

NEWQUAY TOWN CENTRE

DEVELOPMENT FRAMEWORK

TOPIC PAPER

NEWQUAY 2050: BUILDING A VISION TOGETHER

NOVEMBER 2022

This project was enabled by Cornwall
Council Town Vitality Funding

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Engagement Overview

The Vision for Newquay Town Centre described in the Town Centre Development Framework is the result of collaboration between Newquay Town Council, Newquay Town Team, Cornwall Council, businesses, and the community. The strength of this work is that it captures the aspirations and vision of the community, those who know Newquay best.

The ideas, projects and areas for action outlined in the Framework 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 feedback channels:

Community Engagement

Newquay Futures Online Hub: An online hub was launched to inform local people and organisations about the aims and aspirations of the Town Centre Framework and the ways in which they could get involved. The site received **1,800** views, with **234** people feeding back and engaging.

Newquay BID Survey: A survey was launched by the BID to understand the thoughts of residents and visitors and the changes they wanted to see. The survey received **722** responses.

Public 'Pop-Alongs': The Town Team hosted 17 events in the Library, Orchard, Killacourt, Central Square, and Royal British Legion between May and August. Approximately **340** people attended these.

Library Exhibition: A permanent exhibition space was set up in the library to learn more about the plan.

Youth Engagement: Events at the Konzept Gym and the Newquay Surf Life Saving Club were especially created to reach a younger audience. We spoke with approximately **62** young people.

Virtual Reality: Cornwall Council supported this project to explore the use of technology in engagement, thanks to funding from DHLUC. Participants could cycle through the high street in a virtual reality, exploring possibilities for change. These welcomed **33** people and **100** school children.

Stakeholder Engagement

Vision & Futures Workshop: A multi-stakeholder workshop was held in the St Michael's Church Hall. Attended by **50** people, the workshop focused on stakeholders' ambitions for the future and opportunities for change.

Emerging Vision & Spatial Framework Workshop: The second workshop presented initial engagement findings and the emerging vision being developed as a response. Participants were invited to comment on the draft vision and spatial framework. This was attended by **38** people from a broad range of specialisms and local interest standpoints.

1:1 Engagement: Conversations were held with key stakeholders, including: Newquay Business Improvement District, Newquay Town Council, Newquay Town Team, Cornwall Council Economic Growth and Development and Transport Teams, RNLI Lifeguard Service, Land Train Operators, Taxi Operators and Newquay Councillors.



VR event at the Orchard



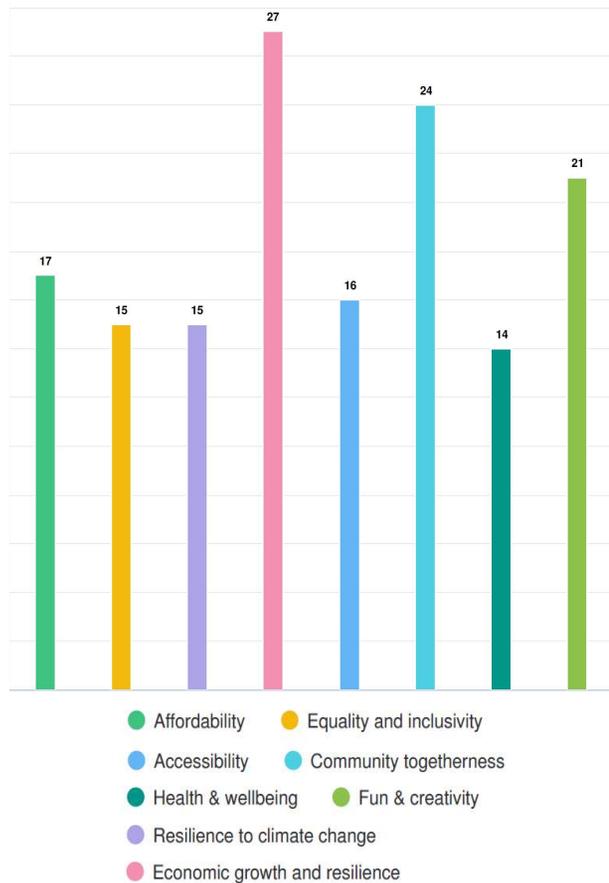
Pop-Along on the Killacourt



Stakeholder workshop at the church hall

Community Priorities

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



Survey 1 headline responses

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



Survey 2 headline responses

Key community priority themes and ideas

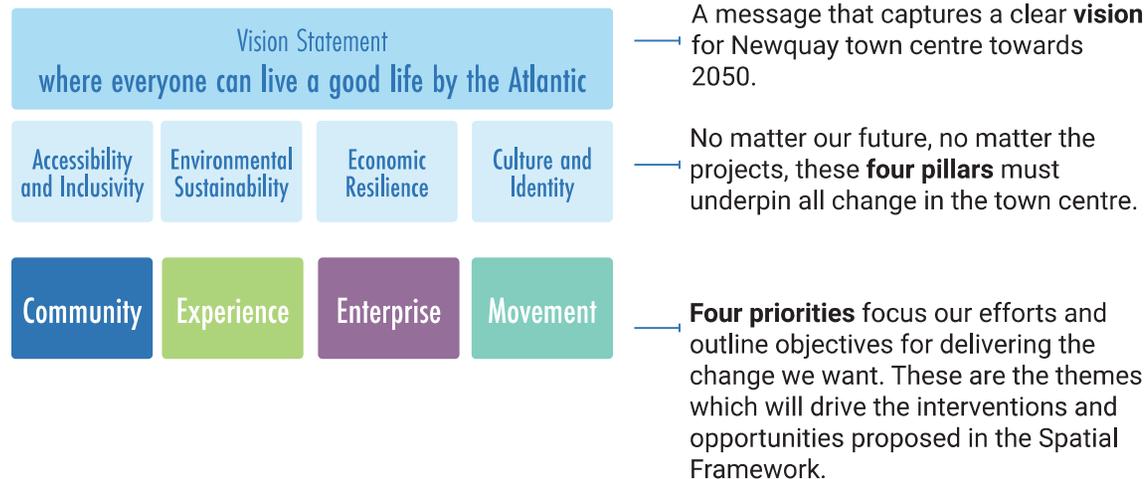
- Movement** → Cycle lanes, reliable and regular public transport, fewer cars in the town in summer
- Affordability and Housing** → Ensuring local people can find somewhere affordable to live and shop
- Public Realm** → Mixed use, pedestrianised areas, event space and plenty of green spaces with room 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

Our Vision

Vision Structure

Our vision was built from this process of listening and engaging. It reflects on the things that make Newquay unique and special, and on challenges the town centre faces both locally and as part of our changing world. Most importantly, it looks to capture the highest level of ambition and aspiration for our town centre into the future.

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.

Our Vision

Pillars

Accessibility and Inclusivity

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

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 breathe.

Economic Resilience

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

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.

Priorities

Community

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.

Experience

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.

Enterprise

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.

Movement

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.

