see expanded.

Creating mixed use space in the town centre was particularly important to participants to provide resilience and vibrancy, to protect commercial space from residential development encroachment and for businesses to be able to 'spill out' onto the street.

Improving movement and housing affordability was noted repeatedly as being linked to the success of enterprise.

Sustainability - *"Becoming climate leaders is ambitious, but important in our vision"*

Sustainability in development and operation of the town is very important to participants and preserves the natural environment that makes Newquay so special.

According to feedback, more is required to improve the waste network, policy on goods allowed to be sold, essential infrastructure, transport and green space and planting provision.

Community - *"Retaining culture and community with growth"*

Stakeholders expressed that they would like to see more space for community uses in Newquay, both indoors and outdoors, so that they had places to gather and hold events. It was expressed that Newquay already has a strong community, but needs places where this can be focussed.

This included improving the youth service offer available across the town and provisions for activity.

Events and Activities - *"A cultural offer to underpin visitor and resident participation"*

Participants echoed residents' opinions that there was not enough happening in Newquay year-round. They wanted to see the events and activities schedule expanded and diversified to reflect the desires of a large variety of visitor and residents, with interesting and engaging spaces in which to hold events.

Maintenance and Public realm - "Tidy, clean and green"

Stakeholders echoed residents' disappointment at maintenance of the town, many areas looking 'run-down' and 'shabby', litter being a significant issue in summer.

This contrasted with stakeholders' visions for what Newquay has the potential to be: richly planted, clean with plenty of green public space to sit and enjoy the views. This recurred throughout feedback as key to enhancing what is there already and unlocking new improvements.

Identity - "Connect the town to the sea"

Stakeholders were passionate about Newquay now as well as their visions for the town centre.

They wanted their collective futures to bear the marks of their dedication, whether through places for the town's vulnerable populations to be supported, for young people to experiment with their creativity, for visitors and residents alike to enjoy displays of culture and entertainment or for the old or young to pick up a surfboard and get immersed in the area's unique landscape.

The town's relationship to its natural surrounds is tangible, as is how many stakeholders set it apart from other places. Stakeholders expressed a desire for Newquay's particular offering to be better communicated throughout the town. From an improved station arrival to regular viewpoints, the town should be punctuated with reminders of what a special place it is.



3.6 Visitor Feedback

Key Findings

Visitor feedback collected by Newquay BID was positive overall, with most rating the town very highly as a destination to visit. The feedback was much more positive about Newquay town centre than residents', showing that it performs better for holiday makers than it does for residents. However, there were areas that could be improved.

Maintenance

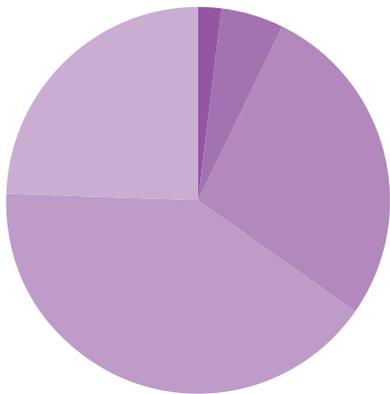
Cleanliness and the overall appearance of the town were brought up frequently as something that could be improved. There were many negative comments about the town's aesthetic: Around 85-90% of comments about the town describe it as 'run down', 'untidy', 'unloved' which feels 'dated', 'tired' and in need of some investment.

There was significant praise for the cleanliness of the beaches, but indication that the town itself needed improvement, in particular during the busy season. Comparison with other Cornish towns highlighted Newquay as much less aesthetically pleasing (other than the beaches).

Identity

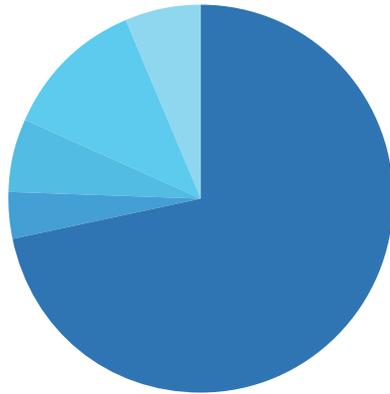
Visitors consider Newquay a family friendly destination with the 'something for everyone' message mentioned throughout the responses.

Its destination identity is one that is considered to primarily attract families and surfers, having moved away from being a party destination.



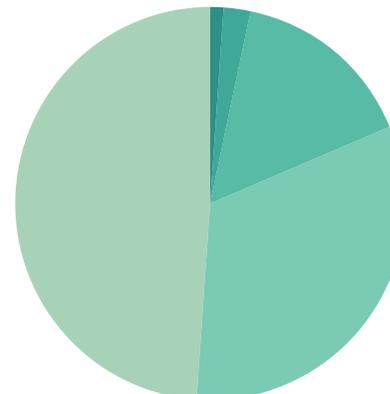
How would you rate Newquay on its cleanliness?

- 1 = Poor
- 2
- 3
- 4
- 5 = Excellent



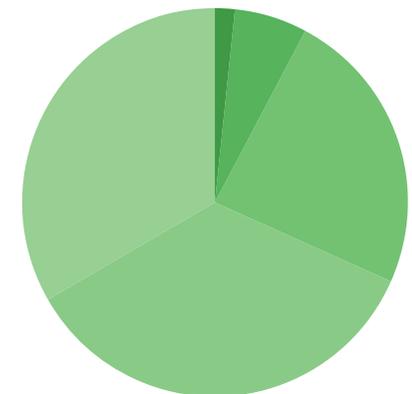
Who do you think is Newquay's main visitor type?

- Families
- Solo travellers
- Large groups
- Stag and Hen parties
- Couples
- Business people



How would you rate Newquay as a destination to visit?

- ☆
- ☆☆
- ☆☆☆
- ☆☆☆☆
- ☆☆☆☆☆



How would you rate Newquay on its accessibility - how easy it is to reach?

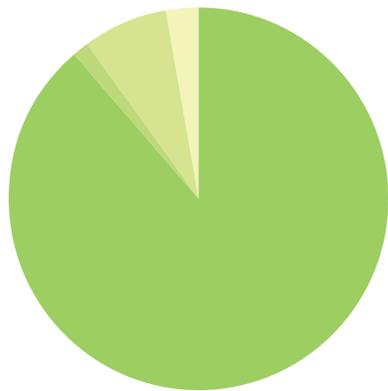
- 1 = Poor
- 2
- 3
- 4
- 5 = Excellent

Accessibility

Newquay is not considered particularly disability friendly to visitors. Visitors with disability needs said that they struggled to access shops and beaches, pavements were difficult to navigate, facilities needed improving and expanding, and accessibility information needs to be more readily available.

Movement

Almost all of the responding visitors to Newquay arrive by car, and the smallest proportion arrive by bus. Parking is considered an issue to visitors as it is seen as too expensive and there is not enough of it to accommodate the large amounts of visitors visiting the town annually.

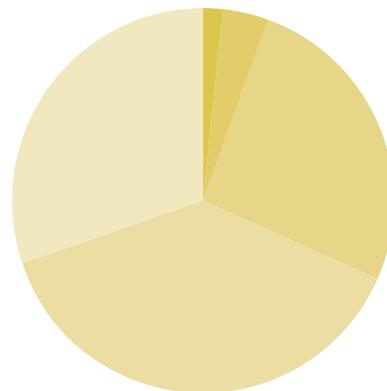


How do/would you travel to Newquay?

- Personal vehicle
- Bus
- Train
- Air travel

Affordability

Many expressed a feeling that the general cost of holidaying in Newquay was quite high, which was not always reflected in quality, but there was also an acknowledgement that it was no more expensive than other similar destinations in Cornwall.



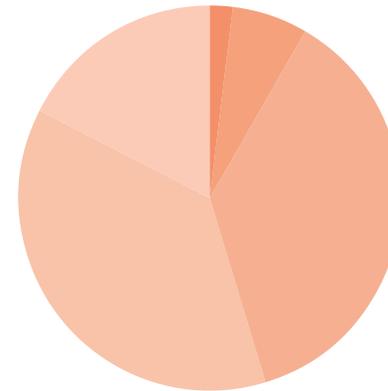
How would you rate Newquay's accommodation offering?

- 1 = Poor
- 2
- 3
- 4
- 5 = Excellent

Enterprise and Experience

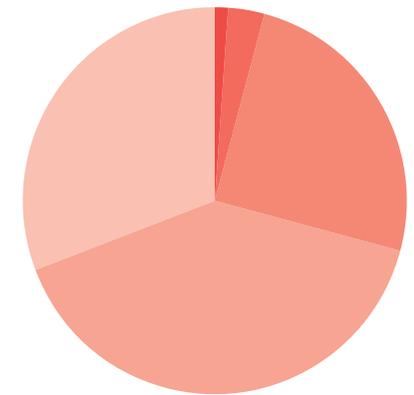
Many visitors agreed with residents responses regarding an over-abundance of tourist 'tat' shops. There was also room for improving the food and drink and event scenes in Newquay, which got positive feedback, but didn't 'wow' anyone.

There was appreciation for the town catering to many different budgets.



How would you rate Newquay on a level of affordability?

- 1 = Poor
- 2
- 3
- 4
- 5 = Excellent



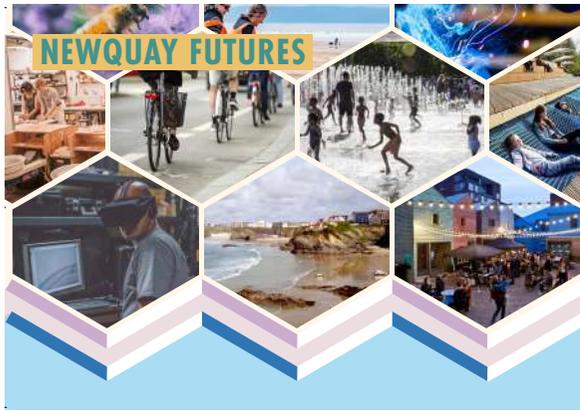
How would you rate Newquay's food and drink scene?

- 1 = Poor
- 2
- 3
- 4
- 5 = Excellent

3.7 Collaborative Visioning Themes

Newquay 2050 Postcard Responses

In initiating engagement with Newquay's residents, stakeholders and visitors, we ran an exercise that encouraged people to consider what they wanted the town centre to be in 2050.



SEND US A POSTCARD FROM **NEWQUAY IN 2050.**

Imagine it's 2050.

Name: _____

What three things do you love about Newquay town centre?

- 1.
- 2.
- 3.

The Newquay Town Team is developing a strategy for the revitalisation of the town centre, for the benefit and enjoyment of future generations of residents and visitors. We want to hear as many voices as possible. Visit <https://letstalk.comwall.gov.uk/newquay-futures> to share your ideas for change and register to receive project updates.



FIGURE 3.8 Postcards from the future

SEND US A POSTCARD FROM **NEWQUAY IN 2050.**

Imagine it's 2050. Name: Celia Thorne

What three things do you love about Newquay town centre?

1. Has a happy & motivated local community more we work in team!
2. Has a broad range of employment which encourages residents to stay in town
3. Is environmentally ambitious & more of new ideas.

newquay town centre. letstalk.comwall.gov.uk to share

SEND US A POSTCARD FROM **NEWQUAY IN 2050.**

Imagine it's 2050. Name: Sam Burgess

What three things do you love about Newquay town centre?

1. IT HAS A WARM AND THRIVING YOUNG COMMUNITY
2. IT PROVIDES A WIDE RANGE OF JOB OPPORTUNITIES IN DIFFERENT SECTORS TO ENCOURAGE A SUSTAINABLE EMPLOYMENT MARKET
3. IT IS A VIBRANT, CREATIVE AND ATTRACTIVE PLACE WHICH ENCOURAGES INWARD INVESTMENT TO CONTINUE TO ENHANCE THE QUALITY OF PLACE

The Newquay Town Team is developing a strategy for the revitalisation of the town centre, for the benefit and enjoyment of future generations of residents and visitors. We want to hear as many voices as possible. Visit <https://letstalk.comwall.gov.uk/newquay-futures> to share your ideas for change and register to receive project updates.

SEND US A POSTCARD FROM **NEWQUAY IN 2050.**

Imagine it's 2050. Name: Al

What three things do you love about Newquay town centre?

1. VARIETY OF SPACES OFFER LOCALITY TO CREATE
2. PROXIMITY TO BEACHES AND WALKER OPEN SPACE A RE-THINKING OF TRANSPORT (HEALTHY).
3. MIXED BUILDINGS THAT BRING INDEPENDENT BUSINESSES TO THE TOWN CENTRE.

The Newquay Town Team is developing a strategy for the revitalisation of the town centre, for the benefit and enjoyment of future generations of residents and visitors. We want to hear as many voices as possible. Visit <https://letstalk.comwall.gov.uk/newquay-futures> to share your ideas for change and register to receive project updates.

SEND US A POSTCARD FROM **NEWQUAY IN 2050.**

Imagine it's 2050. Name: _____

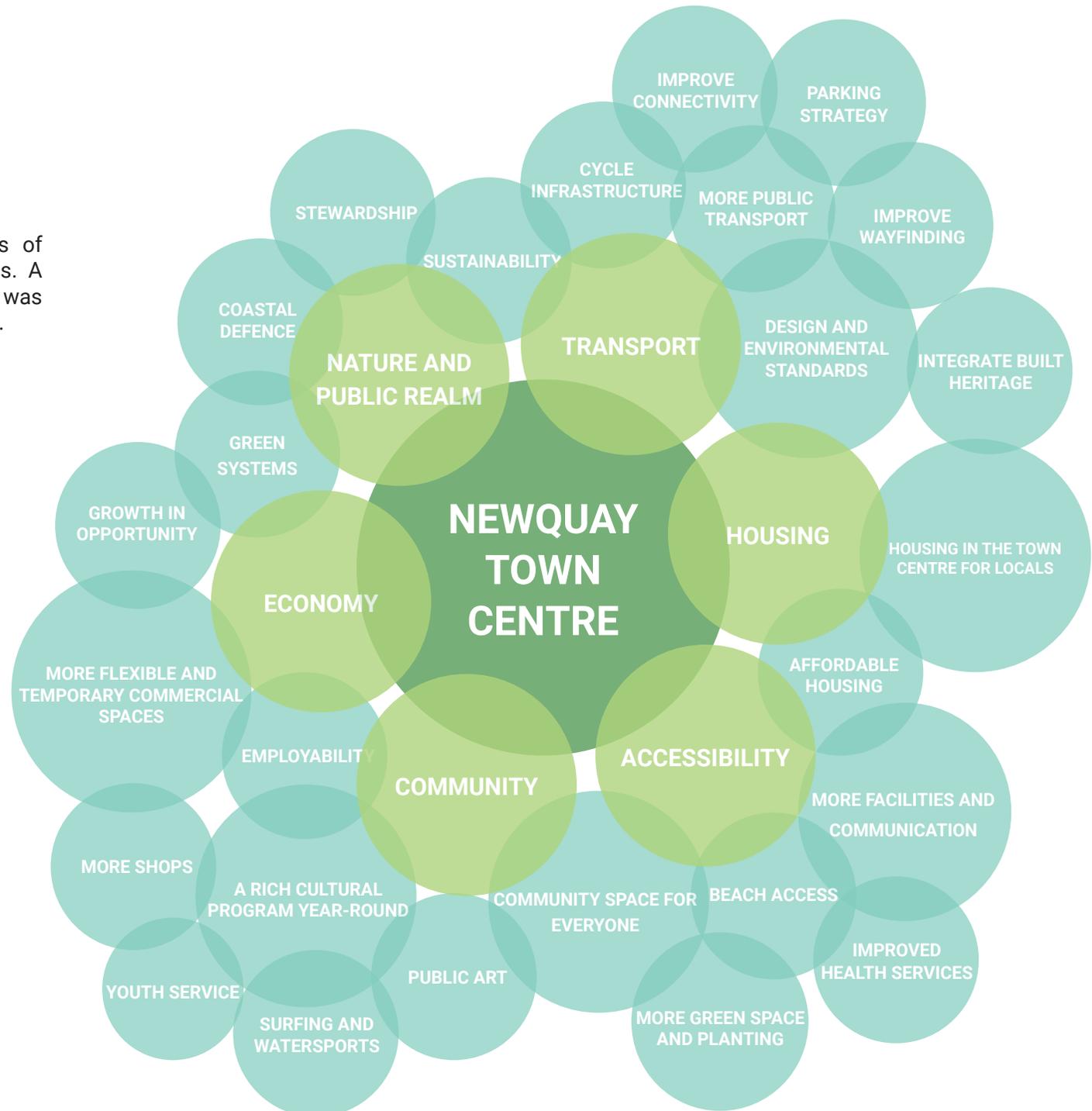
What three things do you love about Newquay town centre?

2. STRONG MIX OF OLD AND NEW - NEW DEVELOPMENT WITH HERITAGE AND OLD BEING UTILISED FOR NEW USES.
3. WALKING OR WALKING / CYCLING + EXPLORING THE TOWN. SUSTAINABLE COMMUNITIES - LOCAL EMPLOYMENT OPP.

The Newquay Town Team is developing a strategy for the revitalisation of the town centre, for the benefit and enjoyment of future generations of residents and visitors. We want to hear as many voices as possible. Visit <https://letstalk.comwall.gov.uk/newquay-futures> to share your ideas for change and register to receive project updates.

Overall Summary

Responses delivered many themes for areas of improvement, covering a wide range of topics. A thematic diagram was made to ensure nothing was missed in translation when writing up the vision.



3.8 Collaborative Visioning Project Ideas

Through posing the question 'What if..?' during engagement, participants envisioned the projects they wanted to see taking shape in Newquay.

As can be seen, participants had hundreds of ideas for changes that could make the town centre a better place for both visitors and residents. The project ideas represented a great range, from policy change and economic and cultural initiatives, to spatial and physical interventions and developments.

Opposite, some of the recurring spatial project ideas in the town centre have been mapped to demonstrate the type of projects that could be brought forward within the scope of a the Spatial Framework, and the sites that repeatedly came up throughout engagement. This should be read as a collection of ideas, not as the propositions contained in the Spatial Framework.



FIGURE 3.9 Mapping opportunities for change

Development Opportunities

- Youth facilities
- Planning for population growth and more remote working
- Station arrival upgrade
- Basketball / volleyball court
- Hospital
- More independents
- Skateparks as central community hub / overlooked
- Cafés
- Co-work space with views
- Community store
- The orchard mini hub
- Repair shops
- Community hub
- Internet & solar power hubs
- Bus station as community hub
- Hostels
- Tourism office
- YMCA
- Doctor's surgery
- Diversified restaurants
- Theatre
- Indoor Market
- Library upgrades
- Activity/retail corridor on Manor Road
- Steiner School
- Surf Museum
- Reopen cliff-top pool
- Food stalls
- Local car parking at Cliff Road end
- Van Life car parks
- Established fast food brands
- Shopping Mall
- Surfers crèche
- Cornish sporting life museum
- More parking
- Hotels and holiday homes at the back of the town
- Free campervaning areas
- Indoor sports options
- Climbing centre
- Artificial reef
- Better shops
- A focus point for events
- Diversify the night life option
- Highlight current assets
- Better value small commercial units
- Flats above businesses
- Decent music venues
- Attraction on the outskirts - fun/adventure
- More indoor activity

- Utilise Derelict space
- Homes to rent
- Reopen the Sea pool
- Local shops for everyday items
- More water parks
- Arts centre
- Allotments
- Renovate older buildings
- New public facilities
- Improved public services
- Mixed use town centre
- Green infrastructure
- Co-working space
- Renewable energy systems
- Digital Infrastructure
- Demolish walkabout
- Renovate underpass
- Reopen the Whim tunnel

Movement

- Tram line shuttle
- Link up the lanes
- Joined up parking strategy
- Walkable routes everywhere
- Car-share
- Tuk Tuks
- Ebikes with load carrying capacity
- EV & Scooter bike charging hubs
- Move bus station
- Little boat from the harbour to towan and Fistral
- Park & ride
- Hopper bus
- Cycle path expansion
- Accessibility audit
- Less congestion
- Pedestrianise
- A well-communicated walkway through town
- Better bus timetable
- Better public transport
- More one-way roads
- Improved wayfinding
- Integration of services and transport
- Improve connectivity
- School hopper system
- Walking train
- Interchange hubs
- Cycle parking facilities and showers
- Boardwalk from station to harbour

Policy and Control

- Grow independent businesses
- Grow a circular economy

- Expand and enrich job opportunities
- New buildings must be sympathetic to the environment
- Stormwater flooding resilience
- Improved shop frontages
- Policy for pop-ups in empty units
- Grants for local organisations
- More non-tourism jobs
- Green roofs
- Enforce litter fines
- Local parking permits
- 5G important
- Support for landlords to take losses on rent
- Support for landlords to invest in changing their spaces
- Allowing growth for business within the town
- Digital facilities
- Remove pollutants
- Protect nature
- Coastal defence
- Resilient infrastructure
- Wealth capture and inward investment
- Tourist tax
- Subsidised business rents
- Enhanced built heritage
- New development done correctly
- Conservation
- Reduce bus fares
- Flexible indoor spaces,
- Pop up seasonal housing
- Recycling bins
- Remove car parks from TC
- Carbon neutral town centre

Programming & Initiatives

- Bring the community into the changes / communicate
- Support to local businesses to market / signage
- Events at Killacourt year round
- College involvement
- Community purchase of TC properties
- Audio guided cycle tour
- Beach games set up as tide goes out
- Rafts and activities in the sea
- Local usable currency
- Local food festivals
- Indoor events
- Health and wellbeing identity
- Keep its surfy

- Detached youth service team
- Free food
- Keep up the live music scene
- All street traders at the Killacourt
- Outdoorsy sports
- Diversifying uses and activities
- Encourage sport
- Cultural program
- Culture of respect from visitors to town
- Year-round plan
- Enhance lifestyle
- Deliveries and servicing restrictions
- Delivery hopper system
- Café/information drop in centre
- More events at killacourt and town square
- Showers at all the beaches
- Town redecoration
- Card payments for toilets
- Safe swimming

Public Realm

- Promenade
- Piazza
- Attractive town for good quality visitors
- Green space in Central Square
- Community garden
- Better signage
- Re-utilise Fore Street Car Park
- Public art
- Tolcarne boulevard
- Removal of ramp to Manor Road Car Park
- Link from higher level to Bank Street
- Seating at Memorial Park
- Clean Town up
- Keep it green
- Improve all green space parks
- More toilets
- Places to sit and gather that aren't wet or cold
- Bonfire locations
- Connect the town to the sea
- Cleanliness improvements
- More bins and dog bins
- More zebra crossings on Cliff Road
- Green space and planting
- Open up bowling green
- Open up beach front
- Tram track upgrade
- Add trees
- Safety

KEY

-  Town Centre
-  Shop front and public realm improvements
-  Pedestrianisation
-  Opportunity areas that came up repeatedly through engagement
-  Specific sites that came up through engagement as opportunities for development

Re-occurring project ideas

- 1** Reopening the whim tunnel from Sainsbury's down to the harbour
- 2** Fore Street Car Park as a public space and viewpoint
- 3** Tidal pool and beach showers
- 4** Utilise space above shops for flats
- 5** Cafe and restaurant spill out
- 6** Promenade and linkage between harbour and beach
- 7** Station area considered extremely poor quality
- 8** New community space/ market space/ indoor sports centre/ health and services centre
- 9** New green linkages
- 10** Better use of existing underutilised public spaces

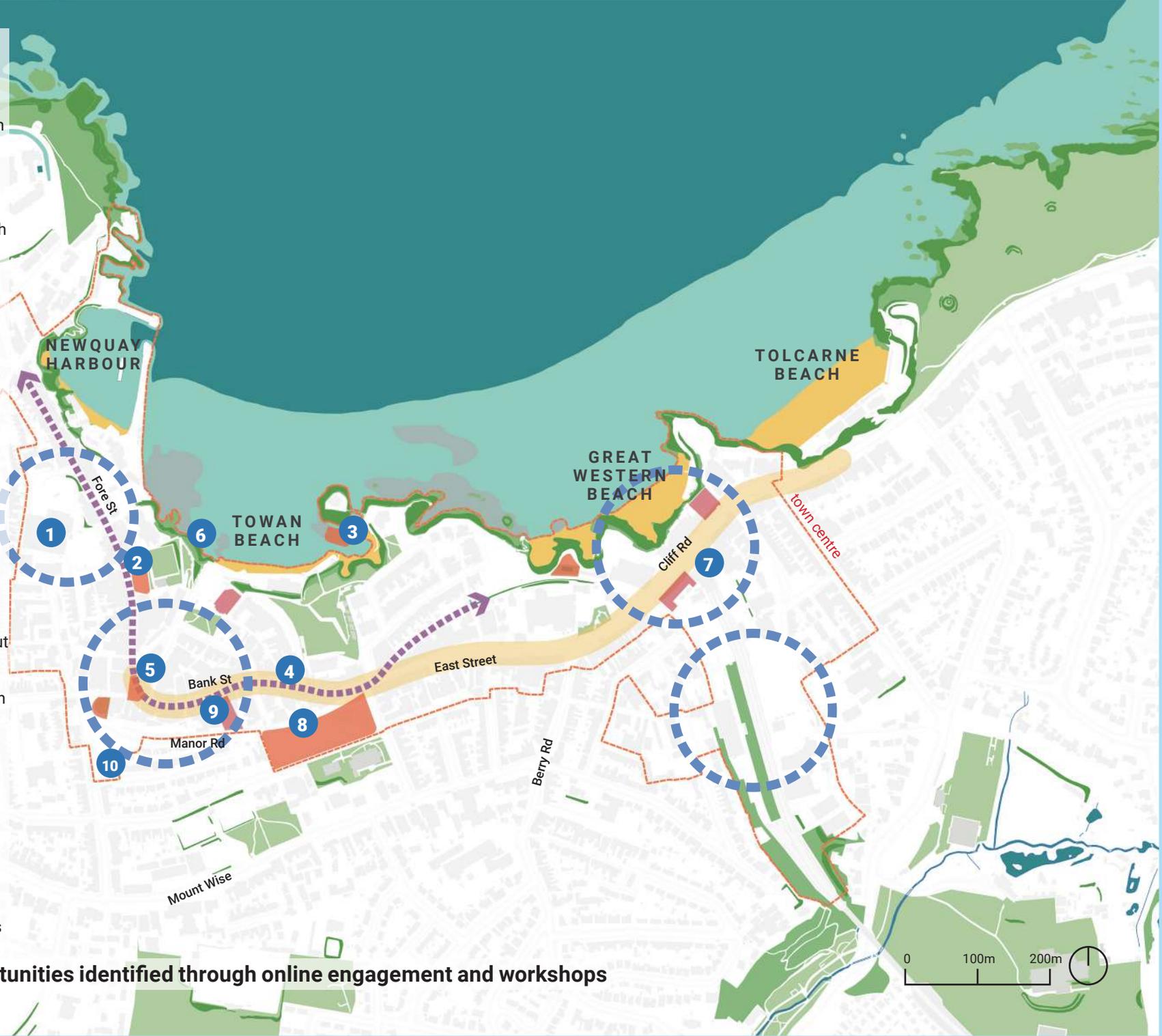


FIGURE 3.10 Areas and opportunities identified through online engagement and workshops



3.9 Key Findings and Opportunities

What We've Heard & Discovered

A thriving economy that functions all year round

Newquay needs a more well-balanced economy that works for residents, businesses and visitors by encouraging year-round tourism and creating employment opportunities in other sectors.

Inequality and deprivation is severe

Newquay town centre faces some of the highest deprivation in the country. This is driven by issues relating to employment, health, crime, quality of housing, and the quality of the outdoor built environment.

Limited economic opportunities for locals

There is a lack of employment opportunities, which is denting aspirations for young people and causing them to leave.

Housing market is severely constrained

An increasing number of holiday lets has put even more stress on the market. This is pricing local people out of the town centre and constraining the availability of accommodation for seasonal workers, preventing local businesses from accessing labour.

Entrepreneurial spirit and creative industries, but not enough space.

There is a strong business community who enjoy Newquay's quality of life. There are an increasing number of flexible work-spaces accommodating Newquay's growing creative sector, but many businesses are struggling with finding the right types of spaces.

Spatial Opportunities

Public realm improvements and cultural / public institutions

Support cultural/public institutions that operate year-round, sea-front and harbour activation, and enhancement of the built environment.

Celebrate heritage assets and target poor-quality buildings.

Improving the environment and social infrastructure

Support community spaces, sport and health facilities provision.

Enable healthy lifestyles and travel, create better seafront access and enhance street safety.

Diversifying the economy and better leveraging opportunities for higher value employment

Introduce smaller, flexible commercial spaces, co-working space, flexible hubs, grow-on spaces, and creative workshop spaces into the town centre.

Improve connections with existing economic opportunity hubs.

More housing for locals

Build mixed use development in the town centre that introduce more residential units and include affordable housing. Re-purpose underutilised or degraded space into residential units (e.g. vacant floors above shops). Create reliable connectivity into the town centre.

Building on diversification

Introduce smaller, more flexible and affordable spaces; studios and workspaces, and units with flexible lease arrangements in popular areas.

Support year-round market events and the creation of meanwhile and temporary spaces for creative industries.

