

# NEWQUAY TOWN CENTRE

## DEVELOPMENT FRAMEWORK

TOPIC PAPER

### INVESTMENT & NEXT STEPS

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# Priority Projects

## Newquay Town Investment Plan

The Newquay Town Investment Plan (TIP) has been developed to support and help realise the Vision and Spatial Framework.

Despite Newquay being one of the primary tourist destinations in the UK, it has continuously missed out on public sector funding opportunities.

The TIP seeks to change that. Emerging directly from the Framework, and following deep engagement with the local community, the Town Investment Plan sets out a series place-based projects where public funding must be prioritised. These projects have real power to drive change and unlock opportunity for Newquay and Cornwall.

The TIP has been led and shaped by evidence and a deep understanding of place, and responds to the challenges and opportunities facing the town centre.

In an ever-competitive funding landscape, this document provides a tool to better respond, and prioritise efforts to ensure Newquay receives its fair share of investment.

In preparing this plan we have already strengthened partnerships and demonstrated how we can work collectively; this momentum must now continue to realise the Plan.

## Priority Projects

Project ideas were formulated through discussions with NTT, key stakeholders, online engagement and through the collection 'Project Prioritisation' postcards at engagement workshops.

The Town Investment Plan includes Priority Projects of varying scales of investment and timeframes. The detail provided forms a strong foundation for future business cases, articulates the strategic rationale for investment, and identifies the sponsors and key actors who will lead in taking the project forward.

### 1 Project 1: Tram Tracks Animation

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.

### 2 Project 2: Newquay Great Western Quarter

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.

### 3 Project 3: Marcus Hill Civic and Community Hub

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.

### 4 Project 4: High Street to Beach

This project will elevate Newquay town centre's beach frontage to its full potential. It envisages a series of interventions working together to create a best-in-class beach side experience and create a better gateway between the High Street and the beach.

### 5 Project 5: Newquay Harbour

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.

### 6 Project 6: Newquay Market

A programme of events and high-quality market facility that will increase footfall, promote growth of local businesses, and promote year-round tourism.



**Priority Projects**

# Catalysing Change

## Keeping the Momentum Going

The Newquay Town Centre Development Framework is only the beginning of a dialogue around the change we want to see in the town centre.

The Framework is the culmination of an intense programme of community and stakeholder engagement, with which we are now well placed to seek funding to take some of the projects forward to the next stages. Next stages will include feasibility studies, further strategies, design proposals etc. This document serves to set the vision and ambition for all of these projects, but each will need to continue to be developed and refined in consultation with stakeholders and the community.

**Please reach out to the Newquay Town Team at [admin@townteam.co.uk](mailto:admin@townteam.co.uk) if you would like to be involved.**

## Supporting Interventions

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

### The supporting interventions for Newquay are:

- Seating Improvements
- Water Fountains
- Utilising Vacant Premises for Performance and Community Groups
- Enhanced Events Programme at the Killacourt
- Wesley Yard Activation and Pedestrianisation
- Conservation Area and Management Plan
- Street Clutter Removal
- Signage and Wayfinding Improvements
- Public Toilet Upgrades
- Public Beach Showers
- Public Art
- Beach Games
- Towan Beach Pool
- Tourist and Bus Stop Information
- Recycle Bins
- Junction and crossing improvement
- EV Charging Points
- Street Closure Trials
- Cycle Infrastructure Improvements
- E-Scooters / E-Bike Hire
- Improved Vehicle Signage / Routing
- Manor Road Car Park Access
- Access for All
- Audio Walking / Cycling Tours

### Utilising vacant shops



### Wesley yard activation



### Towan Beach Pool



### Street closure trials



### Public art



### Signage and wayfinding



## Delivery

### Governance

The delivery of this plan cannot be achieved by a single actor; the projects will require collaboration and support from several partners and access to a number of funding streams. Newquay Town Council and Newquay Town Team are committed to working collaboratively with Cornwall Council and other stakeholders to successfully develop and deliver the TIP. It is recommended that a TIP Panel Group with all relevant stakeholders be established.

### Business Case Development

Moving forward, the Town Investment Plan provides strong foundations to start developing the concepts into HM Treasury Green Book compliant business cases, where required for funding bids.

### Repositioning Newquay

Newquay Town Team, in collaboration with Newquay BID, should seek to develop a coordinated and overarching marketing and branding campaign that aligns with the Vision, to build investor confidence and attract **local Cornish residents** alongside visitors, year-round.

### Private Sector Investment

This plan has focused on identifying opportunities which require public sector investment. However, Newquay can only realise its full potential with parallel investment and collaboration from the private sector. The Newquay Town Centre Development Framework will support initial awareness and momentum.

## Enabling Studies

In order to validate and progress the proposals outlined in the Spatial Framework, 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.

- **Newquay Great Western Quarter Masterplan:** Develop a deliverable masterplan for the transformation of the station area into a mixed use development anchored by a high quality transport interchange.
- **Town Centre Car Parking Study:** Identify opportunities to improve the car park situation in the short, medium and long term including routing, ticketing, and vehicle access.
- **Sustainable Strategic Connectivity Study:** Identify opportunities to improve the strategic road hierarchy to better manage strategic and local movement and improve access for buses, deliveries and servicing, walking and cycling.
- **On-Street Parking and Deliveries Study:** Recommend how to better manage on-street parking, waiting and loading including locations for car clubs, EV charging and cycle hangers.
- **21st Century Bus System:** Identify opportunities to improve and future proof bus routes and services in the town centre.
- **Heart of the Town Centre Study:** Public realm and traffic management study to understand opportunities for placemaking and reduce impacts of vehicles on key roads in the centre.
- **Shoreline Management Strategy:** developed a coordinated and shared approach to shoreline regression and management in the town centre.

