



**Newquay Coastal Community
Economic Plan
January 2016**

Key Information

Newquay Coastal Community Team

Newquay BID
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CCT Membership

Newquay Marine Network
Newquay Town Council
Newquay Tourism Information Centre
Newquay Regeneration Forum
Newquay Chamber of Commerce
Art 8 (Newquay's cultural tourism partnership)
Newquay Sea Pool group
Cornwall Council
Newquay in Bloom
Newquay Neighbourhood Plan Group
Newquay Fish Festival Group
Newquay Carnival group
Cornwall Council

Accountable Body

Cornwall Council
Esther Richmond, Community Link Officer
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Local Area

Newquay is situated on the North Atlantic Coast, approximately 20 miles from Bodmin and 12 miles from Truro. Restricted by the Porth Valley to the east and River Gannel and salt marsh to the west, Newquay has steadily grown inland since the 15th Century. Starting life as a small fishing village, permission to build a 'New Quay' was sought in 1439 from the Bishop of Exeter to protect boats from strong north easterly winds. While the town derived its name from this point, there is evidence of pre-historic burial mounds in the area known as Barrowfields, to the east of the town, with further evidence of bronze and iron age settlement and industry.

Newquay's initially relied on pilchard fishing, until the industrial revolution drove significant expansion. The harbour began to be redeveloped to accommodate the export of mineral ore and china clay mined inland, as well as several lead and silver mines within Newquay itself. By the late 19th Century the harbour was in decline. Its small size meant it was unable to adapt from sail to steam, and trade diverted to other ports. Pilchard fishing became uneconomically viable.

Tourism had been growing from the mid-19th Century, promoting its dramatic views, and health benefits of sea air and bathing. The arrival of a rail connection in the late 19th/early 20th Century transformed Newquay to a fashionable resort. Traditional family seaside holidays began to decline by the 1960s, leading Newquay to reposition its image as a youth and surf destination. This has resulted in its own challenges over recent years and the town is looking to re-establish its reputation as a seaside venue supporting its residential and tourist communities.

Local Community Context

Newquay has a resident population of 19,900 (2011 census), but increase to near 100,000 with the level of serviced and non-serviced accommodation, day visits and events, such as Board Masters and Run to the Sun. In 2012, there were 346,000 staying visitor trips and 680,000 day visits (Cornwall Towns Impact of Tourism 2012, Visit Cornwall). Detailed town data from Visit Britain put visitor numbers for Newquay at 65,000 for 2014.

There are 4 primary schools and 1 secondary school within the town, all at capacity or oversubscribed. Several primary schools have added new classrooms and a new primary school is planned as part of one of the area's new housing developments. Newquay Open Learning Centre, a Truro & Penwith College base has recently closed. This provided access to

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part time learning and employability skills for adult learners and those returning to employment. Within the town there is a higher than average level of adults with no formal qualifications and higher levels of adults with qualifications at or below Level 3/GCSE. (23.2% no qualifications (22.5%), 14.4% Level 1 (13.3% Eng), 18.1% Level 2 (15.2% Eng), 13.2% Level 3 (12.4% Eng) Rural Community Profile for Newquay Parish ACRE 2013).

In addition there is a higher number of Newquay residents in receipt of work-related benefits, housing and council tax benefits and children in lone parent households, in comparison to the English average (ACRE 2013).

Local Economy Context

In 2012, Newquay benefited from £124.3m of direct visitor spend, supporting nearly 3,800 direct and indirect employment positions (Cornwall Towns Impact of Tourism 2012). 79% of jobs in Newquay are in tourism-related sectors (The Seaside Tourist Industry in England and Wales – Employment, Economic output, location and trends 2010). While this has been a strong starting point, there has been a significant increase in construction of non-serviced holiday apartments and loss of serviced accommodation. November 2015 showed 28 hotels and guest houses currently for sale, representing 434 rooms. Average wages in Cornwall continue to be below the national average; £17,386 compared to UK average of £22,044 in 2013. Average hourly earnings for 2013 were £9.11 in Cornwall, compared to £13.60 and £12.24 for men and women respectively in the UK (ONS Annual Survey of Hours and Earnings, 2014). When asked “To what extent do you think tourism is good for your area?” – 33% of people in Newquay felt it was of great benefit, while they were also more likely to agree that noise and litter related to tourism was a problem (Community Attitudes to Tourism Survey 2012).

The local economy context demonstrates how valuable tourism is to local employment. It is clear that Newquay continues to be a popular location for visitors to stay and visit in Cornwall and it is this that the CCT wish to harness and add value to in order to not only grow (in the longer term) the number of visitors but also to enhance the experience for existing. Longer and increased footfall in the town will have a positive impact on visitor spend at local businesses.

Related Initiatives

Newquay BID

Following a 12 month consultation with local businesses, the Newquay BID has been voted in for a second term. From April 1st 2016, the BID will work towards the delivery of priorities





outlined in the 2016-2021 development plan. The BID is led and funded by local businesses to drive forward the economic future and opportunities in Newquay. The 3 areas of current work are to promote the image and public perception of Newquay, encourage new events and event promotion, and enhance the town's street environment.

Newquay Heritage CIC

The CIC was incorporated in October 2015 and is providing the structure and drive behind a number of community initiatives, including the long term survival of the historic Huer's Hut and sea pool.

Newquay in Bloom

Formed over 30 years ago, NIB is an award winning group of volunteers and keen gardeners, supported by the Town Council, Cornwall Council, BID, local businesses, community and residents, working to maintain and improve the beauty of the town.

Newquay Safe

Established in 2009, Newquay Safe is a partnership of over 20 agencies working to support residents and visitors, by tackling crime, disorder and anti-social behaviour.

VisitNewquay TIC

Newquay has had a Tourist information Centre since the 1930's, providing accommodation bookings and information to visitors throughout the years. Since 2011 the Visit Newquay Tourist Information Centre has been a service of Newquay Town Council, which owns the official destination website for Newquay (VisitNewquay.org) and also produces marketing material such as the Visit Newquay Guide and town map. The Visit Newquay Tourist information Centre works closely with many businesses and committees in the town to help promote their business and events. Visit Newquay runs a membership scheme which provides revenue to help promote Newquay, bringing more visitors and business to the town.