Strong identity & heritage

Newquay's past and present are defined by its relationship to the sea and beaches, building the town's 'vibe' and reputation as a surf and leisure destination. This identity is what makes people proud and sets the town apart, but it often feels lost.



Celebrate heritage and the sea

Bring the coastline into the town centre by celebrating key landmarks and heritage sites, open up views to the sea, provide opportunities to learn and discover, and support the local businesses and organisations which make the town centre unique.

Limited uses that cater to locals

The town centre is focused on tourists - and their retail, leisure and night-time needs.

There is a lack of uses that cater to locals in the town centre such as event and community space, children's play areas, health facilities, and local shops.



A town for local people

Diversify the current town centre provision by introducing a wider range of retail, community, cultural, office, and workspace uses.

Improve the quality of the movement network and public realm to make getting around easier for locals.

Urban environment

The town centre's tight and organic historic growth lend a human-scale, permeable structure to the centre, with a long 'high street' connecting the centre.

This historic form has been eroded in some places by large developments.



Repair the urban environment

Utilise sensitive and strategic redevelopment, infill and intensification to reintroduce an urban, human-scale environment where this has been eroded.

Introduce and enhance pedestrian routes and active ground floors to create a safer and more vibrant town centre.

Poor public realm

Most of the town centre is within a short walking distance, but the public realm is often poor quality, with cluttered streets and spaces, low quality shopfronts and car dominance. Wayfinding is difficult. There is a lack of spaces to sit and for businesses to spill out.



Enhance the public realm

Improve the quality and visual appearance of the public realm and shopfronts. Target poor quality buildings. Create space in the public realm for spill out uses, art, programming, events, and gathering. Increase greenery in the town centre, and enhance connections with existing green and open spaces.

Congested street network

Different types of movement compete for road space with business needs and placemaking in a confined historic centre. Pressures vary dramatically throughout the year.

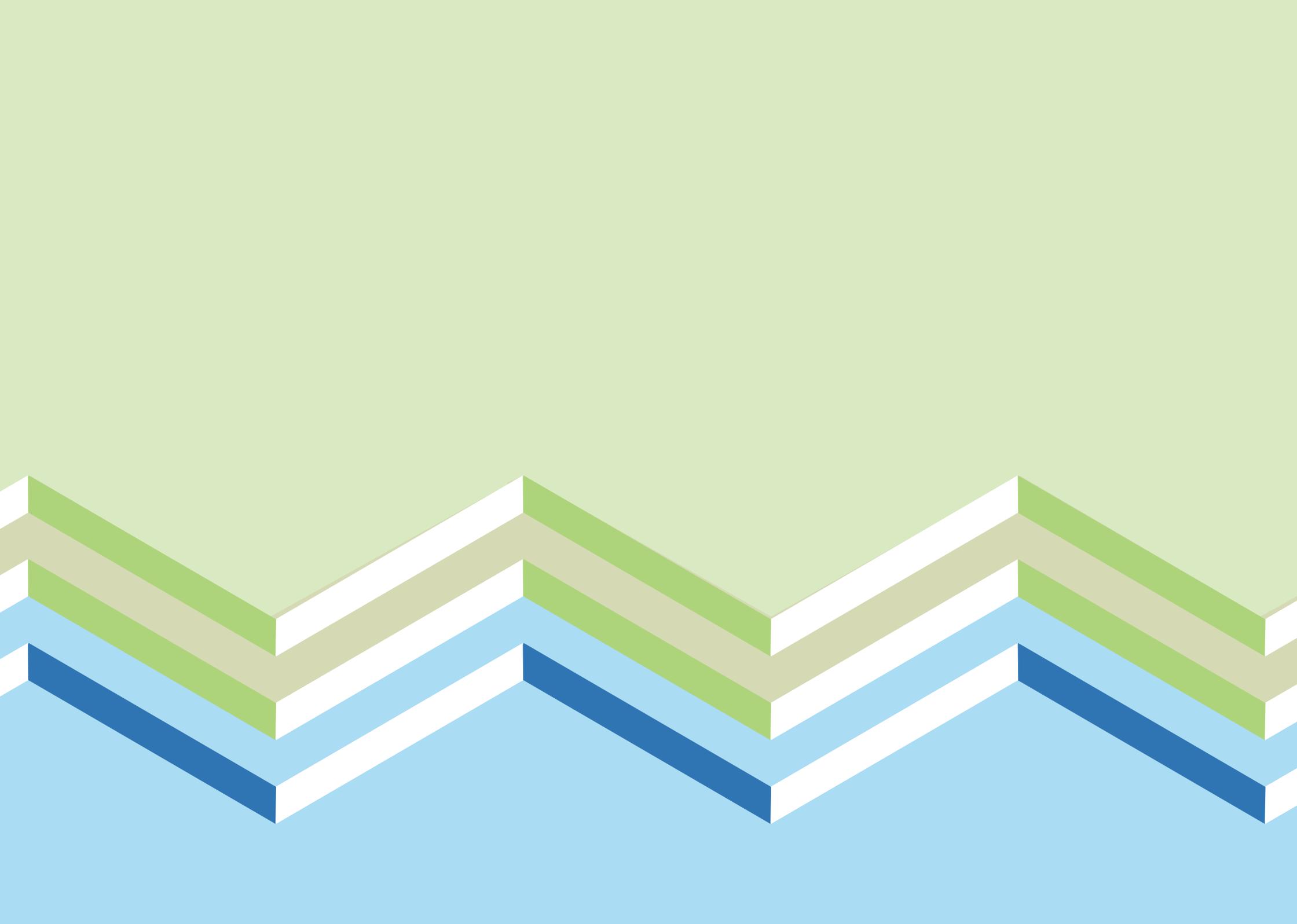
The car is the preferred method of travel and creates a traffic-dominated environment.



Putting people first

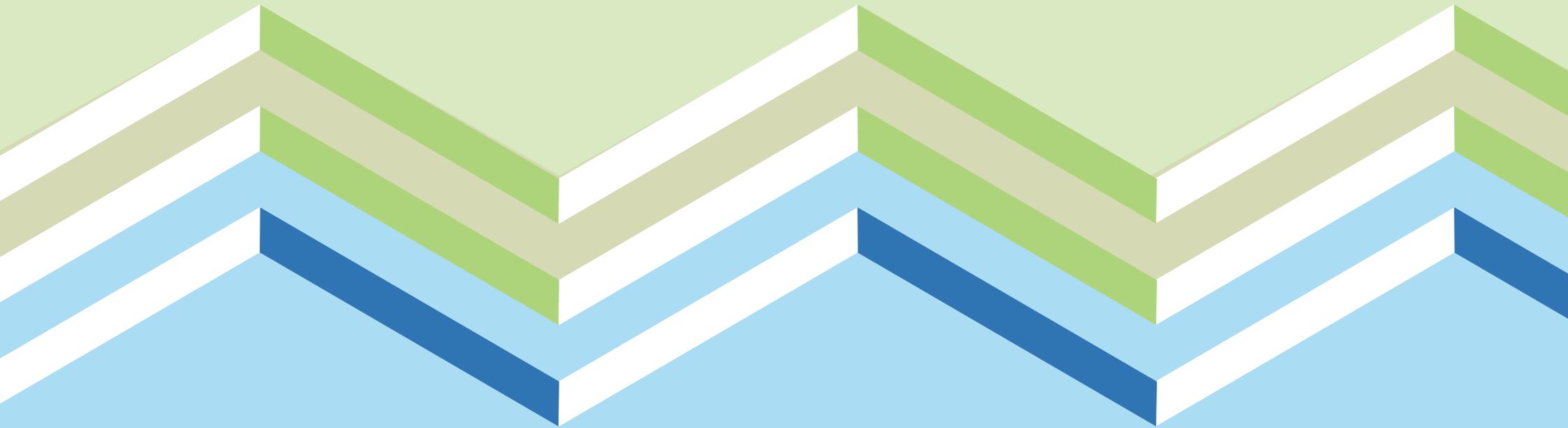
Prioritise walking, cycling and public transport over vehicular access and movement by transforming how car traffic moves throughout the town centre.

Improve public transport reliability, interchange and integration, and improve streets and spaces for people and cyclists.



4.

Vision & Priorities

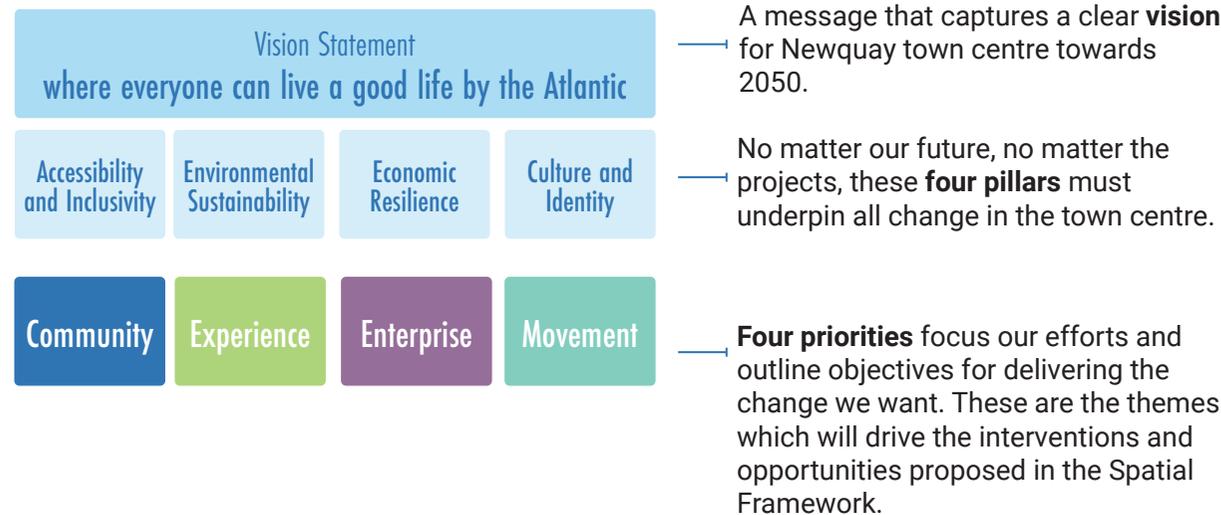


4.1 Vision Statement

Vision Structure

The vision for the Spatial Framework and Town Investment Plan has been developed through a process of community and stakeholder engagement, and seeks to frame intervention and investment in the town centre to 2050.

The Vision has three components:



By 2050, these are our ambitions...

By 2050, Newquay town centre is a place where everyone can live a good life by the Atlantic.

Our town centre needs to do more for our people. The town centre in 2050 builds on our internationally-renowned surf and leisure identity to become the epicentre of a distinct and inclusive lifestyle offer linked to wellbeing and culture.

This means building a year-round economy with an attractive everyday town centre that works for businesses, locals and attracts visitors, all year round.

This means being proactive to diversify the town centre: providing more spaces for coming together, living, working and playing.

It means creating affordable places to live, so we don't lose the talent of our younger generation.

It means establishing a reputation as climate leaders and transforming the way we move around our town.

It means strengthening connections with the innovation happening across our town.

It means valuing our unique Cornish heritage, community and culture as a way to attract businesses and create good jobs.

It means establishing close working relationships between all parties that put Newquay first, so that it places us at the forefront of decisions and investment.

4.2 Pillars

Accessibility and Inclusivity

Newquay is growing and changing, and will continue to do so. Though a great place to live, with strong communities, some people are still left behind. Many young people leave town in search of opportunities. Residents in the town centre face some of the most severe deprivation nationally. Housing, especially to rent, can be hard to find and unaffordable to many.

As we grow and change, we need to ensure we focus on positive outcomes for our people of all generations. We must work to ensure our housing delivers for local needs. We must support our communities to feel safe and secure, and work hard to make sure our streets, spaces and services are accessible to all. We must address the health and deprivation people are facing and bring everyone along in our vision.

Environmental Sustainability

Newquay is endowed with beautiful beaches and clifftops. Its seaside character makes it a special place to live, and this thriving natural environment is just the asset we need to protect in order to ensure our long-term success and resilience.

We are living in a world where our environment and the climate demands our urgent attention. It is time to accelerate change, locally. We must help ourselves make greener life choices and balance our demands for growth with the natural capacity of our environment. We must rethink our relationship to the private vehicle, protect our wildlife, and give it more space to breath.

Economic Resilience

Whilst the visitor economy is a major success story to Newquay, there are inherent challenges which limit opportunities for locals, and young people are leaving. The town centre has limited space for businesses to grow into and whilst there are signs of entrepreneurial activity and a growing creative economy, employment growth remains low.

Expanding and enriching the job opportunities for our residents is vital in creating a future for the next generation. We must look for opportunities to extend the tourist season by developing a more diverse and flexible visitor experience. There are opportunities to harness post COVID hybrid working patterns and from the Spaceport, but an attractive town centre is needed to seize them.

Culture and Identity

At the heart of the Newquay experience sits heritage and a distinct culture focused around sea, surf, and lifestyle. This can be read in the very fabric of the town centre, and in its living surf heritage.

Its time to build on the incredible natural assets in Newquay, to create a lively place that not only celebrates our distinct Cornish history, but the innovation and creativity of our people. We know in celebrating our distinctiveness—weaving it into the events, the spaces, the storytelling, and the businesses of the town centre—we will be making an exciting place for both locals and visitors alike.

4.3 Priorities

Community

Newquay has a strong and active community, but the town centre doesn't meet its needs. There are few spaces suitable for events and markets, and no real heart of the town. The centre often feels like it's primarily for tourists, which is reflected in the retail offer. Housing in Newquay overall is very constrained. Residents in the town centre face some of the most severe deprivation nationally, as well as acute health inequalities.



Our priority is creating a town centre that serves its residents, maximising social value through enhanced provision of community assets. This is a town centre that is functional, accessible and fulfilling, a place to live and grow old, and vibrant all year round. This means...

- Supporting new civic, community and creative uses
- Diversifying and expanding town centre housing options for locals
- Supporting amenities, activities and organisations that will boost physical and mental wellbeing
- Ensuring people have easy access to the essential services they need

Experience

Newquay town centre is defined by its stunning beaches, cliffs, and views. These must be protected, celebrated, and made more accessible. However, the town centre often turns its back on the sea. Many of streets and public spaces are poor quality, and the town centre lacks spaces to dwell, sit outside, meet friends, and gather. It can be hard to find your way around.



Our priority is improving the experience of the town centre, capitalising on Newquay's seaside identity in creating a town centre that is attractive, memorable, fun, and animated. This means...

- Improving the quality and visual appearance of the public realm and shopfronts
- Taking space back from the car, for people
- Opening the town centre up to the sea
- Creating space in the public realm for spill out uses, art, programming, events, and gathering
- Expanding our events program for year-round activity
- Protecting and celebrating our unique heritage and identity

Enterprise

Newquay has an entrepreneurial spirit and a strong business community which enjoys Newquay's quality of life, but many businesses struggle with seasonality. An increasing number of flexible workspaces are accommodating Newquay's growing small business and creative sector, but many businesses are struggling to find the right types of spaces.



Our priority is to ensure that Newquay builds on its reputation as a year-round destination and has a town centre that grows and attracts businesses to create a more diverse employment offer. This means...

- A leisure and retail environment that better supports existing businesses and captures higher value parts of the economy
- Embracing changing tourism trends and needs
- Creating new high quality and flexible workspaces for growing businesses
- Supporting emerging creative industries, particularly music, performance, film, digital, arts and crafts

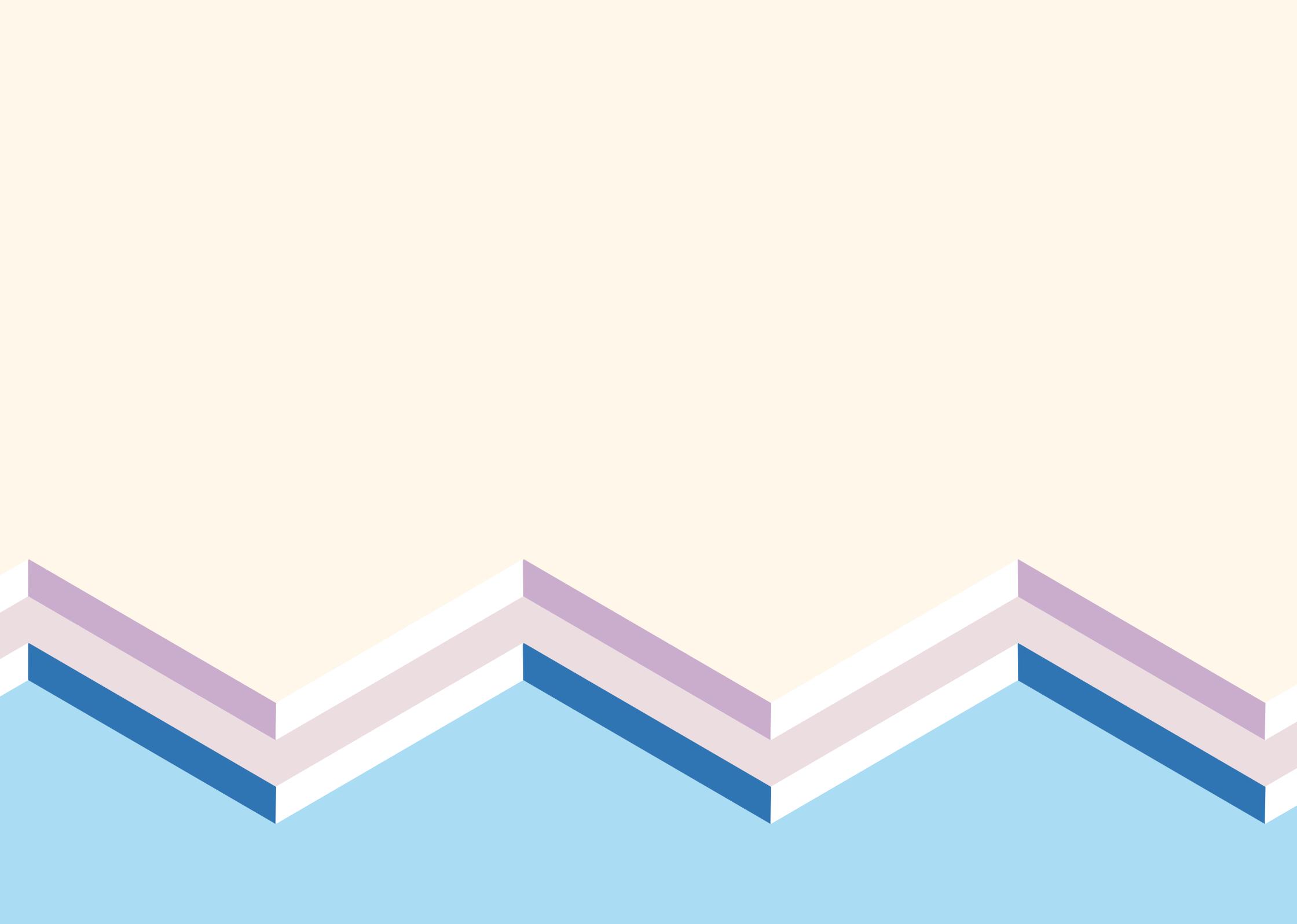
Movement

Newquay is very well connected by road, rail, bus, and air. However, at present, different types of movements compete for space with business needs and placemaking functions on confined town centre streets. The different functions, needs and pressures vary throughout the day, month and year, and impacts on the local economy, the environment, and the health and wellbeing of residents and visitors alike.

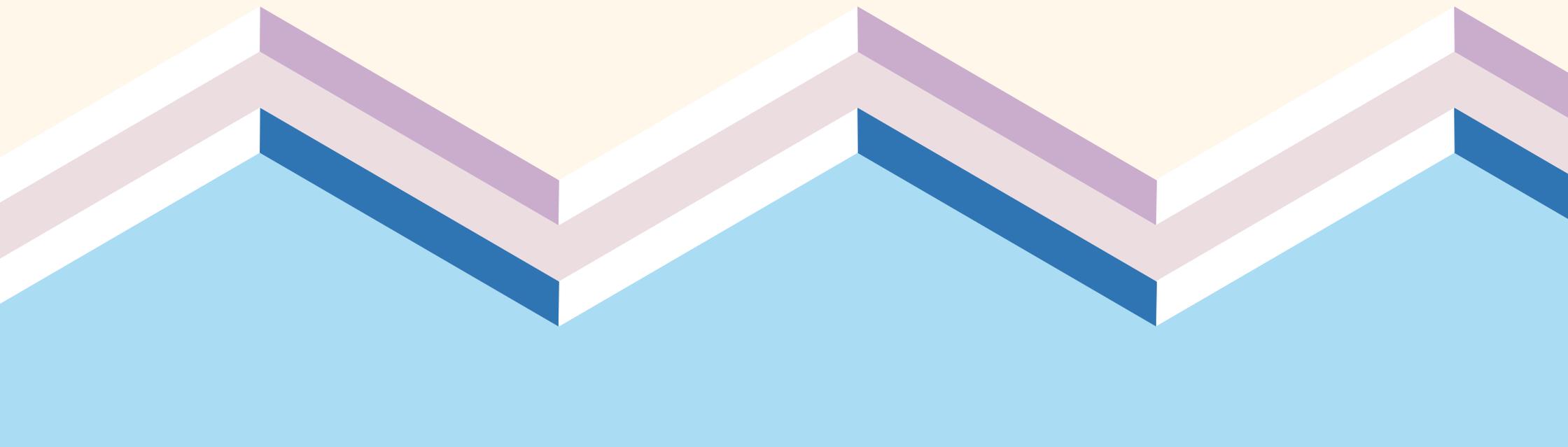


Our priority is to lead the way in sustainable and active travel. This requires Newquay to re-imagine how existing streets and spaces function, what types of movements are welcome at different times of day and year and how the railway station and bus services operate. This means...

- Proactively planning for the summer and for new development
- Enabling people to live locally
- Prioritising walking, cycling and public transport over vehicular access and movement
- Putting placemaking and accessibility at the heart of all movement and public realm decisions
- Creating a public transport system that is reliable for both locals and visitors year-round



5. Spatial Framework



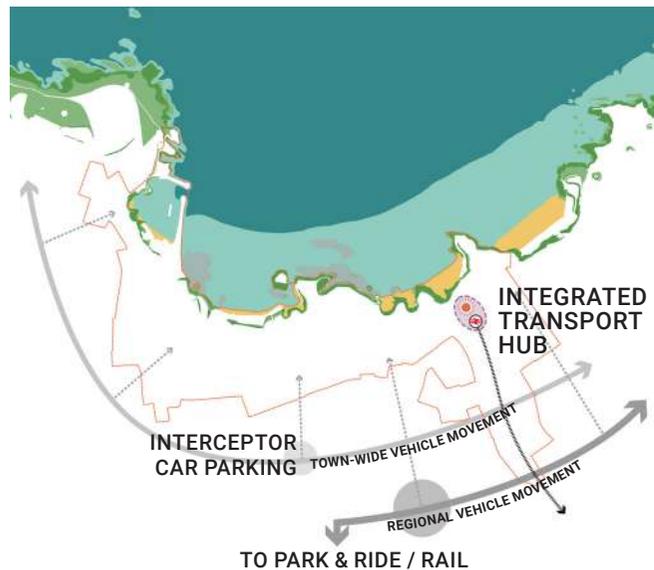
5.1 Introduction

Spatial Principles

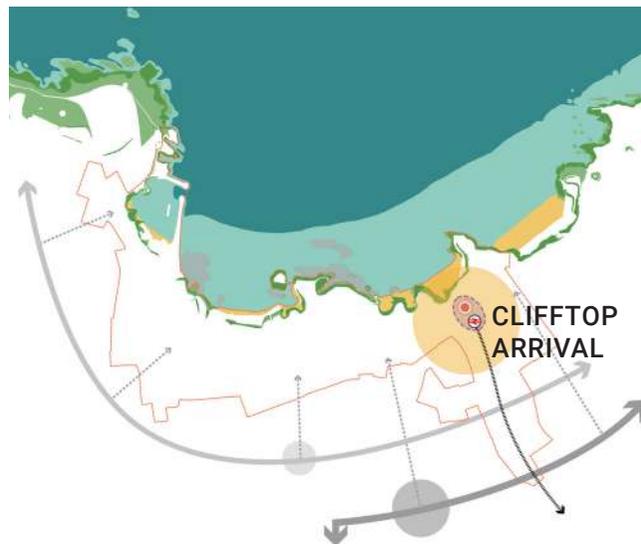
The vision and priorities to 2050 are all interconnected. The below Spatial Principles are the proposed 'big moves' which will seek to realise the vision and priorities within the physical fabric of the town.

When it comes to transformation in the town centre, bold and strategic changes to the movement network are needed to unlock the many other opportunities for change and improvement.

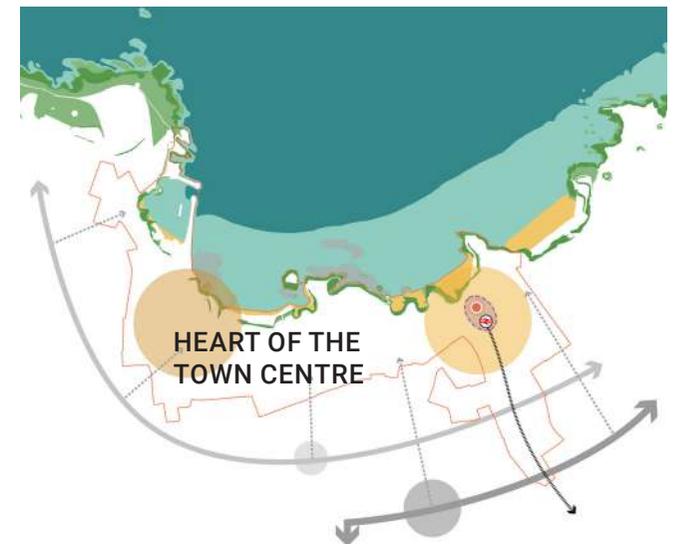
➔ **Rethinking vehicular movement** in Newquay so that the town centre can work better for pedestrians. This will unlock the town centre to grow and flourish as a place to shop, enjoy, work and live.



● **The regeneration of the station area** as a key arrival area and a new, contemporary focal point for the town centre.



● **A revitalised public realm at the heart of town:** Historic core of Central Square, Fore Street, Beach Road.





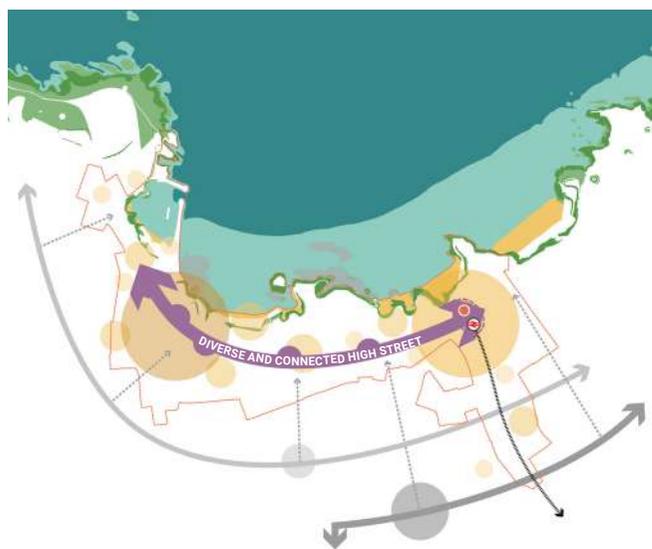
A connected, invigorated, walkable high street from Fore Street to Narrowcliff, linking public spaces and clusters of activity.



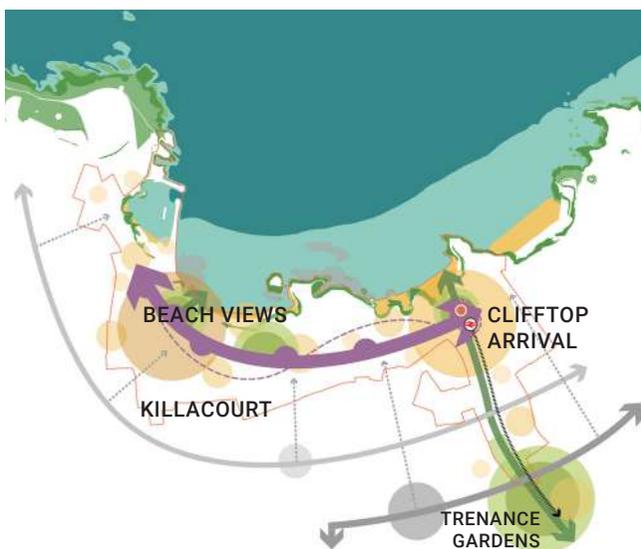
Opening up green links and spaces through the town and improving access and visual connections to the beaches.



Bringing forward strategic opportunity sites to create opportunities to live and work in the town centre.



Vision & Spatial Framework



Newquay Town Centre Framework

5.2 Spatial Framework Overview

The Spatial Framework presents a holistic view of the town centre. It proposes an integrated set of strategies which together will contribute to delivering the vision of a town centre that is sustainable, attractive, inclusive and prosperous all year round.

