

Our Vision for St Ives

Our overall vision and strategy for St Ives has been developed by local communities and businesses. Our vision has been driven by local people:

To build on the rich tapestry of assets in St Ives, from its beautiful coastal scenery and living heritage to its vibrant culture and local community, focussing on the needs of residents, whilst continuing to welcome visitors, embedding sustainability and attracting new enterprise, and supporting the aspirations of the next generation.

Our Objectives

Achieving our vision for St Ives will involve a wide range of public and private investment. The Towns Fund will provide a real catalyst and make a vital contribution to delivering this vision. But so too will existing projects and future funding from other sources. Overall investment into the town will be guided by three objectives, driven by the evidence above:

- 1. To generate inclusive green growth and new enterprise within a year-round economy**
- 2. To support the health, wellbeing and aspiration of all residents in life and work**
- 3. To create opportunities for young people which allow them to flourish**

Short-term renewal and long-term change.

Our interventions will all have impact over the four years of the Town Deal funding. Where they are designed to also deliver longer term outcomes, the investment we are seeking provides the catalyst that will unlock future impacts.

- **Short-term** – support St Ives and its visitor economy to adapt to the impact of Covid-19, reduce congestion in the town centre, and ensure that residents who have been affected by the pandemic have access to the skills, retraining and support they need
- **Medium-term** – encourage our economy to diversify, nurturing new industries and assets and attracting new businesses to start in St Ives, and equipping local residents with the skills to contribute to and benefit from these opportunities
- **Long-term** – contribute to the transition to zero carbon and greater sustainability, starting with making it easier and more attractive for visitors to arrive in the town via train and to move around on foot or by bike