Cornwall and Isles of Scilly LEP

Launched in 2011, the CIOS LEP is a private-led partnership driving economic strategy and local growth priorities. It secured the **Newquay Enterprise Zone** to support development of the Aerohub at Newquay Airport.





Newquay Community Orchard

Initially established in 2013, the orchard is growing into a community orchard to support education and wellbeing. In 2015 the orchard were able to offer the first education courses to young people, but the initiative also aims to provide the unemployed with skills to get back into the workplace.

Newquay Regeneration Forum

Originally formed in 1995, the forum has led on projects addressing pedestrian thoroughfares in the town and feasibility work at Fistral beach, which led to the commercial development of the Fistral Surf Centre.

Newquay Marine Group

This is a community action group of local residents and volunteers working to protect the environment, by engaging with the local community through events and activities.

Newquay Chamber of Commerce

Established almost 50 years ago in 1964 with almost 600 members Newquay's Chamber of Commerce and Tourism is a member of the British Chambers of Commerce and continues to be the established and recognised voice for businesses across the town. The Newquay Chamber has no boundaries for membership and includes all areas both within, and in the surrounding districts. It is also a non-political organisation influenced and driven by its business members for the benefit of the business community.

Ambition

Newquay Coastal Town Team has a vision of a resilient town, developing this popular seaside destination to offer a more diverse and flexible visitor experience. The initial identified projects focus on bringing back into use and better use of important coastal assets. Currently the identified project areas are run down and detract from the overall impression of a busy, thriving seaside town.

While building a roadmap of key priorities for investment and improvement, we aim to focus on the elements which will bring real impact to the local community and our visitors. These elements will promote sustainable growth, enhance the experience of those visiting and staying within the town, as well as improving the visual appearance and sense of community pride for those who call Newquay home.





Newquay is currently negatively impacted by the seasonal fluctuation of visitor numbers and spend. The CCT's aims are to help address by:

1. Broadening the offer in terms of facilities, activities and opportunities available to visitors to extend beyond the beaches.
2. To increase the range of visitor attractions which are low cost or free.
3. To increase the range of visitor attractions that appeal to 'local' to lengthen the tourism periods.
4. To reduce the dependence on certain demographics at peak periods (e.g. older coach travellers in the spring or young people in the summer) by increasing the variety of attractions available.
5. To improve the overall look and 'feel' of a key developed coastal area of Newquay, important for both locals and visitors.

The CCT have reviewed the feasibility and opportunities from 4 specific projects within the town centre, which have been initially progressed through community and volunteer support. These each build on the culture and heritage of the town, broadening the tourism offer, encourage increased visitor stay and spend, while also enhancing the environmental quality for local community.

These are initial projects and the CCT, in conjunction with the local community, will contribute to identify and progress more coastal projects that will contribute to delivering the ambition of a thriving Newquay.

Identified Needs & Actions

- Revenue options to support on-going maintenance and develop new initiatives.
 - As part of the development of each project, the CCT has considered a number of revenue options, to help support employment opportunities generated, maintenance of facilities and potential fund for developing new projects.
 - Community fundraising will play a key role, partly to support costs, but more significantly to encourage community engagement and commitment. The CCT projects are intended to support tourism, but are also vital community resources.
 - Sustainable revenue streams can be developed in the management of seasonal leases, fees for events and activities, local business sponsorship, smart app charges and coin operated equipment.





- Employment opportunities to manage and maintain projects.
 - Within the projects identified by the CCT, there are opportunities to create year-round positions to manage and maintain events, activities and facilities. The CCT anticipate the need to manage day, week and season leases on community facilities, as well as inspection and maintenance needs for equipment and facilities.
 - Secondary employment opportunities exist from the support of local micro and start-up businesses, and development and promotion of events such as the Fish Festival.
 - An improved visual appearance and welcoming environment will help extend visitor stay and spend, with a positive impact for local businesses.

- Community engagement and involvement to shape outcomes and develop long term involvement and commitment.
 - Identified projects have been initially progressed and supported by community involvement. It is anticipated that by developing these to sustainable outcomes, alongside existing community groups and volunteers will help maintain local commitment, involvement in upkeep and inspire new projects to be brought forward.

- Enhancement of environment and appreciation of its value to residents and visitors.
 - Several sites within the town have declined visually and present a negative image to visitors and residents. Works to improve these will help instil local pride in the town's assets and improve the quality of visitors' experience.
 - Improvements to key sites will provide the means for residents and visitors to consider litter and reduce antisocial behaviour, improving quality of life for the community.

- Protection of existing assets and long term management to retain for future generations.
 - Newquay has grown from a number of industries and has an interesting history, which has shaped physical buildings and its natural resources. Both visitors and residents should have access to this knowledge. Other features are more recent, but known and loved by generations of residents and visitors alike. Within the community there is a strong will to bring existing assets to a viable state and ensure their long term survival, as a legacy for Newquay's future.



- Rejuvenation of town image to develop town's appeal as a year round destination and respect as a community.
 - For several years Newquay's image has suffered as a venue for post-exam holidays and stag/hen weekends. The idea of a traditional seaside town appears outdated. Newquay has been slowly reinventing itself as a town of high quality, self-catering family apartments, a specialist venue for surfers and boutique hotels for couples. Initial work to improve the visual appearance and enhance signage has made a start on this process, but more needs to be done to build on these initial foundations.

Newquay is working hard to show itself as the venue for the modern 'family' and their varied requirements. By aiming to consistently meet a high standard for quality, service and amenities it is anticipated that there will be a greater respect by visitors for those living in Newquay and better appreciation by residents for those choosing Newquay for their holiday destination.

SWOT Analysis

Strengths

- Existing community involvement and commitment
- Enhancement of existing assets and environmental quality for residents and visitors
- Reputation as quality surfing destination

Opportunities

- Support for micro businesses and new business start-ups to 'test market'
- Development of town as family-friendly holiday venue with low cost activities to extend stay
- Environment to encourage and support the development of new ideas and develop a stronger sense of community and belonging

Weaknesses

- Surf market not explored sufficiently, resulting in missed opportunities
- Over-reliance on volunteers to maintain vital assets, ensuring the value of volunteers is maintained and rewarded





Threats

- Damage/deterioration of projects/sites
- Wider implications of changing holiday styles, economic situation etc. causing visitor number and spend fluctuations
- Impact of previous negative image on new projects

Cornwall Visitor Survey 2006-12

Newquay – town centre

- 680,000 day visits
- £124.3m Direct visitor spend

Gathering strategic insight for Cornwall 2010 (Arkenford)

Newquay – perceptions

- 51% - my type of place to visit
- 49% - no opinion/not my type of place
- Perceived as “distinct lively beach and surf offering”

From Coastal Towns: Communities & Local Government Update Note - April 2008

Reduction in ‘seasonal swing’ – “The emergence of a year-round surfing tourism market in Newquay may hold the key to this trend.”