There is a clear ambition in Newquay and Cornwall to improve sustainability and reduce the transport and movement impacts on the natural and built environment. Embracing a fresh, innovative approach will enable Newquay to lead the way with being a highly successful and enjoyable seaside place to live, work and visit.

To this end, a **movement framework** describes a series of ambitions, interventions and tools which will reduce the presence of cars in the town centre, enhance Newquay as a place for active and sustainable travel, and improve the public realm. Many of these are long term, transformational proposals which are interdependent and require further studies to validate in the detail. These studies are described in Section 7.4.

Movement interventions open a range of other possibilities for change in the town centre. A series of **opportunity sites** are identified, through engagement and urban design analysis, as opportunities for intensification through reuse, infill and redevelopment. It is intended that each site contribute to the urban form, vitality, diversity and quality of the town centre. Further description and guidance for each site is described in Section 6.

A strategy for an **active and connected public realm** identifies a network of new and improved public spaces, pedestrian linkages, frontages and green spaces and links. Together these serve to stitch the town centre together, provide diverse and high quality spaces along its length in which to gather, host events, dwell, and experience the town centre and its views.

Core to the vision of delivering a town centre that works better for locals, diversifies its economy and extends the tourist season, is a proposition to **introduce new uses and activities** into the town centre. These should be distributed so as to contribute to the varied and emerging character across the town centre, and support the vibrancy and diversity of the town.

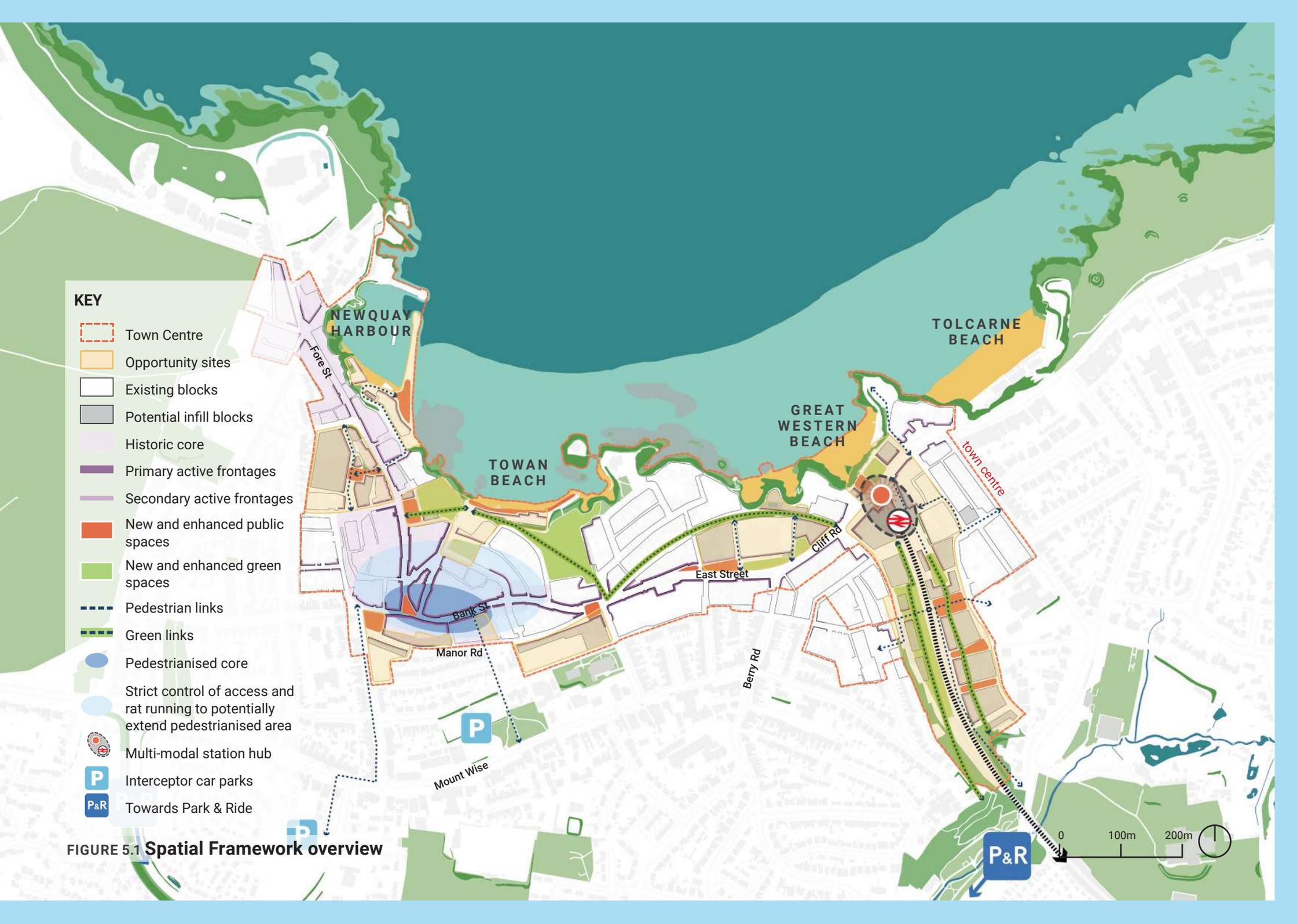
A **sustainability framework** for Newquay town centre is proposed with reference to the NNP and best practice, to set clear priorities and guide proposals in the town centre in delivering sustainable outcomes. This is supported in greater detail by considerations and opportunities around **shoreline management** and **utilities infrastructure**.



KEY

-  Town Centre
-  Opportunity sites
-  Existing blocks
-  Potential infill blocks
-  Historic core
-  Primary active frontages
-  Secondary active frontages
-  New and enhanced public spaces
-  New and enhanced green spaces
-  Pedestrian links
-  Green links
-  Pedestrianised core
-  Strict control of access and rat running to potentially extend pedestrianised area
-  Multi-modal station hub
-  Interceptor car parks
-  Towards Park & Ride

FIGURE 5.1 Spatial Framework overview



5.3 Movement Framework

Strategic Connectivity

Strategic Connectivity

Key 2050 Outcome

Long-standing and fully operational Park & Ride facilities are provided on the outskirts of town which are supported by bus/rail infrastructure to get to and from Newquay sustainably. The location(s) of these Park & Ride facilities are integrated with proposed growth and development areas and have reliable links to the airport and strategic road network.

Movement in the town centre can only be improved by looking at the wider network. Strategic changes must be made to enable greater access to more sustainable modes of travel between Newquay, its surrounding neighbourhoods, Cornwall Airport (Newquay), proposed development and growth areas.

Intercepting Visitors Travelling by Car

The strategy includes intercepting visitors travelling by car to park on the periphery rather than encouraging them to drive into the heart of the town centre.

Interceptor car parks could be in the form of Park & Ride / Park & Rail sites on the outskirts of Newquay or interceptor car parks closer to the town centre. Tregunnel car park would make an ideal location for interceptor car parking. Visitors would then travel to the town centre from these Park & Ride / Rail and interceptor parking sites by bus, rail, cycling or walking, as appropriate.

Figure 5.2 adjacent presents a diagrammatic representation of the below strategic principles:



Regional - Intercept day visitors at a Park & Ride (or Park & Rail), with an express service into the town centre.

Improve routing, signage, and junctions on key strategic routes to effectively intercept cars.



Local - Intercept visitors and locals at interceptor car parking on the periphery of the town centre. Integrate these car parks with safe and clear walking routes into town, as well as local bus routes.

Prioritise local access, walking, cycling and buses along key routes.



Town Centre - Intercepting vehicles at the periphery opens up road and parking space in the centre.

Only encourage essential travel (town centre residents, businesses, taxis, blue badge holders, emergency services etc.) to travel by car into the town centre.

Prioritise walking, cycling and public realm in the town centre. Enable land train / hopper bus access throughout the town centre to improve accessibility.

Re-purpose existing car parks for local, short stay use, or integrate into regeneration proposals in the long term.



Station - Create a high quality multi-modal interchange at Newquay Station, where regional, local, and hopper buses intercept with rail, micro-mobility hire, cycle hire, taxis and visitor information.



Airport - Strengthen the A3059 as the airport route through junction and signage improvements, and improve bus service to the airport.



Growth and opportunity - Integrate bus, cycle and walking routes with areas of employment and residential growth, to link the town centre with the widest range of opportunities.



FIGURE 5.2 Sustainable strategic movement strategy

Movement Framework

Town Centre Movement Framework

A Flexible Town Centre

Key 2050 Outcome

Fore Street, Crantock Street, Bank Street and East Street become high quality places for people. This is achieved by extended time-controlled pedestrianisation, traffic and parking management, bespoke public realm and green infrastructure.

Bus and non-essential vehicle access is modified on Manor Road, enabling the creation of a frontage onto this street, improvement of the street for pedestrians and cyclists, and improvement of the junction with East Street and Marcus Hill.

Cliff Road becomes a gateway high street that prioritises pedestrians, cyclists, reduces the impacts of traffic and parking, and has high quality public realm, green infrastructure and views to the coast.

Heart of the town centre

Provide a flexible high street where:

- Pedestrians take priority
- Access is managed through signing, public realm treatments and enforcement
- Street events can take place at different times of the week, month, year
- Businesses can spill out without impacting pedestrians
- Shade, shelter and seating can be provided.

Cliff Road Gateway

Create a high-quality gateway arrival area that links this part of town to the high street, including better integration of the cliffs and sea views. Create an environment that celebrates Newquay and supports greater sustainable travel and placemaking.



FIGURE 5.3 'Liveable street,' Niagara, Canada

KEY

 Town Centre

21ST CENTURY TRANSPORT SYSTEM

 Train station multi-modal interchange

 Potential to modify local and/or regional bus routes in the long term to enable greater pedestrianisation of central core

 Local hopper bus route

REIMAGINED TOWN CENTRE

 Pedestrianised core

 Strict control of access and rat running to potentially extend pedestrianised area

 Delivery consolidation and management

TOWN CENTRE CAR PARKING

 Temporary or permanent repurposing of Fore Street Car Park

 Opportunity for redevelopment in the long term

 Leverage under-utilised car parks as interceptor car parks

STREETS FOR PEOPLE

 Improve local quiet pedestrian and cyclist routes

 Reduce impact of vehicles in the town centre

 Junction redesign to improve pedestrian and cyclist accessibility

 Cliff Road gateway

 Traffic management on Tower Rd

 Orbital route: Improve traffic flow and bus accessibility and reliability

 Strategic and commuter link: for large volumes of movement, with significant changes to junctions and bus priority measures

Movement Framework

Town Centre Movement Framework

Town Centre Car Parking, Deliveries and Servicing

Key 2050 Outcomes

Vehicles no longer drive around and through the town centre to access car parks, instead they are intercepted at either a out-of-town Park & Ride / Rail facility, or interceptor car parks on the edge of the town centre.

Fore Street Car Park becomes a public space.

Where car parking is needed, greater emphasis is given to electric and disabled car parking.

Local resident and business parking is protected through the introduction of controlled parking zones.

High-street environments have managed restricted parking and loading zones.

Deliveries are coordinated and managed and where feasible undertaken outside the central core e.g. last mile delivery hubs are provided and deliveries are undertaken by EVs or bikes.

Car Parks

Create a flexible and rationalised parking regime that adapts to the changing needs of the town centre throughout the year through the use of seasonal counters or restrictions.

Enable a system that reduces its impact on the local environment and encourages visitors to access and enjoy the town centre by more active and sustainable modes of transport.

Some central car parks could be re-purposed either temporarily or permanently over time to create a more pedestrian friendly place.

These changes are only feasible if supported by sustainable and active travel alternatives alongside behaviour change initiatives.

On-Street Parking

Better protect local residential and business parking, deliveries and servicing through managed interventions.

Create an on-street parking regime that better supports walking and cycling, improves the quality of the public realm and aids bus accessibility.

Deliveries and Servicing

Create a sustainable deliveries and servicing system including consideration of:

- Flexible loading areas / bays
- Cargo delivery bikes
- Electric delivery vehicles
- Click and collect facilities
- Last-mile hubs



FIGURE 5.5 Pop up activation of a car park, Kings Cross, London



FIGURE 5.6 Parking integrated with SuDS, Cardiff

21st Century Public Transport System

Key 2050 Outcomes

Prominent high-quality on-street bus stops are introduced around the town centre and bus stands are provided in less impactful locations.

A high-quality station environment and arrival including integration of a multi-modal transport hub is provided including a visitor information point, on-street bus interchange, micro-mobility / cycle hire and taxis.

A local hopper bus service is provided enabling greater access to the beaches and other key attractors, particularly for disabled users.

Existing bus fleets are replaced with hybrid or electric vehicles.



FIGURE 5.7 City centre electric hopper bus, Ljubljana

Newquay Station Multi-Modal Hub

Create a multi-modal hub at Newquay Station including a high-quality on-street bus interchange, micro-mobility hire, cycle hire, taxis and visitor info.

Newquay Bus System

Create a 21st century bus system that enables a greater number of people to access and move around Newquay town centre by bus both day and night.

Mitigate the impacts of buses travelling through the heavily pedestrianised area on East Street.

Enable greater on-street bus presence and bus priority measures.

Provide appropriate standing / layover facilities that do not unduly impact on the local environment.

Future proof potential demand-responsive services including a scenic hopper bus service.



FIGURE 5.8 Demand Responsive Transit & automatic bus

Pedestrian and Cyclist Quietways

Key 2050 Outcomes

Pedestrian quietways are high quality, safe and legible.

Introduce quiet routes for pedestrians and cyclists in line Cornwall Council's Local Cycling and Walking Improvement Plan (LCWIP) to encourage more local trips by these more sustainable and active modes. Measures may include:

- Traffic calming and / or modal filters and low traffic neighbourhoods
- Changes to on-street parking
- School streets / play streets
- Pedestrian crossings
- High quality public realm interventions including seating, signage, planting and lighting



FIGURE 5.9 Pedestrian street, London

Junction Improvements

Key 2050 Outcome

Junctions are safe, legible and give priority to pedestrians and cyclists.

Redesign junctions to provide greater priority for pedestrians and cyclists, including crossings, dropped kerbs, tactile information, cycle infrastructure and signage.

Where possible roundabouts should be replaced with simplified junctions to improve pedestrian and cyclist road safety and access.



FIGURE 5.10 Pedestrian-cyclist priority junction, Lancaster
Newquay Town Centre Development Framework

Wayfinding / Wayfaring

Key 2050 Outcome

A wayfinding and signage system is consistent, easy-to-read and long lasting.

Introduce a consistent, easy-to-read and long lasting wayfinding and signing system.

Wayfinding and wayfaring should be creative and reflect Newquay's character, using street art, lighting, plantings and buildings to help people navigate around the town centre, beaches, harbour and other attractions.

Care should be taken to ensure it is inclusive and minimises street clutter.



FIGURE 5.11 Wayfinding, France

Encouraging Behaviour Change

Key 2050 Outcome

Active and sustainable mobility is the norm in Newquay town centre.

Commit to promoting behaviour which supports walking, cycling and car use. This should include understanding priorities, ambitions and necessities of different groups and the barriers they may face including:

- Personal e.g. lack of confidence
- Social e.g. car as a status symbol
- Context e.g. topography

Tailored measures could include 'walking bus' schemes, school travel plans, award apps, bus travel promotion, car free day, air quality campaigns and more. Car clubs, electric charging facilities and demand responsive bus schemes could also help support a switch in travel behaviour.



FIGURE 5.12 Car Free Day, Bournemouth

Vision & Spatial Framework

5.4 Opportunity Sites

A core finding from research and engagement is that the town centre needs to be improved both by enhancing the public realm and by bringing in new uses that are missing today, like affordable homes, community space, or workspaces.

In order to facilitate this, the Spatial Framework identifies a number of strategic opportunity sites. This does not mean that all buildings on these sites will be demolished; rather, they are large areas which pose opportunities to think holistically about improvement and change. The range of potential interventions on these sites include:

- Retention and enhancement of existing buildings
- Redevelopment and intensification opportunities
- Unlocking new or improved public realm
- Retaining or intensifying car parking

These sites have been identified because they are not working to their full potential today. This may be because they are currently occupied by low intensity, out-of-town uses not suitable for a town centre environment, because they pose barriers to pedestrian movement, because their buildings and spaces are of low quality, or because they're difficult to navigate.

Most of these sites are long-term and complex opportunities; most rely on strategic interventions in the road network to unlock them, alleviating road space from vehicles or lessening the need for town centre car parking. They have complex land ownership boundaries and require a number of public and private stakeholders to come together. Despite this complexity, each individually presents real transformational potential for the town centre.

Opportunity sites identified include:

- 1 The Harbour.** The Harbour is a busy place, with many users competing for a small amount of space. Here, there is an opportunity to rethink how spaces are used and managed to enhance safety and experience.
- 2 High Street to Beach.** This collection of spaces are the main gateway to the town centre beaches, but they don't work well together to make an exciting, attractive and accessible route to the beach. Movement interventions could enable Fore Street Car Park to become a public space either permanently or temporarily, and for Beach Road to be much less trafficked. There's a potential to improve these green spaces as well as Towan Promenade.
- 3 Sainsbury's.** Today, Sainsbury's is an out-of-town supermarket right in the heart of town. There is an opportunity to intensify this site to retain the existing supermarket and parking, but also improve the frontage onto Fore Street, create new routes and spaces, and potentially introduce some housing on upper floors.
- 4 Manor Road Bus Station and St George's Road Car Park.** Long term, should bus layover facilities be relocated, there is an opportunity to create frontage onto Manor Road, re-provide some car parking, and potentially introduce a delivery hub for Bank Street and/or some further SoloHaus homes.
- 5 Old Woolworth's.** A large, underutilised space in the heart of Bank Street, which will create an opportunity for this to be re-purposed for community, small business or social enterprise uses to create a more positive presence on the high street.

6 Marcus Hill Civic and Community Hub. Manor Road Car Park is a congested car park in a prime location in the heart of town. There is a long-term opportunity to think strategically about development opportunities which could create frontage onto Manor Road, re-provide some car parking, and improve the presence of the Town Council and Library.

7 Hotel Victoria area and Tram Tracks. The Hotel Victoria is an historic landmark, but today the public realm and frontage on East Street is cluttered and degraded in places. There is an opportunity to improve the public realm, create new links into the Tram Tracks, and better animate the Tram Tracks.

8 Newquay Great Western Quarter. This area has been allocated for development in the Cornwall Local Plan. The Spatial Framework suggests the existing 'Station Quarter' site be expanded to include the buildings on the north side of Cliff Road and the Quarry Park Road employment area. The public realm and buildings around the station are of poor quality, and a number of 'out-of-town' format buildings like the Asda and light industrial uses occupy prime sites in a central location that could be a better utilised. There is major potential here to improve the station arrival—potentially opening up views to the sea—to create new green spaces and connections, and to introduce a lot of uses that the town centre needs like housing, workspace, and community spaces.

9 Albany Road Car Park. This small site has been identified as it is owned by Cornwall Council and centrally located, potentially appropriate for further delivery of SoloHaus homes.



KEY

- Town Centre
- Opportunity sites
- Development sites currently underway
- Employment safeguarded land
- Station Quarter allocation (CC LP Policy NQ-M1)

FIGURE 5.13 Opportunity sites

Hotel Bristol
In planning

Residential
Under construction

Residential
Under construction

Community & worship
Approved

5.5 Repairing the Town Centre Fabric

Historic Core

The town centre's pattern of historic growth has lent a tight urban grain to the centre which feels human-scaled, walkable, and organic. The town grew up around the harbour, Fore Street and Central Square, and the town's layers of history can be read in the layout, scale and character of these streets and spaces. Protecting and enhancing this historic fabric is critical to strengthening Newquay's identity as a historic seaside town.

Repairing the Historic Urban Fabric

However, this historic form has been lost in some places by the establishment of car parks, large scale developments and light-industrial uses on gap sites, such as the Sainsbury's and around the station area.

Bringing these areas forward for infill, intensification or redevelopment creates an opportunity to bring this human scale back where it has been lost, and to better integrate these areas into the town centre, so the centre feels like a cohesive whole.



FIGURE 5.14 Newquay in 1934 [National Library of Scotland]

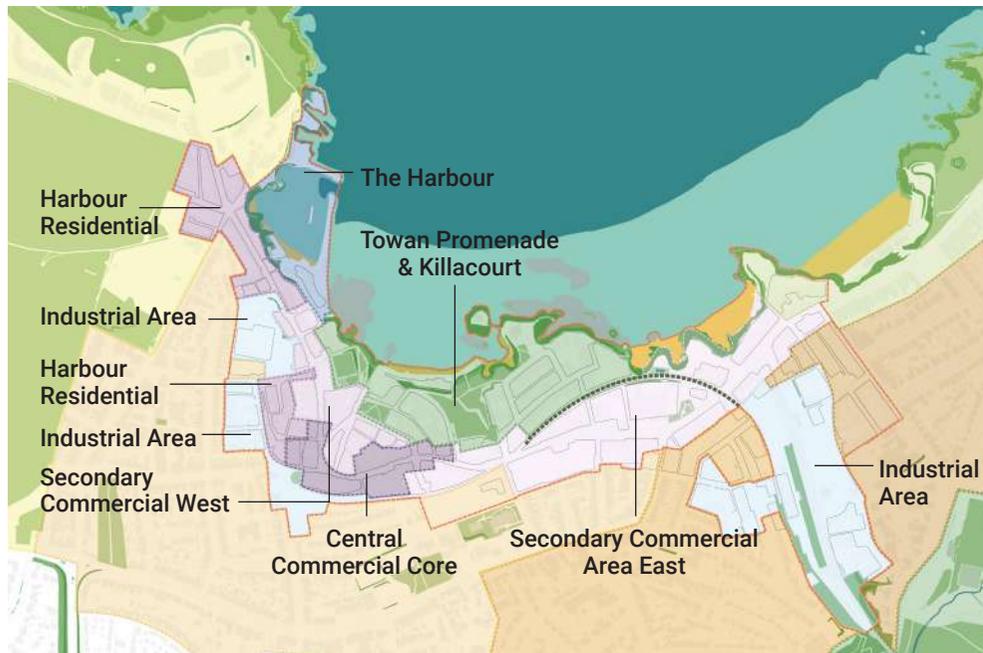


FIGURE 5.15 Newquay Character Areas [CSUS Survey for Newquay, CSUS, 2003]



FIGURE 5.16 Integrating edge character areas into the town centre

KEY

-  Town Centre
-  Existing blocks
-  Potential infill blocks
-  Opportunity sites
-  Historic core

-  1 Creating a new public space on the Sainsbury's site
-  2 Reinforcing frontage on Fore St, Sydney Rd and Alma Place
-  3 Retaining Fore St car park as an opening to the sea
-  4 Creating frontages on Manor Rd
-  5 Reinforcing the presence of the Town Council building and Library on East St and Manor Rd
-  6 Creating active frontage on the Tram Tracks
-  7 A new station arrival
-  8 Creating views out to sea from a new public space on Cliff Rd

FIGURE 5.17 Urban blocks



5.6 An Active and Connected Public Realm

Key priorities emerging from engagement are the enhancement of a tired-looking public realm, in particular along the high street, improving the general management and maintenance of the public realm, and the introduction of high quality public open space into the town centre.

To do so, the Spatial Framework identifies a network of new and improved public spaces, linkages and frontages. Together these serve to stitch the linear town centre together, and to create points along its length where existing and new public squares and spaces open up the tight urban fabric as places in which to gather, dwell, and enjoy sea views.

Frontages and edges

The Newquay Neighbourhood Plan defines a primary retail frontage. This Spatial Framework supplements this, defining a further network of frontages which, while not needing to be retail driven, must be active. The overall principles for the town centre are that:

- Ground floor units along the high street should as much as possible be designed to be flexible and adaptable to a range of uses, including retail, community and office space
- All pedestrian routes must be lined by active frontages and blank walls at ground level must be avoided to ensure an attractive environment that encourages footfall through the town centre
- Businesses should adhere to the Cornwall Shopfront Design Guide and its Newquay Appendix for guidelines on appearance and quality

The high street

The space from Fore Street to Cliff Road acts as a single continuous high street, but today is disjointed and cluttered. Improvements along the length of these streets should seek to:

- Radically reduce the presence of vehicular traffic in the 'core pedestrian area' through measures introduced in the movement framework
- Improve the quality of the footways by removing obstacles and visual clutter such as signage, bins, and bollards and using consistent paving
- Introduce street furniture and planting and cycle parking where this does not further clutter the constrained streets
- Improve junctions
- Ensure all elements of the public realm are compliant with Disability Discrimination Act guidelines so that spaces are designed to be accessible people with physical, mental or intellectual impairments
- Protect and enhance key views out to the sea and coastline, and inward to key landmarks such as the hotels and St Michael's Church
- Introduce a consistent, easy-to-read and long lasting wayfinding and signing system

Open space and green infrastructure

The town centre today has only a small number of public green spaces, the larger scale open spaces being located at beach level. The Spatial Framework proposes a connected network of new and enhanced

green links and spaces with opportunity to introduce greater planting, ecological connections, pedestrian-focussed connections, and play.

Furthermore, introducing SuDs features like cellular tree pits, below ground storage, swales, rain gardens, porous paving and other features into the public realm will both help green the town and increase its resilience to surface water flooding.

Key spaces

A network of existing and new public spaces has been proposed. These are intended as spaces where people can relax and socialise, providing opportunities for public art, landscaping, planting and seating, and maximising the potential for public events and gatherings. They provide an opportunity to elevate the quality of the town centre, improve its relationship to its stunning coastline, and highlight Newquay's strong and distinctive identity.

These proposed new spaces are described on the following pages:

- 1 Fore Street Car Park & Bowling Green
- 2 Central Square & Bank St: the historic heart of town
- 3 A New, possibly covered, space outside Sainsbury's
- 4 Tram Tracks animation
- 5 A new station arrival
- 6 Railway Alley
- 7 Railway Park



KEY

- Town Centre
- Historic core
- Primary active frontages
- Secondary active frontages
- New and enhanced public spaces
- New and enhanced green spaces
- Key views
- Connective pedestrian-friendly high street
- Core pedestrian area
- Pedestrian & green links
- ✳ Existing landmarks
- ✳ Potential new landmark locations

FIGURE 5.18 Public realm, frontages and key connections



An Active and Connected Public Realm

Fore Street Car Park & Bowling Green

Movement interventions could enable Fore Street Car Park to be reused either permanently or seasonally as a public space. In the future, this could be better integrated with the bowling green and the green space below to become an amazing network of terraces providing space for markets, playing, accessing the beach and enjoying the view.



FIGURE 5.19 Twice weekly market, Frome



FIGURE 5.21 Cliffside parklet, Bali, Indonesia



FIGURE 5.20 Semi-permanent market, Sydney, Australia
Newquay Town Centre Development Framework



FIGURE 5.22 Terraced seating, Tallinn, Estonia

Central Square & Bank St: The historic heart of town

Right now, Bank Street is part-pedestrianised, but conflicts between pedestrians and delivery vehicles are common and enforcement is minimal. Traffic at Central Square is very unsafe. It is proposed that the pedestrian zone be extended to include Crantock

Street up to Manor Road and Central Square, and that delivery access be better managed via Manor Road. This can enable pedestrians to really take priority on these streets, for Central Square to become a real town square, and for more space to be given over to seating, events, and business spill out.

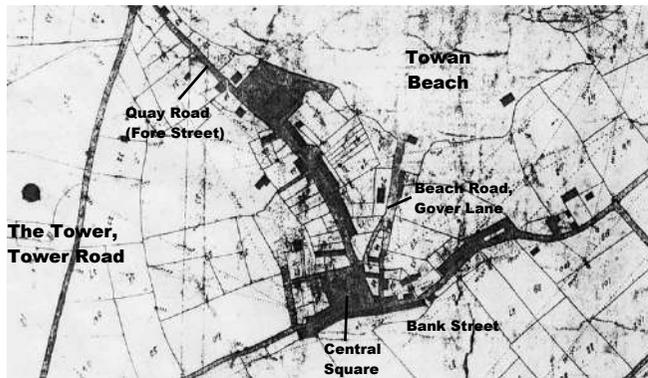


FIGURE 5.23 Central Square in 1839 [CSUS, 2003]



FIGURE 5.25 Spill out areas integrated into the public realm, Big Market, Newcastle



FIGURE 5.27 Spill out onto pedestrian street, Pavilion Road, London



FIGURE 5.24 Central Square, Lightmoor



FIGURE 5.26 Small festival, Hebden Bridge



FIGURE 5.28 Pedestrian shopping street, Pricesshay, Exeter

An Active and Connected Public Realm

A new, possibly covered, space outside Sainsbury's

If development should come forward on this site, it could introduce a new public space right in the heart of town. This could potentially integrate a covered area or arcade, creating a year-round space.

It would be possible to retain the potential to integrate a re-opened Whim tunnel into this space in the long term. This would be a great place for interpretation around the tramway and its link to the harbour.



FIGURE 5.29 Keukenhoff covered entrance square, NL



FIGURE 5.30 Santa Caterina Market square, Barcelona
Newquay Town Centre Development Framework

Tram Tracks animation

The Tram Tracks are a great pedestrian link and green spine for the town centre, but are underutilised as a public space. Public realm, lighting, public art, and green infrastructure improvements can enhance this as a place to dwell and as an ecologically-rich green connection. Introducing uses along it could create an active frontage and enhance the area as a destination.