Delivering The Plan

The following sections of the plan are focused on the initial identified projects in terms of costs, funding and immediate actions.

Newquay Harbour Viewing Area

This is a 3 level area to the south east of the harbour. While providing spectacular views over the harbour, bay and coast, the area has deteriorated over time. The area has limited





bench seating on the middle tier, while top and harbour levels are underutilised. Railings have deteriorated and present a hazard. Visually the area is suffering from worn, peeling paint, expanses of grey concrete and risks becoming a problem area for antisocial behaviour. Through a number of straightforward actions, the area could be used by the local community and visitors, particularly as an eating area supporting the nearby cafes and takeaway establishments.

In partnership with volunteers, Newquay Marine group and Newquay in Bloom, it is proposed to comprehensively rejuvenate the paintwork, replace seating with benches and tables to encourage people to stop and eat, the necessary recycling/rubbish bins and planting in raised beds. The steps and railings will be enhanced to improve access and safety. A large mural is proposed to brighten the area, along with information boards to describe the history of the harbour. Newquay in Bloom, Newquay Marine Group and local volunteers have confirmed they are keen to take on the future upkeep of the area.

Towan Beach Sea Pool

This project element is about bringing a much loved local asset back into use. Currently derelict the site adds nothing to beach and coastal area, instead is detracts from the natural beauty of the area. With many local and visitor memories attached the pool there is strong community support, to bring this important landmark back into use. For generations it provided an area away from the waves, for families and children to relax and learn to swim. Storm damage and safety concerns have left the pool in a state of disrepair, but with a high level of local enthusiasm to reassess the repair and safety requirements and reinstate this valuable feature. The project is led by a local CIC, with strong social media support and commitment. The group will work with CCT to establish long term revenue options to support maintenance and upkeep.

Killacourt Green Space

This community green space is at the heart of the town, overlooking Towan Beach and starting point for the Discovery Trail. For many years the area has been used for performances, music and community activities. The CCT and Town Council would like to increase engagement with the space between events, including repositioning and replacing the current bandstand to provide a more flexible performance area. Overall the intention is to establish an area used throughout the year and encourage the community and visitors to engage with activities on the Killacourt and relax for a while.





Newquay Trail

The CCT would like to build on the existing Discovery Trail, adding opportunities for physical engagement with what is currently a visual trail. The intention is to select a small number of sites along the existing trail to position activities and equipment to engage visitors, developing a number of low cost/no cost family activities to extend visitor stays and continue to improve the visual presentation of the town for residents.

Risk Assessment

Harbour Viewing Area

Pros

- Seating area could support local food outlets
- Significantly improve local asset and reduce potential for antisocial behaviour
- Commitment of local community to maintain
- Information point for history of harbour

Cons

- Limited access for older people, disabled, reduced mobility, push chairs
- Potential for litter and issues with seagulls

Towan Beach Sea Pool

Pros

- Much loved community asset with local commitment to reinstate
- 'Safer' swimming environment for families, both local and visitors
- Pre-existing commitment towards insurance costs

Cons

- Potential high cost to re-establish pool
- On-going maintenance costs – securing sustainable revenue sources/long term reliance on community fund raising
- Need to work with Life Guards to ensure sufficient cover

Killacourt Green Space

Pros

- Open space with established community use
- Opportunity to rejuvenate area and encourage increased local usage
- Provide focal point and present 'new' image of town

Cons

- Establishing viable revenue options
- Potential high cost for replacement band stand – need to establish budget & usage level



- Selection of activity/items to site on green, which will be used and not disrupt open space for events

Newquay Trail

Pros

- Opportunity to introduce alternative items and build trail further over time
- Opportunity to consider innovative ideas beyond fitness items
- Establish quality image of town, in similar vein as food – Padstow, art – St Ives, using ‘theme’ to link trail stages – e.g. Newquay as lively/family/alternative venue
- Strong ability to link history of town with activities, extending value
- Use of trail to link harbour viewing area round to Towan Beach

Cons

- Fitness equipment not an innovative feature in Cornwall and high cost of products
- No research data on long term usage of fitness equipment
- Older people unlikely to engage with fitness equipment due to health concerns
- High level of inspection and monitoring required, with cost/resource implications
- No data on tourist engagement with fitness equipment
- Limited data does not support potential use by surfing community
- High number of fitness activities already present in town for local community – potential for conflict?

Newquay Coastal Community - Projects

1. Harbour Viewing Area

Introduction

Construction on the current harbour began in 1832 and remained a small pilchard fishing port into the early 20th Century. During the 17th and 18th Centuries the harbour was increasingly used for mineral loading, such as tin and china clay. North, South and Island Pier were Grade II listed in 1988. An £800,000 improvement project in 2013, allowed for the construction of new fisherman storage facilities, office and training facilities, alongside improvements to the landing stage, lighting, signage and security. Just as in Victorian times, tourists are able to experience a small, working fishing port, which also plays host to the growing annual Newquay Fish Festival.



The harbour viewing area lies to the south east end of the harbour, comprising 3 tiered levels, linking the harbour with the higher end of South

Quay Hill. Each level is accessible via concrete stairs; the top level is paved with a small number of benches in alcoves; the middle level is wider with 2 rows of benches and small change in height; the harbour level provides an open concrete space without seating. Looking back up the levels from the harbour presents a large concrete wall, in sharp contrast to the spectacular views over the harbour and coast experienced in the opposite direction.



The limited seating is fixed and offers little flexibility to users. Railings have deteriorated and rusted through in places, and due to the slip hazard presented by the metal surface have been wrapped in hessian. The steepness of the steps means suitable handrails and grip surface is vital to reduce the risk of trips and slips. The area as a whole is suffering from peeling and deteriorating paint surfaces, plastered and concrete surfaces requiring repair, experiencing low level graffiti and risks becoming a problem

area for antisocial behaviour. The area is significantly underused, but has the potential to provide a valuable resource.

Purpose

Improvements to this defined area will make an immediate difference, due to its highly visible position both at the harbour, but also across Towan Beach. Focus on this project will benefit three aspects;

- i. Reinststate a valuable community asset, providing a useable and cared for area to relax.
- ii. Provide a manageable area for visitors to sit and eat, supporting local cafés and takeaway restaurants.
- iii. Complete the improvement works to the harbour area, while also providing an area to watch the workings of the harbour without impeding or being put at risk.

The 2003 Cornwall and Scilly Urban Survey, completed by Cornwall Archaeological Unit and commissioned by Cornwall County Council, identified the harbour as an attribute with key themes for heritage-led regeneration. Although now over 10 years old, the survey highlighted the compliment of the new architecture of the RNLi building alongside the traditional granite construction of the piers, with suggestions that future modern developments could work well in the surroundings. The survey also felt there was a need to record and promote the maritime heritage of the harbour.

Context



The 2013 Fish Festival attracted more than 20,000 visitors, with trade stalls and demonstrations focused round the harbour area. While the festival continues to grow, there is limited space available for visitors to sit and enjoy food they have purchased.

The top of South Quay Hill and along Fore Street include a wide variety of cafés and takeaway restaurants, but limited opportunities for customers to sit and eat.



The harbour comprises a number of microbusinesses, providing visitor fishing and boat trips, and sustainable fish and shellfish catches. The harbour is also the home of Newquay's Pilot Gigs, RNLI Lifeboat Station and accommodates a 31 space car park. This relatively small area needs to balance the needs of visitors, businesses and local community.

By focusing on this project is intended to enable visitors to extend the time spent in the town, improve the quality of their experience and the image of Newquay for new and returning visitors. The area can also provide a picnic space supporting families with a low-cost/no-cost option.

While Newquay is working to develop as a year-round destination, it remains home to over 20,000 residents who should benefit in the longer term from on-going use of the area, the overall visual enhancement and supporting the continued upkeep.

Proposal

In partnership with volunteers, Newquay Marine group and Newquay in Bloom, it is proposed to comprehensively rejuvenate the paintwork, replace seating with benches and tables to encourage people to stop and eat, the necessary recycling/rubbish bins and planting in raised beds. The steps and railings will be enhanced to improve access and safety. A large mural is proposed to brighten the area, along with information boards to describe the history of the harbour. Newquay in Bloom, Newquay Marine Group and local volunteers have confirmed they are keen to take on the future upkeep of the area.

The introduction of new seating, railings, interpretation boards and planting will visually need to unify with existing harbour features and functions, reflect the image of the town as a whole and be able to accommodate temporary events and activities.



Newquay in Bloom have been working with a designer to put together initial ideas and options. They have also been working with local artist Ben Allen, to develop a mural appropriate to 'lift' the large concrete wall. Ben has previously worked at Jamie Oliver's Fifteen in Newquay, developing a mural for the restaurant inspired by its location and employees.



The existing bench seating is proposed to be replaced with fixed table and bench seating. This is intended to encourage visitors and particularly families to increase use of the area. All current benches are outward facing. New seating will also be repositioned to be more suited to encouraging interaction and conversation.

Hand rails will be replaced, along with rails at each level as required. Hand rails and steps will be renovated to ensure they meet standards for safety, as well as enhancing the visual appearance.

The cobbled sloped areas are to be replaced with raised planters, then maintained and planted by Newquay in Bloom, supported by local volunteers. Ensuring a bright, tended display is maintained year round to benefit visitors and residents.

The area is already covered by CCTV, but consideration will need to be given to enhancing the overall lighting to ensure safety, comfort, extending use and reducing potential for antisocial behaviour.

Planning

While the harbour piers are listed, the viewing area is not included in this designation, but does lie within the curtilage. Listed building consent would be required for proposed works, including the mural and the remaining work would be classified as permitted development. However, it is considered appropriate to liaise with Cornwall Council Planning Department to ensure correct procedures are followed.

Consideration will be given to the choice of paint to complete the mural, ensuring future maintenance works and costs can be efficiently managed.

An independent survey completed by Ward Williams Associates is reviewing the current condition of plaster and stone surfaces, steps and railings. This report will identify where priority works are required, health and safety aspects to ensure the area meets minimum standards and where elements can be retained requiring aesthetic attention alone. Costings



and priorities presented in this report will help guide the CCT in planning for efficient and effective project delivery.

The majority of the harbour land is under Cornwall Council freehold, with buildings leased out to various businesses and organisations. While landowner consent would be required from the Council, agreement and support from leaseholders on the site would also be essential. Initial conversations with the Maritime Manager, a Cornwall Council representative that oversees the running of the harbour, supports any efforts to improve the look and functionality of public space at the harbour. The actual viewing area itself is under the remit of Cornwall Council 'Open Spaces' team, who are supportive of any community efforts to help improve and enhance this space.

Newquay Marine Group has worked with a designer and artist to develop initial ideas. Following completion of the surveyors report, these ideas can be progressed to accommodate fabric considerations. At this point the group will utilise its existing social media platforms and links with local residents to engage the community in shaping the final outcome.

Management

Newquay Marine Group has been leading on this project within the CCT, to shape initial ideas and designs.

Cornwall Rural Community Charity (CRCC) has instructed Ward Williams Associates in the completion of the site survey. Additional research and project development work has also been completed to enable the CCT to assess project priorities and support progression towards delivery.

Long term management of the overall area could be devolved from Cornwall Council to lie with Newquay Town Council, with planting responsibility with Newquay in Bloom and minor maintenance completed by community volunteers.

Sustainability

Newquay in Bloom has confirmed their commitment to maintaining future planting, with assistance in this and basic maintenance from community volunteers and volunteer time from Newquay Marine Group.

It is anticipated that the area will be passed to Newquay Town Council, under the Devolution Deal. With the whole viewing area improved to a high standard, it will be more straightforward for the town council to take on on-going maintenance and future essential repairs as required.





The Clean Cornwall project has expressed an interest in working in Newquay to help the community address concerns about tourism-related litter. The Community Attitudes to Tourism Survey 2012, identified that those in Newquay were more likely to agree that litter generated by tourists was a problem. By working with local businesses and residents the project can look at methods to manage any food and packaging waste at the harbour viewing area and through the town, embedding practices and gaining longer term commitment to maintaining the solutions.