FIGURE 5.31 Seating integrated into slope, Leiden, NL



FIGURE 5.32 Activated cycle path, Hassop

A new station arrival

The public realm around the station is of poor quality, creating a negative arrival into the town. There is an opportunity not only to improve the station arrival, but to extend this across Cliff Road, opening up a new public space with temporary activation and outstanding sea views. This is driven by the proximity of the buildings on the north side of Cliff Road to the cliffs, where potential long-term risk of coastal erosion drives a need to adapt.



FIGURE 5.33 Station square, Rouen, France



FIGURE 5.34 Clifftop space, Los Angeles, US

Railway Alley

It is proposed that Quarry Park Road be included in the Newquay Great Western Quarter, re-providing employment space in a more intensified and urban capacity, integrating studios, workshops, yards, offices and work-live spaces. A new pedestrian alley along the railway could become a space for businesses to be public facing, animating the space with their work and wares.



FIGURE 5.35 Deptford Market Yard, London



FIGURE 5.36 Makers Alley, Wilmington, US

Railway Park

On the west side of the railway and within the Newquay Great Western Quarter, it is proposed that a large green spine be introduced and closely integrated with new housing development, creating a green link with Trenance Gardens below and providing much needed space for nature, play, and calm within the town centre.



FIGURE 5.37 Holland Park, London



FIGURE 5.38 Informal play, Copenhagen, Denmark

5.7 Introducing New Uses and Activities

Intensification and diversification of the town centre

There are several uses and functions which have been identified as lacking in the town centre. Many of these have to do with how the town centre serves its local residents as opposed to visitors, such as greater affordable housing, local shops, community and cultural spaces.

These supported uses are described over the following pages.

Mixed-use development, both at a site and building level, is encouraged in the town centre as it provides a number of benefits in an urban environment including:

- Increasing the diversity of uses in the town centre
- Co-locating functionally related uses, enhancing their accessibility
- Introducing housing, which itself increases the levels of footfall and patronage in the town centre, enhances demand for public transport, creates compact neighbourhoods where people can access their daily needs within walking distance of their homes, and diversifies the local housing offer
- Creating activity on the street both day and night, enhancing both safety and vibrancy

This greater mix of uses does not have to come at the expense of existing uses and functions. Regeneration opportunities outlined in the Spatial Framework have been identified because they are low intensity areas such as 'big-box' buildings or car parks, which could be intensified. This means retaining existing uses, while introducing new ones by enhancing the density and efficiency of a site.

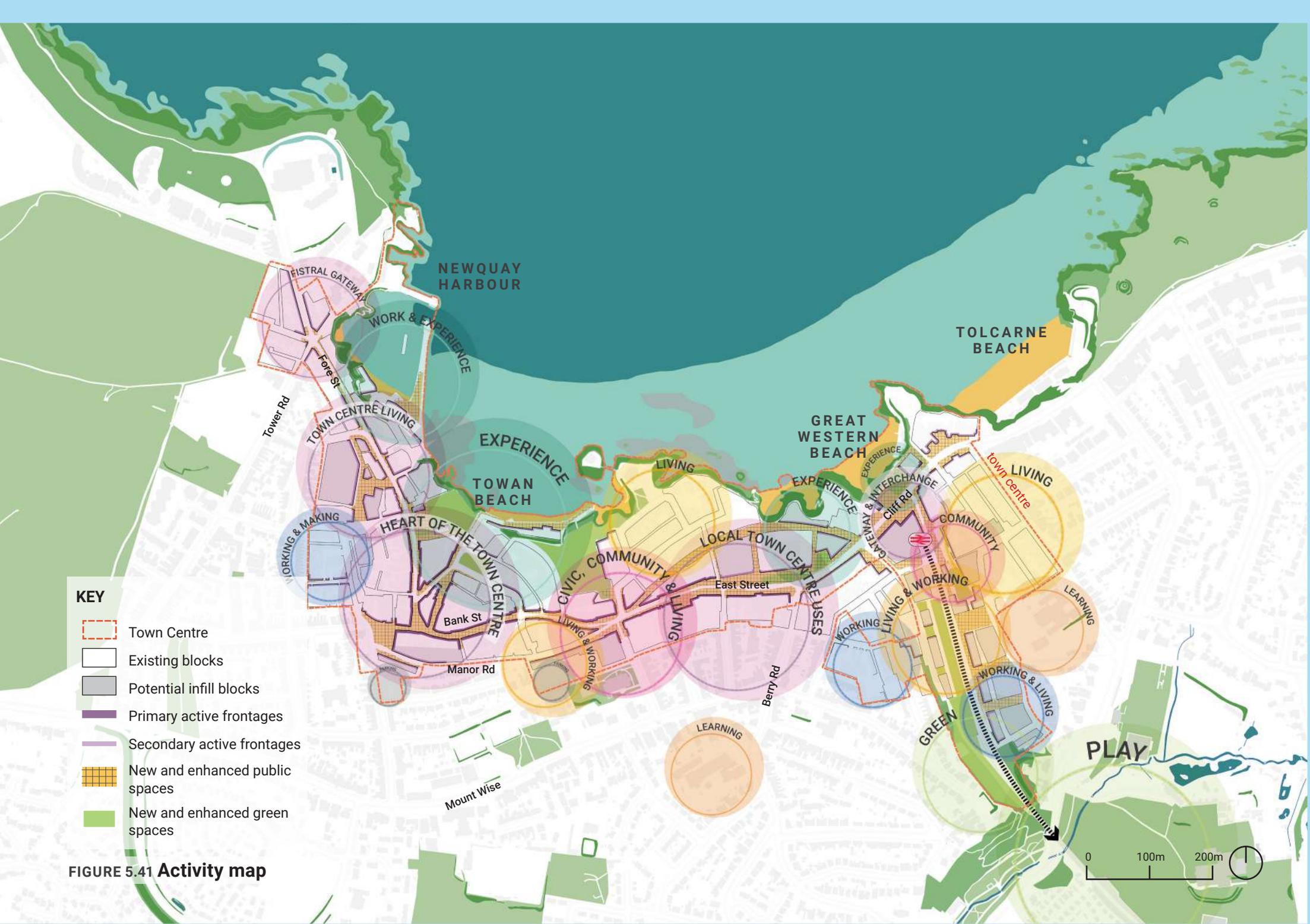
Figure 5.42 adjacent outlines an 'activity map.' This is not intended to dictate specific uses across the town centre, but to demonstrate how existing uses and functions can be strengthened and clustered to make the town centre more coherent, legible and distinct.



FIGURE 5.39 Mixed use local centre, Cambridge



FIGURE 5.40 Mixed use building with retail at ground floor and residential above, Exeter



Introducing New Uses and Activities

Town Centre Living

Access to housing is an acute issue in Newquay, exacerbated by the proliferation of short term lets in the town centre.

The Spatial Framework identifies a number of opportunity sites where different types of housing could be delivered.

Providing more housing the town centre is sustainable as it increases footfall and demand in the centre, enables a greater balance of uses, increases town centre activity outside of peak periods, and promotes a lifestyle that does not rely on the car. It can help provide a more vibrant and safer town centre.

Town centre living is a distinctly urban offer, and is attractive, especially for young people, for its accessibility to facilities, public transport and the beaches. The town centre is an appropriate place for increased density, while keeping with prevailing character and form.

Due to this heightened accessibility, town centre homes are less reliant on the car. Opportunities to reduce car parking standards for homes built in the centre should be explored.

Delivery of new homes must also be considered alongside access to social and community facilities, including schools, nurseries, health care and GP spaces and community facilities.

Homes above shops

There is underutilised space on upper floors in the town centre, which have the potential to be converted into flats. This maximises existing building stock, and breathes life into the high street through increased footfall. Local partnership initiatives are already underway to do so, providing much-needed social housing. It is important that bins and safe, attractive access are considered.



FIGURE 5.42 Homes above shops, Croydon, London



FIGURE 5.43 Activated cycle path, Hassop

Delivering new homes

In addition, homes can be introduced on upper floors of shops, studios and workshops as part of new mixed use developments. There is also the potential for an entirely new residential-led neighbourhood in the south west of the Newquay Great Western Quarter.



FIGURE 5.44 Flats over studios, Caxton Works London



FIGURE 5.45 Parkside homes, Accordia, Cambridge

New models of housing

Newquay has a strong and active community which could be well positioned to play a major role in delivering homes. Community-led housing is a growing movement of people taking action and managing housing projects that build the quality and affordable homes locals need. There's also a growing trend of co-housing, a mutually supportive form of living where a cluster of private homes share community spaces.



FIGURE 5.46 Community-led housing, LILAC, Leeds



FIGURE 5.47 Co-housing, Marmalade Lane, Cambridge
Vision & Spatial Framework

Social housing in the town centre

Cornwall Council have purchased a number of 'SoloHaus' homes, modular micro-homes that can be deployed—permanently or temporarily—to support local people out of homelessness. CC are currently exploring the use of Tregunnel Car Park for this.

The town centre is an appropriate location for social housing, as it is well located to services and transport, especially if people do not have access to a car. Integrating SoloHaus homes into wider development opportunities, or indeed delivering them standalone in the town centre, are both supported.

The Spatial Framework identifies Albany Road Car Park, Cornwall Council owned and well-located near the station, as a potential town centre site that could be appropriate.



FIGURE 5.48 Two storey SoloHaus homes

Introducing New Uses and Activities

Diversifying the workspace offer

Newquay's current economy and retail offer is dominated by tourism. There is a constrained commercial property market in the town overall, and very limited office and industrial space.

A greater range of business space in the town centre can therefore help to support the diversification of a year-round economy, support existing and new business to grow and establish themselves in Newquay, create room for growing creative and high value sectors, and support an increasingly flexible workforce to find home in Newquay.

Live-work

Live-work units are designed to be used both as a home and a base from which to run a business. This often includes a segregated, more public-facing 'work' space and more private 'live' space. In a town centre, these can therefore contribute simultaneously to animation at the ground floor, delivery of new homes, and supporting small and creative businesses.



FIGURE 5.49 Live-work units, Paintworks, Bristol



FIGURE 5.50 Pavilion Road, Chelsea

Co-working

Flexible working is an ever-growing trend, and there is a real opportunity for Newquay, with its distinct lifestyle offer and Aerohub/ Spaceport, to continue to leverage this, attracting both transient and permanent flexible workers into the centre. There is a growing provision of co-working in the centre, with spaces such as C-Space, Pentire House, and the Feel Good Building offering space, infrastructure, and networks for flexible workers.



FIGURE 5.51 C-Space, Newquay



FIGURE 5.52 Impact Hub, Birmingham

Studios, workshops, and grow-on spaces

Small and flexible units are critical in supporting independent, creative and productive businesses. While there are a number of these spaces in the wider Newquay area, for example at Prow Park, these can also make positive contributions to the vibrancy of the town centre and increase the accessibility, visibility and customer base of small business.



FIGURE 5.53 Grain Surfboards, US

Yards and light industrial spaces

There are existing working, creative yards around the centre which could be supported and built upon, specifically in the southern part of the Newquay Great Western Quarter around Quarry Park Road and at Wesley Yard. Mixing uses and investing in public realm can uplift industrial areas into destinations for events, leisure, and retail alongside business operations.



FIGURE 5.55 Hackney Bridge, London

Supporting independents and social enterprise

There is a continued need for small retail and commercial spaces in the town centre, similar to those which has been delivered at the Killacourt, to support small businesses, start-ups, and social enterprises establish a town centre presence at low rents. This can include the delivery of new units as well as the transformation of vacant units on the high street.



FIGURE 5.57 Blackburn Is Open, Blackburn



FIGURE 5.54 Co-operative pottery studio



FIGURE 5.56 Blue House Yard, London



FIGURE 5.58 Vacancy! pop up shop, Plymouth

Introducing New Uses and Activities

Culture, community and leisure

Supporting Newquay's communities and its cultural businesses and organisations plays a huge role in creating a town centre that works year round. It can help build on the lifestyle offer of Newquay, and create a town centre with greater provision for locals that is more vibrant place in winter and that attracts visitors all year round;

Events and culture

There is a lack of flexible indoor and outdoor space for events and gathering in the town centre, suitable for all forms of cultural expression such as performances, galleries, exhibitions, markets, schools, etc. There is opportunity to potentially re-purpose existing larger buildings, such as the Legion or Koncept Gym buildings, in the short term, or to deliver a bespoke offer in the long term.

Community space

There are several community spaces—both formal and informal—throughout the town, but very few in the town centre, and this has been identified as a real local desire. Community spaces can be difficult, however, to deliver as standalone offer. Instead, it may be more viable to deliver flexible community spaces integrated within mixed use developments and/or cultural provision.



FIGURE 5.59 Woolwich Works, London



FIGURE 5.61 The Larick Centre, Fyfe, Scotland



FIGURE 5.60 The Playing Field Theatre, Southampton



FIGURE 5.62 Big & Tiny - Cafe, crèche & co-working facility

Health and wellbeing

Health and wellbeing is multifaceted, and benefits from many overlapping spaces and facilities. Measures such as improving connections and access to the beaches, space to come together as a community and inclusive design can support this. In addition, there is an interest in exploring the introduction of a satellite health hub as part of a flexible community space.



FIGURE 5.63 Outdoor fitness equipment, London

Arts and heritage

Newquay's unique history as a Cornish fishing village, holiday town and surf capital of the UK is not celebrated enough in the town centre. Institutions like the North Coast Asylum and Newquay Heritage Archive & Museum are doing so, but the offer could be enhanced. Interventions such as a better museum space, heritage trail or galleries can all bring Newquay's arts and heritage to the fore.



FIGURE 5.65 Heritage trail, Combe Down

Sport and play

Newquay overall has a wealth of sport and leisure facilities, but there is a lack of these in the town centre. Specifically, there's a lack of informal play provision such as children's play areas, outdoor youth provision, home zones and parks. The delivery of new open spaces, specifically around the beaches and Newquay Great Western Quarter, should integrate informal play facilities.



FIGURE 5.67 Outdoor play area, Fosse Park, Leicester



FIGURE 5.64 Satellite health hub



FIGURE 5.66 Pool Heartland visitor centre [Source: Cornwall Design Guide]



FIGURE 5.68 Outdoor climbing wall, Sheffield

5.8 Sustainability

Time and time again, in conversations with local leaders, community members, and town centre stakeholders, sustainability re-occurs as a key priority. There is a consensus that the natural environment is what makes Newquay a special place to live and visit, and an ambition to protect this environment—both in its local and global sense—must be safeguarded in order to ensure the long term sustainability and success of the town as a thriving and inclusive place for generations to come.

As change comes forward in the town centre, it is imperative that this delivers the highest possible quality and sustainability outcomes, for the benefit of local people and the local environment, as well as in order to address the threat of climate change.

This Town Centre Development Framework offers an opportunity to make early, holistic decisions which will help deliver long term positive impacts for the environment and the local community and put the town at the forefront of best practice.

Priorities

Sustainability involved the interaction of many different factors towards different but intersecting and complementary goals. In short, it is complex. There are some core objectives, however, that Newquay can champion in the evolution of its town centre. These are:

1. Climate Adaptation and Resilience
2. Net Zero Carbon
3. Health and Wellbeing
4. Resource Use and Waste
5. Sustainable Mobility
6. Nature and Biodiversity
7. Sustainable Neighbourhoods

Ensure Newquay is resilient to known and predicted impacts of climate change

Whilst the UK continues to play a leading role in international efforts to keep the global temperature rise to well below 2°C, adaptation planning is essential to ensure the built environment continues to be fit for purpose in a changing climate. This objective includes metrics to address:

- Increased Temperature and Overheating
- Sun Exposure, Surface Water and Storm Events
- Shoreline Management
- Water Resources



FIGURE 5.69 Cliff reinforcement at Great Western Beach

Be a net zero Newquay by 2050

The UK Net Zero 2050 target requires significant actions to be taken in new and retrofit developments to reduce energy use and incorporate low carbon and renewable technologies. Upfront, this means acting in favour of adaptive reuse of existing buildings and structures. When redevelopment proposals do come forward, these provide a significant opportunity for minimising embodied carbon impacts and improving available energy infrastructure to meet this. This objective includes metrics to address:

- Operational Energy and Net Zero Carbon
- Upfront Embodied Carbon
- Energy and EV Charging Infrastructure



FIGURE 5.70 Passivhaus homes, Norwich

Improve the health and well-being of Newquay's residents

The physical built environment has a crucial role in contributing to the health and wellbeing of the people who live, work and spend time there. In particular, air quality light and acoustics as well as appropriate public spaces will determine how people will interact with and be impacted by the built environment. This objective includes metrics to address:

- Air Quality
- Active Lifestyles
- Light and Sound Pollution
- Safety
- Open Spaces and Urban Play
- WELL Certification



FIGURE 5.71 Cork City Council air quality strategy

Prioritise life cycle costs, circular economy principles and sustainable waste management practices

A life cycle and circular economy approach seeks to maximise the value of the materials that circulate within the economy; minimising material consumption and waste streams. A key benefit to Newquay will be improved knowledge about construction techniques to facilitate deconstruction and to enhance durability and adaptability of buildings. The objective is broken down into the following metrics:

- Resource Use: Re-Use and Recycling
- Sustainable Procurement
- Circular Economy
- Waste Management



FIGURE 5.72 Upcycle Studios, Copenhagen

Sustainability

Encourage sustainable travel behaviour and modal shift in Newquay

Reducing the reliance on cars, through a mixture of methods to promote a sustainable transport approach, prioritising walking and cycling, and public transport will bring significant benefits to Newquay Town Centre. This objective includes metrics to address:

- Mobility
- Cycling
- Walkability
- Accessibility and Inclusion
- Wayfinding
- Parking
- Public Transport



FIGURE 5.73 Parklet with cycle parking, London

Integrate nature and biodiversity enhancements within the urban environment

Biodiverse development enhances the urban environment for people and wildlife, provides fundamental ecosystem services and helps to regulate the climate, control flooding and absorb CO2. The provision of nature also contributes to sense of place, as well as opportunities for recreation, tranquillity and a healthy environment. This objective includes metrics to address:

- Urban Greening
- Connectivity
- Ecology and Biodiversity



FIGURE 5.74 Rewilding verges initiative, Bristol

Deliver high quality of neighbourhoods which support a sustainable economy

Newquay has incredibly strong community network which provides many critical services and continually empower locals to have a voice and a role in defining the town's future. Sustainable neighbourhoods are places people want to live now and into the future, that are inclusive, cohesive and diverse. This objective includes metrics to address:

- Community Cohesion
- Local Identity
- Historic Character and Setting
- Digital Connectivity



FIGURE 5.75 Newquay Surf Life Saving Club

Newquay Town Centre Sustainability Framework

In creating a framework for achieving these seven objectives, a number of sustainability objectives and bespoke actions and metrics have been developed, informed by the Neighbourhood Plan and national policy direction, industry guidance and emerging best practice.

Many of the objectives are linked, so the interaction between them and potential for approaches in one area to deliver outcomes in another should be considered as part of a holistic approach. For example, the impacts of climate change may be mitigated by an approach to nature and biodiversity.

The following Sustainability Framework outlines these objectives in detail to ensure that the physical and operational sustainability requirements of the regeneration of the town centre are embedded at project level.

For each topic area, the framework is structured as follows:

- The **key objective** sets a high level ambition that aligns with policy and the Vision
- **Sub-topics** outline the themes this topic area covers
- The relevant policies in the **Newquay Neighbourhood Plan** are highlighted
- **Actions** outlines the targets and considerations under each sub-theme
- **Interdependencies with other sub-topics** are highlighted, so as to tease out how working towards one goal can further others.
- **Links to relevant guidance** are provided.

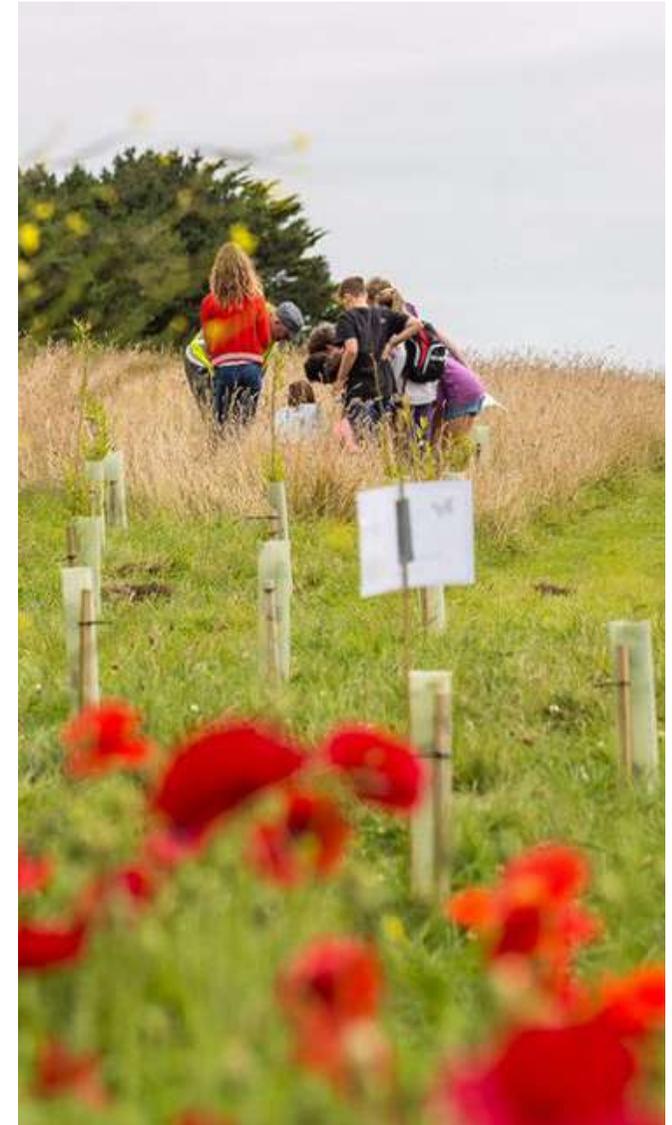


FIGURE 5.76 Newquay Community Orchard

Sustainability

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Actions	Links to other Sub-Topics	Links to Guidance
Climate Change Resilience	Ensure Newquay is resilient to known and predicted impacts of climate change.	D1 Key Principles - Guidance and Design Statement CC1 Designation of Coastal Change Management Area (references to Newquay Shoreline Management Plan)	Increased Temperature and Overheating	<ul style="list-style-type: none"> Follow the Cooling Hierarchy to reduce the risk of overheating within developments, prioritise passive cooling measures such as solar shading, the use of thermal mass, building form and glazing ratios. Where active cooling is required this should be specified to be low energy to reduce the impact on operational energy use and carbon emissions. Results of thermodynamic modelling should be presented to the Council to show compliance with CIBSE TM59/TM52 guidelines. 	Operational Energy and Carbon Savings; Net Zero Ambitions; Wellbeing; Urban Greening	UKGBC Guidance for Nature Based Solutions
			Adaptation to Sun Exposure, Surface Water and Storm Events	<ul style="list-style-type: none"> Incorporate localised shading: tree canopies and other natural or artificially shaded areas. Consider sunpath and prevailing winds in orientation and layout. Ensure that (where possible) public realm enhancements contribute multifunctional solutions for Newquay Town Centre in terms of climate adaptation, nature and wellbeing. Features relating to water management (such as SUDs; tree pits, bioretention beds, rain gardens and greening measures) are used to enhance local distinctiveness and add value to the overall design. 	Overheating; Wellbeing; Flood & Drainage; Ecology and Biodiversity	
			Shoreline Management	<ul style="list-style-type: none"> Implementation of Shoreline Management Strategy for development by the Council. Preparation of a constraints plan (where affected). 	Ecology and Biodiversity; Wellbeing	
			Water Resources	<ul style="list-style-type: none"> New developments to achieve water net neutrality to reduce water stress in the local area. This may include consideration of rain and/or grey water recycling in addition to flow fixtures and fittings to reduce potable water use for new construction. 	Wellbeing; Urban Play; Safety; Light Pollution; Noise Pollution; Cycling; Walkability; Accessibility and Inclusion; Wayfinding; Urban Greening; Connectivity; Local Identity; Historic Character and Setting; Open Spaces	

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Checklist	Links to other Sub-Topics	Links to Guidance
Energy and Carbon	Be a net zero Newquay by 2050.	D2 Development Principles	Operational Energy and Net Zero Carbon	<ul style="list-style-type: none"> • Demonstrate energy and carbon savings that will be delivered throughout the operational phase in line with UK 2050 Net Zero Target. • Developments should follow a fabric first approach to firstly reduce energy demand through passive design, then supply energy efficiently through low carbon and/or renewable energy delivery systems. • Target Energy Use Intensity (EUI) in line with LETI guidelines for building types. • Encourage replacement of fossil fuel heating to align with or seek to improve upon the UK 2050 Net Zero target. • The above should be reported to the Council. 	Net Zero Ambitions; Utilities	LETI Climate Emergency Design Guide
		D1 Key Principles - Guidance and Design Statement (larger housing developments use 'Building for Life' guidance)		Upfront Embodied Carbon		
		G3 Building for the Maritime Climate (rust-resistant finishes - no replacement over buildings lifetime)	Energy and EV Charging Infrastructure	<ul style="list-style-type: none"> • Ensure power infrastructure meets the foreseeable needs of Newquay, to include EV charging and electrical source heating. • Use of active demand management and microgrid technology to reduce the need for network reinforcements, including liaison with the Network Operator (WPD) on Long Term Development Strategy for Newquay. • Consideration of 'onsite energy storage (batteries) to support renewable energy generation technologies. • Minimise the number of access points for services and where possible locate away from pedestrian circulation routes. 		