Costs & Funding

The CCT have supported the Newquay Marine Group with initial costs to develop designs. CRCC has co-ordinated the production of initial site survey and project development planning and costings.

A high level costing has indicated costs of around £60,000 (including professional fees) to deliver the project.

Several funding opportunities have been identified including the Coastal Resilience Fund, European Marine Fisheries Fund (EMFF) and Section 106 monies. In addition there is a small marketing budget available from the local authority, dedicated for the harbour area. This is a crucial component that will add value to the overall project and works that are already happening at the site. Immediate actions will be to develop funding applications for these sources and build a relevant funding package.

Outputs

- Community volunteer commitment to maintaining area and enhancing town image

Outcomes

- Transform an underused, eyesore to reinstate and enhance a valuable community asset
- Extend the tourism offer, by encouraging visitors to use local food providers and stay to eat
- Support local food businesses and annual fish festival, by encouraging visitor spend
- Works will complete rejuvenation of working harbour area and provide info to visitors on heritage
- Visual enhancement and link to other projects in town will build towards new tourism image

SMART Objectives

- Newquay Marine Group to liaise with designer to produce initial designs by end of January 2016.



- Community consultation on designs to be carried out with local residents and via social media platforms, through Newquay Marine Group, CCT and Town Council. Feedback to be collated by end of March 2016 (Easter holidays).
- CCT to finalise designs and tender for works. Structural works to be completed in time for Newquay Fish Festival – 16th September 2016.
- Monitor usage during first year, both events and daily usage. Aim for 25% increase in usage over following year.

Timescale

Timescales are funding dependent but overall this is a fairly discrete piece of work and should run to a schedule of less than 4 months. Although peak summer months would be a difficult time to carry out the work, given the tourism season, as an outdoor project time of year needs to be considered.

- Structural works to be completed by September 2016
- Planting and renovation to be completed for March 2017 (South West in Bloom application deadline)

Future Work

- Identify additional neglected sites within town to support provision of areas for eating, particularly those accessible to wheelchair, pushchair and limited mobility.
- Formal plan to manage rubbish and recycling at visitor sites and in partnership with cafés and takeaways.

2. Towan Sea Pool

Introduction



A short distance across Towan Beach, at the base of Jago's Island is a small, partially natural sea pool. Designed to be filled at high tide, this has provided a local bathing feature for over a century. The roughly rectangular pool has a gently sloped base to a maximum depth of 1 metre, with concrete block walls to 3 sides. Generations of families, both residents and visitors, have grown up swimming in the calm waters away from surf and busy beach.

A health and safety report on Bude Sea Pool in 2004 identified aspects that were not in line with the Health and Safety Commission publication 'Managing health and safety in swimming pools - a guideline for pool operators', particularly relating to water clarity. The response of the then North Cornwall District Council was to close the pool, over concerns of liability.



In Newquay, Restormel Borough Council's reaction was to make a large hole in one concrete wall, ensuring the pool would drain and remove any risk of injury from submerged objects. This also had the effect of filling the pool with sand. In the face of

permanent loss of the pool public support gathered strength and the original plan to demolish it was overturned.

Over 10 years on, there remains overwhelming local support to reinstate this asset. The project has the support of the Town Council and more than 3,000 Newquay residents have backed an online campaign. This is an ambitious project, but one which will restore a valuable and much-loved feature for the use of local families and visitors for hopefully at least another 100 years.

Purpose

There are very few sea pools remaining in Cornwall and are more unique to this county. Repairing the Sea Pool will re-establish a popular and 'safe' swimming environment, accessible to residents and visitors.

- i. Reinstatement of valuable heritage asset at risk of permanent loss.
- ii. Provide a 'safe' swimming environment for families, away from surf and busy beach.
- iii. Establish community 'ownership' and long term management and risk management plan.
- iv. Extend tourist interest beyond the beach, with development of promenade opportunities/activities.

Context

Towan is Newquay's most central beach and provides a safe and sheltered beach favoured by families. The small waves make it ideally suited to swimming and novice surfers. The beach is RNLI lifeguarded and patrolled throughout the season. 2012 Visit England research highlighted that 51% of visits to Newquay were by families, equating to 1.1 million people. For families with young children, safely enjoying the sea can be harder alongside other beach users and surfers.



Research by Barnados in 2014, highlighted that many families are not financially in a position to enjoy many of the extra seaside treats. A traditional family day at the beach is a simple experience every child should have the opportunity to enjoy.

The Health and Safety Executive have clarified that previously sited guidance specifically refers to indoor swimming pools. There is no legislation currently in place governing the management of sea pools, and that any HSE documentation is for guidance only.

The sea pool has the potential to provide a swimming environment away from beach and water activities, with calmer, shallow waters. It will help extend the variety of experiences available to families. There are already initial expressions of interest from local groups to use the pool for water safety classes, ensuring another generation of Newquay residents will grow up using and enjoying this asset.

Proposal

The initial phase of this project is a physical engineering and construction process. The base of the pool needs to be cleared of large stones and debris, and much of the sand removed to reinstate the shallow gradient. The concrete walls need to be reinstated, with consideration for partially draining to manage water depth.

Appropriate signage and safety features will be sited, in response to on-going risk assessment processes and in consultation with RNLI Lifeguard cover.

Planning

Responsibility for the sea pool currently lies with Cornwall Council. It is proposed to transfer ownership to Newquay Heritage CIC, with support from Newquay Town Council.

Ward Williams Associates have surveyed the sea pool and their report has recommended the works and costs required to reinstate to viable physical condition. Appointment of a contractor will be by competitive tender.

The Town Council will be able to undertake the necessary risk assessments, in line with its existing commitments. Consultation will be required between the CIC, local authority and RNLI to review the level of lifeguard required and appropriate signage. The CIC is already in contact with the Friends of Bude Sea Pool and will be able to benefit the group's experiences to effectively manage, review and maintain the sea pool.

Management





It is anticipated that the freehold of the pool will pass from Cornwall Council, under the devolution Deal. The future management of the sea pool will be via the CIC, with the support of the Town Council, for the benefit of the local community and visitors.

Dive Newquay have expressed interest in supporting the sea pool project with a contribution towards insurance costs. The sea pool has the potential to provide a safe environment to undertake initial, basic training with those learning to dive.

Sustainability

As it is not feasible to generate direct income from the operation of the sea pool, the CIC will manage a number of financial options to support on-going costs. Of primary importance will be the role of the CIC and community volunteers in fundraising and maintaining local support. This has been a key part of Friends of Bude Sea Pool's continued operation, raising money through community activities, individual donations, business sponsorship and merchandise. Equally important is the high level of local support gained by Towan Beach Sea Pool as a means of increasing community engagement and cohesion.

Following repairs to Towan Beach Promenade due to storm damage in 2014, there is considerable interest and enthusiasm for the potential to use this 30ft space for extending the tourist offer. At present, Cornwall Council are looking to retain the freehold for this land, but have indicated they would consider a working relationship similar to that in operation in Bude. Cornwall Council installed new huts in 2014 and these are let through Bude Tourist Information Centre, taking a management fee or percentage dependent on lease type. While Towan Beach and other areas in Newquay could accommodate significantly fewer huts, this presents an opportunity to maintain a consistent income stream.

Building the working relationship with companies such as Dive Newquay, should make it possible to maintain a level of continuity in covering future insurance costs.

Costs & Funding

CRCC has managed the initial survey process with Ward Williams Associates along with project development and delivery process. Costings to reinstate the pool in a sustainable way have been indicated at around £65,000.

Funding sources identified include the Coastal Revival Fund, EMFF and Heritage Lottery Fund.

Considerable volunteer time and commitment has ensured this project has remained 'alive' for 10 years and currently has such a significant level of social media support.



Outputs

- Community volunteer commitment to local fundraising and long term maintenance
- RNLI commitment to lifeguard cover and water safety awareness

Outcomes

- Reinstatement of popular heritage asset, with limited examples of similar natural tidal pools in existence in Cornwall and UK.
- Translate significant community support into physical outcome, encouraging and supporting further community project development.
- Provide safe family swimming environment, separate from competition on main beach from bathers and surfers.
- Supporting water safety and beach safety awareness amongst residents and visitors, vitally important to a seaside town and coastal county.
- CIC maintaining a community asset in the interest of the local community.

SMART Objectives

- Based on survey findings from Ward Williams Associates, identify level of funding required and providers to approach; CIC to be project lead on funding applications.
- CIC to tender for works and engage contractor, working with them to establish timeframe for completion of engineering works (dependent on tide times).
- Meeting to be arranged between CIC, Town Council and RNLI (including Cornwall Council representative as provider of RNLI funding, if relevant) to confirm requirements for lifeguard cover, signage etc. Meeting required before confirmation of 2017 season budget for lifeguard cover and Town Council risk assessment costs/timetabling.
- Establish annual maintenance and running costs, following completion of works. Aim to cover costs by end of year 2, through sponsorship commitment and marketing plan.

Timescale

- Dependent on project costs, complete structural works for 2017 season

Future Work

- Local water and beach safety campaign with local schools and promoting to visitors.

3. Killacourt Green

Introduction



Killacourt is a community green space at the heart of the town, overlooking Towan Beach. The Green is planted with traditional, ornamental flowerbeds and provides an uninterrupted view out across Towan Beach. Killacourt provides a valuable link between the town's urban centre and coastal environment. The Green also hosts a variety of community activities and events through the year.



The bandstand to the right of the Green is used for summer concerts and live performances. The rectangular structure is closed on 3 sides, with bi-fold partial glazed doors to the front and flat roof with shallow slope from front to back. The internal walls are indicating signs of rising damp, with deteriorating paint work and wall surface. This has implications for maintenance costs and presents an uncared for image of this asset. There is no hard standing around the bandstand, limiting access and flexibility of use during winter/wet months. The Green currently has limited public lighting, restricting use for evening activities and potentially discouraging community use.

Purpose

Killacourt is a vital community green space with potential to extend its use and flexibility further. At high tide it provides an area, along with Towan promenade to support an enhanced tourist offer.

- i. Develop interactive potential of green space for community and tourists.
- ii. Re-site bandstand to increase usage, but maintain view and direct link to beach.
- iii. Link beach, promenade and Green activities to extend tourist offer.
- iv. Increase daily usage, alongside specific activities and events

Context

Killacourt is used for a number of community events, predominantly through the summer months. These include the Summer Sessions, featuring local brass/silver bands, Family Arts and Crafts, Carnival Week and Big Inflatables. These are for the most part organised by the Town Council and free for the community to access. Community events are charged £25 to hire Killacourt, while commercial events are subject to a higher charge. There are concerns about the appropriate commercial rate to encourage increased use.



While there are many opportunities to offer larger activities and events, the CCT want to develop the daily use of the Green by residents and visitors alike. There is also a desire to extend the potential for income generation to enable additional ideas to be developed by the community for the overall benefit of the town.

There is good potential to extend activities available to further support the Fish Festival, Boardmasters, Run to the Sun and Mini Riviera Run, offering family friendly activities.

Since the 1920s Killacourt has had uninterrupted views across Towan Beach. The CCT are mindful that any developments need to maintain this for the enjoyment of residents and visitors.

From Killacourt Green the 3 project sites are visible, creating a link between the locations.

Proposal

The CCT propose to replace and re-site the existing bandstand. It is anticipated that the new design and position will enhance the performance space without significantly impacting on the coastal view. The construction will also be easier to maintain and present a higher standard for the space.



Currently Killacourt has a small kiosk providing refreshments during the summer season. There is potential for the CCT to support a small number of units encouraging local micro businesses and start-ups to ‘test’ the market. These units would be need to be appropriate in design and use to be suited to their location, ‘neighbours’ and businesses

within the main town centre.

Thirdly, the CCT would like to include interactive activities suited to families, residents and visitors. Providing additional opportunities to extend visits and increase daily use of this valued open green space.



Planning

Further consideration is required for the location and future use of the bandstand, to ensure the appropriate design is selected. There are several examples of modern designs, which may be suited to Newquay's 'lively' image. However, Killacourt is quite a traditional space, with Edwardian properties along The Crescent.

Planning permission is likely to be required for relocating the bandstand, however this is not anticipated to be problematic.

Management

Cornwall Council currently retains the freehold of the site, while Newquay Town Council holds the Premises License. Responsibility for maintaining the Killacourt site, including grass cutting, bandstand and fencing, currently sits with CORMAC, although community volunteering has enabled some additional maintenance work to be carried out.