Sustainability

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Checklist	Links to other Sub-Topics	Links to Guidance
Health and Wellbeing	Improve the health and well-being of Newquay's residents.	CI3 Open Spaces, Leisure Facilities, Amenity Space & Green Infrastructure	Air Quality	<ul style="list-style-type: none"> • Adhere to the requirements of the local Air Quality Action Plan (AQAP). • Implement measures to ensure maintenance/enhancement of local air quality, this could include installing air quality monitoring devices. 	Cycling; Walkability; Public Transport	Healthy Streets Guidance
			Active Lifestyles	<ul style="list-style-type: none"> • Provide public realm that enables and promotes participation in physical activity and increases active travel. • Integration of opportunities to promote active lifestyles (as appropriate), for example increased signage for active travel (such as taking the stairs), and interesting and pleasant public realm to promote walking. 	Cycling; Walkability; Urban Play; Open Spaces	
		G2 Development Principles	Light and Sound Pollution	<ul style="list-style-type: none"> • Where possible, contribute to tranquillity and the quality of the dark skies. Design out light spill particularly in areas of ecological importance. 	Accessibility and Inclusion; Adaptation	
		D1 Key Principles - Guidance and Design Statement		<ul style="list-style-type: none"> • Demonstrate good practice acoustic design. • Developments to provide good access to daylight and sunlight in line with BRE recommendations and guidelines contained within BR 209 Site Layout Planning for Daylight and Sunlight (2022). 		
		E5 Commercial Developments and Parking (quantum of open space)	Safety	<ul style="list-style-type: none"> • Use 'Secure by Design' principles as appropriate 	Accessibility and Inclusion	
			WELL Certification	<ul style="list-style-type: none"> • The principles of the WELL standard should be included throughout, certification is encouraged. 		
			Open Spaces & Urban Play	<ul style="list-style-type: none"> • Support the Spatial Framework's strategy for a connected and enhanced public realm to support community gathering and active mobility. 	Active Lifestyles; Wellbeing; Wayfinding	

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Checklist	Links to other Sub-Topics	Links to Guidance
Resource Use and Waste	Prioritise lifecycle costs, circular economy principles and sustainable waste management practices.	D1 Key Principles; Guidance and Design Statement	Resource Use: Re-Use and Recycling Sustainable Procurement	<ul style="list-style-type: none"> • Manage waste sustainably throughout construction following the waste hierarchy, including through opportunities to prevent and reduce waste and promotion of the re-use of materials on-site or recycling prior to disposal. • Circular economy principles should be integrated at project level, this should include implementing sustainable procurement plans. • Promote sustainable waste management solutions that encourage the reduction, re-use and recycling of waste throughout operation. 	Embodied Carbon; Resource Use: Re-Use and Recycling; Waste Management; Local Identity	
		G2 Development Principles	Circular Economy Waste Management			

Sustainability

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Checklist	Links to other Sub-Topics	Links to Guidance
Mobility	Encourage sustainable travel behaviour and modal shift in Newquay.	<p>CI1 Foot and Cycle Paths (new cycle/footpaths in developments which are well lit and safe)</p> <p>E4 Economic Opportunities generated by Aerohub and Cornwall Airport, Newquay (support any addition of transport links from airport)</p> <p>D1 Key Principles - Guidance and Design Statement</p>	Mobility	<ul style="list-style-type: none"> Ensure that development is aligned with the principles of the mobility strategy within the Spatial Framework and Newquay Neighbourhood Plan. 		Walkable Neighbourhoods Guidance
			Cycling	<ul style="list-style-type: none"> Integrate cycle network upgrades (as appropriate) to improve quality and safety of routes. Developments to include dedicated cycle routes and pathways that are well light and signposted to promote use. Where possible these should link in to existing local cycle networks. 		
			Walkability	<ul style="list-style-type: none"> Promote walkable neighbourhoods by ensuring pathways are well light and attractive. Provide wayfinding information to guide site users through the physical environment to promote walking. 	Air Quality; Active Lifestyles; Urban Play; Safety; Light Pollution; Noise Pollution; Wayfinding; Public Transport; Digital Connectivity; Water Pollution; Overheating; Local Identity	
			Accessibility and Inclusion	<ul style="list-style-type: none"> Accessibility measures are integrated throughout development sites to ensure an accessible and inclusive development for the full array of potential users. E.g. hearing/visual impaired, wheelchair and pushchair users, children, single parent families. 		
			Wayfinding	<ul style="list-style-type: none"> Public realm to integrate or enhance public wayfinding (as appropriate) 	Accessibility and Inclusion; Local Identity	
			Parking	<ul style="list-style-type: none"> Priority parking for electric/low-emission vehicles and/or car share spaces (as appropriate). Provision of active and passive EV charging stations in all developments to accommodate future uptake without the need for extensive additional work. Consider measures to reduce private car use, such as car clubs and mobility hubs. 	Accessibility and Inclusion; Energy and EV Charging Infrastructure	
			Public Transport	<ul style="list-style-type: none"> Enhance the availability of public transport information and availability of infrastructure to promote its use e.g bus stops, crossing points. Consider interactive bus stops with up to date, live service information. 	Accessibility and Inclusion; Net Zero	

Topic Area	Key Objective	NNP Policy Interaction	Sub-Topics	Checklist	Links to other Sub-Topics	Links to Guidance
Nature	Integrate nature and biodiversity enhancements within the urban environment.	LE3 Green Spaces (impact on existing Values Green Spaces)	Urban Greening	<ul style="list-style-type: none"> Integrate urban green throughout developments, calculate and report developments Urban Greening Factor (UGF). Utilise Cornwall Green Infrastructure Strategy (2012) methodology and tool to assess UGF. 	Active Lifestyles; Wellbeing; Air Quality; Ecology and Biodiversity; Urban Play	Cornwall Green Infrastructure Strategy
			Connectivity	<ul style="list-style-type: none"> Use green links to increase nature and connectivity throughout the town centre, integrating other initiatives such as Newquay in Bloom or Newquay Orchard where possible. 	Active Lifestyles; Wellbeing; Accessibility and Inclusion; Wayfinding	
			Ecology and Biodiversity	<ul style="list-style-type: none"> Achieve a minimum 10% Biodiversity Net Gain ahead of Environment Act requirement in force from 2023. Integrate a network of multi functional green infrastructure across development sites. 	Air Quality; Wellbeing; Walkability; Urban Greening; Historic Character and Setting; Overheating; Adaptation	
Social	Deliver high quality neighbourhoods which support a sustainable economy.	HC1 Protection of the Built Heritage (using the Newquay Character Study)	Community Cohesion	<ul style="list-style-type: none"> Promote the delivery of indoor and outdoor public spaces Ensure adequate delivery of social infrastructure to support any development, and explore additional opportunities to deliver shared, communal, or public community facilities Prioritise the delivery of affordable housing 	Active Lifestyles; Urban Play; Safety; Public Transport; Digital Connectivity; Local Identity	
			Local Identity	<ul style="list-style-type: none"> Contribute to and reinforce the local identity of Newquay town centre, for example by reflecting the use of local materials in design proposals. 		
			Historic Character and Setting	<ul style="list-style-type: none"> Support projects that maintain, restore or enhance the historic environment in line with the Spatial Framework and Newquay Neighbourhood Plan. 		
			Digital Connectivity	<ul style="list-style-type: none"> Prioritise digital connectivity in the town centre through the incorporation of high speed internet and appropriate 'third spaces' for public use between home and work in line with the wider Spatial Framework. 	Wellbeing; Energy Infrastructure; Accessibility and Inclusion	

5.9 Shoreline Management

Current Context

The coastal cliffs dominating the Newquay shoreline comprise interbedded slates of the Bovisand Formation, of Devonian age (~400 m.a.). Colloquially, slates in Devon and Cornwall are known as 'Shillet'.

The cliffs are generally vertical up to 45m in elevation. This steep profile is primarily controlled by a combination of 'hard rock' geology and moderately steep bedding planes that dip into the cliff faces. There is little by way of beach foreshore, so at flood tide, much of the sandy beach area is absent.

At the base of cliffs, wave action exploits natural planes of weakness ('joints') in the rock and this notably forms recessed overhangs and caves.

Towards the top of cliffs, the rock is rather friable, a result of weathering processes. Here, the cliffs experience frequent ravelling of loose debris. An example is the cliff to the rear of the Blue Reef Aquarium.

The harbour acts as a breakwater to provide safe passage for leisure and commercial fishing boats. Towan Promenade and the access ramp to Great Western Beach are defended by sea walls, on which commercial properties are located and public beach access is facilitated.

Elsewhere, where the cliffs are at their highest and steepest, natural coastal processes govern, except where rock bolts, netting and 'shotcrete' have been employed. Generally, this has been done in areas of high public utility, to contain loose debris and safeguard people and property below.

High level approach to shoreline management

Coastal cliff and shoreline regression occurs in areas where erosional processes dominate. This is the case at Newquay, which experiences high-energy storm wave action directly onto cliffs and coastal defences.

The steep-angled, relatively hard-rock cliffs at Newquay are prone to instability triggered by the effects of weathering and coastal erosion. This typically occurs as a combination of frequent 'ravelling' of loose rock debris onto the beach and foreshore areas, together with infrequent, but larger scale rock mass instability, which is of much higher magnitude. Sea defences experience storm damage and require periodic repair and maintenance to ensure their upkeep.

Climate change is causing an acceleration in the rate of sea level rise and this, compounded by more frequent, high-energy storms (and significant wave height), leads to an increase in coastal cliff instability and therefore, regression.

Policy

SMP2 (2011, 2016)

The Cornwall and the Isles of Scilly Shoreline Management Plan 2 (SMP2) was published in 2011, and reviewed in 2016. It sets out a long-term policy framework to manage the risks associated with coastal change.

The SMP2 attempts to forecast the likely rate of cliff regression line and weighs this against the socio-economic benefits of defending the current

shoreline. Policy has been developed on this basis. For each policy unit, SMP2 defines a policy approach for the next four 'epochs.' The relevant policy approaches to the town centre are defined as:

- No active intervention (NAI) : A decision not to invest in providing or maintaining defences or natural coastline
- Hold the line (HTL): Maintain or upgrade the level of protection provided by defences or natural coastline

Newquay Bay sits within Policy Zone PDZ12, Management Area MA32. The SMP 2016 Review states that *"the high-level management intent is to facilitate the continued popularity of Newquay as a tourist destination, but to do this against the backdrop of a management regime for the beaches and cliffs which protects and enhances their wild and rugged 'Cornishness'. Allowing natural evolution of the coast wherever possible and generally protecting and enhancing the coastal environment are critical to the continued prosperity of Newquay. Supporting the long-term adaptation of beaches (and their retention) is an important part of delivering the overarching management intent."*

The policy units located within the town centre and their 2025 policy approach are:

- 32.2 Newquay Harbour - HTL for all three epochs
- 32.3 Towan Beach - HTL, moving to NAI in 2055
- 32.4 Great Western Beach - NAI



KEY

- Town Centre
- SMP2 Policy Units
- 100-Year Erosion Line**
(NNP baseline, identified by CC Strategic Environment Team in consultation with the National Coastal Mapping Service (NCERM) and SMP)
- Exclusion Zone (EZ)
- Coastal Erosion Vulnerability (CEV) Zone
- Flood zone 3a
- Opportunity sites

FIGURE 5.77 Shoreline management policy



Shoreline Management

Regarding these designations, the SMP 2016 review states that *"across all the frontages in Newquay Bay, frequent coastal monitoring and its careful review will be essential in working with the community to understand the implications of coastal change and what this may mean in practice for implementing the intent of management."*

Newquay Neighbourhood Plan 2019 - 2030

Upon the recommendation of the SMP2, the Newquay Neighbourhood Plan (NNP) Policy CC1 designates Newquay Bay as a Coastal Change Management Area (CCMA) in order to manage the effects of physical change to the shoreline and ensure that inappropriate development is not built near the coastal strip.

NNP defines Policy CC2 Development in Locations Vulnerable to Climate Change, the objective of which is to *"take the opportunity to roll development back from vulnerable cliff edges, helping to reduce the need for environmentally and visually damaging cliff stabilisation works up and down our coast."*

Policy CC2 defines an **Exclusion Zone (EZ)**: The anticipated 100-year erosion line—identified in National Coastal Erosion Risk Mapping, same as used by the EA—plus a 10m buffer. *[Strategic Flood Risk Assessment Interactive Web Map, Cornwall Council]*

Policy CC2 states that:

- Proposals within the EZ will only be supported where they are for small, temporary structures that will not add to the erosion risk
- Residential change of use will not be supported

- Proposals for redevelopment or extension of existing buildings will not be supported.
- Proposals that require stabilisation or other interference with the cliff will not be supported.
- Proposals for minor works to improve sea defences and strengthen or stabilise cliff faces will be supported where they are consistent with the SMP and there will be no adverse impact on the environment and the ability to adapt to the changing coastline.
- New development at beach level adjacent to the toe of cliffs will not be supported unless there is no risk to development or people due to cliff instability
- Proposals that affect the natural look of the cliffs will not be supported.

Policy CC2 also defines a **Coastal Erosion Vulnerability Zone (CEVZ)**: 30m from the landward edge of the EZ.

Within the Coastal Erosion Vulnerability Zone, all proposals for development, change of use, extension or enlargement must be accompanied by a Coastal Erosion Vulnerability Assessment, which must confirm that the proposal will not damage the cliff face or increase susceptibility to coastal change.

Development proposals around Newquay Harbour are not affected by Policy CC2.

Spatial Framework Implications

There are four opportunity sites which are affected by the SMP2 and NNP Coastal Change Policies. As they come forward for development or public realm enhancement, each site will need to be assessed in isolation by relevant structural, coastal, or geotechnical engineering surveys.

High level implications on key town centre areas include:

Harbour - HTL

The Spatial Framework maintains Newquay Harbour as central to the future of Newquay's economy, character and heritage. As well as its role as an important public and economic space, the harbour walls provide coastal protection by preventing further erosion of the cliffs below Beacon Road, Fore Street and South Quay Hill.

Here, HTL refers to maintaining the harbour walls to provide coastal protection of the shoreline. The quay itself is a Grade II listed structure so the preferred policy would assist in preventing damage to it.

However, the harbour walls fall within Flood Zone 3 and are subject to flood risk from wave action and tidal extremes. Next step studies to rationalise and improve use of the harbour by its many user groups will need to consider the siting of any permanent or temporary structures within the flood zone.

Towan Beach - HTL, moving to HTL/NAI in 2055

Towan Promenade serves as a wall defence for the cliffs behind. HTL will be to maintain these and the natural cliff faces.

While protected by Towan Promenade, the Blue Reef Aquarium and properties along the promenade are exposed to flood risk from waves during storms. Sea level rise is likely to result in coastal squeeze, which could affect the topography of the beach and increase the exposure of defences and development to storms, and the viability of maintaining them.

Hold the Line has been defined for this area in the medium term, in order to provide more time for considerations on how to manage coastal change in a way which best suits the aspirations of the community and tourist industry. The SMP notes, *"ultimately, the more sustainable solution is to move toward a no active intervention approach as this would greatly reduce the economic burden on the public purse and enable the area to accommodate sea level rise. However, the socio-economic benefits of re-development still need to be considered."*

Furthermore, Towan Promenade and the Aquarium lie within the Exclusion Zone as described in the NNP. This precludes new permanent development.

The Spatial Framework maintains Towan Promenade as a key public space and point of beach access that should be retained. However, given these physical and policy constraints, it is not proposed that any *permanent* development or changes to the promenade itself be made, beyond maintaining its current structural integrity. It is proposed that

the current temporary commercial structures be upgraded, and that the Aquarium be retained in the medium term and potentially change its use to serve a wider cultural function.

Note on the Blue Reef Aquarium: Any refurbishment will depend on its design lifespan, proposed use and cost of implementation. A coastal flood risk and wave energy assessment would be required, and would inform the scope of any work required to the existing sea wall defences. Detailed design would be required and this work might include considering rock armour stone (unlikely to be acceptable), major civil engineering works to upgrade the existing sea wall (possibly acceptable during HTL period, if sympathetically designed) and works to stabilise the cliff at the rear of the aquarium (probably acceptable during HTL and possibly acceptable during NAI).

Note on Towan Promenade maintenance: The rate of deterioration of the Promenade is difficult to assess as typically, gradual deterioration might be followed by a sudden failure during or following very severe conditions. If maintenance and repair work was to be terminated, there would likely be progressive deterioration in the Promenade wall condition. The fill behind could then wash out, ultimately leading to subsidence, crown holes developing and potentially, collapse. The timescale cannot however be accurately estimated. Severe storm damage (e.g. 'phenomenal' sea state conditions coinciding with a spring tide) could potentially lead to significant damage to sea walls, buildings and infrastructure, similar to that seen at Dawlish. In time, the Promenade and affected buildings could become inaccessible or unsafe.



FIGURE 5.78 Towan beach high tide, May 2022, showing effect of wave action on harbour walls



FIGURE 5.79 Great Western Beach, where recent active rockfall directly onto beach and extensive cliff stabilisation works are evident.

Shoreline Management

Great Western Beach - NAI in 2025

At Great Western Beach, natural cliff faces exist alongside some coastal defence structures. The HTL policy today would be maintaining these features.

The cliffs impose a natural constraint on beach movement, meaning some coastal squeeze and beach narrowing may be anticipated because of sea level rise. Allowing some natural erosion of the cliffs will offset this to an extent.

The intent of NAI in 2025, as stated in the SMP2 2016 Review is to allow *"monitoring of cliff recession to inform discussions of how to manage this frontage in practice. If as predicted by SMP2, rates of recession are found to be slow and that natural erosion of the cliffs replenishes the beach to offset coastal squeeze, then NAI may be found to be the most sustainable approach. If however rates of change are found to be greater and cliff top properties are at increasing risk, then discussion will need to be had around what may be technically and economically viable to consider."*

Furthermore, the cliff top properties lie within the Exclusion Zone as described in the Newquay Neighbourhood Plan. This precludes new permanent development on these properties.

Due to these policies, existing properties within the cliff regression line may not be able to obtain consent for preventative maintenance and/or necessary repairs. For example, in the event of ravelling or rockfall up to or even undermining a foundation or retaining wall, then this may become unsafe and require demolition.

Analysis and community engagement have identified the buildings on the north side of Cliff Road as low quality and unattractive, especially the Konzept Gym building. However, given identified risk and policy constraints, permanent new development is not feasible. In order to enhance this area, the Spatial Framework therefore proposes that the properties be included as part of a holistic development proposal for the Newquay Great Western Quarter, which could see these properties returned to public space and/or semi-permanent commercial and cultural structures.

The Spatial Framework has proposed that the Old Beachcroft Hotel pool and ballroom be regenerated as a community/wellness offer and create a new active frontage onto the Tram Tracks. This is in line with a pre-application submission for a conversion of the buildings submitted to Cornwall Council. However, as this property lies within the NNP Exclusion Zone, it has been highlighted in a pre-application letter that *"coastal erosion poses a significant constraint and that significant public benefits would need to outweigh this."* Should it be found that development is not accepted in principle, the use of this site as open space in the medium term should be explored.



FIGURE 5.80 Roped access technicians installing rockfall containment netting



FIGURE 5.81 Rock netting installation (October 2022) below the Trebarwith Hotel

Potential Conflicts

The SMP2 policy is focussed on the relative benefits and consequences that shoreline regression (or a decision to defend) will have on a community in respect to economic impact on property and the like.

This policy does not explicitly consider the issue of public safety for beach users and this is an important consideration for Newquay, for which the local beaches are a key asset.

For example, the SMP2 policy to change from 'Hold the Line' to 'No Interactive Intervention' at Great Western Beach in 2025 may have consequences should an individual or, the Local Council, wish to implement works to install rockfall protection measures (such as rock bolts and netting) to the cliff face/s. These measures are typically installed to in areas where the risk of harm to the public presented by rockfall hazard is at an unacceptable level—or to protect an asset above from cliff regression.

There are numerous examples of this type of work on the cliffs and in the future, this work may not be granted planning consent, if policy wording it taken literally.

Figures 5.80 and 5.81 show on-going work to install rock bolts and rockfall containment netting to the cliffs at Great Western Beach. Here, policy changes from HTL to NAI in 2025 and such works would potential be in conflict with policy.

Recommended Next Step

A **Shoreline Management Strategy** should be developed so that SMP2 policy, local planning constraints and consultees are able to contribute to a considered approach.

This should aim to develop the SMP2 policy and include the following:

- Desk-based searches of publicly available information sources, including historic plans and photographs
- Establishment of baseline surveys of the cliffs
- Preparation of a constraints plan
- Condition appraisal of rock faces, slopes, and coastal defences
- Register of 'at risk' properties and infrastructure
- Establishment of a formal asset register against which future condition assessments may be compared
- Qualitative assessment of future cliff regression lines i.e., a detailed development of SMP2 regression lines
- Appraisal of spatial and temporal risk of cliff regression (including rockfall) to asset owners, the public and other stakeholders
- Zoning of cliffs and beach areas in respect of their risk status

- Initial consultation with stakeholders, including:
 - Duchy of Cornwall
 - Marine management Organisation (MMO)
 - Cornwall Council Coastal Officer
 - Environment Agency - Marine Conservation Zone
- Development of a clear strategy so that future planned or reactive works can be undertaken following a consistent approach in-line with policy



FIGURE 5.82 Great Western Beach at low tide

5.10 Utility Infrastructure

This section describes the overall approach to understanding and securing utilities infrastructure on a project-by-project basis, the current context for electricity infrastructure in Newquay, and a series of opportunities to deliver sustainable change.

Strategic Approach

Implementation of many of the proposals in the Spatial Framework require utility systems that have spare capacity and are both accessible and deliverable without excessive delay.

In many locations in the UK, existing electrical infrastructure is unable to meet demand due, in part, to insufficient investment over a period of decades as well as the need to meet the challenges of climate change by moving to electrically powered solutions for industry, heating and transport.

Similarly, whilst there has been significant progress in the roll out of full fibre and 5G mobile telecommunications infrastructure in the UK, there are still many areas where broadband and mobile telecoms services are relatively unreliable.

It is therefore essential, for any proposed development, to ascertain, at the earliest possible opportunity, the following:

- The locations of existing local utilities and how they might impact on proposed development. This includes wayleaves and easements (agreements that utility companies have with landowners to access cables/pipelines)

- The capacity of the existing utility services and the approximate timescales required for any reinforcements of infrastructure to enable delivery of the service to site
- Whether diversions of certain utilities are worthwhile to a development – ie, whether the cost and disruption of diverting a water main is worth the additional benefits with regards to site layout or whether a site could be planned differently to avoid a costly diversion

The presence of certain utility services will present a greater obstacle in terms delay and cost to divert, if deemed necessary, or restrict development. For instance:

- High pressure (HP) gas main: the cost of diversion is usually prohibitive. A HP gas main constitutes a HSE Hazardous Installation and requires consultation with HSE to determine the impact of building. Buildings are not usually permitted within a zone around the pipeline
- Extra High Voltage (EHV) cables: often very costly to divert and may involve lengthy time periods if National Grid cabling is involved. There are building restrictions around both buried and overhead cables.

However, the presence of utilities on, or near, a site need not necessarily be negative. For instance, if there are overhead lines crossing a site, it is possible that these will be able to serve a development, at least in part or in early phases.

Availability of Power

In determining the power available for a particular development site or area, web tools are available on the local District Network Operator's (DNO) website which give an indication as to spare capacity (demand headroom), or lack of it. These network capacity maps are not always fully up to date and do not take account of imminent offers of power the DNO is about to make. They are, therefore, an indication only, a snapshot in time, and will always need verification through further dialogue with, and via an application to, the DNO.

The DNO for the South West, and therefore Newquay, is NGED (National Grid Electricity Distribution).

There are two local Primary Substations:

- Newquay Trevemper
- Newquay Trencreek Lane

Both substations are indicated as "constrained", meaning there is not much spare capacity (headroom).

The demand headroom indicated is only a snapshot in time and will not necessarily be reflective of the capacity available when an site comes forward. The available power can change rapidly.

For the two primary substations, the reverse headroom—the spare capacity in the substation for a generating customer to supply the “grid” via electricity from wind, solar or similar renewable energy generation—is indicated as having “good” levels of capacity available.

As with the demand headroom, the reverse headroom indicated in network capacity maps can change rapidly and will always require verification via dialogue with and application/s to the DNO.

The key to ensuring power availability for a development or area, once the approximate power requirements are known and estimated, is early engagement with the DNO.

In addition to the network capacity map, it is also possible to obtain the DNO’s Long Term Development Statement (LTDS), which gives an indication of planned network upgrades over the coming years. This can be requested from NGED.

Whilst this document is revised periodically, major upgrade works are typically planned within a timeframe for implementation and this can help inform the likely year when additional power will be available.

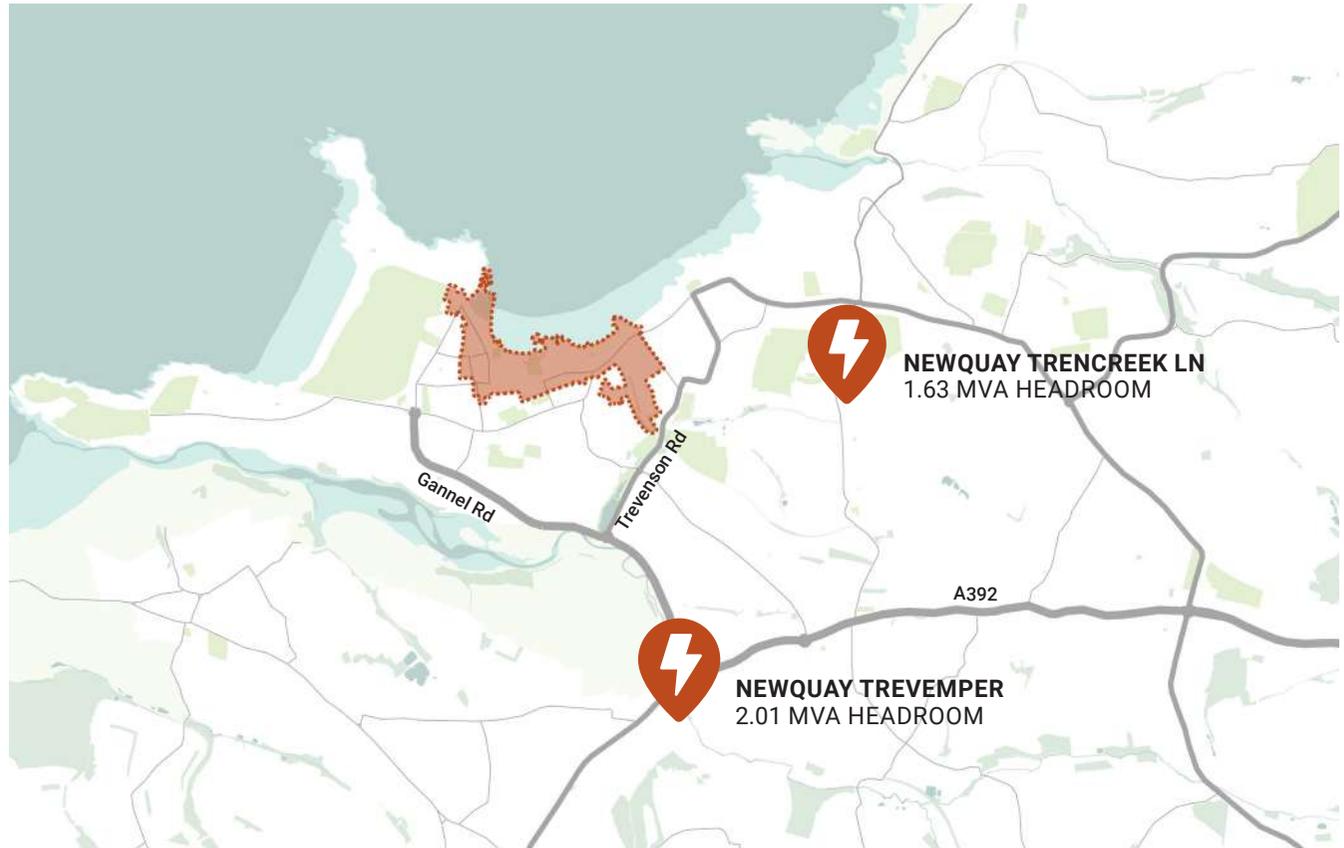


FIGURE 5.83 Existing Primary Substations and capacity

KEY

-  Town Centre
-  Primary Substations

Utility Infrastructure

Electric Vehicle (EV) Charging

Sustainable transport features prominently in the local input and aspirations. Engagement findings specifically reveal a local desire to move toward facilitating the use of EVs and away from fossil fuel-driven transport. This is a critical part of the transition to a net zero carbon society and improving air quality. It also requires strategic planning in terms of appropriate locations for EV charging and the quantity and electrical rating of EV chargers.

The Mobility Framework proposes the following nominal locations for EV charging points:

- Park & Rides / Park & Rail
- Interceptor car parks
- Last mile hubs
- Railway Station multi-modal hub



FIGURE 5.84 Accessible EV charging point

Additionally, parking facilities and businesses at the Aerohub and Newquay Airport are likely to also require EV charging facilities.

In addition to EV vehicles (cars) owned by residents and visitors, business vehicles, delivery vans and buses will need to be accommodated in the above locations to create a flexible and functional EV charging infrastructure.

EV chargers are typically provided as fast or rapid type, referring to how quickly an EV can be charged. Selection of the most appropriate chargers or mix of chargers will therefore depend on the dwell time of users and anticipated numbers of users.

Providing large number of fast chargers, or small number of rapid chargers, at a single location requires significant electrical infrastructure such as a substation. There is therefore an infrastructure requirement to be considered when deciding on numbers and types of EV chargers and locations.

In addition to power, EV chargers also require access to mobile or cabled telecommunication systems. This is usually a less significant issue compared to power.

Microgrids

When the required power is not available from the grid within the required timeframe, there are still means to enable a development with a reduced supply capacity.

Through integration of renewable energy generation, typically solar power, and battery storage into the

supply infrastructure for a development, it is possible to reduce the peak demand, and thereby the supply required from the grid. The combination of a source, or sources, of energy generation and battery storage arranged to serve a number of consumers is typically referred to as a microgrid.

Energy generated via solar or similar can be stored in the batteries and exported to the grid at times of surplus energy, and then during peak demand periods the energy stored in the batteries used to reduce the overall demand from the grid. This is illustrated in Figure 5.85.

In addition to reducing grid requirements, microgrids also provide resilience against power outages and contribute toward a net zero carbon development.

Energy Services Companies (ESCO) are employed or set up to own, manage and operate the microgrid. These are often community-based groups and could be a model to explore for some of Newquay town centre's larger opportunity sites such as the Newquay Great Western Quarter.

Both of Newquay's Primary Substations are in an "Active Network Management Zone" (ANM). This means that, through agreement with the DNO, the periods at which power is supplied to a development can be controlled to suit requirements. When a number of consumers sign up to ANM this has the effect of reducing the overall power demand on the network and can avoid the need to reinforce the network. There is also a financial incentive as the DNO will make payments according to the power reduction and periods of reduced power demand.