Events on Killacourt have been managed for a number of years by Newquay Town Council, under a formal management agreement between the Town Council and Cornwall Council. This has enabled the organisation and management of community activities to be achieved more efficiently. It is anticipated that the ownership and management of the Green, including bandstand will pass to Newquay Town Council as part of the Devolution Deal.

Newquay Town Council holds the Premises Licence, but the fee is waived due to the site complying with the definition of 'community premises'. If commercial events were to be held here the 'event organisers' would need to secure appropriate permissions, including a Temporary Events Notice.

Sustainability

The hiring of the Killacourt Green, bandstand and micro business opportunities have the potential to provide a revenue stream to facilitate the maintenance of these elements and development of additional community activities and events.

Example: Micro Businesses – Beach Hut Shops, Falmouth



Beach Hut Shops sited at Events Square, Discovery Quay, Falmouth are available for daily hire rate of £25 (£35 during July and August). This provides an affordable opportunity for small local businesses and producers to test their products and the market, potentially to then grow their business into a larger local site.

Costs

Vica SL Ltd – Rotherham, South Yorkshire



Steel bandstands designed for Ashford Borough Council, Kent and Rushmoor Borough Council, Aldershot

- Install cost – approx. £60,000
- This involves full design following meetings with the local community and council. All steel is British and is galvanised and powder coated. Fully project managed construction from concept through to installation.
- Rushmoor Bandstand is available free to community groups, but subject to charges for commercial events
- There are currently no bandstands in Cornwall licensed for civil ceremonies

Peter Weldon Iron Designs Ltd – Carmarthenshire, South West Wales



Mercia Marina Events Bandstand, Derbyshire

- With removable balustrade.
- Rainwater is directed down through columns into drains.
- Delivered and installed, but excluding any electrical installations.
- Sub Total £37,960.00 plus VAT

(This price doesn't include the ceiling manufacture because this would be difficult to create remotely and install without damage. Local joinery firm instructed to install a ceiling after the building erected.)



Cubley Hall Art Nouveau Bandstand, Barnsley

- Sub Total £65,000.00 plus VAT

(Exclusions- lifting equipment, scaffolding, all groundworks, flagging, stairs etc)

Outputs

- 1x FTE role required for management of bookings, maintenance, PR and marketing
- Potential part time role – community liaison

Outcomes

- Promote use of green space for daily activities to extend beyond stand-alone events to more year-round use.
- Increase activities during significant events to extend benefit throughout town.
- Re-site new bandstand to enhance quality of performance experience and visual appearance.
- Develop access to family activities within space to encourage family use during high tide and away from beach activities.
- Develop micro business opportunities to support small, local start-ups.
- Increase revenue options from hire of Green, bandstand, business units.

SMART Objectives

- Newquay Town Council to confirm level of budget for provision of new bandstand, prior to establishing requirements from user groups.
- Consultation with key stakeholders (local residents) regarding siting of bandstand.
- Consultation with key stakeholders (local businesses, Killacourt leaseholder) regarding the viability, interest and concerns over potential micro business units.
- Consultation with beach users during 2016 season and those attending Killacourt events, to establish potential addition of family activities within green space.
- Develop a business plan for ongoing sustainable use of the space / defined purpose.
- Aim for 15% increase in bookings over previous year
- Monitor footfall during key 2016 events. Aim for 25% increase in footfall at same or equivalent events over previous figures.

Timescale

- Complete consultation work during 2016 season to formulate timeframe for 2017 delivery

Future Work

- Marketing plan to promote new family activities and events on the Green, and increased hire of Green and new bandstand.

4. Newquay 'Fit' Trail

Introduction



The Newquay Discovery Trail was developed in 2002 with the assistance of Newquay Old Cornwall Society. A trail of 14 Cornish slate discs have been carved with a series of 'conundrum' words and sunk in the ground at selected points around the town. Residents and visitors are encouraged to pick up a map and seek out the discs, learning about Newquay's history as they go. The Killacourt Green marks the start point for the trail. The Discovery Map, developed in 2008, is purchased through the Tourist Information, providing additional information on places to visit in the town, without relying on a car.

A local community and business representative identified the potential to reinvigorate the trail and include a greater level of physical engagement. Initial investigation looked at fitness trails and outdoor gym equipment, which have been installed at several sites across Cornwall between 2011 and 2015. The majority of these outdoor gyms have been installed in rural communities, where there is limited access to other fitness facilities. The main premise of these installations has been to provide fitness equipment for local people.

As Newquay is known as a surfing venue, it was also proposed that some form of fitness trail could be beneficial to surfers on the days when the surf was flat, presenting Newquay as a centre of excellence for outdoor exercise. While research into long term use of outdoor equipment is very limited, data suggests the majority of people prefer an activity such as swimming or cycling to outdoor exercise sessions. Older age groups were less likely to participate in physical activity due to concerns about physical health and ability to participate, lack of interest and dislike of going out alone or in the evening. Surfers are potentially more likely to try an alternative water activity or land-based activity such as mountain biking or skateboarding, if the surf is flat. Research by Surfers Against Sewage also highlighted that the majority of surfers are well educated with professional careers. They may not necessarily be looking for a low cost exercise alternative.

Reinvigorating the Newquay Discovery Trail has the potential to link the 3 sites previously discussed. This project can engage visitors in an activity which highlights the town's heritage

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and helps present an enhanced image of a town with a 'lively' image of itself and keen to engage families in a new way. A 'traditional' fitness trail is potentially understating the contribution this project could make. By incorporating physical activity with an alternative presentation style could provide a more innovative approach, with opportunity to extend to further sites within the town over time.

Purpose

This is an opportunity to engage with visitors in a more innovative manner, encouraging interaction and opportunity to deliver heritage information.

- Broaden visitor activities and level of engagement.
- Reinvigorate heritage trail with new, innovative approach, broadening level of appeal.
- Develop new visitor interaction utilising smart technology.
- Extend visitor offer beyond beaches, adding low cost/free activities.
- Enhance presentation of town and image as modern seaside destination.

Context

There are currently 27 venues in Newquay, both commercial and community, offering a wide range of sports activities. In addition, there are gym and leisure facilities available in several hotels. Care is required when considering the purchase of outdoor gym equipment with regard its accessibility for those with a disability or physical limitation, and the purchase and install costs in comparison to alternative options and likely usage. It should also be noted that this equipment is not intended for use by children below 12 years of age. As stated within the context of Towan Beach Sea Pool, the majority of visitors to Newquay are families and therefore proposed activities should be accessible and inclusive.

According to a 2012 Visit England report by region ([Activities Undertaken on Domestic Overnight Trips](#)) the top 3 activities undertaken on holidays in the South West were "just relaxing" (25.18%), sightseeing on foot (25.23%) and visiting a beach (22.14%). Outdoor activities consistently ranked low, for example - taking part in outdoor sports (1.62%), other watersports non-motorised (kayaking, surfing) (3.70%) and informal sport (1.52%), suggesting taking part in a form of formal activity is not necessarily a priority while on a UK holiday. This would suggest the choice of site and activity would be best positioned towards those simply looking to enjoy a relaxing visit to Newquay, rather than target a more specific group. Activities included at or close to the sites already discussed would add value and extend the offer available. It would add a starting point to look at building on the trail in future and encourage the business and residential community to contribute to future additions.

Proposal

Install activities at 3/4 sites within the town centre area, to include the harbour viewing area and Killacourt Green. Each site would include information to relate the activity to the location and local heritage.

Example: Energy Hand Bike – The Great Outdoor Gym Company, Kent



- Charge mobile or tablet while exercising
- Designed to be ‘as inclusive as possible’
- Resistance-based equipment - no electricity required
- Low maintenance

Example: Viewing Station – The Cloud Bar, Lincolnshire



coastline

- UK’s first cloud watching station – recognised by The Cloud Appreciation Society
- Part of Lincolnshire’s “Bathing Beauties” beach hut competition – create a series of seaside structures to invigorate local

Example: Interactive LED public art – Luminous Motion, Winchester



- Using mobile telephone technology and text messaging, enabling anyone to change the colour of the sculpture by sending text messages.
- Peter Freeman – Penwith-based light artist.
- Previously worked on projects at Exchange Gallery Penzance, Tate St Ives, Redruth Education Art Partnership.

Example: Interactive play – PlayAlive, Denmark



- Flexible interactive play and sports system.

- Combines activity, technology and challenge.

Example: Taunton Deane Dragon Trail 2014



- 30 dragon sculptures
- Design competition across Somerset schools
- Sculptures supported by local sponsorship
- Local trail including Geo App
- Auction of sculptures for local charity

Example: The Flying Reiver - Concept Shed, Falmouth



- Coin-operated signage for a Carlisle museum.
- Creation features life size automata riding a vintage bike, connected to a wireless donation box.
- The signage comes to life when visitors donate a coin and the museum receives an additional revenue stream.

Planning

The sites previously discussed are currently within the freehold of Cornwall Council, with the anticipation they will pass to Newquay Town Council under the Devolution Deal. Using these sites to trial the siting of activities would alleviate immediate issues regarding land ownership.

While reinvigorating the Discovery Trail it will be vital not to impact on this through inappropriate siting or selection of activities.

A higher level of community involvement at the planning stage may increase local 'ownership' and innovative generation of ideas to take forward. Installation can take place over an extended time period as funding allows, to build up the elements within the trail.

Management

Different activities will require different levels of maintenance and monitoring, while some could generate some income towards costs.



Delivery of the project is anticipated to happen using a phased approach, identifying and delivering on a site by site basis over a longer period of time.

Sustainability

Local community engagement and business sponsorship could help this project achieve a degree of sustainability in the long term. Part of the immediate actions for the CCT is to further investigate long term sustainability solutions for the project.

Costs

There is the potential for higher initial install and set-up costs, with lower long term maintenance costs depending on the chosen activities. Long term engagement with and commitment from the local community could help develop the trail further at a lower cost to the town.

Outputs

- 1x FTE position with Newquay TIC – via sale of updated Discovery Map, including downloadable version and GEO App development
- Business sponsorship, community engagement and local charity support

Outcomes

- Reinvigorate heritage trail, increasing engagement through innovative activities
- Extend activities beyond beach focus and encourage footfall through town
- Provide low cost/free family-friendly activities
- Develop new town image, with aim of highlighting town as lively, alternative seaside town
- Opportunity to develop project over time and through community involvement

SMART Objectives

- CCT to discuss further to finalise direction/focus of trail activities
- Finalise initial sites to trial installation of activities.

Timescale

- Consultation and funding planning for project delivery in 2017.

Future Work

- Community engagement to plan for further activities to be added to trail.



Summary Immediate Actions and Performance Indicators

For the next 6 months the key focus of the CCT is:

- Finalise individual project plans including funding packages, management and timescales (see individual projects for full details)
- To finalise funding packages for identified projects and progress applications
- Secure planning permission where needed
- Finalise a longer term communication plan for the CCT

At the end of six months a minimum of 1 project will be underway with the remaining scheduled for delivery in a phased approach.

Summary Medium term Goals & Performance Indicators

- Identified a suite of projects for delivery over a 5 year basis
- Developed plans for identified projects including costs, funding and long term sustainability.

Management of the Team

The CC Team are led by the Newquay BID, however each partner will take a lead role on individual projects. The team are also supported by local Councillors and officers from Cornwall Council and Newquay Town Council.

The team meets on a monthly basis as a group and in addition smaller sub-groups tasked with delivering projects will meet at a frequency dictated by the needs of project delivery. Each project sub group will be supplemented by additional officer or local resident support where required.

The network of support for the CCT will continue to be grown as more projects are identified that contribute to the aims and outcomes of the economic plan.

Newquay BID has a remit to support and deliver projects in Newquay and as such the CCT is a natural fit for the longer term.

Costs

Direct 'cash' costs associated with running the CCT will be fairly limited; meeting space has been provided by a partner free of charge and printing / associated costs have been kept to a minimum with each partner contributing where possible.





Partners are also providing staff time on a voluntary or in-kind basis. However, this should not be underestimated as all partners (whether voluntary sector or public sector) face resourcing and capacity issues. Therefore, in order to alleviate future pressures on the CCT, each project will be costed to incorporate running costs and draw in additional volunteer and officer support - at a project-specific level.

Areas of Special Interest

The Newquay CCT are particularly interested to hear from or collaborate with other CCT's around the coast on the following subjects:

- Harbours
- Tourism
- Heritage
- Surfing
- Transport