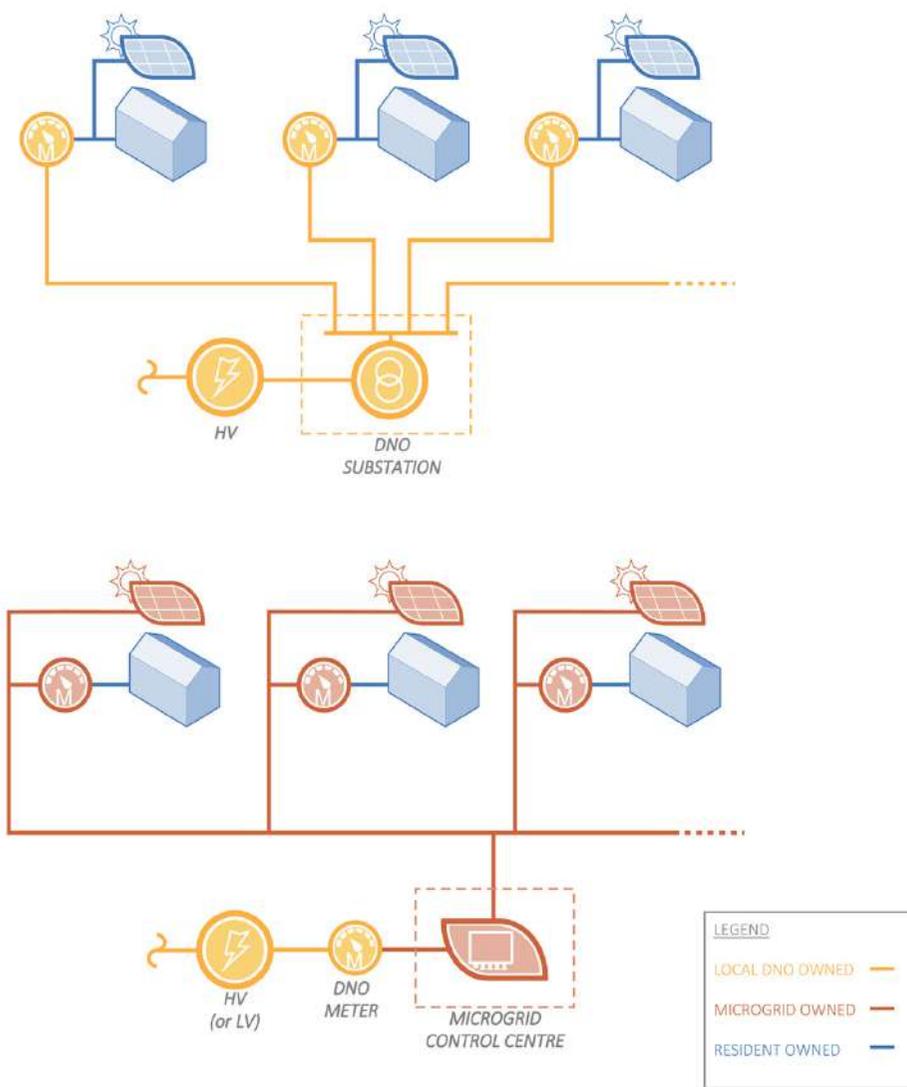


FIGURE 5.85 Principles of a microgrid

Digital connectivity

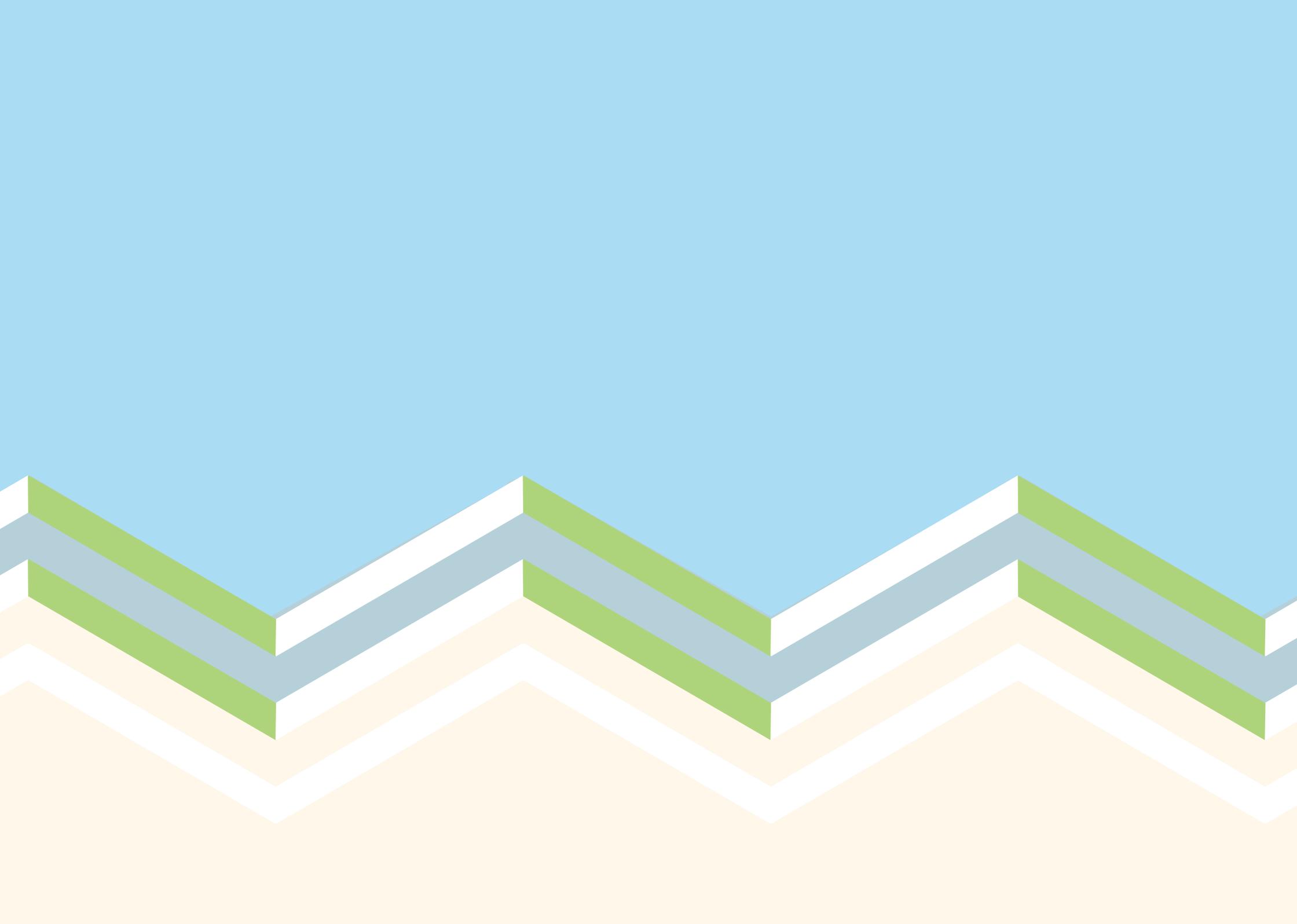
It is essential in the modern time for all new developments to have effective telecommunication systems and therefore access to the latest digital communications technology available. The government is committed to the rapid roll-out of both 5G mobile and full fibre broadband services throughout the UK.

The availability of 5G is dependent on the roll-out by the various mobile telecommunications companies. At present there is at least two companies providing 5G services in Newquay with further companies looking deliver 5G in the future.

The above is an extract from the Openreach Full Fibre build plans and indicates that Newquay is to be provided with full fibre by December 2026.



FIGURE 5.86 Openreach Full Fibre coverage April 2021 - December 2026 [Source: Openreach Full Fibre build plans]



6.

Opportunity Sites



6.1 Sainsbury's

Context

Today, Sainsbury's is an 'out-of-town' type supermarket building right in the heart of town. A single-storey big box store is surrounded by a large car park. The site also includes the Royal British Legion building, the Cornish Print Co. building, and buildings that front onto Fore Street.

This site was historically the terminus of the Tram Tracks, location of the Whim engine, and the opening of the Whim tunnel, which today is covered by the car park.

The development of this large-format retail building on this former industrial site has prevented the re-establishment of the historic grain of the town centre.

The car park has a high footfall of through pedestrian traffic moving between Alma Place, Fore Street and Sydney Road, mixing uncomfortably with the parking vehicles in busy periods. The site is level and elevated about 2-3 meters above Fore Street. This split level has been negotiated in some areas by frontage onto Fore Street, but this frontage has been eroded around much of the site and along a key stretch of the high street.

The Opportunity

Sainsbury's is an essential and much loved service in the town centre and its use as a food store should be retained. However, there is an opportunity to intensify this site, re-providing a supermarket in a built form more suited to its urban environment, but

also delivering a number of additional benefits to the town centre including:

- Retention of existing historic buildings on Fore Street
- Enhanced north-south permeability across the site
- Protection of the view from the car park to the north coastline
- Site infill to enhance frontages onto Sydney Road, Fore Street, Trevena Terrace, and Fore Street; mitigate level differences; and create new frontages within the block lining new routes and spaces resulting in a development of fine grain which enhances the setting of the nearby listed buildings and improves this Character Area
- Introduction of a new public space, retaining the potential to integrate the re-opening of the Whim tunnel to the Harbour at a future date. Such a development has the potential to integrate a covered area or arcade, creating a year round space
- Retention or re-provision of an anchor supermarket and Argos
- Potential residential uses on upper levels
- Re-provision of car parking, undercroft, facilitated by the site's level difference
- Interpretation around the original tramway and its link to the harbour, and potentially around the origins of the Deerpark



FIGURE 6.1 View of Sainsbury's from Fore St & Sydney Rd



FIGURE 6.2 Mixed use development, Pricesshay, Exeter



FIGURE 6.3 Keukenhoff covered entrance square, NL

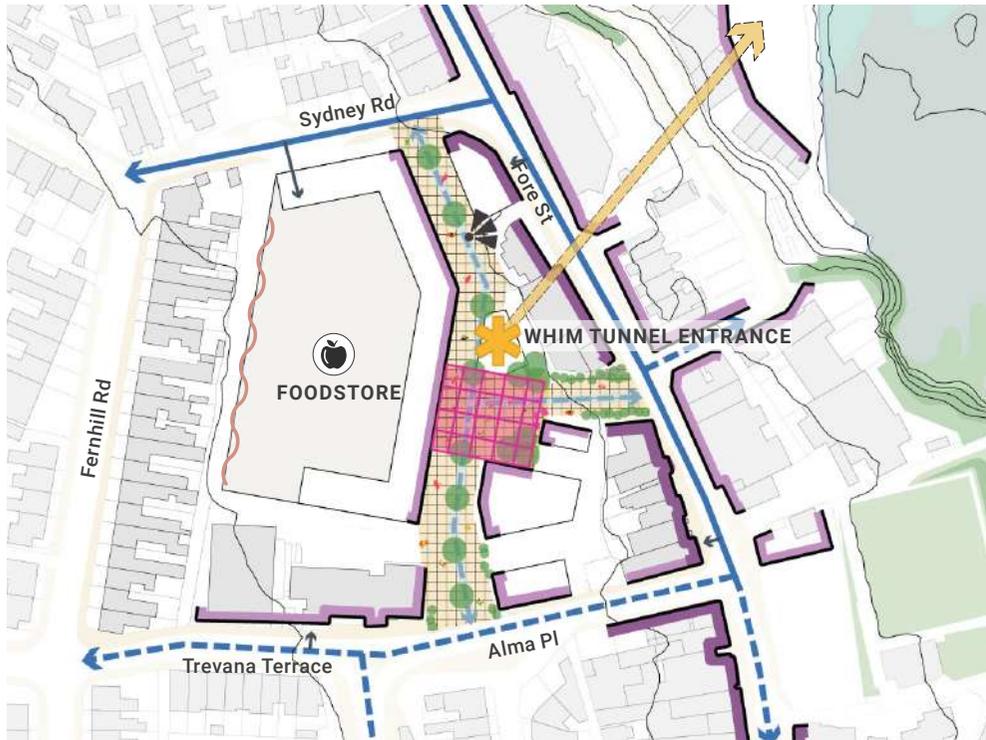


FIGURE 6.4 Sainsbury's site design principles

KEY

- | | | | |
|---|-------------------------------|---|---------------------------------------|
|  | Town Centre |  | Key views |
|  | Vehicle access |  | Primary frontage |
|  | Local / essential access only |  | Secondary frontage |
|  | Pedestrian routes |  | Whim Tunnel entrance |
|  | Service access |  | Existing buildings |
|  | Public space |  | Intensified or new buildings |
|  | Potential covered area |  | Mitigate impact on Fernhill Rd. homes |
| | |  | 5m contours |

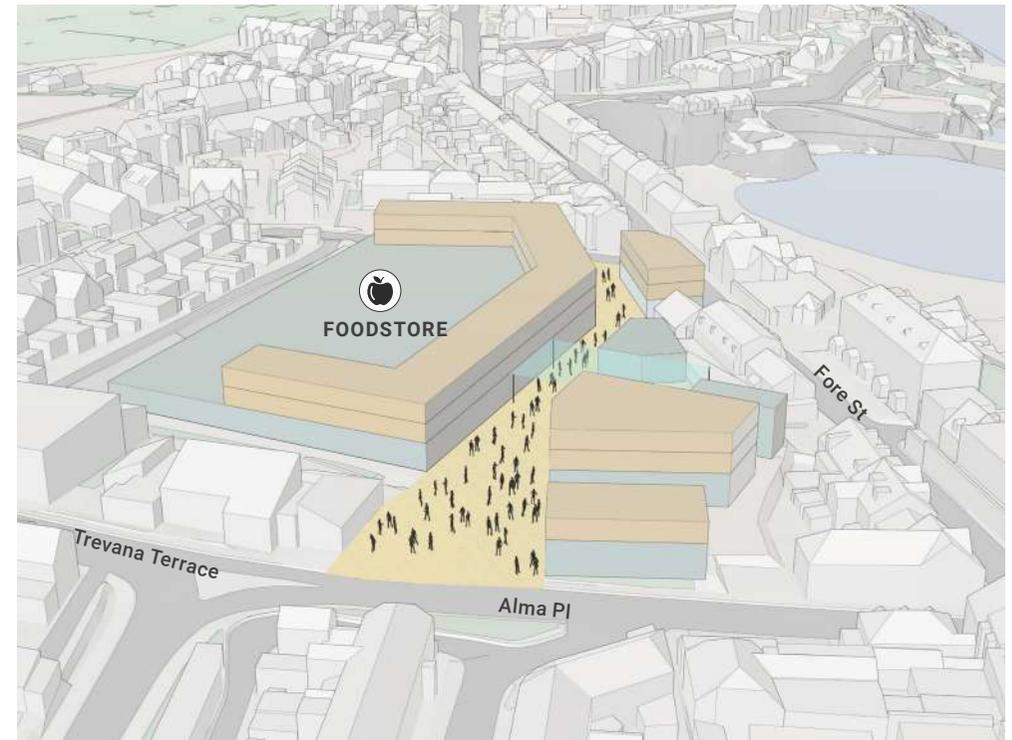


FIGURE 6.5 Sainsbury's site indicative massing

Topic	Challenges and Considerations
Surface Water Flooding	Surface water flooding in the 1:30 year, 1:100 year and 1:1000 year have been identified within Sainsbury's site and the surrounding roads. Modelling of the local existing surface water drainage network would be required to protect any future developments from surface water flooding.
Foul Drainage	Existing public foul water sewers are present in the Sainsbury's site area and the surrounding roads. Capacity checks on the existing foul drainage network with South West Water, would be required to confirm any foul drainage restrictions placed on any development opportunities and increase residential properties within the site.
Surface water drainage	Existing public surface water sewers are present within the surrounding roads to the Sainsbury's site area. Capacity checks on the existing surface water drainage network with South West Water, would be required to confirm any surface water drainage restrictions placed on any development opportunities.
Utilities	WPD grid connection (33, 132 kV) < 2km - further assessment required of existing network capacity to determine suitability for EV charging. Significant existing utilities infrastructure which would require further assessment with respect to easements, disconnections and diversions.
On-site generation/LZC	Outside of areas identified suitable for wind energy by CC so technology can be discounted. Capacity of electricity network to accommodate large scale Distributed Generation (DG) equipment (3.68kW rating or higher) requires further assessment. Non favourable conditions for open loop Ground Source heat - may consider closed loop systems where there is sufficient heat demand.
Car parking	<p>Current residential parking requirements as outlined in the Newquay Neighbourhood Plan Policy H4 would likely preclude residential uses on upper floors without the use of podiums or undercroft parking.</p> <p>Parking standards for commercial properties are managed by Cornwall Council. The Travel Plan advice for developers in Cornwall document describes a <i>maximum</i> parking standard of 1 space / 14m² GFA for food and retail uses. The current floorplate is approximately 3,000m², supported by approximately 140 parking spaces (approx 1 space / 21m² GFA).</p> <p>It is proposed that a large format food store remain on the site, which will likely require continued parking provision. Therefore, in order to infill and intensify the site, it is assumed that undercroft parking be introduced for any commercial and / or residential parking requirements.</p> <p>A parking strategy will need to be developed that balances the need for this site to take a more urban approach, residential and commercial parking requirements, and viability.</p>
Land Ownership	The Sainsbury's site is owned by Ampersand Newquay Limited. Trevana House on Trevana Terrace is owned by St Ives Corporation Ltd. The Whim Tunnel is owned by Cornwall Council.

6.2 Bus Station & Manor Road

Context and Issues

Newquay's bus station is located on Manor Rd. The station includes loading bays, bus standing areas, stopover facilities, and a waiting area. The station area itself is an inhospitable environment to pedestrians, as are the surrounding streets of Manor Road and St George's Road. The junction of Crantock Street, St Georges Road, and Manor Road is poorly defined and dominated by the highway.

Manor Road, especially, forms an important connection into the heart of the town centre and is an unpleasant and unsafe environment for pedestrians and cyclists with no frontage and one narrow footpath. It is also the historic route of the Tram Tracks.

St. George's Car Park is owned and operated by Cornwall Council.

A small landscaped piazza with 'amphitheatre' type seating has been created opposite the cinema on the edge of St George's Road, which has not met its potential.

The Opportunity

The mobility strategy suggests that in the long-term, bus layover and access could be modified along Manor Road. This would open up the potential for enhanced public realm, the redesign of Manor Road, and infill opportunities.

This site is located in a very central location, which creates specific opportunities including:

- Introduction of a small delivery logistics hub serving pedestrianised Bank Street
- Retention and potential rationalisation or intensification of St George's Car Park as a short-stay car park
- Infill to enhance the frontage onto Manor Road. Potential infill uses that would benefit from being in a central location but away from the main high street could include live-work units or affordable 'SoloHaus' homes as are being rolled out by Cornwall Council
- Modification of bus and vehicle access on Manor Road to enable the improvement of the street for pedestrians and cyclists
- Improvements to the surfacing, crossing points, kerb lines and landscape on the Manor Road junction
- Enhancement and programming of the piazza



FIGURE 6.6 Manor Road looking towards the bus station



FIGURE 6.7 Live-work units, Pavilion Road, London



FIGURE 6.8 Last mile delivery in urban locations



FIGURE 6.9 Bus station & Manor Road design principles

KEY

- | | |
|---|--|
|  Town Centre |  Primary frontage |
|  Local / essential access only |  Secondary frontage |
|  Pedestrian routes |  Existing buildings |
|  Service access |  Intensified or new buildings |
|  Public space |  5m contours |



FIGURE 6.10 Bus station & Manor Road indicative massing

Bus Station & Manor Road

Topic	Challenges and Considerations
Surface water drainage	Existing public surface water sewers are present in the Manor Road and St George's road. Capacity checks on the existing surface water drainage network with South West Water, would be required to confirm any surface water drainage restrictions placed on any development opportunities and increased residential properties within the site.
Topography	Significant existing level differences occur between the St George's Road car park to Manor Road, which could pose challenges to creating a frontage onto Manor Road or increase the cost of development.
Utilities	WPD grid connection (33, 132 kV) is over 2km. Further assessment will be required of existing network capacity to determine the suitability for on street EV charging. There are significant existing utilities infrastructure in the area which would require further assessment with respect to easements, disconnections and diversions.
On-site generation/LZC	The site sits outside of areas identified suitable for wind energy by CC, so this technology can be discounted.
Policy	<p>Current residential parking requirements as outlined in the Newquay Neighbourhood Plan Policy H4 would likely preclude residential uses.</p> <p>Development on St George's Car Park is currently not permitted under the Newquay Neighbourhood Plan Policy CI4 unless the same volume of public car parking is provided on the existing site or within the town centre.</p>
Movement	The modification of the bus station and the developability of part of St George's Car Park is a long term opportunity for regeneration in the town centre. This cannot be delivered without comprehensive bus network and parking studies that are able to validate the strategy.

6.3 High Street to Beach

Context and Issues

This area includes Fore Street Car Park, the Bowling Club, Beach Road, Beachfield Ave parklet, Walkabout, and Towan Promenade. This collection of spaces are the main gateway to the town centre beaches, but today don't work well together to make an attractive and accessible route to the beach.

Fore Street Car Park is an underutilised space with stunning views of the sea and coast, an amenity lost to its use as a car park. Similarly, the bowling green—as private and single use open space in the heart of town—and the green space below are not reaching their potential.

Access from Fore Street to Towan Promenade is via a narrow, path, hidden behind the public W/C block.

Beach Road is a challenging space, highly constrained and needing to accommodate high numbers of pedestrians, business access, and emergency services access to the beach. The quality of shopfronts and the environment is generally poor.

The Opportunity

The overarching opportunity is to better integrate the town centre core with Towan Beach and its promenade, creating a best-in-class beachside experience in the heart of the town centre.

Strategic movement interventions could enable Fore Street Car Park to be reused permanently or temporarily as a public space. This has been trialled in the past and could be a simple test in the short term. It could also open up a more accessible route to the beach from Fore St.

Restructuring the street network would enable Beach Road to be much less trafficked, presenting an opportunity to enhance access, public realm and wayfinding. All interventions must ensure emergency vehicle service access is retained. Beach Road Car Park currently serves beachfront businesses and blue badge holders; while frontage could be improved, it is likely that parking will need to be retained in some form.

There's a number of open spaces in this area which have the opportunity to be transformed:

- The bowling green is a high quality flat surface which could be shared as much-needed informal and multi-use play space in the heart of town
- The green space below has outstanding views, but does not mediate its levels well and could be imagined as terraces with more space to sit
- The green space on Beachfield Ave could be enhanced with activation and space to dwell

Towan Promenade is performing generally well but could be enhanced in the long term. Constraints exist regarding access, infrastructure, and flood risk, precluding any new permanent buildings. However, there is an opportunity to enhance the footpath and temporary buildings, as well as for continued use of the Aquarium building as a landmark cultural, leisure or community space. This could be linked to the reopening of the Newquay Sea Pool, an existing initiative being spearheaded by a local CIC.



FIGURE 6.11 Fore Street Car Park



FIGURE 6.12 Twice-weekly pop-up market, Frome



FIGURE 6.13 Clifftop parklet, Bali



FIGURE 6.14 High Street to Beach design principles

KEY

- | | |
|---|--|
|  Town Centre |  Primary frontage |
|  Vehicle access |  Secondary frontage |
|  Local / essential access only |  Existing buildings |
|  Pedestrian routes |  Intensified or new buildings |
|  Service access |  5m contours |
|  Public space | |
|  Key views | |

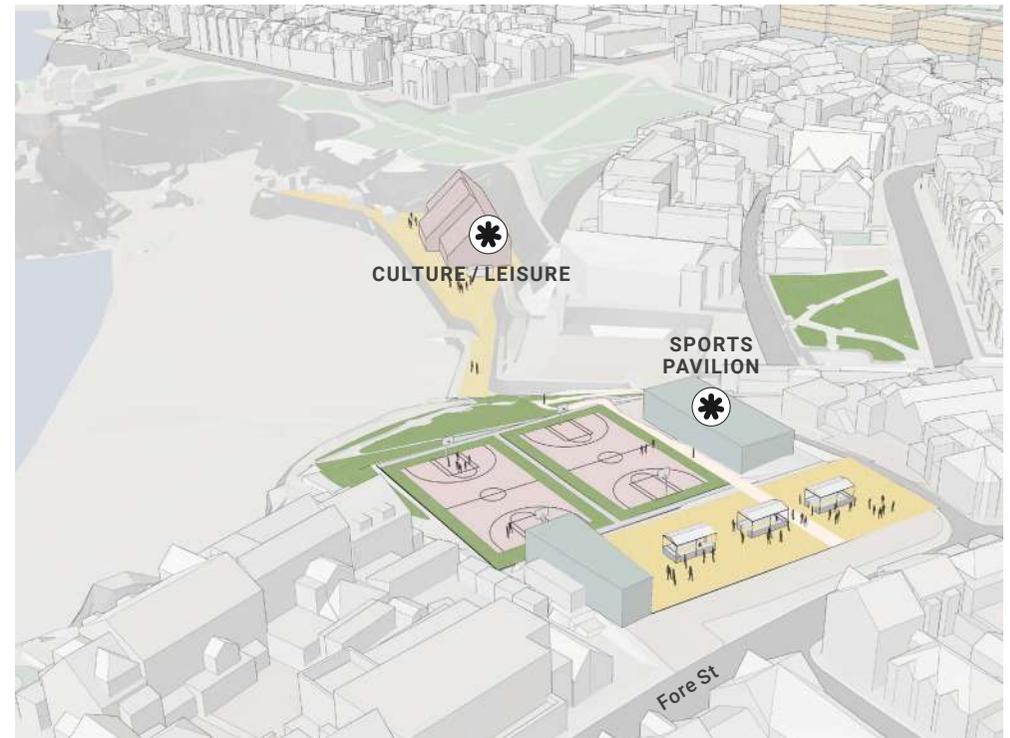


FIGURE 6.15 High Street to Beach indicative massing

High Street to Beach

Topic	Challenges and Considerations
Surface Water Flooding	Towan Promenade and the Aquarium are within Flood Zone 3. Surface Water flooding in the 1:30 year, 1:100 year and 1:1000 year have been identified on Beach Road and footpaths to the south of the Aquarium. Potential development of the Aquarium site would require a future Flood Risk review, to confirm the options available for developments with Flood Zone 3.
Coastal erosion - Shoreline Management	<p>Towan Promenade and the Aquarium lie with in the 100 year coastal erosion zone. A Structural engineering survey would be required to inform any development opportunity to rebuild/refurbish the Towan Promenade, Aquarium and Walkabout properties.</p> <p>The Newquay Neighbourhood Plan Policy CC2 defines the 100 year erosion zone as the 'Exclusion Zone,' within which development proposals will only be supported where they are for small, temporary structures that will not add to the erosion risk. Any proposals on the Towan Promenade will need to comply with this policy.</p> <p>A Structural and Coastal engineering survey would also be required to confirm the existing structural integrity and stability of the existing sea wall defences along Towan Promenade to inform any redevelopment opportunities to the Aquarium and Walkabout property and the cliff face adjacent to the bowling.</p> <p>Towan Beach has been categorised as a no active intention area with the Shoreline Management Plan, with the Aquarium considered at high risk of flooding from wave action.</p>
Foul Drainage	Existing public foul water sewers are present to the Walkabout property, and should continue to serve any building redevelopment. However capacity checks on the existing foul drainage network with South West Water would be required to confirm any foul drainage restrictions placed on any development opportunities.
Surface water drainage	Existing public surface water sewers are present in Fore Street and Beach Road. Capacity checks on the existing surface water drainage network with South West Water would be required to confirm any surface water drainage restrictions placed on any development opportunities.
Utilities	There are significant existing utilities infrastructure in the area which would require further assessment with respect to easements, disconnections and diversions.
On-site generation/LZC	The area is outside of areas identified suitable for wind energy by CC, so this technology can be discounted.

Policy	Development on Fore Street Car Park is currently not permitted under the Newquay Neighbourhood Plan Policy C14 due to its open space value. This would not preclude its reuse as an open space.
Land Ownership	Fore Street Car Park, the Bowling Green, West End & Access Lane, Beach Road Car Park and Towan Promenade are all owned by Cornwall Council. Towan Promenade is under lease until 2025.
Promenade Extension	<p>There have been several proposals and ideas for a promenade or walkway that connects Towan Promenade to the Harbour, to enhance harbour access and animation. Due to this area's current and potential risk of flooding and coastal erosion, this proposal has not been adopted as part of the Spatial Framework.</p> <p>The stretch from Towan Beach to the Harbour is within Flood Zone 3. Creating a promenade or boardwalk connecting Towan Promenade to the Harbour would require a future a flood risk review and modelling to confirm if flood compensation would be required elsewhere.</p> <p>A Coastal/Geotechnical engineering survey would be required of the cliff face from Towan Beach to the Harbour to inform any structural options for building the promenade. Also a Coastal engineering review would be required to inform if developing a Promenade would effect coastal wave patterns and have any detrimental impacts to the beach.</p>

6.4 Marcus Hill Civic and Community Hub

Context and Issues

Manor Road Car Park is a congested car park in a prime location in the heart of town with views to the sea. The large open site erodes the grain and cohesion of the town centre, and creates a barrier to movement.

It sits at a focal point for the town centre. The public realm at the junction of Marcus Hill, Manor Road, Bank Street, and East Street is congested and ill-defined; wrought with conflicts between vehicles, pedestrians, buses, cyclists, and the land train; and poorly connected to the Killacourt.

The site slopes up from north to south. A significant level change between Manor Road and the car park is mediated by a retaining wall which presents a blank frontage onto Manor Road. There is a wide access ramp from Marcus Hill up to the car park, which is not regularly open to vehicles and creates a large, inactive area set back from the road.

The Newquay Town Council (NTC) and Tourist Information Centre (TIC) building is no longer fit for purpose, and as a result the council are exploring redevelopment opportunities that would integrate council services and the library alongside a community and housing offer. This can be delivered in isolation of Manor Road Car Park, while future-proofed to future development of the entire site.

The Opportunity

There is a long-term opportunity to think strategically about development here, better

integrating the civic buildings into the town centre and taking back a key town centre site from the car. Opportunities include:

- Creation of a high quality and fit-for-purpose civic and community hub which includes re-provision of the council offices, TIC, and library, and potentially integrates further uses such as flexible community space
- Enhancement of the public realm at the intersection of Marcus Hill, Manor Road, Bank Street, and East Street—only made possible by strategic changes to the movement network
- Infill to create a frontage onto Manor Road through split level built form, better enclosing the street. Live-work units or shops and studios at ground floor with residential units above would be suitable for this typology
- Enhancement of north-south permeability
- Enhancement of the presence of the NTC building and library as key civic functions in the town centre
- Introduction of residential uses on upper floors, enhancing the viability and vibrancy of the town centre as well as taking advantage of sea views
- Retention and potential rationalisation or intensification of Manor Road Car Park as a short-stay car park
- Massing sensitive to views and relationships with St Michael's Church, which is Grade II listed and is an important landmark



FIGURE 6.16 Manor Road Car Park today



FIGURE 6.17 Proposed Sunderland Library and community hub



FIGURE 6.18 Effekt housing over retail and level changes

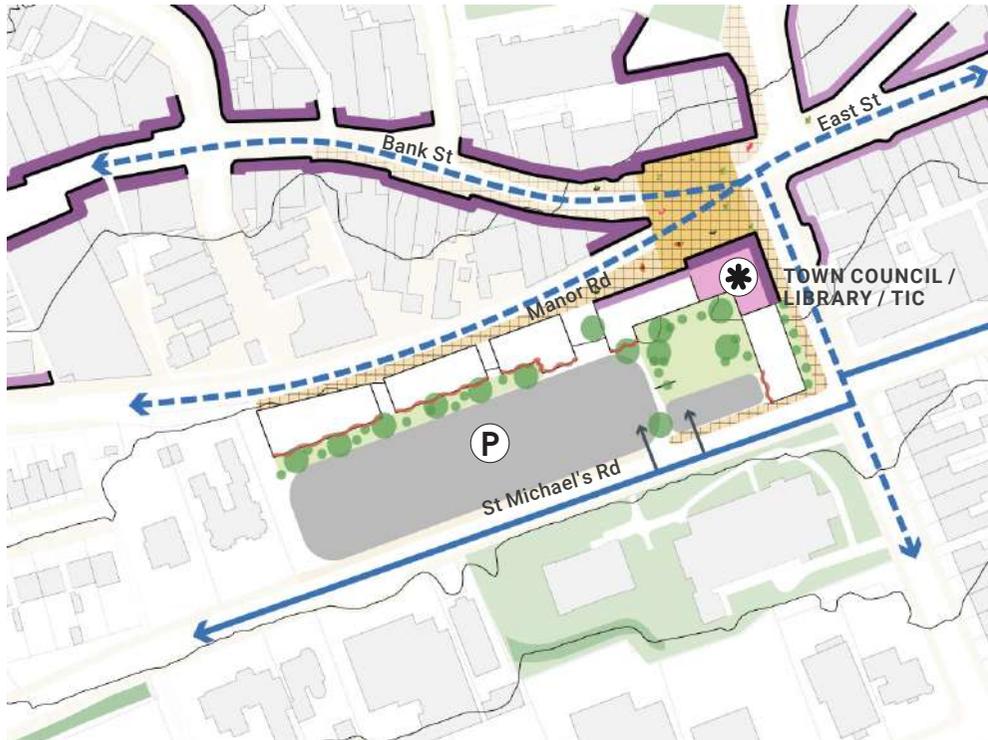


FIGURE 6.19 Marcus Hill Civic and Community Hub design principles

KEY

- | | |
|---|---|
|  Town Centre |  Primary frontage |
|  Vehicle access |  Secondary frontage |
|  Local / essential access only |  Existing buildings |
|  Pedestrian routes |  Intensified or new buildings |
|  Service access |  5m contours |
|  Public space |  Mitigate impact on Manor Rd homes |
|  Key views | |

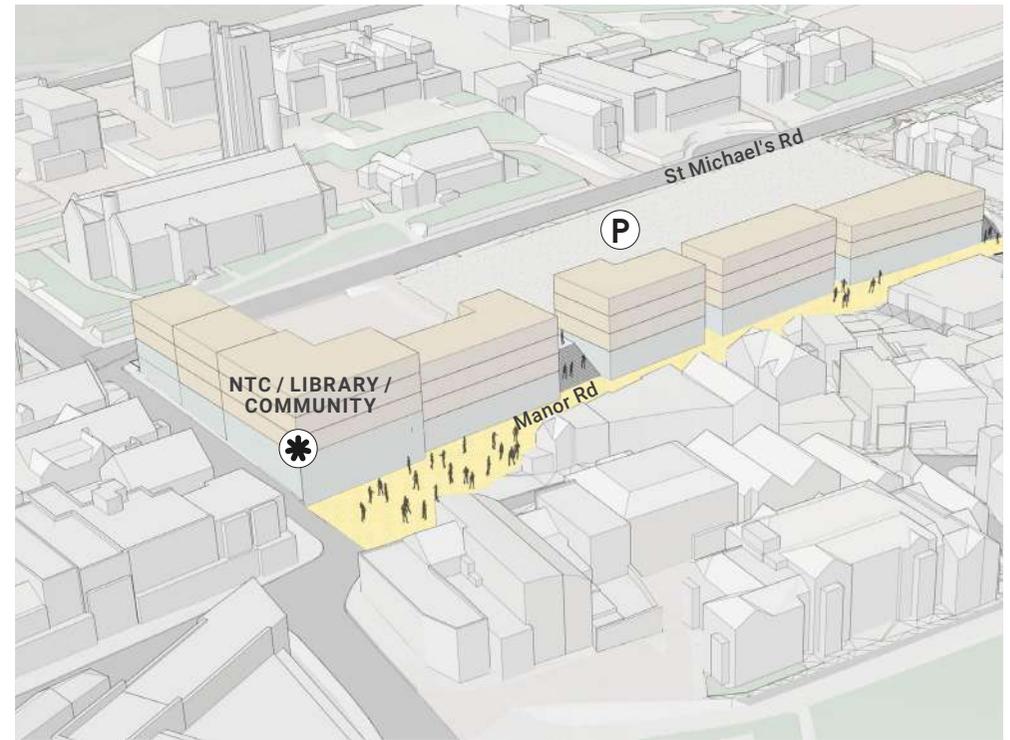


FIGURE 6.20 Marcus Hill Civic and Community Hub indicative massing

Marcus Hill Civic and Community Hub

Topic	Challenges and Considerations
Surface Water Flooding	Surface water flooding in the 1:30 year, 1:100 year and 1:1000 year have been identified on Manor Road. Modelling of the local existing surface water drainage network would be required to protect any future developments from surface water flooding.
Foul Drainage	Existing public foul water sewers are present in Manor Road. Capacity checks on the existing foul drainage network with South West Water would be required to confirm any foul drainage restrictions placed on any development opportunities.
Surface water drainage	Existing public surface water sewers are present in Manor Road. Capacity checks on the existing surface water drainage network with South West Water would be required to confirm any surface water drainage restrictions placed on any development opportunities.
Topography	<p>Significant existing level differences occur between the NTC Offices, Manor Road Car Park to Manor Road, which could pose challenges to creating a frontage onto Manor Road or increase the cost of development.</p> <p>Opportunities to leverage the level difference between Manor Road and the car park could be explored to deliver below grade car parking.</p>
Utilities	There are significant existing utilities infrastructure on site would require further assessment with respect to easements, disconnections and diversions.
On-site generation/LZC	The area is outside of areas identified suitable for wind energy by CC, so this technology can be discounted.
Policy	<p>Current residential parking requirements as outlined in the Newquay Neighbourhood Plan Policy H4 would likely preclude residential uses on upper floors without the use of podiums or below ground parking.</p> <p>Development on Manor Road Car Park is currently not permitted under the Newquay Neighbourhood Plan Policy CI4 unless the same volume of public car parking is provided on the existing site or within the town centre.</p>
Land Ownership	The NTC Offices, TIC and Library are owned by NTC. Manor Road Car Park is part owned by Cornwall Council, part privately owned.
Movement & Parking	The developability of part of Manor Road Car Park is a long term opportunity for regeneration that cannot be considered without comprehensive traffic management and parking studies that are able to validate the strategy. Development here must also be part of a holistic behavioural and modal shift in Newquay more broadly.

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6.5 Hotel Victoria Area

Context and Issues

The Hotel Victoria is a historic landmark for the town, but today its setting detracts from its significance.

The public realm on East Street is cluttered and degraded in many places, and frontage along the road is fragmented and of poor quality.

The Tram Tracks, built in 1849, are a great pedestrian link and green spine for the town centre, but are currently underutilised. Entrance onto the tracks from Cliff Road or East Street is poorly signposted, and buildings currently present their backs to the space.

Along the Tram Tracks, the disused Beachcroft Hotel ballroom and pool present a blank frontage and block views to the sea. There has been preliminary discussions about the redevelopment of this site into a wellness and leisure space.

The Tram Tracks are located along the cliff in places, which poses a long term risk from potential cliff erosion.

A specific project titled 'Tram Tracks Animation' is included in the Town Investment Plan. This can be delivered as a standalone project, and should be seen as a critical first step in unlocking and encouraging wider development within the area.

The Opportunity

There is an opportunity to improve how this block works as a cohesive whole, in so doing enhancing the setting and activation of two key town centre assets: the Hotel Victoria and the Tram Tracks.

Opportunities include:

- Enhancing the existing public space outside the post office, with a strengthened frontage onto it created by the redevelopment of the post office and potential demolition of Senior Dick's building
- Creating new public pedestrian linkages through the block down to the Tram Tracks, increasing the permeability of this route
- Adaptive reuse of the Beachcroft Hotel ballroom site to create an active frontage and a destination point on the Tram Tracks. Should redevelopment not be permitted due to the site's location within the Coastal Erosion Zone, transformation could instead be to open up further sea views and introduce temporary or open space uses
- Improving the edges of the Tram Tracks, introducing planting and seating to enhance it as a public space and green corridor
- Redevelopment of the eastern corner of the block to enhance frontage onto both Cliff Rd and the Tram Tracks



FIGURE 6.21 Frontage onto East Street today



FIGURE 6.22 Positive public space, Coal Drops Yard, London



FIGURE 6.23 Public seating and parklet, London



FIGURE 6.24 Hotel Victoria area design principles

KEY

- | | |
|---|--|
|  Town Centre |  Key views |
|  Vehicle access |  Primary frontage |
|  Local / essential access only |  Secondary frontage |
|  Pedestrian routes |  Existing buildings |
|  Service access |  Intensified or new buildings |
|  Improved junction |  5m contours |
|  Public space | |

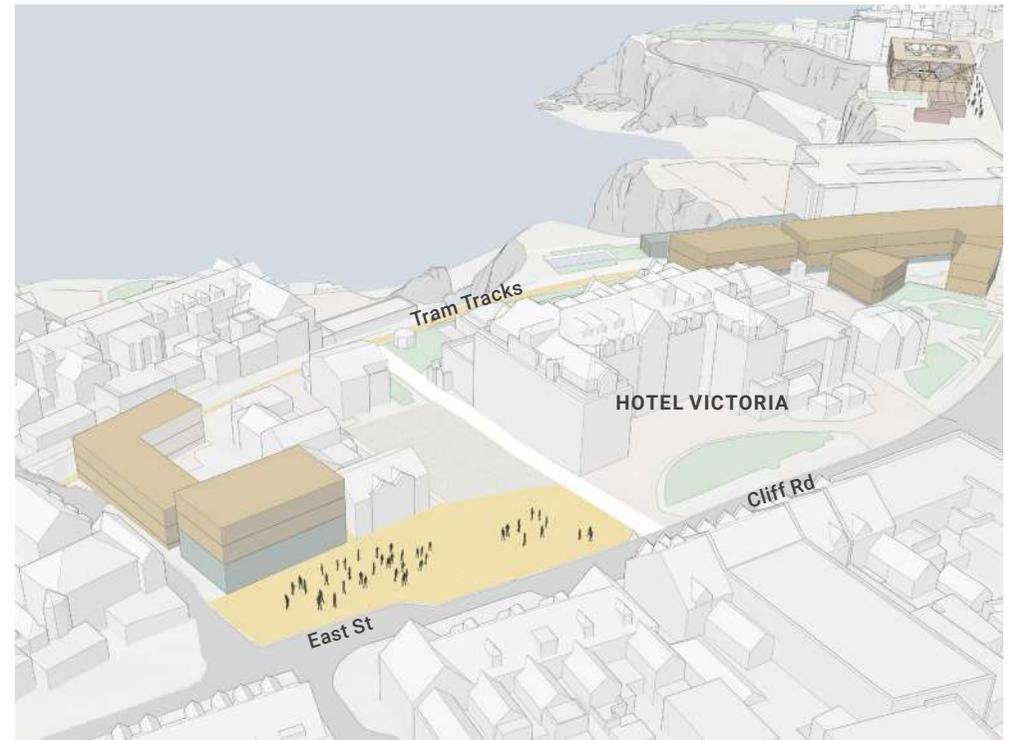


FIGURE 6.25 Hotel Victoria area indicative massing

Hotel Victoria block

Topic	Challenges and Considerations
Surface Water Flooding	Surface water flooding in the 1:100 year and 1:1000 year have been identified within East Street and The Tram Track/SW Coast Path. Modelling of the local existing surface water drainage network would be required to protect any future developments from surface water flooding.
Coastal erosion - Shoreline Management	<p>The northern edge of the development area, the Tram Track, lies within the 100 year coastal erosion zone and the No Active Intention area with the Shoreline Management Plan.</p> <p>The Newquay Neighbourhood Plan Policy CC2 defines the 100 year erosion zone as the 'Exclusion Zone,' within which for development proposals will only be supported where they are for small, temporary structures that will not add to the erosion risk. Pre-application advice has been issued by Cornwall Council regarding the redevelopment of the Old Beachcroft Hotel, which does not preclude this project, but which highlights shoreline management policies as a significant constraint that will be considered as part of a formal planning application. Structural and Coastal engineering surveys would be required to confirm the viability of the redevelopment or refurbishment of the Old Beachcroft Hotel.</p>
Foul Drainage	Existing public foul water sewers are present in the Hotel Victoria area and the surrounding roads. Capacity checks on the existing foul drainage network with South West Water would be required to confirm any foul drainage restrictions placed on any development opportunities.
Surface water drainage	Existing public surface water sewers are present within the surrounding roads to the Hotel Victoria. Capacity checks on the existing surface water drainage network with South West Water would be required to confirm any surface water drainage restrictions placed on any development opportunities.
Utilities	There are significant existing utilities infrastructure in the area which would require further assessment with respect to easements, disconnections and diversions.
On-site generation/LZC	The area is outside of areas identified suitable for wind energy by CC, so this technology can be discounted.
Land Ownership	Proposals include the introduction of north-south pedestrian routes from East St / Cliff Rd through the block onto the Tram Tracks. This would require collaboration with the Hotel Victoria and other adjacent landowners to create an easement or semi-public route.

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6.6 Newquay Great Western Quarter

Context and Issues

Historically known as the 'Station Quarter', the redevelopment of this area has been a long-term aspiration of both Newquay Town Council and Cornwall Council. Allocated in the Cornwall Local Plan, it is acknowledged that the site needs significant public sector investment to unlock development.

The public realm around the station and along Cliff Road are of poor quality, creating a confusing and negative arrival experience into the town. Cliff Road is cluttered and car dominated. There is very little sense of place here, and no relationship to the sea despite being so close. The buildings on Cliff Road are of poor quality.

Modal interchange at the station is very poor, with nearby bus stops on Cliff Road congested, poorly located, and inadequate, and with limited cycle parking.

On the north of the street, buildings are located in very close proximity to the cliff edge. This poses a potential long-term risk to the buildings from coastal erosion drives a need to adapt in some way. Furthermore, their location within the 100-year erosion zone and NNP Exclusion Zone prohibits any permanent new development. Significant work as part of a wider area masterplan will need to be undertaken in order to support the viability and desirability of this proposition

To the rear of the station, a number of out-of-town buildings like the big-box Asda and light industrial uses are located in a central location that could be a

better utilised. There are large areas used for car and coach parking.

Cornwall Council has recently applied for funds to enhance the public realm around the station as part of the wider Mid Cornwall Metro project, which would see rail services between Newquay and Falmouth greatly improved.

Cornwall Council is currently exploring options to redevelop the site of Lanherne House into a council work hub and service provision.

The Opportunity

There is major transformational potential here to create a vibrant mixed-use commercial and residential quarter, with a modern transport interchange as its anchor. The site has a significant role to play in safeguarding and revitalising the commercial offering in the town centre as well as establishing a new gateway and centre of gravity for Newquay, which responds to the urban extension at Nansledan.

It is proposed that the development boundary expand from its existing allocation to include the north side of Cliff Road as well as the industrial buildings to the south around Quarry Park Road.

To do so would be to create a holistic opportunity, including:

- Introducing a modern, efficient multi-modal interchange incorporating rail, coach, local bus, taxi, cycle, and pedestrians



FIGURE 6.26 Cliff Road today



FIGURE 6.27 Mixed housing & employment, Hackney Wick



FIGURE 6.28 The Playing Field Theatre, Southampton

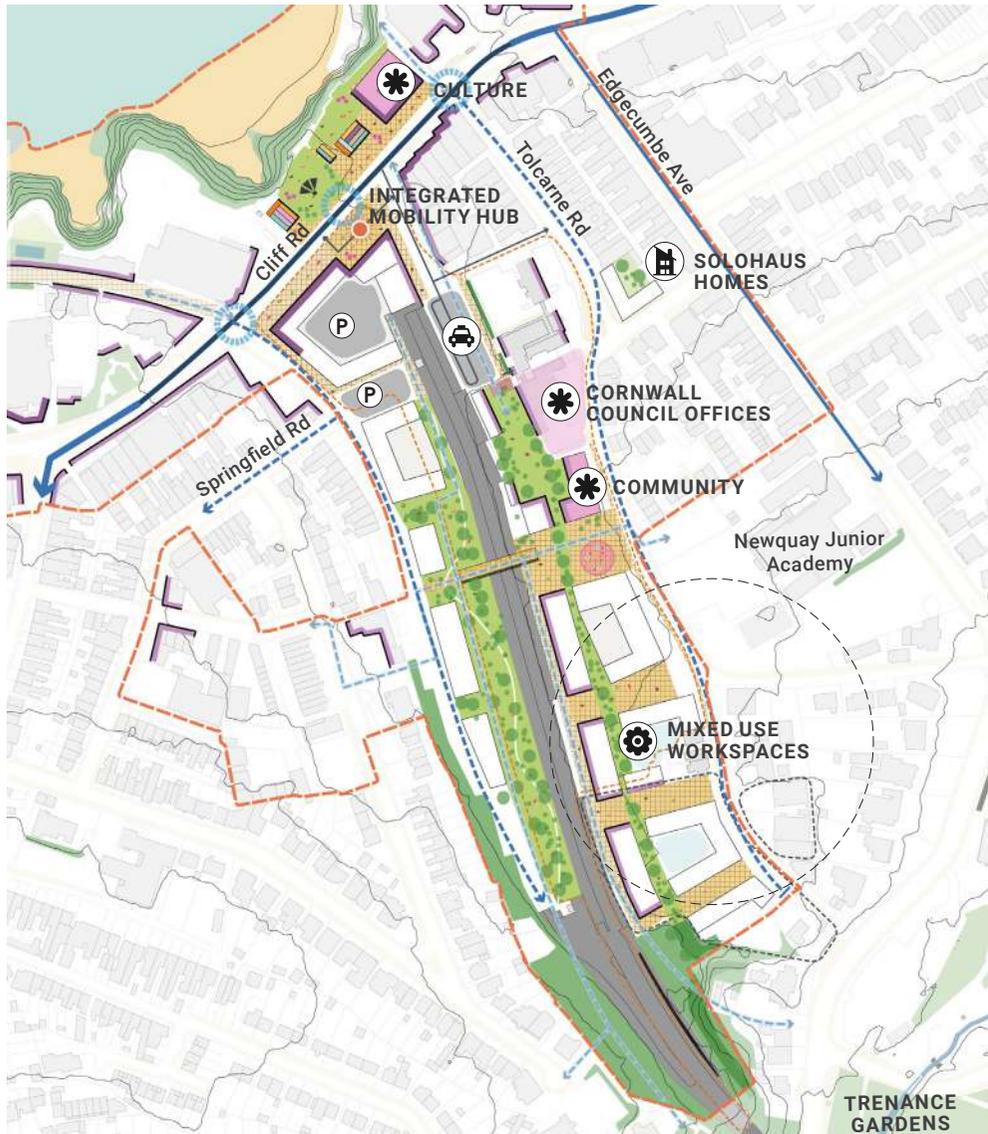


FIGURE 6.29 Newquay Great Western Quarter design principles

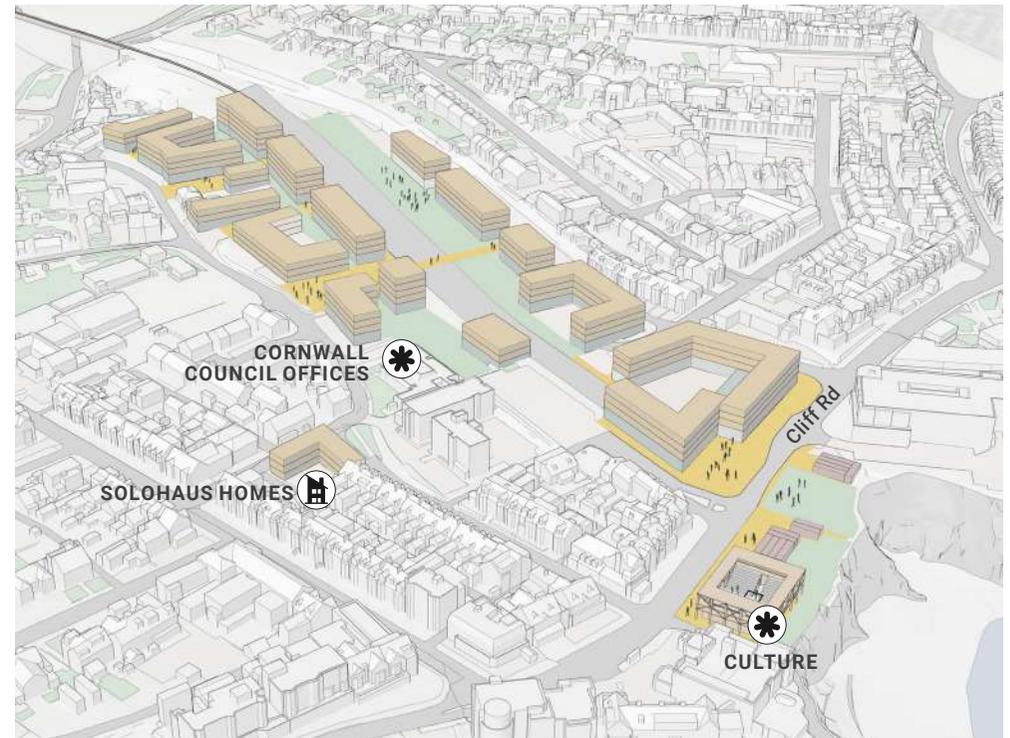


FIGURE 6.30 Newquay Great Western Quarter indicative massing

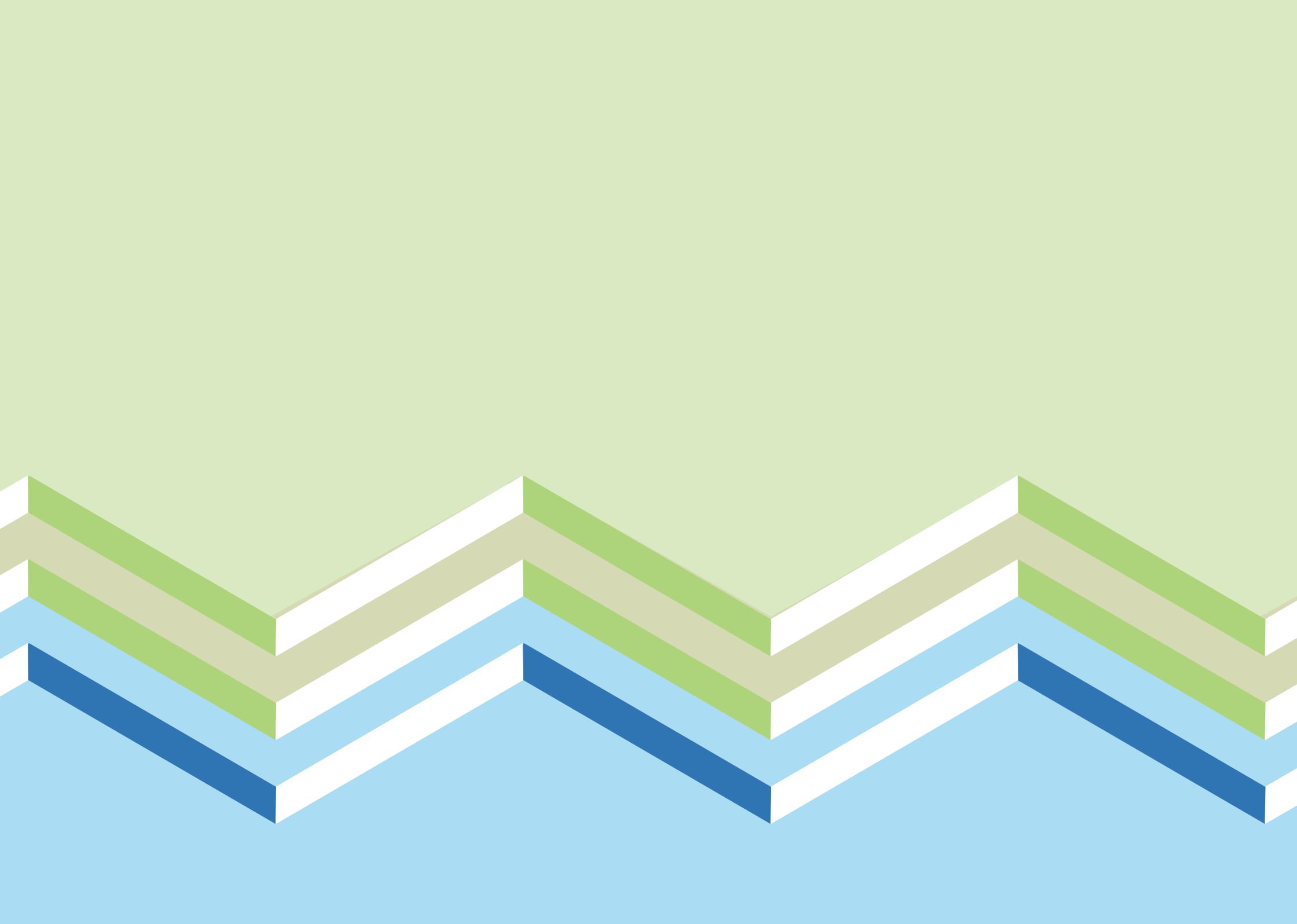
KEY

- | | | | |
|---|-------------------------------|---|------------------------------|
|  | Town Centre |  | Key views |
|  | Vehicle access |  | Primary frontage |
|  | Local / essential access only |  | Secondary frontage |
|  | Pedestrian routes |  | Existing buildings |
|  | Service access |  | Intensified or new buildings |
|  | Improved junction |  | 5m contours |
|  | Public space | | |

Newquay Great Western Quarter

- Improving the station arrival experience and public realm on Cliff Road
- Provision of a mixed-use community, cultural, and workspace offer on the site of the K2 gym building, which has long been an events space for the town. In the short term, the K2 gym building could be re-purposed; in the long term this could be a bespoke semi-permanent venue
- Potentially demolishing the buildings north of Cliff Road in the long term, opening up sea views and creating a new public space for the town centre. These could be populated with temporary or semi-permanent structures such as container shops, food trucks, and markets.
- Introduction of a new green spine which connects the town centre physically and ecologically with Trenance Gardens, and which introduces informal play space such as an outdoor gym, children's play equipment or allotments
- Introducing a foot and cycle bridge over the railway to connect severed communities
- Mediating the level change between the station car park and coach parking below, to connect the new community to the station and town centre
- Creating a new mixed use quarter around the railway which introduces much needed uses to the town centre like housing, workspace, and community spaces
- Transformation of the existing Quarry Park Road employment area to re-provide employment space in a more intensified and urban capacity, integrating studios, workshops, yards, offices and work-live spaces with residential uses above. This could coincide on a lively pedestrian alley adjacent to the railway
- Infill on the site of the Albany Road Car Park, which is owned by Cornwall Council. This could potentially be an appropriate site for affordable 'SoloHaus' homes as are being rolled out by Cornwall Council

Topic	Challenges and Considerations
Surface Water Flooding	Surface water flooding in the 1:30 year, 1:100 year and 1:1000 year have been identified within the Newquay Great Western Quarter, Cliff Road and existing Asda car park area. Modelling of the local existing surface water drainage network would be required to protect any future developments from surface water flooding.
Coastal Erosion - Shoreline Management	<p>Properties on the north of Cliff Road lie within the 100 year coastal erosion zone. A Structural survey would be required to inform any development opportunity to rebuild/refurbish the properties on the northern side of Cliff Road, in particular the K2 building which backs directly on the cliffs.</p> <p>The Newquay Neighbourhood Plan Policy CC2 defines the 100 year erosion zone as the 'Exclusion Zone,' within which for development proposals will only be supported where they are for small, temporary structures that will not add to the erosion risk. Any proposals on the north side of Cliff Road coming forward as part of the Newquay Great Western Quarter will need to comply with this policy.</p> <p>Great Western Beach has been categorised as a no active intention area with the Shoreline Management Plan. A Coastal/ Geotechnical engineering survey would also be required to confirm the existing stability of the existing cliff face to Great Western Beach and future stability concerns within the near future.</p>
Foul Drainage	Existing public foul water sewers are present in the Newquay Great Western Quarter and the surrounding roads. Capacity checks on the existing foul drainage network with South West Water would be required to confirm any foul drainage restrictions placed on any development opportunities.
Surface water drainage	Existing public surface water sewers are present within the surrounding roads to the Newquay Great Western Quarter. Capacity checks on the existing surface water drainage network with South West Water would be required to confirm any surface water drainage restrictions placed on any development opportunities.
Utilities	There is a Medium Pressure (MP) 350mbar – 2bar gas pipeline on Cliff Road - East Street which requires further assessment and liaison with Wales and West Utilities (WWU) on easements and potential diversion. There is extensive LP gas infrastructure across site which requires further assessment. Numerous locations with overhead lines (LV) would require further assessment.
On-site generation/LZC	The site is outside of areas identified suitable for wind energy by CC so this technology can be discounted. There is also non-favourable conditions for open loop Ground Source heat, though a project could consider closed loop ground source systems where there is sufficient heat demand.
Policy	<p>Current residential parking requirements as outlined in the Newquay Neighbourhood Plan Policy H4 would likely preclude residential uses on upper floors without the use of podiums or below ground parking.</p> <p>Newquay Neighbourhood Plan Policy E1 defines the area south of the Newquay Great Western Quarter - 'Area around Tall Trees (Quarry Park Road)' as safeguarded for commercial or employment. Residential proposals will not be accepted, but mixed use proposals will be considered.</p>
Land Ownership	There is a complex land ownership structure across the Newquay Great Western Quarter, which has posed a challenge to bringing it forward for development. Leadership from the Council in defining the development opportunity and supporting land consolidation will be required to progress the opportunity.



7.

Delivery



7.1 Taking the Spatial Framework Forward

Planning

The Newquay Town Centre Framework has been produced to support Newquay Town Council and Cornwall Council in securing both funding for regeneration projects and the right type of inward investment that supports the vision.

The development of town centre strategies is encouraged in the Cornwall Council Climate Emergency DPD and Local Plan 2030 - 2050 Direction of Travel, as a means for local stakeholders, residents and businesses to understand their challenges and identify local priorities and ambitions.

This is a non-statutory document. However, there are also opportunities to take this work forward into planning policy and guidance, further cementing its importance in guiding and determining development applications.

These opportunities include:

Development Brief

Cornwall Council adopts Development Briefs which provide information for use as material consideration in the determination of relevant planning applications. A similar framework—the Redruth Action Plan Project has been adopted.

Adoption of this Town Centre Development Framework as a Development Brief would require further engagement with Cornwall Council, stakeholders and a period of formal public consultation.

A development brief is not a statutory planning document and does not formally allocate development sites. Formal decisions on specific proposals will be subject to further consideration and discussion based on individual planning applications brought forward over time.

Cornwall Local Plan

Development of the New Cornwall Local Plan 2030 - 2050 and Site Allocations DPD (and SHLAA update) is due to commence in 2023.

The Site Allocations DPD sets the strategy for growth across Cornwall, allocating land for a range of uses to support the spatial vision, objectives, and growth targets defined in the Local Plan: Strategic Policies (LP:SP) document. They also define 'future directions of growth' which are allocated sites which are not required by the LP:SP, but which are allocated to highlight a longer term strategy for a town.

There is opportunity to work with landowners and Cornwall Council in promoting sites identified in the Spatial Framework for inclusion as allocated sites through the emerging Local Plan process.

Furthermore, there is opportunity to engage with Cornwall Council in translating the Spatial Framework into strategic policies. For example, policy that could be influenced by the Spatial Framework is the designation of the town centre boundary and its primary retail frontages under Policy 4: Shopping, services and community. This impacts the uses and change of use supported within these designations.

Newquay Neighbourhood Plan

The Newquay Neighbourhood Plan (NNP) is a statutory planning document, developed by Newquay Town Council Neighbourhood Plan Group, used by Cornwall Council in assessing and determining planning applications. The current plan period runs from 2019 – 2030.

There is an opportunity to work with the Neighbourhood Plan Group to shape policies in the next update of the NNP that could help deliver the Vision and Spatial Framework. While not having undergone statutory consultation, this work is the product of significant local input and should contain real weight in shaping relevant local policies.

Specific policy areas of relevance which could be influenced by the Spatial Framework are in open space designations, town centre car parks, or residential parking standards in the town centre.

Conservation of the Historic Core

It is clear from both the Newquay Neighbourhood Plan and engagement undertaken as part of this study that Newquay's heritage is of great local value and importance, but that in many places it is at risk from unsympathetic alterations, shopfronts, and general clutter in the public realm.

The NNP supports the designation of a Conservation Area (CA). Much work has been done as part of the Newquay Character Study and the 2003 Cornwall and Scilly Urban Survey for Newquay to identify and document the historic qualities of the town centre,

and to propose three character areas as suitable for designation as a Conservation Area(s):

- Central commercial core
- Harbour-related residential
- Harbour

Conservation Areas must be designated by the Local Planning Authority—this being Cornwall Council. This process requires a Conservation Area Appraisal and Management Plan. **The Newquay Town Team are currently undertaking work to develop a Conservation Area Management Plan in the town centre.**

The benefits of designating a CA are an increased degree of control over demolitions, development applications and design quality, and a potential avenue for funding to improve the quality of buildings and the public realm.

Much of these benefits can also be achieved through the projects and initiatives identified in this plan and the associated Investment Plan.

Small but coordinated action by local stakeholders can also improve the quality of the environment. Often BIDs are a key stakeholder in delivering such programmes. Initiatives could include:

- Business subsidies to improve shopfronts in line with the existing Cornwall Shopfront Design Guide and Newquay Appendix
- A public realm code and improvement scheme developed bespoke for the historic core
- Funding additional street cleaning

Accessing Funding

This Framework was developed with a core objective of preparing NTC to bid for funding opportunities. The Investment Plan forms a key tool to do so. NTC and CC should actively monitor emerging funding streams and their qualifying criteria; it is expected that this Framework can support in preparing these submissions.

Governance

The vision cannot be delivered by any single actor. Government, residents, businesses and other institutions will need to collaborate towards a shared ambition.

Is it therefore critical that the Town Council, Town Team, local businesses, organisations and public 'own' the vision, proposals and actions outlined in this Framework. In so doing, the town has the ability to become ambitious, proactive and demanding in their vision for change, and to leverage its strong community in creating a place known for its collaborative spirit.

Newquay Town Council commissioned this work and has a pivotal role to play in ensuring it remains a living document, in taking forward interventions where possible, in preparing applications for funding and in providing strategic direction to all partners involved in regenerating the town centre.

The continued involvement of the **Newquay Town Team**, a collaborative body established to support the Town Council, is critical to taking forward this plan. This is a unique forum for community members to play a significant role in the future of the town, and their support in progressing projects and developing funding applications is essential to delivering the vision.

Cornwall Council also has a critical role as local service provider, landowner, economic regeneration agency, planning authority, and transport and infrastructure planners. Effective and coordinated use of these powers, especially in commissioning and coordinating enabling studies, is key to the delivery of the Development Framework.

Private land owners and developers will benefit from successful funding bids and public investment, and will be rewarded for their investment in and commitment to the town. They have a responsibility to support the vision by ensuring development opportunities meet the identified needs of the town centre and Newquay residents and positively contribute to the town centre environment.

Existing **town centre businesses**, mediated by the **BID**, can support the Framework by leading or supporting the delivery of smaller or operational projects.

The **voluntary sector** already play a major role in supporting the community, bringing people together and delivering critical services. They will continue to connect people with the public sector, and speak for the real change needed in the town centre.

7.2 Major Projects

The Newquay Investment Plan is delivered alongside this document as part of the Newquay Town Centre Framework. This plan identifies a series of major projects that have the capacity to transform Newquay town centre which are suitable for public funding opportunities.

While the Investment Plan describes these key projects, these are only the priorities in a long list of projects and interventions identified in the Spatial Framework and throughout the engagement process.

The full list of projects is described on the following pages. Those marked with a blue number ● are further detailed on the Investment Plan.

Project	Description	Project Sponsors
<p>1 Tram Tracks Animation</p>	<p>Activation and enhancement of the historic Tram Tracks and surrounding areas to bring an underutilised feature into life and celebrate local heritage whilst enhancing town permeability.</p> <p>The project will deliver a series of public realm, lighting, public art, and green infrastructure improvements along the Tram Tracks, and at either end at East Street and Cliff Road, where existing public realm is cluttered and degraded. This will encourage more people to use the space, link with the station and can form part of the Newquay Heritage Trail, to celebrate rich Cornish history.</p>	<ul style="list-style-type: none"> • Newquay Town Council • Newquay BID
<p>2 Newquay Great Western Quarter</p>	<p>Delivery of a mixed-use commercial and residential quarter to establish a vibrant and functional gateway and multi-modal transport interchange at the renewed core of Newquay.</p> <p>Located at the eastern end of the traditional high street, between the Great Western Beach and Newquay Station. The project has a significant role to play in safeguarding and revitalising the existing commercial offering in the town centre as well as establishing a new centre of gravity for Newquay, which responds to the urban extension at Nansledan.</p> <p>Historically known as the 'Station Quarter', the redevelopment of the town centre gateway site has been a long-term aspiration of both Newquay Town Council and Cornwall Council. Allocated within the Cornwall Local Plan, it is acknowledged that the site needs significant public sector investment to unlock future development.</p>	<ul style="list-style-type: none"> • Cornwall Council



Project	Description	
<p>3 Marcus Hill Civic and Community Hub</p>	<p>Revitalisation of the existing library, civic building and tourist information facilities to deliver a space that works better for the local community and a civic focal point for the town centre.</p> <p>The project will repurpose the site to deliver new and upgraded facilities, and introduce new uses including flexible community spaces and residential uses that will improve the vitality of the town centre and create better community facilities.</p> <p>The project will also include public realm improvements at the junction of Marcus Hill, Manor Road, Bank Street and East Street.</p>	<ul style="list-style-type: none"> • Newquay Town Council 
<p>4 High Street to Beach</p>	<p>Delivering a programme of interventions to create an enhanced gateway between the High Street and Newquay's greatest asset, the beach. This will elevate Newquay's town centre beach frontage to realise its full potential and deliver a best-in-class beachside experience for residents and visitors.</p> <p>The project will also transform the wealth of open spaces in this area to increase dwell time. This includes the bowling green, green space on Beachfield Avenue, Fore Street car park, and Beach Road car park. It includes enabling projects such as the Towan Beach Pool.</p>	<ul style="list-style-type: none"> • Newquay Town Council • Newquay Town Team 
<p>5 Newquay Harbour</p>	<p>Newquay Harbour has a rich history, including the origin of the town's name. Reconfiguration and enhancement of existing infrastructure is required to better support and diversify enterprise and safeguard its future as a core heritage and visitor asset.</p> <p>The project seeks to 'Maintain the needs of the Boat owner' by safeguarding the fishing and marine tourism industry whilst optimising the area to diversify uses. This must be achieved through better zoning to provide a clearer distinction between spaces</p>	<ul style="list-style-type: none"> • Cornwall Harbours • Cornwall Council 
<p>6 Newquay Market</p>	<p>This project seeks to deliver a programme of events and a market facility to support the town centre economy, strengthen the existing tourism offer and provide a platform for creative and small industries.</p> <p>In the short-term, this project will deliver a programme of markets (including street food and crafts), across several temporary locations.</p> <p>In the medium term, a covered market structure or facility will be able to host a year-round programme of events, increasing the appeal of Newquay as a year-round destination. Increased visitor numbers during the winter months will help to sustain employment opportunities.</p>	<ul style="list-style-type: none"> • Newquay Town Council • Newquay BID 

Major Projects

Project	Description	
<p>Surf Science Museum</p>	<p>A museum that celebrates Newquay's rich history of surfing and/or Cornish history and heritage. This will further reinforce Newquay's role and reputation as the UK's surf capital, supporting the visitor economy.</p> <p>There is potential for this to be incorporated into a larger project such as the Marcus Hill Civic and Community Hub or Newquay Great Western Quarter.</p>	<p>• TBC</p> 
<p>New Affordable Housing</p>	<p>The delivery of affordable town centre residential units, potential to explore live-work units and/or modular housing solutions.</p> <p>It could be that town centre car parks, as identified in the spatial framework, are explored as part of a town centre parking study.</p>	<p>• TBC</p> 
<p>Outdoor Fitness and/or Heritage Trails</p>	<p>The project would seek to introduce informal outdoor facilities into the town centre, such as a climbing wall, outdoor gym, MUGA and playing courts.</p> <p>Enhanced outdoor trails would connect heritage assets, beaches and green spaces, with fitness equipment and improved wayfinding delivered along the route.</p> <p>The project must be delivered in line with Sports England Active Design Guidance Summary, and could include the delivery of a small multi-purpose playing hall.</p>	<p>• TBC</p> 
<p>Provision of Town Centre Residential Units in Upper Floors of Retail Units</p>	<p>A grant programme to repurpose currently underutilised upper floors of retail units along the High Street and within the Town Centre. Redevelopment of premises will be dependent on access and parking regulations.</p> <p>Town centre units would need to be on the basis that no parking is provided in order to achieve desired outcomes for the town centre public realm. This requires reconsideration of Newquay Neighbourhood Plan.</p>	<p>• Newquay Town Team • Newquay Town Council</p> 

Project	Description	
Commercial Premises Frontage Improvements	<p>A grant programme to fund frontage improvements for commercial premises across the Town Centre. Typically requires some level of match funding by the private sector.</p> <p>• Newquay Town Team</p>	
Creative Workshops and Co-Working Grow On Space	<p>Provision of co-working workshop facilities for creative industries that require more than desk space. Facility would also include larger space for small- to medium- sized enterprises looking for town centre space. According to stakeholder engagement, there is currently an under provision in workshop space and grow-on space in Newquay.</p> <p>There is potential for this to be incorporated into a larger project such as Newquay Great Western Quarter.</p> <p>• TBC</p>	
Greening Newquay	<p>Delivery and enhancement of a green infrastructure network throughout the town centre, including trees, vegetation cover, green walls, green roofs, and allotments.</p> <p>Project would seek to enhance active travel and dwell time as well as linking existing green spaces such as Trenance Gardens, the Tram Tracks, the Killacourt, etc.</p> <p>• TBC</p>	
<p>The following projects fall under 'Navigating Newquay' and must be accompanied by the enabling studies outlined in section 7.2.</p>		
Active Travel Newquay	<p>Delivery of new and enhanced facilities for pedestrians and cyclists both within the town centre as well as the links to existing and future surrounding neighbourhoods. This should build on the masterplan framework and LCWIP</p> <p>• Cornwall Council</p>	

Major Projects

Project	Description	
<p>Park and Ride</p>	<p>Permanent Park & Ride facility on the outskirts of Newquay. Services would need to be frequent, all year round and delivered alongside tightened town centre parking restrictions for visitors.</p>	<ul style="list-style-type: none"> • Cornwall Council 
<p>Last Mile Logistics Hub</p>	<p>Last mile logistics / distribution hub for town centre businesses. Facility would accept large deliveries from trucks and lorries. Goods would then be delivered to businesses via smaller vehicles during more quieter periods (potentially the use of EV-vans and Carrier Cycles).</p>	<ul style="list-style-type: none"> • TBC 
<p>Airport, AeroHub and Growth Area Multi-Modal Hubs</p>	<p>Create multi-modal hubs at the airport and Aero hub and other growth areas to better integrate these key locations with Newquay by public transport, walking, cycling, taxis and tourist information.</p>	<ul style="list-style-type: none"> • TBC 



7.3 Catalysing Change: Supporting Interventions

To realise the Vision, the bold ambitions of the Priority Projects must be delivered alongside a series of achievable, smaller scale tactical interventions.

These are smaller catalytic interventions that can be delivered quickly and independently of more major work. They have a crucial role in delivering positive outcomes for Newquay whilst making immediate change for both residents and visitors. They will demonstrate a commitment to delivering the vision and priorities, signposting positive change and creating confidence for wider investment. They will also serve as test beds for more permanent change.

Supporting Interventions will be delivered through collaboration between NTT, NTC, CC and Newquay BID and should take advantage of existing small-scale funding streams.

Grouped by the Vision's priority areas, the Supporting Interventions for Newquay are presented below:



Community

Seating Improvements: Provision of benches and covered seating throughout the town centre.

Water Fountains: Provision of water fountains around the town centre to prevent plastic waste and encourage healthy lifestyles.

Utilising Vacant Premises for Performance and Community Groups: Explore the opportunity for utilising vacant premises for performances, events and community groups.

Conservation Area and Management Plan: Designate a Conservation Area in the town centre to protect its historic buildings and character.



FIGURE 7.1 Bespoke seating, Brighton



FIGURE 7.2 Public water fountain, London



FIGURE 7.4 Vacancy! pop up shop, Plymouth

Enterprise

Wesley Yard Activation and Pedestrianisation: Activation and pedestrianisation as well as public realm enhancements along Wesley Yard to enhance a sense of place and support local businesses.

Enhanced Events Programme at the Killacourt: An enhanced year-round programme of events at the Killacourt, encouraging town centre footfall and supporting enterprises located at the Killacourt.



FIGURE 7.3 Activation of The Yard, Hastings

Catalysing Change: Supporting Interventions

Experience

Street Clutter Removal: Undertake a town centre wide review and removal of superfluous signs, lines, street furniture and graffiti.

Signage and Wayfinding Improvements: Consistent town centre signage and wayfinding.

Public Toilet Upgrades: Building upon recent investments from Boardmasters to further upgrade town centre toilets. This includes improving the quality, access and charging mechanisms.

Public Beach Showers: Building upon the successful provision of the Havaianas Public Shower on Fistral Beach to provide additional showers on all town centre beaches.

Public Art: Delivery of public art and murals across the Town Centre to create a better sense of place and provide a platform for local artists.

Beach Games: Provision of beach games and activities at Towan Beach.

Towan Beach Pool: Reinstating the beach pool at Towan Beach, providing a key attraction for visitors and a community asset.

Tourist and Bus Stop Information: Enhanced tourist information and bus stop information across the town centre.

Recycle Bins: Provision of recycle bins throughout the town centre.



FIGURE 7.7 Town centre wayfinding, Doncaster



FIGURE 7.5 Innovative wayfinding



FIGURE 7.8 Street art, Bristol



FIGURE 7.6 Queer Kernow, Newquay



FIGURE 7.10 Towan Beach Pool



FIGURE 7.9 Accessible public toilets

Movement

Junction and crossing improvement: Undertake isolated junction and crossing improvements to aid safe passage of pedestrians and cyclists.

EV Charging Points: Delivery of charging points for EV vehicles in the town centre.

Street Closure Trials: Undertake street / car park closure trials to test potential longer-term aspirations and inform decision making.

Cycle Infrastructure Improvements: Provision of cycle storage and repair equipment.

E-Scooters / E-Bike Hire: Provision of e-scooter and e-bike hire

Improved Vehicle Signage / Routing: Improve vehicle signing and re-routing to discourage unnecessary town centre traffic and better utilisation of car parking.

Manor Road Car Park Access: Improve barrier system and signage to prevent queueing on road.

Access for All: Implement measures to improve access to the beach and across the town centre for those with physical and learning difficulties.

Audio Walking / Cycling Tours: Walking and cycling audio tours.



FIGURE 7.11 Copenhagen crossings



FIGURE 7.12 On-street cycle repair, Hackney



FIGURE 7.13 School Street, Hackney



FIGURE 7.14 Station cycle hub, Enfield



FIGURE 7.15 Beach mat



FIGURE 7.16 Cargo e-bikes

7.4 Enabling Studies

The Spatial Framework sets a vision for the town centre to 2050. It is ambitious in its objectives, especially regarding the transformation of streets and movement. Many of the big moves and opportunity sites identified are long term projects which must be realised through multi-stakeholder collaboration and are interdependent.

In order to validate and progress these proposals, however, a series of enabling studies are required. These are initiatives which can be taken forward in the short term in order to unlock opportunities for transforming the movement network, improving public spaces or bringing key sites forward for development.

These studies are described over the following pages. They are also embedded within the Investment Plan so as to seek funding to deliver the relevant capital projects and interventions.

Study	Spatial Framework Outcomes	Actions	Recommended Surveys	Key stakeholders	Project timescale	Delivery timescale
Newquay Great Western Quarter Masterplan	<p>A high-quality station environment and arrival including integration of a multi-modal transport hub is provided including a visitor information point, on-street bus interchange, micro-mobility / cycle hire and taxis provision.</p> <p>The station arrival experience and public realm is of high quality and marks Newquay as a seaside destination.</p> <p>New uses such as housing, community space, cultural space, retail and a variety of workspaces are introduced.</p> <p>New linkages are introduced to better connect the town centre and station with surrounding areas.</p> <p>Green space, urban greening and informal play space is introduced.</p>	<ul style="list-style-type: none"> • Address the station building and surrounding environment • Address station interchange including buses, taxis, micro-mobility and cycles • Integrate visitor information • Explore opportunities to consolidate land and parcel the development opportunity around the station with buildings on the north side of Cliff Road as well as the light industrial buildings at Quarry Road • Explore urban design solutions to mitigate level differences and increase accessibility across the site, both north south and east west. <p>**Note. If necessary, Cliff Road Gateway Project could be delivered separately to the station building works so long as it is future proofed to different edge conditions coming forward from the Newquay Great Western Quarter Masterplan.</p>	<ul style="list-style-type: none"> • High-mast camera survey on Cliff Rd for a minimum of 4 days • Topographical Survey • Parking Beat Survey • Quarry Rd Industrial land survey • Coastal/ Geotechnical engineering survey 	<ul style="list-style-type: none"> • Cornwall County Council • Landowners • Network Rail • Bus Operators • Local Businesses and Residents • Disability Groups • Other key local groups including heritage, cycling, safety etc. • Study should be urban design led with support from architecture, public realm designers, transport planners and sustainability 	12 - 16 months	Long term

Study	Spatial Framework Outcomes	Actions	Recommended Surveys	Key stakeholders	Project timescale	Delivery timescale
Sustainable Strategic Connectivity Study	Long-standing and fully operational park and ride facilities on the outskirts to Newquay, supported by bus/ rail infrastructure to get to and from Newquay sustainably. The location(s) of P&R facilities are integrated with proposed growth and development areas and have reliable links to the airport and strategic road network.	<ul style="list-style-type: none"> Identify opportunities to re-structure the existing strategic road hierarchy to better manage strategic and local movement functions and improve access for buses, deliveries and servicing, walking and cycling Identify measures to improve signing and wayfinding, routing and junctions on strategic routes Make recommendations on potential sustainable travel corridors and links to the airport, existing neighbourhoods and future growth areas Identify measures that could support long-standing park and ride, park and rail infrastructure 	<ul style="list-style-type: none"> Bus journey time surveys and audit Bus joint inspection audit 	<ul style="list-style-type: none"> Newquay Town Council Cornwall Council Bus Operators Airport Duchy of Cornwall Study to be led by a transport planning practice with support from public realm specialists 	8 - 12 months	Medium - long term
Town Centre Car Parking Study	<p>Vehicles no longer drive around / through the town centre to access car parks, instead they are intercepted at either a P&R or interceptor car park.</p> <p>Fore Street Car Park becomes a public space.</p> <p>Where parking is needed, greater emphasis is given to EV and disabled car parking.</p> <p>Town centre parking is a flexible and rationalised and adapts to the changing needs throughout the year.</p>	<ul style="list-style-type: none"> Undertake a town parking survey including parking beat surveys, high-mast camera surveys and audits of town centre car parks to establish occupancy, turnover rates and issues Undertake a desktop review of existing car parking management including ticketing and licensing Identify opportunities to improve the existing car park situation in the short, medium and longer term including measures to address routing, ticketing and vehicle access and circulation Recommend appropriate locations and levels of provision for sustainable vehicles including electric charging, car clubs and disabled parking Identify potential interceptor and P&R sites Establish an appropriate level of parking over the short, medium and longer term that is supported by other active and sustainable modes of travel 	<ul style="list-style-type: none"> Parking beat surveys High-mast camera surveys User surveys 	<ul style="list-style-type: none"> Cornwall County Council Newquay Town Council Car Park Visitors Study to be led by a transport planning practice 	6 - 8 months	Short - medium term

Enabling Studies

Study	Spatial Framework Outcomes	Actions	Recommended Surveys	Key stakeholders	Project timescale	Delivery timescale
On-Street Parking and Deliveries Study	<p>Local resident and business parking is protected through the introduction of controlled parking zones.</p> <p>The high-street has managed restricted parking and loading zones.</p> <p>Deliveries are coordinated and managed and where feasible undertaken outside the central core e.g. last mile delivery hubs are provided and deliveries are undertaken by electric vehicles / bikes.</p> <p>Streets space is given over to support walking, cycling, bus accessibility and public realm.</p>	<ul style="list-style-type: none"> Review previous studies and controlled parking zone consultation exercises Undertake a town parking survey including parking beat surveys, high-mast camera surveys and audits of town centre car parking to establish occupancy, turnover rates and issues Undertake resident and business surveys and workshops to establish issues and opportunities Make recommendations on how to better manage on-street parking, waiting and loading provision including potential locations for car clubs, electric charging points and cycle hangers Make recommendations on how to improve deliveries and servicing in the town centre including consideration of delivery hubs, click and collect and cargo bikes 	<ul style="list-style-type: none"> Parking beat surveys High-mast camera surveys User surveys 	<ul style="list-style-type: none"> Cornwall County Council Bus Operators Airport Duchy of Cornwall Study to be led by a transport planning practice with support from public realm specialists 	8 – 12 months	Medium – long term
21st Century Bus System	<p>Prominent high-quality on-street bus stops are introduced around the town centre and bus stands are provided in less impactful locations.</p> <p>A multi-modal transport hub at Newquay Station including integrated bus stops is provided.</p> <p>A local hopper bus service is provided enabling greater access to the beaches and other key attractors, particularly for disabled users.</p> <p>Existing bus fleets are replaced with hybrid / electric vehicles.</p>	<ul style="list-style-type: none"> Undertake a joint inspection audit of bus routes and services with bus operators and key stakeholders to better understand the issues and opportunities of the existing system Identify issues and opportunities to future proof potential changes to routes and services including: <ul style="list-style-type: none"> Mitigating the impacts of buses travelling through the heavily pedestrianised area on East Street Better integrating the station and bus facilities Creating an greater on street bus presence and bus priority measures Providing appropriate standing / layover facilities that do not unduly impact on the local environment. 	<ul style="list-style-type: none"> Parking beat surveys High-mast camera surveys 	<ul style="list-style-type: none"> Cornwall County Council Bus Operators Airport Duchy of Cornwall Study to be led by a transport planning practice with support from public realm specialists 	8 – 12 months	Medium – long term

Study	Spatial Framework Outcomes	Actions	Recommended Surveys	Key stakeholders	Project timescale	Delivery timescale
Heart of the Town Centre Study	Fore Street, Crantock Street, Bank Street and East Street become high quality places for people including extended time-controlled pedestrianisation, traffic and parking management, bespoke public realm and green infrastructure.	<ul style="list-style-type: none"> • Undertake a public realm and traffic management enabling study of the town centre to better understand the opportunities for placemaking and reduce impacts of vehicles entering key roads in the town centre • Carry out high-mast camera surveys to observe issues and opportunities with regards to movement and placemaking within the town centre • Undertake comprehensive community and visitor engagement to better understanding the issues, constraints and identify opportunities for change • Identify area-wide RIBA Stage 1 opportunities to rebalance movement and placemaking around the town centre including crossing and junction improvements, placemaking and green infrastructure • Develop RIBA Stage 2/3 concept plans with supporting strategies including costs for Bank Street, East Street and Fore Street. 	<ul style="list-style-type: none"> • High-mast camera surveys • Delivery and servicing audits • Topographical surveys 	<ul style="list-style-type: none"> • Cornwall County Council • Newquay Town Council • Buses and Taxis • Local Residents and Businesses • Lead by a public realm practice with support from transport planning, engineering, cost and consultation experts 	8 – 12 months	Medium – long term
Cliff Road Gateway Project	Cliff Road is a transformed into a gateway high street environment that prioritises pedestrians, cyclists, reduces the impacts of traffic and parking, and has high quality public realm, green infrastructure and views to the coast.	<ul style="list-style-type: none"> • Undertake detailed studies of users experience and behaviour including high-mast camera surveys • Undertake parking beat, delivery and servicing surveys • Undertake community and stakeholder engagement to understand the issues and opportunities • Undertake a RIBA Stage 1-3 design process to identify options and strategies including costs to improve the quality of the environment for all and identify an overall preferred masterplan. 	<ul style="list-style-type: none"> • High-mast camera survey • Topographical Survey • Parking Beat Survey • Delivery and Servicing Survey • Traffic Counts 	<ul style="list-style-type: none"> • Cornwall County Council • Newquay Town Council • Buses and Taxis • Network Rail • Local Residents and Businesses • Lead by a public realm practice with support from transport planning, engineering, cost and consultation experts 	8 – 12 months	Medium – long term

